

## ASCENTIS AND MEET ISAAC WIN 11 AWARDS IN 2018



As a show of the continued good work and results, Ascentis and Meet Isaac have taken home a total of 11 awards from leading industry awards events in 2018.

### Marketing Magazine's Agency of the Year Awards 2018

2 At the premier industry event, Marketing Magazine's Agency of the Year Awards 2018, Ascentis and Meet Isaac won four awards in three categories.

3 Ascentis was honoured with the Silver awards in two categories: CRM & Loyalty Agency of the Year as well as Mobile Marketing Agency of the Year. Ascentis' adaptability as an omni-channel loyalty solutions provider was also celebrated as it qualified as a finalist for the Specialist Agency of the Year.

4 Meet Isaac took part for the first time in the awards and proudly brought home the Local Hero and Bronze Awards in the Content Marketing Agency of the Year category. The award reflected the strength of Meet Isaac's strategic and creative content across all digital media channels.

## **Marketing Magazine's Loyalty & Engagement Awards 2018**

5 In Marketing Magazine's Loyalty & Engagement Awards 2018, Meet Isaac won six other awards. In its highest honour, Meet Isaac was named the Relationship Marketing Agency of the year, beating longstanding competitors well-known in the industry, signalling its continued growth and improvement in these three years since incorporation.

6 Meet Isaac received Gold awards in the Best CRM Strategy and Best Use of Relationship Marketing (B2B) categories, thanks to its stellar work with Acuvue Singapore in developing a multi-prong, digital and offline-to-online approach for Acuvue's unique B2B and B2C positioning as a distributor.

7 Meet Isaac was also awarded with Silver in two categories: Best Loyalty Programme (Retailer) and Loyalty Programme of the Year. The final accolade for the season was Bronze for the Most Innovative Loyalty Programme. The sweep of awards was considered a nod of approval for the team's creative and industrious work.

## **APAC CIO Outlook's Top 10 CRM Solutions Provider in Asia Pacific**

8 Ascentis also received the APAC CIO Outlook's Top 10 CRM Solutions Provider in Asia Pacific, a testament to the strength of Ascentis' brand in the region.

9 In a joint celebratory statement, Bryan Tan, CEO of Ascentis, and Johnson Tan, Managing Director of Meet Isaac, congratulated the teams and shared, "Winning these awards is a testament to every single person in our team, who have contributed in their own ways and equally in their hard work. We are honoured to receive this appreciation for the work we have been producing, happy and thankful for the recognition, and will strive to continue refining our brand of services to meet and exceed our clients' marketing goals."

10 Ascentis and Meet Isaac thanks our clients for the continued support, and will continue to strive for excellence in all of our partnerships!

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