

# DFCC's Digital Marketing Campaign wins at ACEF Global Customer Engagement Awards



DFCC Bank has won a silver award at the 12<sup>th</sup> ACEF Global Customer Engagement Awards for its remarkably successful digital marketing campaign to promote DFCC Aloka - its comprehensive banking proposition tailored for women.

Accordingly, the DFCC Aloka campaign was selected for the ACEF Silver Award

for Digital Marketing in the 'Creative' subcategory.

The Award recognizes DFCC Bank's innovative and creative approach to its digital marketing strategy for DFCC Aloka. This is the second time DFCC Bank has won recognition at the ACEF Global Customer Engagement Awards.

Nilmini Gunaratne, Vice President - Head of Marketing and Sustainability at DFCC Bank, said, "We are simply delighted to receive this recognition for our DFCC Aloka digital marketing campaign. Our ability to create a relatable campaign and supporting material maximized our reach and resonated with our target group. Therefore, we would like to take this opportunity to thank our customers for their continued support and trust in DFCC Bank and express our gratitude to the ACEF Global Customer Engagement Awards for this recognition.

At DFCC Bank, guided by our formal sustainability strategy, we are committed to diversity, equity, and inclusion, with women's empowerment being a key focus area. DFCC Aloka is a proposition that empowers women, offering preferential support and services for women-owned and run enterprises, including the smallest of businesses. Our goal is to provide Sri Lanka's women with the financial tools they need to build their dreams and live the lifestyle they aspire to, helping to unlock untapped economic opportunities for all."

The digital marketing campaign for DFCC Aloka revolved around an inspiring digital video. It resulted in notable digital marketing results, generating 4.6 million ad impressions across all social channels, 972 leads, 467,392 thru Plays on Facebook and Instagram, and 156,305 views on YouTube. These results, together with the innovative approach of the campaign, worked together to earn DFCC Bank this valuable recognition at the ACEF Global Customer Engagement Awards.

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