



ANCL Marketing DGM Waruna Mallawarachchi presenting the Bronze Award for the Kik Cola "Launch Campaign" Campaign to Triad on behalf of Ceylon Cold Stores PLC.

Effies fete ad excellence



Deputy Vice Chancellor of New Buckinghamshire University Prof Derrick Godfrey and Effie Awards, Sri Lanka Project Chairman, Ruwan Liyanagamage presenting the Silver Award for the Surf Excel Washing School campaign to Ogilvy Action and Lowe LDB on behalf of Unilever Sri Lanka.



Head of Beverages, Elephant House and John and Keells Holdings Vice President Chandima Perera presenting the Silver Award for the Etisalat "G Wars" Campaign to Response on behalf of Etisalat Lanka (Private) Limited.

The fourth annual "Effie Awards Sri Lanka 2011" concluded in pomp and glory at Waters Edge last week. The event was conducted with the support of 4As, Sri Lanka Institute of Marketing (SLIM) with the event under the theme "Jana Kari".

Effie's is the only international award currently being conducted by Sri Lanka and consistently focusing on the results or the effectiveness of the campaign. Entries for awards were entertained in 28 categories which included Print, TV, Radio, Internet, Guerilla, Package design and Street teams.

The President of the Sri Lanka Institute of Marketing Thushara Perera stated "The Effie Awards is one of the biggest and most challenging advertising awards in the country."

It is focused on rewarding Ideas that work - the great ideas that achieve real results and the strategy that goes into creating them. Therefore the Sri Lanka Institute of Marketing feels honoured to be associated with it. In fact, the Effie have brought the big league of advertising awards to Sri Lankan soil in association with the 4As and we are certain that these awards would no doubt assist in the cause to improve the standards of marketing communication in Sri Lanka."

The Effie Awards were founded in 1968 by the American Marketing Association, New York Chapter, as an awards programme to recognize the most effective advertising efforts in the United States each year.

Chevron Lubricants Lanka PLC Managing Director/CEO, Kishu Gomes headed the Judging panel. Associated Newspapers Ltd, ETV, Swarnawahini, E-FM were announced as Media Partners for the event. (SS)

Pictures by Saliya Rupasinghe



SLIM Vice President Tilan Wijesekera presenting the Silver Award for the Airtel "Hate Katha" Campaign to JWT and Madison Media on behalf of Bharti Airtel Lanka (Pvt) Ltd.



A dance item at the event



EAP Networks Marketing Director M G M Malik presenting the Bronze Award for the Women in Need Campaign to Grant Mccann Ericsson on behalf of Women in Need.



SLIM Vice President Gamika De Silva presenting the Bronze Award for the Prima "Hot and Spicy Cricket Fun Campaign" Campaign to TBWA/TAL and OMD Sri Lanka on behalf of Prima.



Ceylon Cold Stores PLC Head of Marketing - Beverages and John Keells Holdings Assistant Vice President Niranjan Pallage presenting the Bronze Award for the Signal win with white teeth Campaign to Lowe LDB (Pvt) Ltd and Mindshare on behalf of Unilever Sri Lanka Limited.



New Buckinghamshire University Deputy Vice Chancellor Prof Derrick Godfrey and SLIM President Thushara Perera presenting the Bronze Award for the Signal Junior Campaign to Lower LDB (Pvt) Ltd and Mindshare on behalf of Unilever Sri Lanka Limited.



Etisalat Lanka (Pvt) Ltd Chief Sales Officer Sanjeewa Samarasinghe presenting the Bronze Award for the Singer Washing Machine Campaign to Grant McCann Ericsson on behalf of Singer (Sri Lanka) PLC.



SLIM Vice President Gamika De Silva presenting the Silver Award for the Lifebuoy "Global Hand Washing Day - Campaign 2010" to Lowe LDB, Ogilvy Action and Mindshare on behalf of Unilever Sri Lanka (Pvt) Ltd.



Effie Awards Sri Lanka Project Chairman Ruwan Liyanagamage presenting the Bronze Award for the FEMS "Wapped in Mothers Love" Campaign to Phoenix O & M and Phoenix Media on behalf of Hemas Manufacturing (Pvt) Ltd.

