

# Yehey! Bags IMMAP Boomerang Innovation Award September 11, 2015



Yehey! wins the the Internet and Mobile Marketing Association of the Philippines Boomerang Award for Innovation under the Utility category for the [Enfamama A+ Pregnancy Mobile App](#)

Since 2008, The Boomerangs has honored Philippine advertisers and agencies whose campaigns and programs exemplified digital marketing effectiveness.

Recognizing the rapid developments in technology and digital marketing, the show is injecting consumer-focused innovation into its DNA. Beginning today, The Boomerangs now seek ingenious digital ideas that are inspired by consumers and that changes the way they think and act towards brands. This fundamental change brings new award categories, a more diverse set of jurors, and new challenges worthy of creatives, planners, advertisers, publishers, and developers alike.

Please see link for another news:

<http://www.philstar.com/business/2015/07/09/1474729/vantage-equities-sells-stake-yehey>