

WHITE SUITS GIRLS BEST

Empowering Initiative by Azercell and Azerbaijan Judo Federation Celebrates Global Success.

"AZERCELL TELECOM" LLC AND THE AZERBAIJAN JUDO FEDERATION HAVE ACHIEVED INTERNATIONAL ACCLAIM AT TWO PROMINENT FESTIVALS FOR THEIR GROUNDBREAKING SOCIAL CAMPAIGN, "WHITE SUITS GIRLS BEST." THIS COMPREHENSIVE INITIATIVE, AIMED AT EMPOWERING YOUNG GIRLS THROUGH SPORTS AND ADDRESSING THE CRITICAL ISSUE OF EARLY MARRIAGE, HAS NOT ONLY SECURED THE GRAND PRIX OF 2 INTERNATIONAL EVENTS, BUT HAS ALSO EARNED GOLD, SILVER, AND BRONZE ACCOLADES.

Triumph at Ad Black Sea Festival

The resounding success of the "White Suits Girls Best" campaign took centre stage at the "Ad Black Sea" festival in Batumi, Georgia. This dynamic collaboration between Azercell and the Azerbaijan Judo Federation not only secured the Grand Prix Award for 2023 but also clinched a gold prize in the "Sustainable PR Campaign" category.

The campaign further excelled by securing silver awards in key categories such as "Corporate Objectives and Social Responsibility" and "Population within the Framework of Sustainable Development Goals." Bronze accolades were also earned for the "Integrated Advertising Campaign" and "Television and Film" categories. Adding to the triumph, the campaign's creative partner, the "Endorphin" advertising agency, was honoured as the "Best Agency" at the festival, highlighting the joint dedication to creativity and social impact. Zarina Zeynalova, CEO of "Azercell Telecom" LLC, expressed her enthusiasm, stating, "This project represents Azercell's unwavering commitment to forging a brighter

future for girls in Azerbaijan, empowering them to thrive across various facets of life."

Red Jolbors Festival Triumph in Central Asia

Expanding on the success at "Ad Black Sea," the "White Suits Girls Best" campaign continued to make waves at the Red Jolbors festival, the largest communication festival in Central Asia. The campaign not only secured the Grand Prix but also garnered three gold prizes in the categories of "PR Campaign," "Campaign Strategy," and "PR Strategy."

The campaign's excellence was also rewarded by a silver prize for the "Integrated Advertising Campaign" and bronze awards for "Social Video" and "Sponsorship." Once again, the "Endorphin" advertising agency was honoured with a Grand Prix, solidifying its standing as a leading force in the industry.

Impactful Initiatives Empowering Girls and Communities

"White suits girls best" encourages girls towards a



healthy lifestyle physically and mentally, move forward with confidence, and practice judo with the prospect of representing the country in international sports arenas. Within the framework of the campaign, the first 1000 schoolgirls between the ages of 7-14 aspiring to join the ranks of judo practitioners and enrol at Judo Federation schools or branches in the regions will receive a judogi as a gift. The campaign's success at these prestigious international festivals not only underscores its profound impact on the local community but also positions it as a beacon of inspiration on the global stage.