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Ayima Shortlisted for The UK Social Media Communications Awards 2017

Ayima have been shortlisted for Best Charity/Not For Profit Campaign at this year's UK Social Media communications Awards.

The awards celebrate the very best in UK social media communications, rewarding the companies who find fresh and innovative ways to utilise online social platforms to communicate.

Shortlisted for Paid Social work with Macmillan Cancer Support on their flagship fundraising event, World's Biggest Coffee Morning, the announcement comes at no surprise following the success of the September 2016 campaign implemented by Ayima.

The World's Biggest Coffee Morning campaign has raised over £140 million for the charity since the first event in 1990. Since then the campaign has become a nationally recognised event with 219,219 taking part in 2016, where Ayima's paid social campaign received a growth in registration by over 40%, a boost in conversion rates from 12% to 20% and a total of 4,990 donations. With over £29 million raised last year, the campaign was a great triumph continuing to build on over 26 years of successful campaigns.

Winners of this year's Social Media communications Awards will be announced at the awards ceremony to be held on 18th October at the Montcalm Marble Arch, London.

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About Ayima

Originally founded in 2007, Ayima is a digital marketing agency with around 145 employees across its offices in London, Stockholm, New York, San Francisco and Vancouver. Ayima have created a number of market-leading software tools that are used in by clients and agencies around the world, including 'Updatable', 'Redirect Path', 'Page Insights', 'Pulse' and 'Appotate'.