

# OTM and Mindshare Vietnam receive Most Awarded Project recognition

The [Lovely Mobile Report and Rankings](#) have listed [Out There Media](#) together with [Mindshare](#) Vietnam and their 'Spread the Love' campaign for Friso by Friesland Campina as one of the Most Awarded Projects of 2016.

The mobile campaign targeted mothers-to-be, achieving a consistent CTR of 11% with more than half a million mother's reached, while exceeding the initial KPI set by the brand.

The campaign also won Gold at the MMA's Smarties Vietnam 2016 and was honoured in the 'Relationship Building/CRM' category.

For more, visit: <https://www.bizcommunity.com>