

# Distance, only sexier

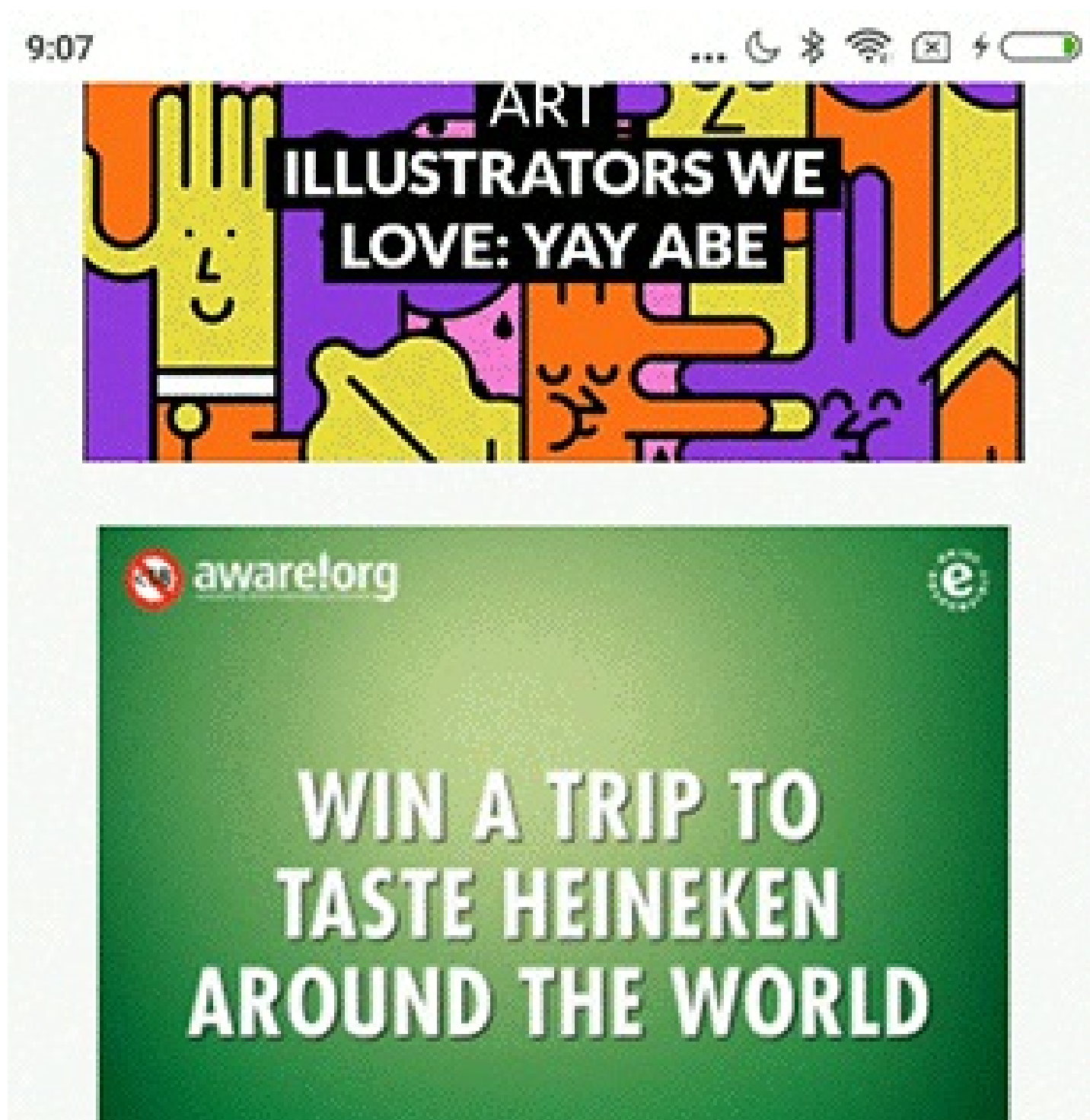
Issued by [Vicinity Media](#)

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:



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DESIGN



aware.org



9:40



Spring

**DEALS**  
ON BRAND NEW GOODS

**DIXON**  
50-inch Full HD DLED TV

**R 4499<sup>90</sup>**



**cash Crusaders**

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9:14



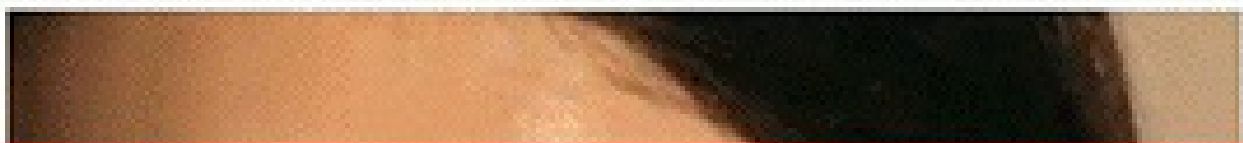


**COME AND WATCH THE  
FUTURE OF FOOTBALL PLAY AT**

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**HILL SCHOOL PRIMARY  
AND SECONDARY**

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

**HILL SCHOOL  
PRIMARY AND  
SECONDARY**



ACKERMANS  
WOMAN

KNIT DRESSES

49<sup>00</sup>

YOU SAVE 50%

NEW STORE OPENING

BURGERSFORT  
TUBATSE  
27 SEPTEMBER 2018

VIEW DEALS

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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

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### Vicinity Media

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