

# Vicinity Media opens Dubai Office

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Location-based mobile advertising network Vicinity Media recently opened its first international office in the United Arab Emirates. American media entrepreneur Wendy Weckstrom and Finnish tech expert Alexander Le Bell will head up Vicinity Middle East (M.E), based in Dubai, serving the entire Middle East region.

In just a few months Vicinity Middle East has started integration work with leading Middle East publisher Dubizzle (leading classified publisher in the region), as well as global network Opera.

Vicinity M.E. has also made inroads on the client side with two global brands booking campaigns to run during November and December across the Middle East region, including UAE and Saudi Arabia.

Although the mobile budget for one of these particular campaigns had been allocated, when the client saw the Vicinity Distance Window and Landing Page they decided to rework the budget to include Vicinity's unique location targeting and engagement capabilities.

*"When one of the world's leading telecommunication brands calls your technology a must have for their campaign and reworks the campaign to include the Vicinity offering, it's a huge compliment and a nice indication that you're getting certain things right,"* says Middle East's Managing Director, Wendy Weckstrom.

## VICINITY

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best of breed technology and location expertise to deliver street level location targeting and driving mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a *Relevance Revolution* to mobile.



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