

# Introducing the True Location Cup aka the TLC

Issued by [Vicinity Media](#)

17 May 2022

It's official - we're taking awards to a whole new level with the True Location Cup.

The TLC is a floating trophy, awarded monthly, to the best performing True Location campaign in the industry. Not only is this an awesome trophy awarded to the best in digital... but you can also drink beer out of it! Vicinity Media is the only South African location provider that is independently verified by a third party, meaning only our campaigns deliver True Location and qualify for the True Location Cup.



## Campaigns will be judged on:

- The application of location data sources to best meet client objectives
- Innovation
- Quality of execution and relevance to brand and target audience

## How to enter:

Don't worry, no need to enter. All active Vicinity Media campaigns are automatically entered.

Keep an eye out on our socials for more information and updates about Vicinity Media's True Location Cup.

- **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



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