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FRIADO























sri lanka ca

This book is produced by
Triad, Colombo, Sri Lanka

Designed by Emagewise

Photography by Udaya Wijesoma, Taprobane Street

Digital plates by Imageline

Printed by Gunaratne Offset

First published in March 2009
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Triad's very first office at
Deanstone House 1993

Dilith at Sumner Place 1997

Triad team at the Inter
Agency Cricket Tournament
2000

Anniversary celebrations at
Club Palm Bay on staff
annual trip 2001

Brainstorming in the
Boardroom at Gregory's
Road 2007

Winning the only Gold at
the Chillies 2008



If ever there was a company decisively focused on being team spirited, that would be Triad - a team when only three, a team now after fifteen long years as ninety. Triad is built upon the belief that people-capital holds more value than all else. In reality this perception has been transformed to fact, when a "suitcase company" transcended all convention to arrive as the number one advertising agency in Sri Lanka.

Yes it is true that many recognized and globally practiced corporate guidelines have been woven into the company's fabric in a bid to shape its corporate persona into an international level. But what is key is that the rich essence, which keeps this machine well oiled and its engine purring is that little something we at Triad nostalgically call "the API feeling".

This is a feeling that is unique to us not because we claim to be its creator, but simply because we have breathed life and belonging to its meaning. It is a spirit that can only be shared if one understands and lives by the belief that "all are equal and everything is impermanent".

Ours is a family enriched with diversity. It is a fertile ground for discourse, discussion and even disagreement leading to the birth of some of the most memorable and talked about creative ideas of

the era. We encourage difference and change which go hand in hand. To us, this provides the energy to strive, to aim, to reach for heights that would otherwise be deemed impossible.

As we celebrate our "Pasalovaka", fifteen years of learning, growing, teaching and learning again, we thought it fit to record our journey in a book of this nature. On the one hand it would be a trophy for the Triad team to cherish and on the other, it would be a keepsake for the industry that has seen a tremendous growth and evolution over the last decade.

Every step of the way, Triad was blessed to encounter and befriend people who shared this passion. Most of them still remain a very important part of our lives. Nothing can ever compare with the affection, guidance, support and solidarity we have enjoyed over time.

It is our pleasure and pride to dedicate and share this work with all those past, present and future friends of the family, without whom we would not have become the Global Local; nor would we be the happiest family of advertising people in Sri Lanka.

Thank you for being API.

Ad world, our island and Triad

This short collection of thoughts is not in any way a comprehensive research study. Nor is it an academic paper. This is very simply a pragmatic account of the evolution of an industry and its related activities, the way Triad sees it. It is also important to note that all attempts have been made to make this article as simple as possible devoid of jargon, adjectives, adverbs and frills to facilitate easy and enjoyable reading. This essay does not follow any rules. However, if any reader should feel that the contents should be challenged, enhanced, edited or destroyed, please do write to: galmal@triad.lk

As civilization evolved, social structures too faced many transformations. From the Indus Valley and Mohenjo-daro Harappa, through Imperialism, Communism and Capitalism, all of which evolved through the Agricultural Age, the Industrial Age to the Digital Age of today, "change" has influenced people's attitudes towards consumables. Over time, people have become increasingly materialistic.

While religion and ideological belief have influenced people's behaviour, philosophers, scientists, artists and political leaders too have caused significant changes in human attitudes.

When Karl Marx was talking about the equal distribution of wealth in "Das Kapital", the opposing view was being expressed by Adam Smith in the "Wealth of Nations". As Capitalism became the most popular ideology, many nations, even continents began to build national wealth based on this premise. While this trend created a sense of competition amongst ordinary people striving for a better life from a material perspective, nations fought for territorial supremacy, spurred on by the same concept.

The birth of corporations based on the concept of "Profit Maximization" then forced the creation "Super Profit" or "Wealth Creation". The concepts of "Brand Building", "Patent Rights" and so on were all developed in order to achieve the tempting goal of making super profits. This elevated the basic value of a product to an aspirational level, for which people were willing to pay a premium. This phenomenon also created the 'Consumer', based on the inherent drive of one human being to out-do another.

In a broader analysis, the concept of marketing products, going beyond satisfying mere basic needs to tempt actual purchase, gave rise to the concept and term "Sales".

