



Cellcom Named Winner of Competitive Carriers Association 2024 Excellence in Marketing Award

Palm Springs, California (May 6, 2024) – Cellcom has been named a 2024 Excellence in Marketing Award recipient by [Competitive Carriers Association](#) (CCA) at the [Mobile Carriers Show](#).

Recognizing the most creative and imaginative marketing campaigns across print, broadcast, digital and social platforms in the mobile carriers industry, awardees were honored onstage April 18 at the JW Marriott Desert Springs Resort and Spa in Palm Springs, California.

Cellcom was named the winner of the TV Commercials and YouTube category for carrier members for 2024, chosen by CCA members for its *Technology with a Heartbeat* launch commercial. The commercial featured Cellcom CEO Brigid Riordan and highlighted the company's longstanding commitment to its customers while introducing its new brand message.

CCA's annual Excellence in Marketing Awards are given to exemplary submissions reviewed and selected by CCA members, and the CCA member campaign submission with the most overall votes is also presented with the People's Choice Award.

"The creative submissions received in the 2024 Excellence in Marketing Awards program are the best examples of the talent and excellence our competitive carrier marketplace has to offer," said Tim Donovan, President and CEO of CCA. "We're delighted to showcase our Excellence in Marketing award winners and participants as the cream of the crop in the wireless industry and across the marketing field."

"*Technology with a Heartbeat* is our promise to our customers and our commercials reflect our efforts to keep customers at the center of all we do. We are honored our introductory spot was recognized with an Excellence in Marketing award from CCA," said Brigid Riordan, CEO of Cellcom.

For more about CCA, [visit Competitive Carriers Association on the web at ccamobile.org](#).

To view Cellcom's *Technology with a Heartbeat* commercial, [click here](#).

#####

About Cellcom

Cellcom is an innovative wireless company that operates its own regional network to provide service for its customer base throughout Wisconsin and Upper Michigan. The company is respected for its long-standing reputation of delivering extraordinary customer care and being a strong community partner. As a subsidiary of Nsight, Cellcom is part of a family of companies offering complete telecommunications services. Learn more at www.cellcom.com.

About Competitive Carriers Association

CCA is the leading association for competitive wireless providers and stakeholders across the United States. Members range from small, rural carriers serving fewer than 5,000 customers to regional and nationwide providers serving millions of customers, as well as vendors and suppliers that provide products and services throughout the wireless communications ecosystem. CCA's Mobile Carriers Show will take place April 16-18 in Palm Springs, California. CCA's 2024 Annual Convention will take place September 9-11 in Amelia Island, Florida. Visit ccamobile.org and on X, [@CCAMobile](https://twitter.com/CCAMobile) and #MCS2024.