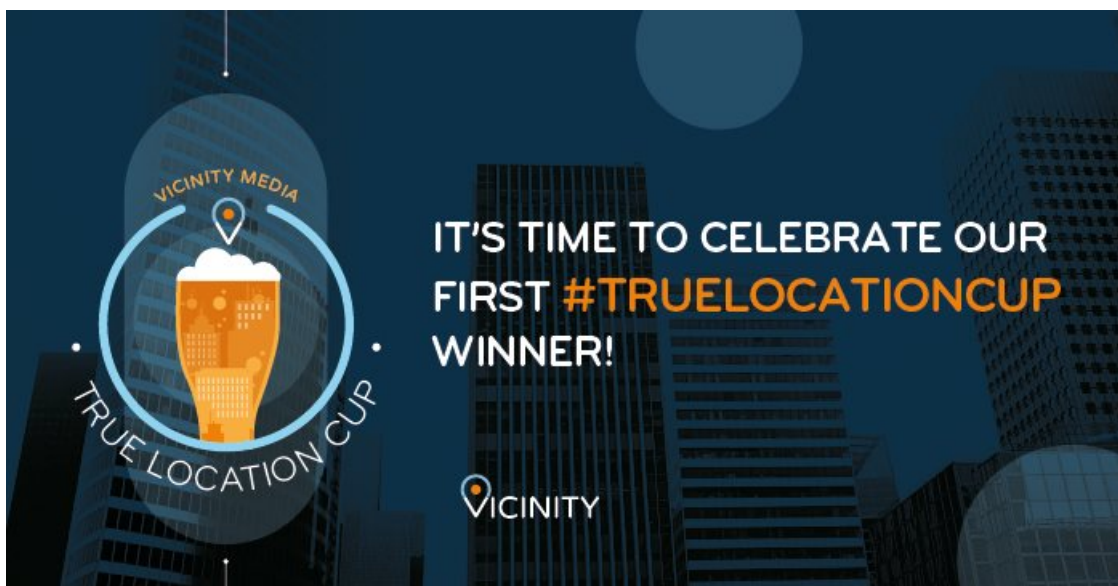


# Celebrations start today with the True Location Cup

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.

▪ **Meet the contenders: Introducing the official teams for the Vicinity Media Padel League!** 18 Mar 2024

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

▪ **Is your targeting as accurate as ours? Smash the competition in the Vicinity Media Padel League!** 19 Feb 2024

▪ **The power of 1st party data in omnichannel strategy and measurement** 28 Sep 2023

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