Analyzing the behaviour of this transformed human being who was by now a consumer, exploiting his basic needs and creating renewed needs to suit his expectations, thus became a science.

At the beginning of the 19th Century, many authors began writing about this new behavioural pattern and the means of satisfying a consumer. Corporations then began to transform products to brands, promising the consumers satisfaction on the one hand while creating

enormous wealth for the corporates on the other. Corporations which could come up with brand-based concepts that satisfied varying needs of consumers scored heavily in this environment.

Dropping conventional jargon and looking at this issue from a bird's eye perspective for the benefit of this short essay, one can understand that Marketing can be seen as the science of transforming "needs to aspirations", "products to dreams" and "human beings to happiness machines". In the process of converting a product to a brand and a need to an aspiration, there needed to be something more than mere information. There needed to be a whole gamut of imagery.

The birth of brand names followed by logos with uniform colours and signature sounds made the elements of a dream identifiable. At the same time, while the going was getting tough and complicated, different corporations began to desire the fulfillment of the same dream. The need for "Differentiation" arose as the solution for this burning problem.

During this period, probably spanning less than a century, the consumer evolved to such an extent that servicing his needs became a complex exercise. Understanding the behaviour of populations became a critical task in this effort. The concept of Communication in a targeted scientific manner was born out of this need, in an effort to convince consumers to purchase brands instead of products.

Ad world

Although advertising has become a popular subject in many a curriculum from tertiary to post-graduate education, it remains a hands-on, practical, quasi-science with a leaning towards the arts. In the history of modern global advertising, pioneers such as Albert Lasker (1880 - 1952), Stanley Resor (1879-1962), Raymond Rubicam (1892-1972), Leo Burnett (1891-1971), Claude C. Hopkins (1867-1932), Bill Bernbach (1911-1982) and David Ogilvy (1911-1999) have shaped the industry through its development to what it is today. At the same time, marketing practitioners and authors such as Jack Trout, Philip Kotler and Al Ries have added a different dimension to the subject.



The man in the Hathaway shirt

AMERICAN MEN are beginning to realize that it is ridiculous to buy good suits and then spoil the effect by wearing an ordinary, mass-produced shirt. Hence the growing popularity of HATHAWAY shirts, which are in a class by themselves. HATHAWAY shirts wear infinitely longer—a matter of years. They make you look younger and more distinguished, because of the subtle way HATHAWAY cut collars. The whole shirt is tailored more generously, and is therefore more comfortable. The tails are longer, and stay in your

trousers. The buttons are mother-of-pearl. Even the stitching has an ante-bellum elegance about it. Above all, HATHAWAY make their shirts of remarkable fabrics, collected from the four corners of the earth—Vijella and Aertex from England, woolen taffeta from Scotland, Sea Island cotton from the West Indies, hand-woven madras from India, broadcloth from Manchester, linen batiste from Paris, hand-blocked silks from England, exclusive cottons from the best weavers in America. You will get a

great deal of quiet satisfaction out of wearing shirts which are in such impeccable taste. HATHAWAY shirts are made by a small company of dedicated craftsmen in the little town of Waterville, Maine. They have been at it, man and boy, for one hundred and twenty years. At better stores everywhere, or write C. F. HATHAWAY, Waterville, Maine, for the name of your nearest store. In New York, telephone OX 7-5566. Prices from \$5.95 to \$20.00.

One of the oldest and most memorable ads by David Ogilvy

Many of the world's multinational advertising agencies were founded during this time and soon to be famous Creative Directors began emerging, enriching the industry and its worth. Most of these multinational companies established offices in different countries across the globe, adopting various strategies to localize their communications. This helped brands to become global and saw the creation of giants like Coca Cola, Nike, Apple, McDonalds, IBM and Microsoft from the West together with Acer, Tiger Balm, Honda, Toyota and the like from Asia.

While billionaire Americans drove into McDonalds in Chicago and ordered a Big Mac for lunch, the same request was being made by daily-wage earning labourers in Shanghai, China. While a bar-tender at the Ritz Carlton in Paris opened a bottle of Coke to chase an expensive Caribbean Rum, the poverty stricken truck-cleaner in India would also be having his local brew, "shandied" with Coke. This demonstrated the depth and breadth of brands, which had the power to cut across all barriers - of continents, countries, races, religions, languages, gender and age. The power of communication took control not only of individual people's beliefs and desires but those of populations and nations.

