

Cell C launches first Rich Media ad format with AdVine

Issued by [AdVine](#)

21 Nov 2011

AdVine were delighted to win their first industry award last week at this year's prestigious Bookmark Awards 2011 in Cape Town, South Africa. AdVine entered with OMG Digital in the Mobile Display Advertising Category for the Levis Go Forth campaign. They beat off competition from HelloComputer with their Vodacom EA Games campaign.

The campaign exceeded all expectations in terms of deliverables; not only was South Africa the only country to serve the campaign across mobile, this case study is now being used globally by the Levis brand as an example of how effective mobile advertising can be.

The Bookmark Awards is one of the annual highlights in the advertising and publishing industry which is run by the DMMA (Digital Media and Marketing Association). The Mobile Display Advertising award is awarded within the product category by the DMMA in recognition of reward and excellence in the Digital Marketing and Advertising industry.

"I am thrilled with my team's creative efforts using rich media on mobile devices. The team managed to capture the Levis message lifestyle brand objectives in an effective way which is why the campaign was so successful," says Sarah McCormack. "I am pleased to see the South African markets adoption into the power of rich media and HTML5 mobile advertising campaigns, which brings a fresh perspective to connect consumers to lifestyle brands," commented Sarah McCormack, Director - AdVine.

AdVine is South Africa's leading premium mobile advertising sales agency, and part of the global 4th Screen Mobile Advertising Network. AdVine manage the advertising sales on behalf of mobile publishers whilst working closely with the media buying agencies to conceptualize effective and innovative mobile campaigns across our publisher network.

"AdVine have worked closely with Cell C in helping us launch cellc.mobi as South Africa's leading premium mobile publisher. They have successfully implemented new ad formats and have helped Cell C to grow to become the first mobile Network Operator portal in SA to be able to serve rich media adverts. The campaign saw click through rates rise to an average of 2.6%. We have been delighted with the results from AdVine and their team and as such Cell C has selected them as one of our sales house partners for 2012. We look forward to a promising year ahead," said Simon Camerer- Executive Head, Marketing Cell C.

Editorial contact

Press Contact: Samantha Graney - Grapevine Interactive

Phone: 021-702-3333

Email: samantha@vine.co.za

Website: <http://www.advine.co.za>