

Nando's takes advantage of location based advertising

Taking advantage of the new alliance between commuter TV channel MASSIV 3GTV and Rank TV, Nando's is using 20 store locations for smart ads/location based advertising on taxis.



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Thabang Ramogase, Nando's SA marketing manager says, "We live close to our brand and now we are able to talk to commuters travelling close to our stores with both a visual and an audio reminder of just where to find the chicken that they love best."

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