

DIGITAL DEBATE

ADS24 DESKTOP WIDGET

Ads24, a Media24 group company, has launched a customised desktop application that has marketing implications for the ad industry.

"The application, termed the widget, enables instant access to the Ads24 ratecard, newspaper profiles and demographic data on our wide spectrum of readers," says Sifiso Pule, trade marketing manager Ads24. "All this is done via a desk-top application."

He explains that the new technology facilitates on-demand provision of capsuled rates information from the Ads24 site. "It instantly - on a day-to-day basis - beams the most important information a user might require."

And, Pule emphasises, it does so in such a way that it is altogether non-intrusive to users.

Additionally, the application's infrastructure is designed to:

- Enable Ads24 to transmit pop-up alerts and messages on each occasion that an update or change eventuates, thereby enabling clients to stay abreast of new developments.
- Categorises newspaper titles by day of publication and it categorises community newspapers by their respective province.
- It allows for remote updating of the widget.
- It allows for downloading and printing of up to date publication data.
- It allows for direct communication between Ads24 and users.

"We've begun installing the widget at South Africa's high volume media agencies and we will, in the coming weeks, have covered the majority of the agencies," says Pule. "The Ads24 Widget is freely available to all our partners and their respective clients."



AFRICAN MOBILE SOARS

Latest InMobi research shows a further 19% in mobile ad impression growth in Africa in just 90 days

Increased mobile Internet adoption has delivered over 520 million new monthly impressions, according to InMobi, the world's largest independent mobile ad network, which provided a snapshot of mobile advertising trends in Africa between July 2010 and October 2010.

A full download of the data and analysis is available at [www.inmobi.com/research](http://www.inmobi.com/research).

"Africa continues to be a major market in the global mobile ad ecosystem. With nearly 19% growth in mobile ad impression inventory in just 90 days, it's clear Africans are increasingly connecting to the internet via their mobile phone. It will be interesting to keep an eye on this market as smartphone penetration increases," said James Lamberti, InMobi VP of global research and marketing.

Key findings include:

- Africa breaks the 3 billion impressions mark to reach 3.3 billion monthly impressions. This represents an 18.8% growth over just 90 days.
- Smartphones remain relatively nascent in the market. 88% of all mobile ad impressions are on advanced feature phones.
- Nokia strengthens its' already dominant market position by gaining +2.7 share points. Two of every three impressions in the region occur on Nokia devices.



Lamberti, continued, "The Africa mobile ad market represents a primary digital reach medium for advertisers. With over 3.3 billion impressions monthly, advertisers should be thinking about mobile as a must-buy compliment to TV. Mobile advertising has the reach and frequency to make a significant impact for advertisers."

MOBILE WINNERS

The 2010 Mobile Marketing Association (MMA) Global Mobile Marketing Award winners announced towards the end of 2010 in Los Angeles, USA, included several South African firms.

These awards recognise companies and their campaigns for spearheading the adoption of the mobile channel for marketing purposes. The winners included:

- Cross Media Integration:** (Europe, Africa, Middle East & Global) SilverstoneCIS: South African Government Communication 2010, South African Government 2010 FIFA Soccer World Cup Mobile Communications Platform
- Direct Response:** (Europe, Africa and Middle East & Global) Mobitainment South Africa: Surf Pick a Box
- Product/Services Launch:** (Europe, Africa and Middle East) Mr Price Group Financial Services
- Relationship Building:** (Europe, Africa and Middle East & Global) Mr Price Financial Services



Late last year, Campus Media introduced students to Dstv Mobile, the latest in mobile television, through its 'Brandit' promoters, and talented beat boxer George Avakian and Jamaican-born local celeb Stevel Marc. The aim isto educate students on the two 3G streaming packages available through Vodacom's multimedia portal Vodafone live

THE COOL FACTOR

Digital and Ideas agency The Rubiks Room came up with an innovative solution to replace scratch cards for iPads enabling Bacardi to engage with their consumers in a novel way. The Bacardi game, played on the tablet computer to win exclusive Bacardi Prizes, was the brainchild of Cape Town digital agency, The Rubiks Room who were briefed by the Really Great Brand Company.