Advertising helped elevate print and electronic media to a new level, while becoming the sole funder of media. This resulted in shaping the strategies and behaviour of most media across the world. Prime time news bulletins, cartoon shows and daily soaps were being designed to capture audiences while constantly seeking the best place and time to deliver brand messages to consumers. Almost all sports and sporting personalities were soon receiving sponsorship from leading brands. Every manner of sporting gear, stadiums, playgrounds etc. were sponsored by consumers' favourite brands.

In short, there was no way for a consumer to avoid brand messages even if they tried. And it was not just products that became brands. Entire nations, political figures, singers, actors, sportsmen and women, all benefited from effective advertising to play their brand roles. Interestingly, governments were defeated and new leaders elected, thanks to strong advertising messages that successfully changed national perceptions.

Our island

In Sri Lanka, an island nation highly influenced by the language, religion, music, arts and craft of India, there was no parallel development to match the sweeping changes that were simultaneously taking place in the West. However, certain areas of Marketing Communications were experiencing development even faster than the nation's formidable neighbour, India.



Cannes Print Grand Prix 2008

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Silumina first issue Sunday 30th March 1930

CARGILLS
කාර්ගිල්ස්

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As discussed in the first part of this article, these developments were a part of the political and social change taking place within the nation. The fact that Sri Lanka was a “closed economy” till 1977 was a key factor in the slow speed of entry of modern communications to the country.

Due to the influence of the country’s cultural and religious make up, a majority of the population were relatively less materialistic until the advent of the “open economy” in 1977. The concept of “Profit Maximization” had been to a great extent automatically controlled by concepts such as “fair trade” (samma kammantha) and “fair effort” (samma vayama) until then.

Within the nation’s proud history of 2500 years, the island had experienced many upheavals and political change, due to foreign influences, not just from India which has invaded the island three times, but also from the Portuguese, Dutch and the British who all invaded Sri Lanka at different points in history. This is noteworthy in our discussion as it had an impact on the behavioural patterns of the native people who are today, the Sri Lankan consumers.

A closer look at Sri Lankan history reveals the adoption of Western values during the British regime (1805-1948). The influence of English language and the Church too brought in new values and perspectives to Sri Lankan society. Hence, a new, urban, elite class took control of the political leadership of the country, even after Independence in 1948. However, due to the limitations of media and its reach, there was little opportunity for the dissemination of such alien values across the island.

After the socio-political changes of 1977, which saw the arrival of an open economy and television to Sri Lanka, a society which previously

accessed most information from radio and newspapers began to change. People’s needs, desires and lifestyles too began to change rapidly.

As a result, the pioneer Sri Lankan advertising agencies which were in existence or newly founded were nudged into filling the need of the changing economic environment of the time.

The post colonial era saw a few major multinational brands including Shell, Levers and Eveready retaining a presence in the island, along with popular local brands like Maliban, Odiris and Don Carolis. At this point the island had just one radio station (the Sri Lanka Broadcasting Corporation) and a few newspapers. The few advertising agencies which existed at this time were small in scale and limited in scope; a situation which contributed to the primitive state of advertising at the time.

The more liberal the economy, the greater the influx of foreign brands and the birth of more local brands, which without a doubt changed the matrix of the marketing arena in Sri Lanka. More and more corporations observed emerging opportunities to expand their market share and naturally began increasing their advertising efforts. Understanding this reality, advertising agencies in operation in Sri Lanka proceeded to exploit the business opportunities thus created, by developing their service offering.

For the first time, Sri Lanka began to see a fully-fledged advertising and marketing communications industry coming to life, with the optimism of growing to be one of the most vibrant industries in the country. Whilst small local agencies and the major multinational agencies were all growing rapidly in this dynamic market setting, newcomers were

entering the fray, bringing with them a fresh look at the industry and a global knowledge reserved for the Digital generation.

Like most others, the advertising industry was also based in the capital city of Sri Lanka – Colombo and more importantly was driven by a Colombo based elite group of people. Following a global trend, Colombo’s most successful agencies were built around legendary personalities - individuals who left their mark on the industry. They included Tim Horshington, Reggie Candappa, Ananda Tissa De Alwis, Ranjith Jayasuriya, Soma Ahangama, Cyril Masilamani, Anon Wijesuriya, Shirani Rubera and Melville Assauw to name a few.

