



# O2 and IMImobile win at Engagement & Loyalty Awards

O2 Priority's £1 Lunch campaign recognised as "Best Marketing Campaign" to drive customer loyalty

IMImobile is pleased to announce that it has won 'Best Marketing Campaign' with long-time partner O2 at the inaugural Engagement and Loyalty Awards on Thursday, 30th April.

With judging conducted by experts from leading enterprises and organisations, the category recognises the most effective marketing campaign within the UK, with the winning entry delivering tangible results and significant customer loyalty.

## 'Best Marketing Campaign'

The O2 '£1 Lunch' has become the most popular 'Priority' campaign, reaching customers through SMS, MMS and email to drive 'Priority' app downloads, reactivate dormant customers and drive loyalty.

Can you read more about the awards evening here:

<http://www.engagementandloyalty.com/index.php>

**James Breeze, Head of Marketing Operations at O2** comments: *"O2 and IMImobile's partnership continues to generate results, and this award is testament to that. It's great to get recognition from industry peers for executing the best marketing campaign and delivering a market-leading customer experience."*

**Alex Klose, Head of Marketing at IMImobile** comments: *"Receiving industry recognition for our work with UK's leading operator is yet again proof of our ability to deliver personalised marketing campaigns that not only drive business results, but drive long-term customer loyalty."*

Contact us today to request a case study or to find out how to increase customer loyalty through personalised marketing campaign automation. [contactus@imimobile.com](mailto:contactus@imimobile.com)