

Distance, only sexier

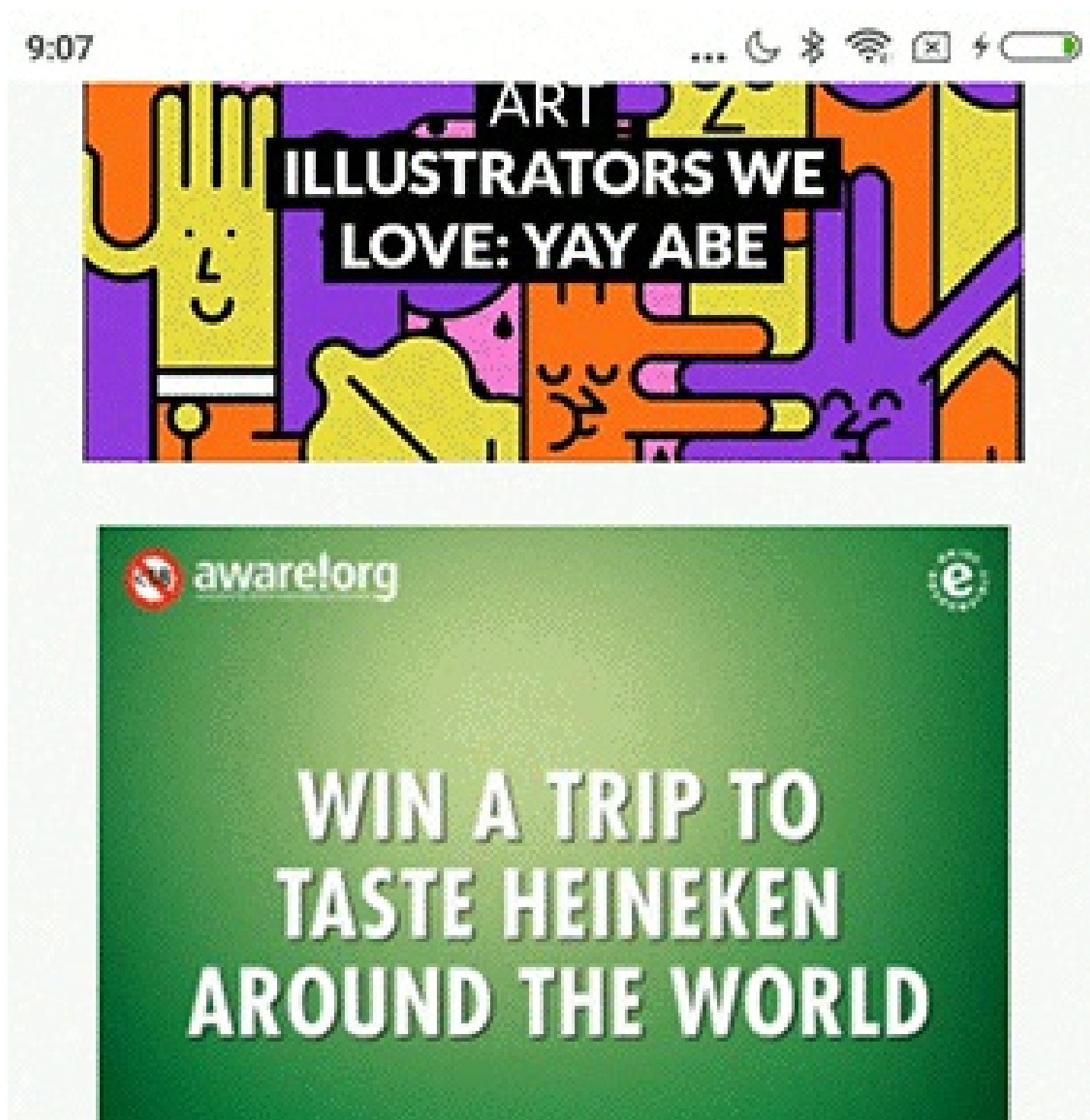
Issued by [Vicinity Media](#)

5 Nov 2018

One of Vicinity Media's key differentiators is the ability to publish and integrate the **Distance to Offer/Store** within the client's creative. This requires extremely accurate location technology, as well as an ad-building platform within your ad server to publish the location.

Over the last six months Vicinity has been hard at work making these distance windows far more engaging with a focus on enhancing the client's creative with location, not just providing key location information to the consumer.

Four of these new distance windows are showcased below:



