

Spur and BPS LBM campaign shortlisted as finalists in Global 2011 Effective Mobile Marketing Awards

After three weeks of intense judging activity, the shortlist for the 2011 [Effective Mobile Marketing Awards](#) has been announced.

Issued by [Location Bank](#) 10 Oct 2011

This year's awards attracted a record number of entries from around the world, and such was the standard of the campaigns, apps, projects and platforms submitted, the judges faced a daunting task to select the final shortlist.

South Africa is represented amongst the finalists with Spur Steak Ranches Location Point Advertising campaign run on the Navteq/Wand Africa mapping platform getting the nod from the judges.

Spur joins global brands such as The Guardian, Burger King, Random House and BskyB on the shortlist.

Leading Location Based Media solutions company, Business Positioning Systems (BPS), handled the campaign for Spur Steak Ranches last December, resulting in what became the restaurant group's most successful digital campaign to date.

The campaign featured ads delivered on NAVTEQ LocationPoint Advertising to mobile consumers using Nokia Ovi Map-enabled smart phones.

Charles Talbot of WAND Africa, which represents NAVTEQ Media Solutions in South Africa said, "NAVTEQ LocationPoint Advertising harnesses NAVTEQ's location content and capabilities to pinpoint where mobile consumers are, deliver ads and calls to action within close proximity to advertisers points of purchase, and guide them to the merchant's doorstep."

Built-in calls to action including "click to call," "click to web/mobi," and "click to map" bolster consumer engagement with advertising, drive consumers to advertised locations, and enable the Advertiser to promote redeemable coupons, making the service unique.

Daryl van Arkel (Director at Business Positioning Systems) added: "We see consumer engagement and interaction going through the roof with the increased relevance offered by LPA, the modern consumer is time poor and convenience driven thus offers near to their current location allowing them to make a quick decision and be taken to the point of purchase really hitting the nail on the head. Relevance has become the holy grail of modern advertising campaigns and our belief is this is set to surge as the decline in the shot gun approach ensures advertisers are given real ROI instead of millions of irrelevant impressions and screen views."

To see the Spur campaign in action go [here](#)

The stage is now set - literally - for the Awards Ceremony, which takes place at Delfina in London on the evening of 3 November.

For a full list of 2011 Effective Mobile Marketing finalists go [here](#).

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