The greatest need for multinational agencies was to follow their global clients to more markets around the world. The next important milestone in the industry stemmed from this need, where collaborations between local and multinational advertising agencies on the basis of equity sharing, profit sharing and various other contracts relating to management were entered into, to serve the emerging needs.

For example in 1958 Reggie Candappa formed Grant Advertising as the local agency for Grant Advertising USA, which in 1971 became Grant Kenyan & Eckhardt after a global buy out and later merged with Bozell. In 1993 the local ownership passed to Reggie Candappa who established an associate agreement with McCann Erickson to be re-branded as Grant McCann Erickson.

JWT, Colombo was established to service the numerous global brands present in Sri Lanka and abruptly closed down when its seniors like Cyril Masilamani, Anon Wijesuriya and Shirani Rubera left the company to start their own agencies - Masters and Thompson Associates, respectively. JWT, widely recognised as the university of Advertising re-launched as JWT, Colombo in 1981 and since then been a top player in the industry under the stewardship of a number of young and dynamic agency personnel, who later took the bold initiative to set up their own agencies.

Many new agencies entered the market during this time with international tie ups. A hugely successful local agency called Phoenix Advertising owned by Irvin Weerackody, having made a significant contribution to the local industry in terms of its creative prowess tied up with Ogilvy & Mather to become Phoenix O&M. LDB Lintas was founded as a multinational agency by Lilamani Dias Benson and took the industry by storm with their creative innovations. Later with a new tie-up LDB Lintas was re-launched as Lowe LDB. Bates Strategic Alliance was a similar noteworthy tie up by Nimal Gunawardena of Strategic Alliance and Ted Bates Associates. Despite the multinational agencies making

great headway, few agencies remained strategically local and very successful. Q&E Advertising launched by Vijith Kannangara was a case in point.

Triad

As some marketing experts now refer to the Triad story as a case study, this section of the article is presented not as an “autobiography” but as a simple confession of how an ideal could become a catalyst of modern communication in Sri Lanka.

Triad Advertising started small - the result of a co-incidence of events and not as a result of a lengthy business plan. The founders were, Dilith Jayaweera, Varuni Fernando (who were Law students) and Ishini Wickremesinghe, none of whom had any marketing qualifications nor many years of experience. They understood that there was a vacuum in the industry and felt confident that together, they could field a competent team to challenge the status quo and revolutionize the industry which hitherto was evolving comfortably on borrowed Western industry principles.

It was also observed that English was more often than not used as the primary language in communications campaign development, despite over 90% of the market consisting of Sinhala and Tamil speaking consumers. Original Sinhala creative work was a rare commodity at this time. Sinhala advertising was mostly translated from English concepts, with the notable exception of journalist turned advertising guru - Irvin Weerackody who created several landmark Sinhala campaigns including the Sampath Bank launch, one of the most successful campaigns ever executed with mass appeal and acceptance.

This article would be incomplete if we did not give credit to the many personalities such as above, whose inspiration was so much a part of the core business strategy of Triad - “Walking with the masses. Talking with the masses”.

Triad has always believed that advertising is a combination of sociology, art and science - a responsible business accountable to the people who are in reality consumers, often without choosing to be so.

Walking barefoot, jumping into three wheelers, travelling by bus and catching trains, Triad traversed the length and breadth of this multi cultural, multi-ethnic, diverse island.

The Triad team proudly included people from all parts of the island. Dilith from Angulugaha, Sharmila from Jaffna, Althaf from Gampola,

OTHERS ALSO MANUFACTURE SHIRTS

BUT, ONLY *Hentley*

SELLS ABROAD.

Because of



its quality



its perfect collars



its superior fabrics and designs



All, distinctively Hentley

HENTLEY shirts combine comfort and grooming to satisfy the most meticulous man. The long tapered shirt and the perfect collar sewn by the automatic Sewmatic process are exclusive HENTLEY features. Available in self colours, checks, stripes and matt weaves that are distinctively HENTLEY, in Dacron/Cotton wash'n wear fabrics, and 100% Cotton fabrics, tailored to a quality finish accepted in world markets.



Regd.

