

Brandtone wins at EY Entrepreneur of the Year awards

Contributed by Brandtone
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Brandtone, the Dublin-headquartered mobile marketing company, wins top prize in the emerging category at last week's EY Entrepreneur of the Year awards.

Founders, Donald Fitzmaurice and Pádraig McBride, accepted the award on behalf of the company, which now operates in 12 international markets, employing 120 staff and working with over 60 global brands.

With the ambition to be present in 22 markets, targeting 70 per cent of all consumers globally by 2017, Brandtone employs some of the top talent in the industry which has helped to build an innovative and evolving global business.

Headquartered in Dublin, the company uses the concept of "sustainable engagement"™ to help brands build one-to-one relationships with consumers. Each engagement is based on trust, permission and value exchange, where the consumer opts in, controls the interaction and receives tangible benefits and rewards.

These relationships help Brandtone to deliver campaigns that have measurable results for clients and can be adapted in real-time for maximum impact, helping to close the loop to purchase.

As a result of these campaigns, Brandtone has built up a permissioned database of millions of profiled consumers in developing and emerging markets.

Since its inception in 2010, Brandtone had grown its presence across the globe and now operates in 12 markets, including; Ireland, South Africa, Brazil, Colombia, Russia, Turkey, Kenya, Ghana, Nigeria, India, China and Indonesia, with expert teams in each market.

Donald Fitzmaurice, Founder and CEO, Brandtone, said: "It is a great honour to accept this award on behalf of the entire staff at Brandtone – this really is a team effort."

"Participating in the Entrepreneur of the Year Programme has been a very rewarding experience. It allowed us to step-back from the day-to-day running of Brandtone and think about the future of the business."

"We are delighted to be awarded and share these experiences in the company of hugely successful entrepreneurs - EoY Alumni."