Yodel Mobile Win Mobile Campaign of the Decade (and 5 More Awards!)

Tuesday 19 November, 2019

London, UK — 19/11/2019 – Yodel Mobile announced that they received 6 awards for their mobile and app marketing campaigns at the esteemed Effective Mobile Marketing Awards 2019.

Hosted by Mobile Marketing Magazine, this year marked their 10th Award Ceremony, celebrating and recognising excellence in the mobile industry over the past decade. Currently named the Mobile Agency of the Year by the Drum, the app growth consultancy was pleased to be recognised for their app growth across their clients.

Their commendations included App Growth Campaign for mytaxi, which took the Grand Prix Award, as well as the Awards for Mobile Marketing Campaign of the Decade; Most Effective Travel & Tourism Campaign; and Most Effective App Install Campaign. Yodel Mobile also picked up a Winner's trophy in the Charity Campaign category for its work with breast cancer charity, BECCA, and a High Commendation for their work on UKTV Play.

The judges' commented on the work, stating "Just brilliant. If you're launching an app, take this campaign and do it like this."

The Mobile Marketing Magazine commented: "On the agency front, the big winner on the night was Yodel Mobile, picking up five Winners awards as well as a Highly Commended."

Mick Rigby, CEO of Yodel Mobile, stated: "These nights are very rare, and it is an honour to have our work so publicly acknowledged across three different clients and 6 award categories. Over the last few years we have been focused on developing our own processes and success programmes throughout the whole end to end app marketing ecosystem, in order to provide an effective, successful and holistic solution for any app business at any stage of their life cycle. This resulting achievement is incredible, and it is a testament to all the hard work and inspiration our team and clients bring to their day to day."

About Yodel Mobile:

Yodel Mobile is the leading app growth consultancy and Mobile Agency of the Year 2019, specialising in launching and scaling apps. Since their inception in 2007, they've worked with over 200 apps, from start-ups to scale-ups, including mytaxi, NBCUniversal, UKTV, Bauer Media, Fujifilm, Teletext Holidays and Gymshark. Get in touch via info@yodelmobile.com or see more on their services via www.yodelmobile.com.

Contact: Arazoo Kadir, Sonia Green

Phone: +44 (0)20 7428 1337

Email: arazoo@yodelmobile.com, sonia@yodemobile.com

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Yodel Mobile

T. 02039406421
E. sonia@yodelmobile.com
W. https://yodelmobile.com/

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