

## MTN celebrates 20 years in Uganda with new campaign

*Together, We Connect* is a new campaign from MTN to celebrate its 20th anniversary in Uganda, showing the value and power of connections in society. The new campaign features a TV commercial, radio, print and billboards advertising; with an interactive digital campaign also launching this week.



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Olivier Prentout, chief marketing officer, MTN Uganda explained that the campaign celebrates how society connects and in turn shows the role MTN has played in enabling people to connect over the last 20 years.

“We are humbled by the progress made by MTN Uganda in connecting Ugandans over the last twenty years; be it connecting families to their loved ones, businesses to customers or enabling friends to keep in touch,” he said.

In the TV commercial there are several scenes that depict how people, by coming together, make the country a better place. Through this campaign, MTN Uganda aims to demonstrate the power of connecting and how beautiful life can be if we live beyond our perceived differences.

MTN continues to show commitment on how it will enable connections: for the next 10 years, MTN will ensure that customers remain connected by enabling an efficient cashless economy through MTN Mobile Money and facilitating a faster and more convenient digital life through providing reliable and affordable data.

“ Together, we connect. Life is beautiful when we live beyond our perceived differences. Because of you, we are celebrating 20 years of connecting [#Uganda](#). [#MTNat20 pic.twitter.com/HcYTSADGEA](#)— MTN Uganda (@mtnug) [27 November 2018](#) ”

“While our products like voice, data, SMS or enterprise solutions are technology driven, we believe every Ugandan deserves the benefit of a connected and digital life. At the end of it all, our bigger success lies in what our services deliver and do in ensuring Ugandans are connected beyond social-cultural tensions or geographical ‘lines’, everywhere they go” Olivier added.

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