Vicinity Media releases Dynamic Distance Window

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Vicinity Media's Distance Window is a popular and award-winning innovation in the South African (and Middle Eastern) digital media industries. The window publishes the exact distance from the consumer's current location to the advertiser's offer in real-time and displays it within the creative. Until now the window was a static image, meaning advertisers had to allocate space for it within their artwork.


This is no longer the case with the rapidly innovating mobile network having released a Dynamic Distance Window.

The distance to offer now animates into or across the artwork; runs across the bottom of the banner in ticker tape fashion or the entire banner animates into a full-size Distance Window and then loops back to the campaign creative. This new feature, a global first, was designed with maximum flexibility in mind and is being adopted in Vicinity's offices in SA and Dubai (and across Europe as part of a sales partnership with a leading mobile agency).
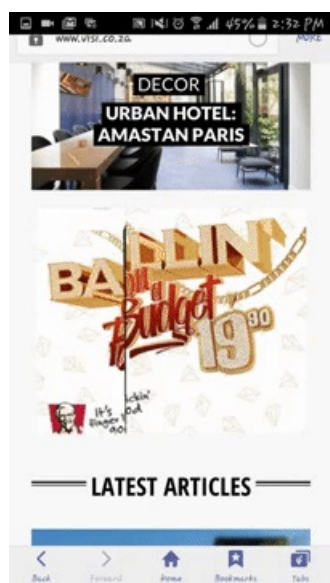
So, how does it perform? Initial testing with client Famous Brands indicated that consumers love the new feature. A recent Turn and Tender campaign was performing at 0.6% with the static window, this jumped to 0.91% when the dynamic window was introduced across the 300x250 ad unit.
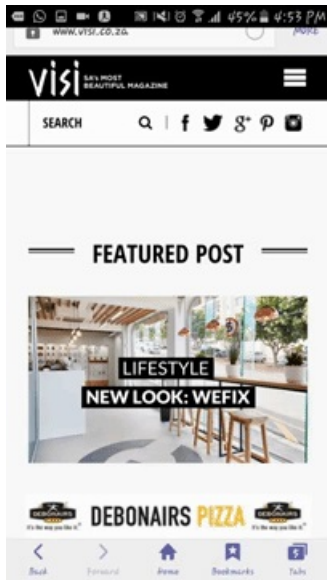
For clients who want a completely unique Distance Window, Vicinity offers a custom Distance Window option. These creative executions use relevant brand icons to transition between campaign creative and the distance to the offer, creating a highly unique and engaging consumer experience.

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