

Nurture Partner Spotlight

Meet Vince Murray, Head of Brand Partnership, GreenJinn

What's the GreenJinn elevator pitch – who you are and what you do

GreenJinn is a technology platform connecting great retail brands with relevant consumers. We mainly work in the FMCG space, partnering with over 250 brands. We help maximise the value of product awareness opportunities by getting that product into consumers' hands so they can try and love the product. It is completing the consumer journey - our brand partners know their products are amazing, but the cherry on the cake is ensuring it gets into consumers' hands to try and then getting insights on who exactly those converted customers are.

Explain how the services you offer benefit scaling businesses

Key for us is the consultation side of things. We've worked with QR codes and driving conversion for years, so have become experts in what consumers want from a QR code, and how to make their journey as easy as possible so they are most likely to get the product in their hands. We provide real-time consumer insights and, via our platform, an opportunity to retarget those already engaged, building on that relationship.



What's the special deal for Nurture clients?

A free 30-minute consultation with QR experts; 20% discount on set-up and insights on one campaign launching before the end of 2022; and unlimited commission-free redemptions.

What are you most excited about regarding this collaboration with Nurture?

Making the awareness that start-up and scale up brands have achieved through their Out-of-Home media become all-encompassing, helping them leverage even more value from that media spend.

Find out more about what working with GreenJinn will add to your Out-of-Home.

Contact [Joe](#) or [Connie](#) at [JCDecaux Nurture](#).