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Mr Green winner at EGR Marketing and Innovation Awards 2018

Yesterday, iGaming operator Mr Green Ltd was awarded the prestigious title ‘Casino Campaign of the Year 2018’ at the yearly EGR Marketing and Innovation Awards in London.

In an industry, as generic as online casino, standing out through a creative usage of marketing channels is key to attract and retain your customers. The usage of marketing channels in a relevant and efficient way was the key criteria in this year’s challenge set by the EGR jury.

Jesper Kärrbrink, CEO Mr Green Ltd, commented;

“Every year in December, all casino operators across the industry bring their best game to attract the most players to their sites. A successful Christmas period is not only important to close of the year, it also builds momentum going into the next year. Being recognised for our creativity and ability to entertain in a relevant way did not go unnoticed by our players last year and we are happy to see it also appealed to the EGR jury.”

Mr Green’s won the award for a Christmas calendar campaign filled with challenges based on the player’s preferences instead of classic bonus offers. In total over 50 tailored challenges were set up to fit every player’s needs. Being the gentleman of online gaming, all challenges followed the UKGC criteria across all markets.

“We base all our product development and player communication on data”, Kärrbrink continued. “The individual player interest is a key driver for our actions. Last year’s Christmas calendar was a great test proving relevance is key when delivering true entertainment and we look forward to taking this one step further this year delivering a 1:1 player experience fully tailored for each individual.”

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Mr Green Ltd is an iGaming company that offers [online casino](#), sportsbook and [live casino](#) across the brands [Mr Green](#), [Redbet](#), [11.lv](#), [Winning Room](#), [Bertil](#), [MamaMiaBingo](#), [Bingosjov](#) and [Bingoslottet](#). Mr Green is the award-winning casino operator named Global Gaming Corporate Responsibility Provider of the Year 2018, IGA Socially Responsible Operator of the Year 2018, SBC Responsible Bookmaker of the Year 2017 and IGA Online Gaming Operator of the Year 2017. Mr Green Ltd is a fully owned subsidiary of the Swedish company [MRG](#), MRG is listed on Nasdaq Stockholm in the Mid Cap segment under the name Mr Green & Co AB (ticker MRG).