

Vserv takes the lead at the IMC Conference in Johannesburg

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With another compelling line-up for the [Integrated Marketing Communication \(IMC\) Conference](#), [Vserv](#) has come on board to take the lead sponsor title for the 2014 edition of this much anticipated conference that will be held at The Maslow Hotel on 6 and 7 October 2014.

After a successful conference in Cape Town earlier this year, the Integrated Marketing Communication (IMC) Conference is now heading to Johannesburg where keynote speakers like Mike Silver (Managing Director at **Stretch Experiential**); Andy Gilder (Head of Group Digital Strategy at **Machine**) and Sizakele Marutlulle (Chief Executive Officer at **We Are BOB**) amongst other great industry leaders, will be taking the stage to share case studies highlighting their experiences in the industry.

Vserv delivers Smart Data™ insights on the emerging-billion connected users that can be leveraged by marketers, telecom operators and app developers. Powered by its award winning AudiencePro™ and AppWrapper™ platforms, the company helps achieve unprecedented ROI from mobile, across emerging markets. Vserv has created strategic mobile solutions for leading Fortune 500 brands and digital media companies, that span over 200 countries. The company was founded in January 2010; has 452 million unique user profiles and a global presence, with offices across USA, UK, South Africa, India, Dubai, Singapore, Thailand, Indonesia, Malaysia, Philippines & Vietnam.

The IMC Conference is a two-day, content packed event with a central theme focused on using different combinations of communication disciplines (i.e. advertising, direct marketing, public relations, etc.) in synergy, with the purpose of delivering the right message to the desired audience.

The conference aims to find a balance between educating, entertaining and engaging the delegates, giving them first-hand, case-study exposure to the most innovative IMC trends. From this, delegates will be able to select the tools which they feel can be best implemented to suit their marketing communication strategies.

Narayan Murthy Ivaturi, Director - Global Sales and Sales Strategy, Vserv, commented: "With the rapid growth of mobile internet users, the mobile market today has become one of the foremost targets of the overall marketing strategies of large global brands. Vserv, with its smart data insights on the emerging-billion connected consumers, is driving the mobile ecosystem forward in these fast growing developing economies. We at Vserv, understand the nuances of these key growth markets like South Africa. It is indeed our pleasure to partner with IMC for the third consecutive year of the conference. We look forward to provide brands and marketers with smart data insights on over a billion consumers, enabling them to target the right audience for their products/brand."

Sponsors for the event include: Phat (Silver Sponsors), Everlytic (Silver Sponsors), kulula.com (Travel Partner) as well as Oude Meester, Scheckter's Energy, BMW and ReVite.

For more information on how to register, visit our website or contact 021 180 4111. Also, join the conversation on [Twitter](#) and [Facebook](#).

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