== LATEST ARTICLES ==

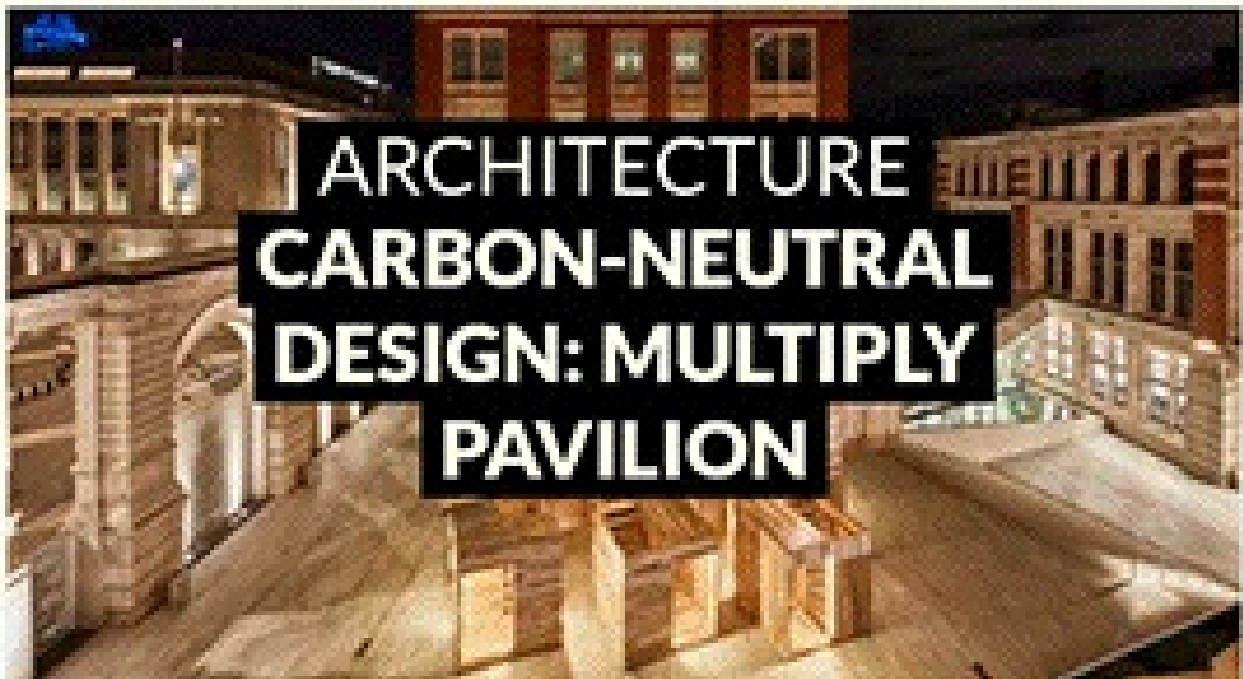
DESIGN



aware.org



9:40



Spring

DEALS
ON BRAND NEW GOODS

DIXON
50-inch Full HD DLED TV

R 4499⁹⁰



cash Crusaders

== LATEST ARTICLES ==



9:14

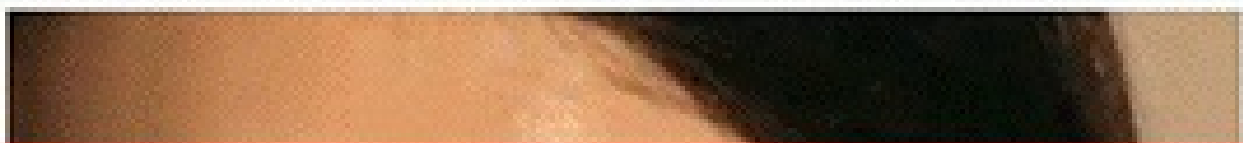




**COME AND WATCH THE
FUTURE OF FOOTBALL PLAY AT**

**HILL SCHOOL PRIMARY
AND SECONDARY**

== LATEST ARTICLES ==



**COME AND WATCH THE
FUTURE OF FOOTBALL PLAY AT**

**HILL SCHOOL
PRIMARY AND
SECONDARY**



ACKERMANS
WOMAN

KNIT DRESSES

49⁰⁰

YOU SAVE 50%

NEW STORE OPENING

BURGERSFORT
TUBATSE
27 SEPTEMBER 2018

VIEW DEALS

== LATEST ARTICLES ==



The Vicinity platform allows for complete customisation of these distance windows so that brand CI is 100% accurate.

Customize Distance Window (300X250)

Customize Distance Window

Preview Creative

Reset Settings

Save New Template

Select Saved Settings

Settings

Pin Template

Map

Sample Campaign Location

Woolworths Century City

Customize

GeolP/WiFi Preview

Off

Distance Message (3)

Fonts (3)

Loop and Background (1)

Distance Pin Colours (3)

More Settings (6)

Glow Road Color Use default

rgba(218,117,198,0.71)

Glow Circle Use default

#00d0e5

Text Box Outer Use default

#000032

Text Box Inner Use default

Creatives

WIREWARDS MEMBERS

20%OFF

2 BEAUTY PRODUCTS INCLUDING FRAGRANCE GIFT SETS*

To & Co apply

Creative Preview

234m from Woolworths Century City

Placeholders

Name	Placeholder	Example
Address Line 1	%%ADDRESS1%%	%%ADDRESS1%%(My default text
Address Line 2	%%ADDRESS2%%	%%ADDRESS2%%(My default text
Suburb	%%SUBURB%%	%%SUBURB%%(My default text
City	%%CITY%%	%%CITY%%(My default text
Store Name	%%STORENAME%%	%%STORENAME%%(My default text
Location Custom Message	%%CUSTOMLOCMSG%%	%%CUSTOMLOCMSG%%(My default text
Distance	%%DISTANCE%%	%%DISTANCE%%(My default text

Back to Creatives

Back to Campaign

Back to All Campaigns

For industry leading location targeting and innovative enhanced creative executions, get in touch with Vicinity Media.

- Meet the contenders: Introducing the official teams for the Vicinity Media Padel League!

18 Mar 2024
- Vicinity: The Year in Data 2023

20 Feb 2024
- Is your targeting as accurate as ours? Smash the competition in the Vicinity Media Padel League!

19 Feb 2024
- The power of 1st party data in omnichannel strategy and measurement

28 Sep 2023
- The biggest opportunities that mobile data and location technology offer the OOH and digital OOH industry

30 Jun 2023

VICINITY

Vicinity Media

Vicinity Media is Africa's first true Premium location based ad network.

Profile

News

Contact

Twitter

Facebook

RSS Feed

For more, visit: <https://www.bizcommunity.com>