



FOR IMMEDIATE RELEASE

## Ninja Van Thailand Clinches Gold and Silver Trophies at the “Marketing Excellence Awards 2022” for the “Rubber Ring Man” Advertising Campaign



**Bangkok, Thailand – 22 December 2022:** [Ninja Van Thailand](#), Southeast Asia’s leading logistics provider, is a proud recipient of two awards at this year’s “Marketing Excellence Awards”. Bagging gold for Excellence in Media Strategy and silver for Marketing Team of the Year, both awards were for its thematic “Rubber Ring Man” advertising campaign. The campaign’s mission is to highlight Ninja Van Thailand’s brand attributes and reinforce its commitment to hassle-free deliveries.

According to **Mr. Pierce Ng, Chief Operating Officer of Ninja Van Thailand**, “Winning the coveted awards at the prestigious “Marketing Excellence Awards” is indeed a great achievement for Ninja Van Thailand’s marketing team. The accolades reinforce the team’s success in raising significant brand awareness of Ninja Van and maintaining top of mind status amongst consumers. This positive result was triggered by the launch of the Rubber Ring Man commercial that reiterates and provides a thorough understanding of Ninja Van’s strengths among our target audiences. In the commercial, customers’ pain points are portrayed and rectified. We wish to emphasize that Ninja Van is a brand that is always prepared and ready to assist our customers in solving their logistical challenges, and providing a hassle-free experience.

The “Marketing Team of the Year” award clinched by Ninja Van Thailand recognizes outstanding work by organizations that have made significant impact to their brand’s overall marketing



campaigns, executions and results. The campaigns could be in collaboration with project advisors from external organizations or with the operations team within the company. The organization selected for the award must demonstrate changes that prove phenomenal leading towards positive results following any particular marketing campaign.

The "Excellence in Media Strategy" is conferred to organizations that best utilize media channels as their key strategic tool to execute a powerful marketing campaign.

The "Marketing Excellence Awards 2022" or MEA is organized by MARKETING-INTERACTIVE, a leading online magazine in Asia with focus on advertising and marketing. Based in Singapore the magazine is accessible to high level marketing executives not only in Singapore but also in Hong Kong, Malaysia, Philippines, Indonesia and Thailand. This is the first year that Thailand is hosting the annual marketing award designed to reward and celebrate outstanding work from across the marketing communications spectrum.