SOLD IN CEYLON AND ABROAD

An early ad by Grants

AJ from Lunugala, Ajith from Polgolla, Sunil and Roshan from Hatton, Vajira from Anuradhapura, Rohan from Negombo, Ashika and Mithila from Mt.Lavinia, Varuni and Shinuka from Thimbirigasyaya and the list continues. A melting pot of ethnic groups... Thevkanth and Sharmila who are ethnic Tamils; Tariq - a Malay, Muiz, Ahamed, Shihara, Azeema, Azran, Rilla all of whom are Muslims; Michael Holsinger and Adriana Achilles the Burghers and Kandyan Sinhala Christians like Udaya Tennekoon. From Anton Thanapathy and Aravinda Salwatura from the South to the many Fernandos, Silvas, Peiris' and Pereras, were all equally important members of the Triad family.

Initially two brief-less Barristers, soon followed by Accountants, Engineers, Ivy League Graduates, Sailors, Soldiers, Monks, Journalists, Teachers, who all found their calling at Triad and in turn added to the versatility and diversity of the team.

Over the years, people grew as did the company, learning on-the-run to be professionals in the industry. Drivers have become photographers, receptionists have become managers; dark room assistants have become art directors, tea makers have become graphic designers. They have all evolved. Happily.

The Triad team arrives to work every morning at 8.45 am, and begins the day standing to attention to the National Anthem. The day ends also in high spirits by sharing a smoke, a drink or a joke. From plain-tea drinkers to unlimited consumers of the home-grown brew, some leave on both feet while others barely crawl to their chosen mode of transport, only to be sent right back by their disapproving spouses. Every full moon day, or the days leading up to Id Ul Fitr, Mahasivarathi or the Sabbath, there are some who practice their faith the way it was written in the scriptures, while some others live by their own interpretation of their beliefs. There are also others, who simply believe in doing nothing but watching the world go by, in slow motion. Together they all agree on one thing. They have all chosen to be in one of the most exciting and fulfilling careers of all time. Advertising – a lifestyle.

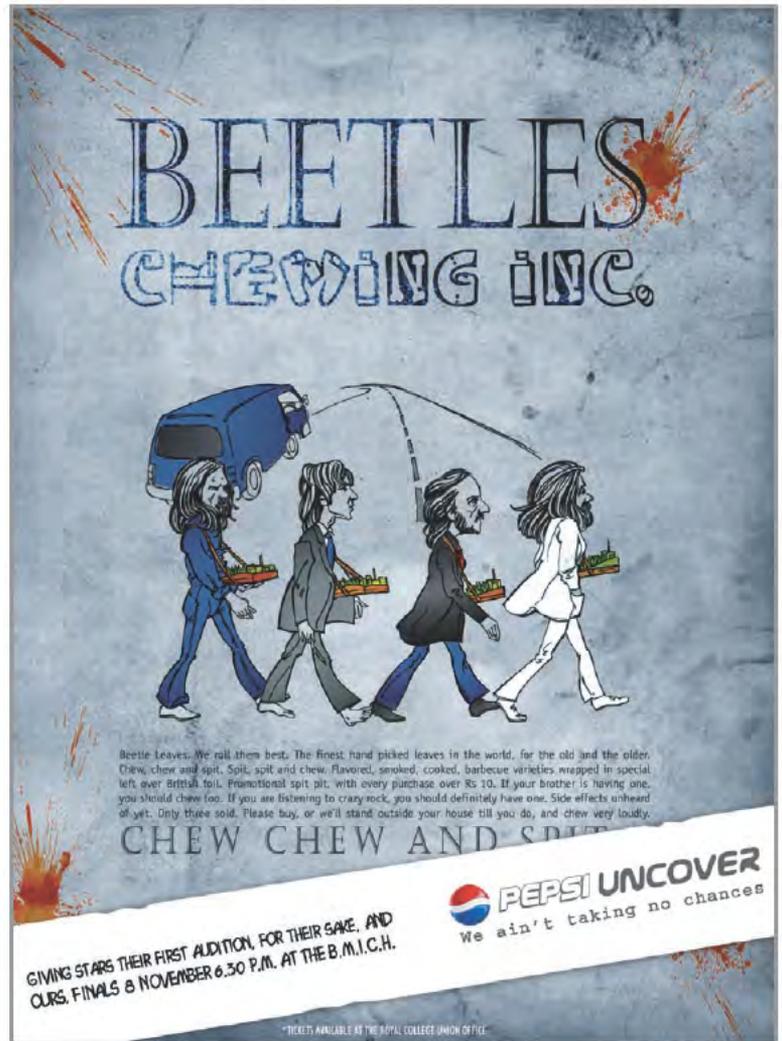
Triad has helped to bond consumers to brands. Brands that people have begun to believe in, indulge in and aspire to. There are some case studies of brand building communications carried out by Triad which have become industry hallmarks for their memorability and impact. The first ever scientifically managed political communications campaign – "Rata Perata" which changed the political history of



