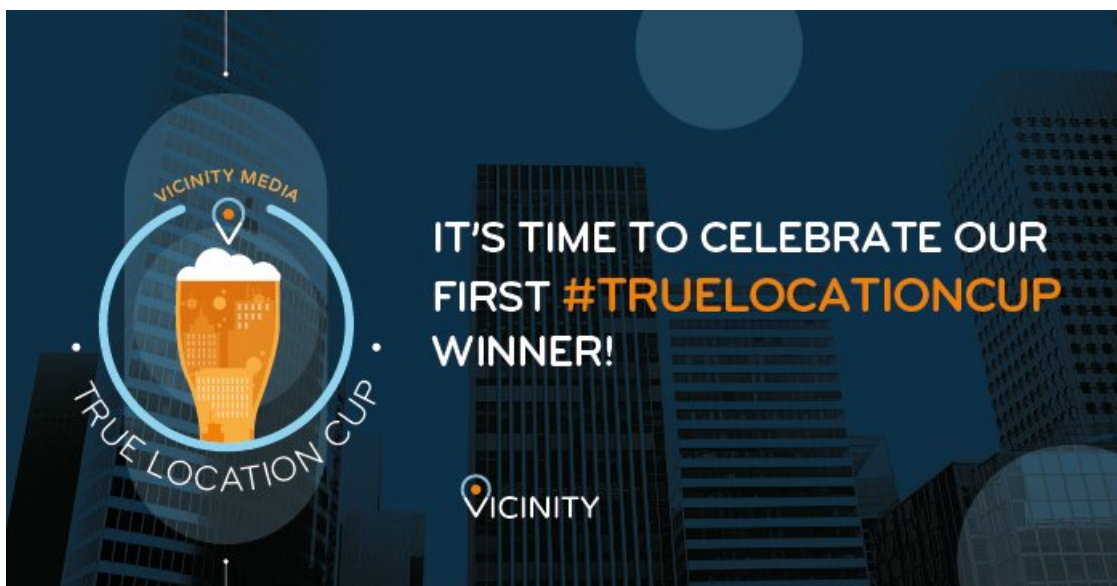


Celebrations start today with the True Location Cup

Issued by [Vicinity Media](#)

4 Jul 2022

The True Location Cup inspires and educates the industry about the power of fresh ideas, creative thinking and innovation. **Starcom's Otrivin pollen count campaign** exceeded all expectations!



See how a data-driven campaign can achieve incredible CTR results through utilising Vicinity's **True Location technology** and **4D data targeting**.

Click below for the full case study.

[Otrivin Pollen Count Case Study](#)

A special mention to the following people:

Starcom: Laurie Herron (media planner), Angela Childs (senior strategist)

Vicinity Media: Darren van der Schyff (sales director), Sabrina De Abreu (campaign manager), Chante Naidoo (data strategist)

Keep an eye out on all our platforms for next month's winner.

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▪ **Vicinity: The Year in Data 2023** 20 Feb 2024

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