CLAIMS:

1. A method of compiling one or more advertisement, the method comprising:

receiving via one or more communications network one or more request from one or more advertiser to place one or more advertisement;

allowing one or more advertiser to select one or more product and/or service category in respect of which he or she wishes to advertise;

prompting one or more advertiser via one or more communications network to compile information regarding one or more product and/or service to be advertised, including prompting the one or more advertiser to provide the one or more body and/or title of the one or more advertisement;

receiving via one or more communications network information regarding one or more product and/or service to be advertised;

collating the information to define a primary advertisement, comprising one or more of the following: the date, the advertiser's location, the advertiser's contact details and the product and/or service being advertised;

extracting from one or more database a secondary advertisement;

combining the secondary advertisement and the primary advertisement into a combined advertisement; and

transmitting the combined advertisement to one or more device via mobile technology which comprises any one or a combination of USSD (Unstructured Supplementary Service Data), SMS (Short Message Service) and MMS (Multimedia Message Service).

2. A method according to claim 1 wherein the step of allowing the one or more advertiser to select one or more product and/or service category in respect of which he or she wishes to advertise comprises presenting the one or more advertiser with a multi-level set of categories for selection by the one or more advertiser.

3. A method according to claim 1 wherein the secondary advertisement is related or connected to the product and/or service category, and/or the product and/or service being advertised.

4. A method according to claim 1 wherein the step of combining the secondary advertisement and the primary advertisement includes the step of combining the secondary advertisement and the header, footer or middle or any suitable place of the primary advertisement.

5. A method according to claim 1 wherein the method comprises sending one or more primary advertisement to one or more advertiser for approval, and upon receiving approval, the method comprises storing the one or more advertisement in one or more database for subsequent retrieval.

6. A method according to claim 1 wherein after combining the secondary advertisement and the primary advertisement, the method comprises sending the combined advertisement to the one or more advertiser for approval, and upon receiving approval, the method comprises storing the combined advertisement in the one or more database for subsequent retrieval.

7. A method according to claim 1 wherein the method comprises allowing the one or more advertiser to request further information regarding the secondary advertisement, and sending one or more message with further details and/or contact details that the one or more advertiser may use and/or one or more URL link to one or more web site with further details.

8. A method according to claim 1 wherein the method comprises the step of determining whether the one or more advertiser is registered with a host running the method, and if the

one or more advertiser is not registered, the method comprises registering the one or more advertiser, which in turn comprises any one or more of the following steps:

presenting one or more introductory message and/or related terms and conditions, and prompting the one or more advertiser to accept the terms and conditions;

determining the advertiser's location;

prompting the one or more advertiser to set one or more PIN, for subsequent use to ensure that one or more operator of one or more device is authorized to place advertisements, and

capturing the one or more advertiser's payment information which can then be used automatically in future to place adverts.

9. A method according to claim 8 wherein the one or more PIN is a biometric of the one or more advertiser.

10. A method according to claim 1 wherein the method includes automatically suggesting one or more improvement to the one or more advert

11. A method according to claim 1 wherein if the one or more primary advertisement is shorter than an allowed length, automatically increasing the size of the secondary advertisement.

12. A method according to claim 1 further including allocating one or more reference code to the one or more advert by which the one or more advertiser can quickly locate their one or more advert in the system.

13. A method of searching for one or more advertised product and/or service, the method comprising:

receiving via one or more communications network one or more request from one or more device associated with one or more user to search for one or more advertisement;

allowing one or more user to select at least one or more product and/or service category in respect of which he or she wishes to search;

prompting one or more user via one or more communications network to submit information regarding the one or more product and/or service to be searched;

receiving information via the one or more communications network regarding the one or more product and/or service to be searched;

searching one or more databases for matching products and/or services;

collating the information to define a primary advertisement, comprising of one or more matching product and/or service;

extracting from one or more databases a secondary advertisement;

combining the secondary advertisement and primary advertisement into a combined advertisement; and

transmitting the combined advertisement to one or more device via mobile technology which comprises any one or a combination of USSD (Unstructured Supplementary Service Data), SMS (Short Message Service) and MMS (Multimedia Message Service).

14. A method according to claim 13 wherein the step of combining the secondary advertisement to the primary advertisement includes the step of combining the secondary advertisement and the header, footer or middle or any suitable place of the primary advertisement.

15. A method according to claim 13 comprising sending the combined advertisement to the one or more user, and prompting the one or more user to select one or more matching product and/or service in respect of which he or she is particularly interested in.

