

DFCC Bank's Digital Marketing Approach wins Gold Award for Best Social Media Content



DFCC Bank won the Gold Award for Best Social Media Content (YouTube and Facebook) at the 11th ACEF Asian Leaders Awards competing against countries in South Asia.

This award is a testament to the journey DFCC has made from being a development bank to now serving customers across many segments through its commercial banking services, highlighting its comprehensive portfolio, innovations, and, more importantly, the Bank's relationship with its customers. DFCC Bank takes this opportunity to reaffirm its commitment to customer-centricity and customer feedback-driven innovation to anticipate, deliver upon, and exceed customer expectations continually.

Nilmini Gunaratne, Vice President - Marketing and Sustainability at DFCC Bank, said, "It gives us great pride to have been the first Bank in Sri Lanka ever to create and produce a digital film based on a true story, which was incredibly well-received by our customers and all our stakeholders. We set out to produce a piece of unique content as part of a maverick marketing strategy, and this allowed

us to create an emotional piece that went beyond a typical TV commercial. The content's originality and meaningfulness helped enhance brand awareness and let our customers know we care. It was an opportunity to celebrate our customers and customer service, which is embedded in our core values- driven by customer-centricity. Receiving this award is thus a great source of pride, and we take this opportunity to thank the awarding body, our valued customers, and the incredible people who made it all possible."

DFCC Bank was ranked amongst Business Today's Top 40 Corporates in Sri Lanka.