One of the most memorable ads of the era, created by Phoenix during Sampath Bank launch, 1986



Adfest winning ambient idea by Leo Burnett Colombo, 2007



Chillies Gold metal winning poster by JWT, 2006

Sri Lanka. The most successful perception building communications campaign for the Sri Lanka Forces – “Api Venuwen Api” which boosted recruitment and inspired the forces to defeat one of the most ruthless terror groups in the world. These integrated communication campaigns go down in the history as case studies which have shaped modern advertising in Sri Lanka.

Whether it is a simple voice-over for a one minute commercial or a 360 degree integrated communications exercise, Triad’s work touches the heart of every Sri Lankan, through entertaining, educational and memorable communications ingrained in people’s day-to-day lives.

The story of Triad is a true example of a team spirited communication agency that has succeeded in creating history and winning the national advertising awards for 3 consecutive years - an unprecedented record.

The Triad story is a case study and the company takes immense pride in being recognized as the most successful at introducing a “genuine” local perspective to Sri Lankan advertising.

As the Triad credo promises “Sri Lanka Can”.



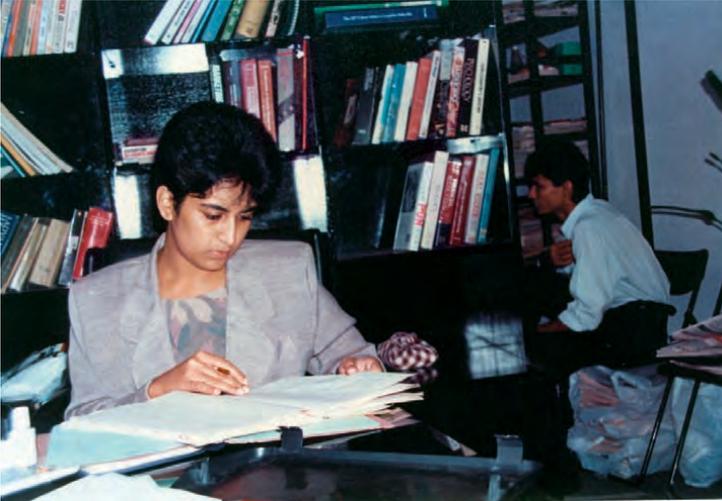
Triad team accepting metal at AdFest 2008

ka can



ADFES

The Story of Triad



Varuni at Triad's first humble office at Deanstone Place

Dilith Jayaweera and Varuni Amunugama Fernando are two opposite sides of a coin. Dilith, who was bred in the Southern city of Galle and Varuni, who comes from the heart of the Capital were contemporaries, adversaries and good friends at the Faculty of Law of the University of Colombo in 1989.

As Law undergrads, launching an ad agency was the last thing on their minds until quite by chance they, together with their friend Ishini Wickremesinghe Perera came up with the idea. It all happened at TNL (owned by Ishini's father Shan Wickremesinghe), where the trio decided to launch not just any agency, but a 100% Sri Lankan agency. As three people who believed ardently in the Sri Lankan Spirit and Sri Lankan capability, it made sense that if they launched an agency, it would be a truly local effort. The idea was all the more appealing given the fact that they required zero investment. Convinced of their ability to make a success of it, they decided to take the plunge.

The very next day, having secured an appointment at 10 am with Palitha de Livera Tennekoon, the General Manager of Sales and Marketing at Colombo Agencies, Dilith and Varuni received their very first brief for Stenhoj Hoists. Lacking any infrastructure for production, they then made a beeline from Colombo Agencies to



Dilith and Ishini share a joke on the day Triad moved to Deanstone Place

the Colpetty Market by foot, where they met the marvellous Pulasthi Ediriweera.

