

## NDB wins three prestigious titles at CMO Asia Awards 2015

- *Brand Excellence in Banking and Finance Sector*
- *Best use of Social Networks*
- *Best use of Facebook*



NDB received three awards of excellence for 'Best use of Facebook', 'Best use of Social Networks' and the 'Award for Brand Excellence in the Banking Sector – Sri Lanka' at the 6th CMO Asia Awards for Excellence in Branding and Marketing recently held in Singapore. This is the second consecutive year in which the Bank was recognized with the two awards for social media that acknowledge the great strides made by NDB in the social and digital media marketing space in the industry.

Commenting on the awards, Assistant Vice President, Sales and Marketing of NDB, Mr. Sanjaya Senarath said, "We are honoured and delighted to receive international recognition for our success in building NDB's brand and social media presence. Our focused efforts in establishing brand presence across multiple media have enabled NDB to build widespread, meaningful audiences across the country as well as in a variety of social media networks."

"In the case of social media growth, since the launch of NDB's Facebook page in 2013, the fan page has attracted over 280,000 fans at present. What's even more important to us is that the NDB FB page has an average fan engagement of about 12% which is an impressive rate for the industry. This means that over 30,000 fans interact with us via the page on a daily basis, liking, sharing or commenting on the content we share with them. We believe that NDB's success on Social media has been achieved by sharing relevant, helpful and timely content while hosting interactive games and engaging activity. I wish to also thank our social media marketing partner '**230 Interactive**' for the support extended." Mr. Senarath added.

"Today, social media has become a platform that is easily accessible to anyone with internet access. Therefore, NDB has endeavoured to formulate a meaningful social media strategy that clearly translates Bank's corporate strategic objectives into action. Thus NDB's social media fan pages are utilized as platforms to create awareness about the brand as well as to promote thought leadership on valuable concepts which the brand advocates. For instance, NDB has used Facebook and social media presence to share useful savings tips to promote the habit of saving and even to share child development and parenting tips through NDB Shilpa Digital page; contributing to knowledge building amongst target audiences. We believe this award acknowledges the true ROI of such efforts and we are delighted that our fans continue to actively engage with the brand and our content on social media" Mr. Senarath further stated.

Following the success of the Facebook page ([www.facebook.com/ndbbankplc](http://www.facebook.com/ndbbankplc)), NDB has continued strengthened its position across many other popular social media platforms including Twitter, LinkedIn, Youtube and Pinterest; sharing educative and stimulating content. The social and digital

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media presence of NDB complements the bank's communications strategy which also includes mass media, ground promotions and regional capacity building programmes; that aim to educate and effectively engage with the bank's diverse clientele.

**About CMO Asia Awards**

Asia Awards for Branding and Marketing Excellence are adjudged by the Global Research Cell of the CMO Council, which identifies brands that perform within their respective markets based on market dominance, brand longevity, goodwill, customer loyalty and market acceptance. The CMO Council is an international organization representing 25 countries and is dedicated to high level knowledge exchange through Leadership and Networking amongst senior Chief Marketing Officers (CMOs) and Brand Decision Makers across industry segments.