



**FOR IMMEDIATE RELEASE: March 4, 2015**

**CONTACT: Olivia Gentile, 248-535-3054, [ogentile@santy.com](mailto:ogentile@santy.com)**

**SANTY PARTNERS WITH ASSOCIATION OF NATIONAL ADVERTISERS TO PRESENT  
ON THE MOBILE MARKETING OPPORTUNITY OF HYPERLOCAL**

*Agency presented ideas on how marketers can leverage hyperlocal advertising efforts*

**Scottsdale, Ariz.** – Today, marketing communications agency Santy delivered a webinar to over 100 national brands through the [ANA's webinar series](#) about the opportunities that hyperlocal advertising presents and how marketers can leverage this technology.

The term 'hyperlocal' has been the toast of the advertising world thanks to the penetration of smartphones, affordable ad buys and the analyzing of information around consumer patterns. But what are marketers doing to leverage hyperlocal advertising efforts and separate themselves from the competition?

Digital Director, Sagar Patel and Director of Brand Strategy & Planning, Adam Pierno detailed the mechanics of this movement, providing attendees with the tools and tactics they need in this space. Attendees were shown the mobile technology trends that are connecting brands and consumers by generating predictive, personalized campaigns.

For a full recap, download the slides detailing the insights [here](#).

**###**

**About Santy:**

Santy is a marketing communications agency offering branding, broadcast commercials and production, digital, social media, mobile, media planning/buying and public relations. Santy specializes in marketing to Gen X and Millennials for multi-unit retail chains, consumer packaged goods and healthcare clients.