Pulasthi knew Varuni through their previous work experience together at Phoenix Advertising, and since then he had set up a freelance operation of his own. He had his office at the Colpetty market and promised to help the budding entrepreneurs, agreeing to work on credit. And so the very first Triad advertisement was created. However, with no resources to take on scheduling, the ad was sent directly through the client to the newspapers with no claim to the 15% agency commission that would usually have been earned. It was another bridge to cross – and cross they did – through Leo Advertising, who agreed to take on their media scheduling and placement work, for 5% of the commission.

Varuni's home evolved into makeshift workspace. And with more work coming in, professional invoicing became vital and the most urgent equipment required was a typewriter. With no working capital in hand, buying a new typewriter was out of the question. Borrowing was the only solution. Enter - a typewriter with a past. Previously owned by a friend, Dilani Yoheswaran - this mangled machine which had already survived a flood with an inherent hiccup



An 8'x8' space with conference room in front and the art department at the back of the cupboard

of missing the letter L - became part and parcel of the operational cacophony of the little start-up operation.

Inspired by the success of the first job, it was decided to formalize the business through incorporation. However a small seed of uncertainty had lodged in Ishini's mind that there could be a conflict of interest between her own family's business and that of the advertising agency. Eventually she made the tough decision to opt out and the trio went their separate professional ways, while keeping their friendship intact.

By now it had been decided to name the agency "Triad"- synonymous with its three key people and connoting strength and stability. The name was chosen by Varuni's father, Sarath Amunugama. Although Ishini had left, Dilith and Varuni decided that the name should remain and Triad Advertising was incorporated on 11 March 1993.

Meanwhile, another individual was unconsciously being drawn into Triad. Ajith Polgolla Abeyratne - Varuni's relative, happened to be visiting her house from his village in Kandy. Seeing the melee of business complications that Varuni and Dilith were handling,



Triad's first client Palitha de Livera Tennekoon chatting to Varuni & Make at the first ever launch cocktail handled by Triad



Dilith and Make at Triad's first product launch - Sutter Home Wine, for Shaw Wallace & Hedges

Ajith - an amiable and gentle sort, became the extra pair of arms and legs that the agency really needed. In the process, Triad found that it had recruited its first employee.

In a bid to organize the business, stationery and release order forms were printed on letterheads carrying Varuni's residential address at Siripa Road. Soon after, the typewriter with a past passed away and it became necessary to purchase a new one. So with Triad's very first saving of Rs. 8800, a spic and span, brand new Sharp typewriter arrived from Brown & Co Ltd in Darley Road, to give years of service to Triad, receiving royal treatment as the agency's most prized asset.

With the company incorporated, it became even more important to set up professional office premises. So Triad moved into its first real office at Deanstone House on Deanstone Place in Colombo 3, sharing the premises with Pulasthi and Upali Nanayakkara to make the rent affordable. Within a glorious space of 8ft x 8ft, the office seemed almost too spacious for the Triad team - Varuni, Dilith and Ajith.

Moving in after traditional housewarming rituals and a pirith sermon, it became obvious that at least Rs. 50,000 would be required to furnish the space, even though the requirement was sparse – just two tables and a cupboard. Dilith, the chief negotiator with the bank, requested an OD facility which he got after Jayantha Gunawardena and Varuni's husband Rohan Fernando had signed as guarantors. Dilith would arrive at Seylan Bank Colpetty on his bike – a Mate 50, park at a distance, don a tie and walk into the bank with all the

confidence and gusto of a successful entrepreneur. Arjuna Dissanayake, the Manager of the Colpetty branch, Kolitha Dharmawardena who went on to become a doctor and Eshan Beekmeyer, who serviced the account, took the fledgling business under their wing.

With the new office in full swing and with the added advantage of having Pulasthi, a creative source located right next door things started taking shape. Yet one big hurdle stood in the way. Since Triad still didn't have the luxury of a telephone yet, the team was not functioning at its full potential. The solution was a pager, a phone card and the pay phone at the top of the road, which functioned as the office phone. Triad was now communication empowered!

