

Steers use Location Point Advertising to target 'on the go' consumers

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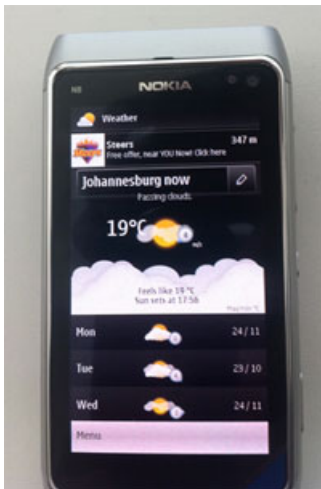
Steers is one of South Africa's leading quick service restaurant brands, with a reputation for restaurant quality food, prepared quickly for consumer convenience. As convenience is a major consumer requirement when selecting a fast food option, Steers recently added a location based media element to their recent Oreo ice cream promotion.



The Location Point Advertising (LPA) campaign was managed by leading location based media agency Business Positioning Systems.

The Steers campaign offered consumers a free Oreo wafer ice cream when they purchased a BBQ burger and chips meal.

Location Point Advertising allowed Steers to target consumers within a 5km radius of their branches and communicated the offering to them, through a banner on their cell phones. Consumers could then click to call the branch and order; click to navigate to the store, or click to the mobisite.



LPA runs on the Navteq navigational platform, serving ads in location specific apps. These include Nokia OVI, Telmap, Cell C Xplorer, Lonely Planet and other navigational and weather apps.

Precise reporting is one of the key strengths of digital media and Location Point Advertising is no different. The Steers campaign delivered 98 000 impressions, achieving 4700 clicks to the campaign landing page during the month long promotion. This equates to 4.08% click through rate. Of these clicks, 23% of users then interacted further being directed to the branch or dialing through from the LPA platform.

The campaign click through rate of 4.08% is far above the digital benchmark of 1.5%, proving again that relevant location based communication outperforms any other form of digital media ten times out of ten.

Steers are not the only retailer to see the benefits of this innovative media platform. Spur's most successful digital campaign to date used the same platform, and Foschini, BP and Checkers have all seen above average click through rates.

Location Point Advertising has the unique benefit of knowing where the consumer is, and communicating offers that are available within 5km of their current location. When a brand communicates to consumers based on their location the relevance of the message instantly goes off the charts.

If you're a retailer then LPA is the ideal platform for you, delivering not just results on a report, but actual people with real cash to spend!

For more information on this results driven media platform contact info@bpsystemsonline.com.

[Click here to see LPA in action...](#)

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