

AIS 3G's Online Video Strengthens Thai Connection Nationwide via 2014 Bangkok Countdown Campaign

BANGKOK, THAILAND, January 16, 2014

/EINPresswire.com/ -- Advanced Info Service Plc (AIS), Thailand's largest mobile network announced the success of its consumer-engagement online video content, "Wherever You Are, Our Love Will Find You – Happy New Year 2014".

Advanced Info Service Plc (AIS), Thailand's largest mobile network announced the success of its consumer-engagement online video content, "Wherever You Are, Our Love Will Find You – Happy New Year 2014". For the first time, Thais truly experienced integrated engagement activities dedicated to spreading positive wishes to loved persons (the most courageous) unable to celebrate their holiday seasons with their families at home; the Boarder Defense Forces, Rural Teacher and Doctors.

Pratthana Leelapanang, Senior Vice President – Digital Product & Services, [Advanced Info Service Plc.](#) (AIS), said "As Thailand's leading network, we are delighted to be a channel for Thais to be connected with their beloved, especially those unfortunate to celebrate their New Year on account of their work. In addition, the video clip would set a great example to the world how Thais can be united during this special season."

This is the second year in a row AIS joined hands with CentralWorld to hold the "AIS 3G Bangkok Countdown @CentralWorld" event at the CentralWorld Square. The highlight of the event includes the pinnacle moment that 300,000 of the masses sang in unison a festive song crafted by AIS with the tagline in the cold under Bangkok's biggest Christmas tree, We wish our love will find you well despite your unwavering commitment and support to the Nation on this New Year's eve. Not only that, anyone can participate in these activities by self-recording their wishes either on the ground with the "AIS Wishing Booth" or digitally via Instagram with [#aisnewyearwishes](#)

Within a week of the video launch, the content became viral. hitting 100,000+ views, plus positive comments and shares over social networks. AIS helped people believe the certain magic associated around the holidays and put the nation in the best of seasonal spirits.



Wherever You Are, Our Love Will Find You – Happy New Year 2014

Link to Video Content: <http://youtu.be/YBVYNIZXDDY>

Advanced Info Services Public Company Limited (AIS) is the leading Thai mobile telecommunication service company with 54% of revenue market share and serving 44% of subscriber market share (nearly 36 million subscribers) as of December 2012. Utilising our 22 years of extensive experience in the industry, AIS is committed to delivering the highest standard of mobile services to Thai society through our premium quality mobile network, which covers 97% of the country.

Press release courtesy of Online PR Media: <http://bit.ly/1eNwlln>

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