

Cell C Game of Phones campaign puts the WIN in Winterfell

 By [Mike Sharman](#)

3 Jun 2016

Last week I shared this pic of actor/comedian/director - Glen Biderman-Pam - playing all of the characters from GoT.

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Sensational. The time @glenbidermanpam auditioned for every role on GoT. 💎💎:
@glenbidermanpam #gameofthrones

A photo posted by Mike Sharman (@mikesharman) on May 28, 2016 at 3:06am PDT

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aign from Cell C, titled Game of

Phones.

Take a bow Cell C. Bravery, relevance and the perfect mechanic to blend humorous storytelling with product intrinsics to own the brand's USPs.

Sensational!

ABOUT MIKE SHARMAN

Mike Sharman is the owner of Retroviral Digital Communications, an online communications consultancy specialising in communication strategy, social media and content creation.

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