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Yahoo India's Learn with Yahoo campaign bags Bronze at MAA GLOBE Awards

17 Oct 2012

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Yahoo India's Learn with Yahoo campaign has bagged a Bronze the MAA GLOBE Awards announced on October 15, 2012. The campaign was awarded under the Best Telecom, Utilities and Technology category. Pulp Strategy Communications, India was the agency for this campaign.

Learn with Yahoo internet café campaign helps people discover Internet in 60 Minutes, an e-learning module was developed in association with NIIT, leading India computer training institute and was installed on the partnered café terminals. This self explanatory module helped millions to learn internet and rewarded the café owners who provided their loyalty and efforts and made the program successful. The program created a benchmark for others to look up to it and has helped India in its journey towards internet literacy.

The MAA GLOBE Awards recognizes the very "Best of the Best" in marketing campaigns executed globally with association partners: CAMPRO from Argentina, the APMA Stars from Australia & New Zealand, AMPRO from the Philippines of Asia, the Silver Mercury's from Russia and Ukraine, the IPM Awards from the UK and the PMA RECO Awards from the USA. Over 130 judges from 15 countries, representing agencies, clients, academia, media and industry associations reviewed over 300 campaigns from 25 countries in July and August this year.

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