

Mobitel And Leo Burnett's Digital Team Recognized At ACEF Regional Awards



Arvind Jain, CEO, Netbiz Solutions (center) presenting the Gold award for the Data + Credit Card campaign to Jaque Perera, Manager, Digital Media, Mobitel and Jayamali Weerahandi, Assistant Manager, Brands, Mobitel.



Mobitel and Leo Burnett's Digital Team with the Gold awards from ACEF

Mobitel and the digital team of Leo Burnett Sri Lanka, won two coveted awards at The Global Customer Engagement Forum and Awards' Asian arm (ACEF) awards ceremony, which took place at the Westin Hotel in Mumbai, India. Mobitel and Leo Burnett were rewarded for their customer engagement initiative, 'Suicide Prevention' in two categories. The duo won Gold for 'Best Use of Social Message for Customer Engagement' and Silver in the Digital Marketing category for 'Successful Use of CSR Activity' for its Suicide Prevention campaign.

Mobitel also clinched two gold awards in the Innovative Loyalty Program Category for Cash Bonanza and under the Innovation category for Mobitel's Data+Credit Card campaign. The telecommunications provider was also awarded silver in a special award category titled Most Admired Mobile App, for its SelfCare App. Commenting on the achievement at the ACEF awards, Nalin Perera, CEO of Mobitel said, "We are thrilled to win two prestigious awards, a Gold and a Silver at the ACEF awards for the Suicide Prevention initiative, which has delivered tangible results. As a purely digital initiative, we were able to communicate with people about the need to open up about suicidal thoughts and to connect with their loved ones. Mobitel is happy to align with this notable initiative as it echoes our brand qualities of 'Connecting people'. Whilst previous communication on educating people about suicide was conducted, no brand actually focused on prevention, that is, chances of eliminating suicidal thoughts are higher through reassurance at

the stage of initial depression and onset of loneliness. We thank Leo Burnett's Digital team for leveraging on these insights to an exceptional execution of the concept."

Commenting on the win, Arosha Perera, CEO, Leo Burnett said, "We are only glad to repeat our success at the prestigious ACEF this year too with our esteemed client Mobitel. The Suicide prevention project is not a mere campaign. It is a shared initiative with Mobitel that we very strongly believe in. The results of the campaign and the wins also prove how effectively a brand philosophy can be translated in to a Digital-first action."