

I found the Mother of All Choices at TFG with the help of Navteq Location Point Advertising

By [Alexandra Cheketri](#), issued by [Mobitainment](#)

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(My Mother's Day gift was a click + 5kms away!)

It all started a couple of weeks before Mother's Day. On my way for a day outdoors, I decided to check the weather on my cellphone through Nokia Ovi Maps. To my surprise I saw an appealing banner ad inviting me to find the perfect gift for Mother's Day from The Foschini Group (TFG). "Oh my, thanks for the reminder!" It was Mother's Day around the corner and I had not bought my Mom a gift yet. But where to go? What to get? The answer was just a click away...

I clicked on the banner ad and it took me to a page with more info. I was greeted by a glamorous yet familiar face - Slindile who plays Mam Ruby on Generations. Slindile's call to action invited me to find the perfect gift for Mother's Day from TFG by clicking on a link. Navteq and its sophisticated technology provided me with all the options I needed: click to the mobisite to get ideas for gifts and/or click to map - which a TFG store was at max 5 kms away! The mobisite was extremely handy with functionality such as the ability to view products, make a wish list and have it SMSed to the person of your choice, refer a friend, etc.

From the results generated it was evident that I was not the only one who reaped the benefits of this service as the TFG Mother's Day banner ad got a fantastic 2.4% click-through rate, and of those 24% chose a call to action: 8% click to the mobisite and 14% click to map.

Alex Mullord, CRM co-ordinator at Foschini Retail Group (Pty) Ltd, was very pleased at the pilot LPA's campaign success. "There were a lot more customers coming from Navteq than I expected."

Mobitainment, an international award-winning mobile consultancy, introduced Navteq LPA to TFG, and integrated it into this year's Mother's Day campaign.

This new valuable service provided by Navteq, the leading global provider of maps, traffic and location data enabling navigation, location-based services and mobile advertising around the world, is known as Location Point Advertising (LPA). Navteq Location Point is not only one of the many services offered by Navteq but is also one of the fastest growing hyperlocal mobile ad networks in the world. Navteq LPA, through the use of Nokia Ovi Maps in South Africa, delivers ads and offers to on-the-go Nokia users. These ads include built in features such as: "click to map", "click to route", "click to call", which makes travelling and shopping for consumers as easy as one, two, three.

If you would like to try out this new way to advertise your store and attract the approximately 200,000 South Africans using the service within 5km of your store, please contact Mobitainment (www.mobitainment.co.za).

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