

Celebrations continue with the True Location Cup

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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.

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▪ **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

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