DFCC Bank Clinches Four Gold Awards



DFCC Bank was honored with four Gold Awards for outstanding Creativity, Innovation, Effectiveness, and Corporate Social Responsibility for its digital marketing campaigns.

DFCC’s marketing initiatives, a testament to its commitment to innovation and creativity, have been acknowledged internationally at the ACEF Global Customer Engagement Awards 2024. This is the fourth consecutive year DFCC has won and taken home an impressive four Gold Awards, solidifying its position as a global leader in customer engagement.

These awards include Gold for Creativity in Digital Marketing (Sri Lanka) for Avurudu Hallmark video, a unique and engaging campaign that celebrated the traditional Sri Lankan New Year, Gold for Innovation in Digital Marketing (Bank- ing sector/Sri Lanka) for the DFCC Galaxy Campaign, a groundbreaking initiative that created awareness about Sri Lanka’s first bank branch in the Metaverse, Gold for Effectiveness in Digital Marketing (Sri Lanka) for the DFCC Aloka Launch Campaign, a female-centric banking proposition that resonated with our target audience, and Gold for Event in Successful Use of CSR Activity for our ‘Samata English’ Program,

which provided social empowerment through opportunities for individuals to learn English language communication skills.

Nilmini Gunaratne, Vice President/Head of Marketing and Sustainability at DFCC Bank, commented, “It is indeed an honor to receive these coveted awards, and this marks our continuous success in consecutive years being recognized at the ACEF Global Customer Engagement Awards. Our proactive, creative, and uninhibited approach to marketing allows us to develop and execute outstanding marketing campaigns that help us stand out as a brand and provide value to society. This helps to reinforce our position as a leader in the industry and strengthen our brand equity. Through our unique digital marketing initiatives, we aim to differentiate ourselves from others in the space. This complements our exceptional customer experience, products, services, and other key differentiators. We take this opportunity to thank our customers for their loyalty and reaffirm our commitment to delivering a truly modern, futuristic, and customer-centric banking experience.”

DFCC Bank is ranked among Business Today’s Top 40 Corporates in Sri Lanka.