

Cinesa wins 'Best Digital Multichannel Campaign' and 'Best CSR Project' awards



11 July 2017

Cinesa in Spain has been awarded 'Best Digital Multichannel Campaign' at the International Selligent awards which took place in Malta on 20 June 2017. This fantastic campaign included a broad mix of channels, segmentation and personalised messages for Cinesa's guests, achieving impressive results.

Cinesa was also awarded the 'Best CSR project promoting the work of non-profit organizations' award at the 6th annual Social Business Awards in Barcelona in July 2017 for its 'Cinesa se mueve' CR initiative. The awards were presented by Fundación Mundo Ciudad, an organization that promotes Corporate Social Responsibility among companies and raises awareness of the most innovative and valuable projects.

'Cinesa se mueve' gives a voice to Non Governmental Organisations (NGOs) working to eradicate poverty and promote social and environment justice. Since 2013, Cinesa has given over 25 NGOs including Oxfam Intermon, Medics sans Frontieres and UNICEF use of its cinema screens to raise awareness to 22m guests annually.



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