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## Restaurants and movies score with LBS

Oct 16, 2009

Tags: Advertising contextual advertising LBS localized advertising location based advertising location based services

New research conducted jointly by 1020 Placecast and Harris Interactive indicates that as many as 42 percent of mobile phone users want to receive location-based alerts about services and sales, with restaurants and movie or event tickets topping the list.

The survey, [The Alert Shopper #3](#), was conducted online among US adults in July. The purpose was to measure "consumer sentiment towards using mobile devices as it relates to shopping, sales promotions and impulse purchases." The results are consistent with HipCricket's research last year on the acceptability of location-based advertising and mobile coupons.



Placecast-Harris also found that nearly a quarter of adults owning cell phones make impulse purchases at least once a week. Among men aged 18 to 34, the number rises to nearly one-third of users.

According to the new report, the ten most wanted location-based alerts, in order of popularity, would be for: restaurants; tickets for movies and events; weather; clearance sales; pizza; clothing; fast food; electronics; music; and happy hour specials.

Weather bulletins may not suggest many opportunities for mobile advertising, but the research looks promising for pizza parlours.

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## Forthcoming Conferences

### NAVIGATION & LOCATION USA December 1-2, San Jose, CA

Strategies and partnerships for Navigation Based Services. To differentiate the navigation experience, the traditional navigation players must expand their service offering immediately. Nav&Loc USA is the place for all Navigation players to meet other location based service providers.

**Issues:** Free map data, Traffic, connected nav...

**Speakers:** Nextar, Mercedes Benz, Pioneer, Ford, Forum Nokia America, Pandora....

**Click here:** to speak!  
**Download brochure**

### PEOPLE TRACKING & LOCATION 2009 December 2-3, Amsterdam

Our first ever personal tracking conference! Looking at lone worker, friend finding, child, emergency and **much** more; this event will breakdown the business and profit opportunities while addressing technology, privacy and application issues.

**Issues:** Business models and profit, vertical applications, privacy, legislation, enabling technologies, data...

**Speakers:** **Click here** to speak!  
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### NAVIGATION DAY @ CEBIT 2010 March 5, CeBIT Exhibition, Hannover

The 3rd annual Navigation Day @ CeBIT conference will pull together the top execs from the huge CeBIT exhibition in one room at one time.

**Issues:** 'Eco-navigation', mobile and smart phone opportunities, intelligent traffic, connected services and VAS, the latest market data

**Speakers:** **Click here** to speak!  
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## Telematics Conferences

### TELEMATICS DETROIT 2009 June 2nd - 3rd Detroit

### TELEMATICS MUNICH 2009 November 10th - 11th Munich



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