

Arc Interactive nominated for five New Generation Awards

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Arc Interactive Digital Agency has been shortlisted for four New Generation Social and Digital Media Awards and an added nomination for overall social and digital corporate winner.



The digital agency secures their debut feature at the New Generation Social & Digital Media Awards with nominations for most innovative digital campaign, most innovative social media campaign by a small agency as well as two nods for best app developed by an agency.

Most innovative social media campaign by a small agency and most innovative digital campaign by a small agency

Choma - an initiative by HIVSA, is an interactive digital mobile magazine that engages a community of over 78,000 young women and adolescents daily with empowering content that offers personal advice and information, encouraging the audience to make wiser decisions regarding their love lives, health, and sex. The success of the campaign has landed Arc with nominations in the categories for most innovative social media as well as most innovative digital campaign by a small agency.

Best app developed by an agency

Arc was invited to pitch a concept for Dis-Chem's first ever app. The brief listed requirements that involved facilitating the interaction of Dis-Chem's customers with their in-store services. The app presents a range of features, such as applying for loyalty cards, collecting script medication, finding stores, and viewing promotions, amongst many others.

Similarly, SAA approached Arc with the challenge to redesign and rebuild their app so that it would suit their customers' needs and maintain SAA's reputation for excellent service across platforms. Sizwe Mdladla - SAA's Digital Marketing Manager, comments: "Advanced UI and UX best practices were implemented to ensure easy navigation. Our goal was an app that would make our customers journey easier, from flight bookings to flight management and the outcome was exactly that."

The functionality of these apps are a stand out differentiator from their competitors in their fields, and as such, the iOS and Android smartphone apps provided by Arc Interactive for Dis-Chem and SAA have each been nominated for best app developed by an agency.

Overall social and digital corporate award

The agency has also been selected for the overall social and digital corporate award, which is a testament to their mission to create enhanced digital experiences that keep people and ideas connected.

To see more of their work, visit www.arcinteractive.co



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