

SLT Emoji Competition Re-Interprets The Concept Of

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Indika Fernando, the winner receiving his prize from Prabhath Dahanayake, Chief Marketing Officer, SLT.

Sri Lanka Telecom conducted a social media campaign that encouraged SLT fans on social media including Facebook and Instagram to explain the meaning of 'LOVE', amalgamating with the SLT brand using emoji. The campaign received active responses from a large number of SLT fans. 'Love' was chosen as the theme of the campaign considering the universal applicability of the feeling as well as the need of expanding it to not only the lives of individuals but also the nation in general. An objective of this campaign was to encourage SLT social media fans to discover different aspects of love by attempting to provide varying interpretations to the term through emoji representations, which can be considered a prerequisite for strengthening the bonds between the company and the public and also among the citizens of Sri Lanka. It was also expected to strengthen the relationships between the connectivity solutions provided by SLT and its customer base. The selection of the winner was done by a committee that looked into the creativity of the emoji shared. Indika Fernando, the winner was offered a dinner voucher at a five-star hotel, while the top ten winners including the grand winner were eligible for 10GB free