Mobitel recognised at ACEF 2018

Posted on
Jaque Perera, Digital Media Manager and Jayamali Weerahandi, Assistant Brand Manager, Mobitel receiving the Silver Award, for Cash Bonanza 2017 in the events and promotion for innovative loyalty programme category at ACEF 2018, from Avinash OZA, National Head – BTL Activation, Mahindra Tractors, India

Mobitel, the national mobile service Provider, won three awards at the ACEF 2018, the seventh edition of the Global Customer Engagement Forum and Awards held in Mumbai, India. Mobitel won the Gold Award in the online media for the successful use of technology category, for the Vesak season online location based campaign Mobitel also received the Silver Awards for Cash Bonanza 2017 in the category of events and promotion for innovative loyalty programme and for its Datamart mobile app in the category of digital marketing for the successful use of technology. The winners were selected from 621 entries from over 200 companies located across the globe. Mobitel’s creative communication strategies and innovative customer engagement methods across multiple media platforms have provided the company with unprecedented brand visibility and access to customers.

The ACEF awards ceremony is one of the most significant events in the marketing fraternity and organisations compete to be selected for their best campaigns and

other creative activities conducted through diverse platforms.

The Asian Customer Engagement Forum and Awards was founded in 2012 and is headed by a team of professionals from India, Sri Lanka and the UAE. The organisation is guided by advisory members representing branding, marketing as well as creative agencies based in India, Australia, the US, Singapore, United Arab Emirates and Sri Lanka.