16. A method according to claim 13 wherein for the selected one of the one or more matching product and/or service, the method further comprises extracting from the database further information regarding the selected product and/or service, including one or more of the following: the date of advertisement, the advertiser's location, the advertiser's contact details and/or the product and/or service being advertised.

17. A method according to claim 13 wherein the method further comprises:

    collating the information extracted from the one or more database to define one or more primary advertisement;

    combining the secondary advertisement to the one or more primary advertisement into one or more combined advertisement; and

    sending the one or more combined advertisement to the one or more user.

18. A method according to claim 17 wherein the step of combining the secondary advertisement to the one or more primary advertisement includes the step of combining the secondary advertisement to the header, footer or middle or any suitable place of the one or more primary advertisement.

19. A method according to claim 13 wherein the secondary advertisement is related and/or connected to the product or service category and/or the product and/or service being searched.

20. A method according to claim 13 wherein the step of prompting the one or more user to submit information regarding the product and/or service to be searched includes the step of allowing the one or more user to search for all advertised products and/or services.

21. A method according to claim 13 wherein in the event that the one or more user wishes to search for all advertised products and/or services, the secondary advertisement is randomly chosen from the one or more database.

22. A method according to claim 13 wherein the method comprises allowing the one or more user to request further information regarding the secondary advertisement, which in turn comprises sending one or more message with further details and/or contact details that the one or more user may use and/or one or more URL link to one or more website with further details.

23. A method according to claim 13 further including transmitting the primary and secondary advertisement to one or more e-mail address of one or more user.

24. A method according to claim 13 further including transmitting the primary and secondary advertisement to one or more device in one or more user language.

25. A method according to claim 13 wherein the primary and secondary advertisement are transmitted to one or more application executing on one or more device.

26. A method according to claim 13 further including transmitting the primary and secondary advertisement to one or more device via one or more email and/or social network application.

27. A method according to claim 13 further including:

combining a different secondary advertisement to the primary advertisement, so as to define a different combined advertisement; and

transmitting the different combined advertisement to the device.

28. A method according to claim 27 wherein the different secondary advertisement is appended to the primary advertisement when the one or more user changes location.

29. A method according to claim 13 wherein if no matching product and/or service is found, storing the one or more request and if one or more product and/or service does become available at a future point in time, transmitting one or more appropriate advert together with a secondary advert to one or more user via any suitable communication means.

30. A method according to claim 13 wherein the request received from one or more device associated with one or more user is received via USSD.

31. A method according to claim 13 further including displaying the combined advert on the one or more user device.

32. A system for compiling one or more advertisement, the system comprising:

one or more database to store a plurality of secondary advertisements; and

one or more processor to access one or more database, and which is arranged to:

receive via one or more communications network one or more request from one or more device associated with one or more advertiser to place one or more advertisement;

allow the one or more advertiser to select via the one or more communications network one or more product and/or service category in respect of which he or she wishes to advertise;

prompt the one or more advertiser via the one or more communications network to compile information regarding the one or more product and/or service to be advertised, including prompting the one or more advertiser to provide the one or more body and/or title of the one or more advertisement;

receive via the one or more communications network information regarding the one or more product and/or service to be advertised;

collate the information to define a primary advertisement, comprising of one or more of the following: the date, the advertiser's location, an advertiser's contact details and/or the product and/or service being advertised;

extract from the one or more database a secondary advertisement;

combine the secondary advertisement and the primary advertisement into a combined advertisement; and

transmit the combined advertisement to one or more device via mobile technology which comprises any one or a combination of USSD (Unstructured Supplementary Service Data), SMS (Short Message Service) and MMS (Multimedia Message Service).

33. A system for searching for one or more advertised product and/or service, the system comprising:

one or more database to store a plurality of advertised products and/or services and a plurality of secondary advertisements; and

one or more processor to access the one or more database, and which is arranged to:

receive via one or more communications network one or more request to search one or more advertisement from one or more device associated with one or more user;

determine the one or more user's location, by presenting the one or more user with a multi-level set of locations for selection by the one or more user;

allow the one or more user to select one or more product and/or service category in respect of which he or she wishes to search;

prompt the one or more user via the one or more communications network to submit information regarding the one or more product and/or service to be searched;

receive information via the one or more communications network regarding the one or more product and/or service to be searched;

search the one or more database for matching products and/or services;

collate the information to define one or more primary advertisement, comprising of one matching product and/or service;

extract from the one or more database a secondary advertisement;

combine the secondary advertisement and the primary advertisement, so as to define a combined advertisement, and.

transmit the combined advertisement to one or more device via mobile technology which comprises any one or a combination of USSD (Unstructured Supplementary Service Data), SMS (Short Message Service) and MMS (Multimedia Message Service).