

ZEISS Wins Top Mobile Award in China

The Vision Care business group was awarded the 2016 TOP Mobile Marketing Innovative Brand Award for digital marketing campaigns

ZEISS Vision Care China has been distinguished with the 2016 TOP Mobile Marketing Innovative Brand Award for its cooperation with China Minsheng Bank, Free Lunch Fund and UCAR Inc. to initiate a series of innovative digital marketing campaigns, focused on creating awareness for the ZEISS brand and ZEISS branded eyeglass lenses.

Aalen | 7 December 2016 | ZEISS Vision Care

In total, these campaigns generated more than 1 million impressions – more than 150,000 consumers engaged directly with the ZEISS brand and ZEISS products. The official ZEISS Vision Care WeChat channel grew the number of its followers by 200 per cent within one year and reaches now more than 240,000 consumers. The metrics achieved were a convincing argument to select the ZEISS digital marketing activities in 2016 for the renowned award.



Every year the Creative Communication Management Research Centre of Beijing University (CCM) and 17emarketing.com host "The TOP Mobile Awards" ceremony to recognize excellence in digital marketing achievements in China, based on assessment by the top Chinese media and digital marketing agencies.

More information on the TOP Mobile Awards at www.tma999.com/html/meeting

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About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its



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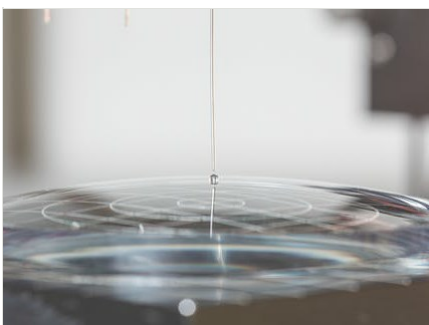


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