

# Celebrations continue with the True Location Cup

Issued by [Vicinity Media](#)

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Makro successfully amplified their 51 Years of Great Savings campaign through utilising Vicinity's **Digital Catalogue and True Location Targeting Technology** - reaching the right audiences, at the right place.



See how this campaign achieved an **overall increase of 18.08% in physical store visits**, during the campaign period.

Click below for the full case study.

[\*\*Makro's 51 Years of Great Savings Case Study\*\*](#)

**A special mention to the following people:**

**Omnicom Media Group:** Nyiko Moyana (head of digital), Suzanne Oelofse (digital head Massmart), Mishkah Gieriden (digital campaign specialist), Ongezwa Mafunda (performance specialist)

**Vicinity Media:** Enje Scherman (business development manager), Mandla Masilela (campaign manager), Chante Naidoo (data strategist)

Keep an eye out on all our platforms for next month's winner.

° **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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