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**Podcast: Location-based Advertising... It's Not Working... Here's Why**

By [Joe Francica](#) , Editor-in-Chief and Vice Publisher, [Directions Magazine](#)  
June 16, 2009

Classified Ads:

In the much-hyped, Madison Avenue world of mobile location-based advertising, the Holy Grail seems within the grasp of retailers looking for that one-to-one marketing nirvana oft cited in the early nineties. But in its current model, it's not working the way it should or can. Today's business model uses "push" advertising to mobile devices. But what if the model should be "pull," thus allowing consumers to determine when, where and how they should receive ads? Editor in Chief Joe Francica explores this model and more. ...

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Show Notes:

- From [mocoNews.net](#) - British carrier group Vodafone buys Wayfinder From [GigaOM](#) - [Are You Ready for Location-Based Advertising?](#)
- From [VentureBeat](#) by [Anne Bezancon](#) [Location-based advertising: Place trumps traditional targeting](#)
- From [ABI Research](#) [As LBS Subscribers Multiply, Sustainable Business Models Begin to Emerge](#)
- From [Forrester Research](#) - [Small Steps for Location-based Advertising](#)
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- Next Webinar (June 25, 2009): [Meeting Community Needs by Leveraging Enterprise GIS Solutions](#)

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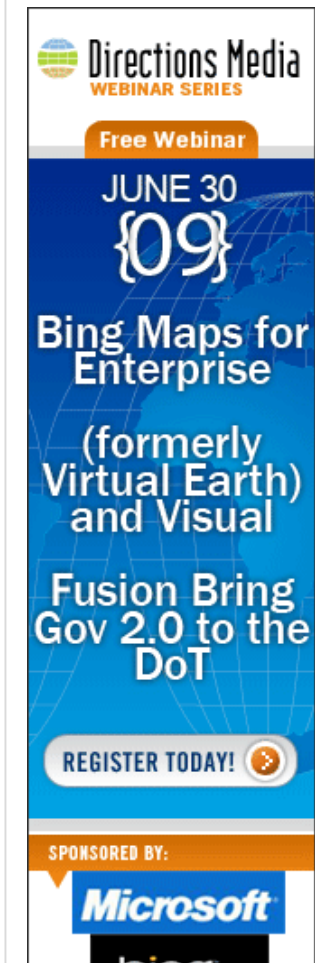
Location Based Advertising (#1)  
by [John Koles](#), Micronics GPS Pty Ltd

Date: June 17, 2009 01:02 AM

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I will turn my mobile phone OFF rather than be bombarded with advertising(PUSH). However if I can have option of a function on my mobile phone that will search for local resteraunts or speciality shops, if I am in a different city and it has familiar search browser functions I would use this service(PULL) but I would not find it necessary enough to pay for it.

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