Creating advertisements was one thing but getting them published was a whole new ball game. Since their cashflow was slow, advancing payments to the newspapers up front was out of the question and it soon dawned on Dilith and Varuni that they would have to sign a contract with the nation's largest newspaper group - Lake House Publications for all their future work. This was when Varuna Mallawarachchi, the head of the Daily News advertising department of Lake House at the time, came into the picture. He was introduced to Triad by Uma Rajamantri, who was the head of Media at Phoenix Advertising at the same time Varuni was performing gopher tasks at the agency. Varuna was a long standing colleague and friend, and he soon came to the assistance of the young team, introducing them to production giants like Abhaya Amaradasa and his team at Lake House, and also approving credit facilities to



Triad's first ever exhibition stall, designed for Phoenix Plastics



Triad's first big break - handling 10 stalls for LM Apparels at Expo '94. Key client contact Debbie Mathes with the Triad team.

Triad after a visit to the Deanstone House premises to verify the agency's existence.

Dilith and Varuni were now in a position to draw salaries of Rs.2500 each per month, whilst Ajith earned Rs. 1000 a month. With not enough money to make client visits by three-wheeler (and after learning a bitter lesson following one week of pampered travel in one), they reverted to public transport.

Meanwhile, Rizwi Hassandeen of Phoenix Plastics offered a banner design and production job to Triad. In the process of outsourcing this task to Vista Advertising, Triad stumbled upon Priyantha, a young artist who quickly left to join Triad. His arrival also caused the addition of a brand new art department, which was actually a space partitioned by a cupboard. The Art Department was destined to grow further with the addition of Sunil Perera. Sunil, originally from Hatton, met Dilith at their boarding house in Dehiwela. Sunil was seeking a room for rent and was just about to be refused by the landlady when Dilith, feeling sorry for the lad, offered to share his room. Dilith soon saw Sunil's talent - a creative bent that manifested itself in the form of painting handicrafts. At Triad, Sunil quickly showed his skills by working on a pitch for Phoenix Industries. During the same time, Triad won a job to design and construct a stall for Phoenix Plastics for the Packaging Industry Exhibition, which was in turn outsourced to Anuhas and Wasantha of Xact Advertising. Recognition for the agency's work came after the completion of the Packing Industry Exhibition where Ashroff Omar, the Managing

Director of the company, having seen the Phoenix stall, was impressed by its design and production quality.

The next big challenge was to design a fact sheet and brochure for the five-star Kandalama Hotel, owned by the Aitken Spence Group - a competitive pitch between JWT and Triad. The former had been handling the Aitken Spence account for a while and Triad was literally unheard of. A chance meeting at a social occasion with Wathsala Wijesekera, the Sales Manager of the company, soon led to a chance to show off the agency's competency.

Supported by Wathsala, Triad made a blind presentation to Mr.Prema Cooray, the Managing Director of Aitken Spence at that time, who liked what he saw and gave the pitch to Triad. So began a new journey with a major brand – a relationship that lasted over a decade.

Triad also received significant assistance from Nihal Kalupahana, Director of Printing at Aitken Spence Printing Co., who printed the finished brochure, volunteering to re-set the typesetting of a less than perfect artwork, in order to help Triad become a successful new entrant to the Aitken Spence list of agencies.

Triad's outsourced resource base grew with the addition of Sarath Makalanda, who also worked freelance for the agency while Saman Weerasinghe and his strong team at Lazer Graphics did a fantastic job of extending typesetting services for most of the agency's work.



A shramadana at Glen Aber Place to spruce up the garage-office

Despite this growing outsourced resource base however, Dilith and Varuni recognized the need to move upwards from this operational model to one in which the agency would have more control over their creative resources. To this end Triad hired Sarath Makalanda, who was employed at Holmes Pollard & Stott at the time. His brother Kamal also joined the agency at the same time. This was a big step for the agency, since these hires demanded a big investment towards the creative department.

This sudden influx of employees had the Deanstone Place office bursting at the seams. Armed with Rs. 500,000 in savings, Dilith and Varuni started the search for a new location with more space. And soon they moved into a converted garage in Glen Aber Place, Colombo 4.

Triad worked at Glen Aber Place from 1994 -1995. The property was originally the residence of Mr. & Mrs. Allen Dias Bandaranayake. Since it needed a formidable make-over, the Triad team initiated a shramadana to clean and spruce the space up before the official "moving day". The Glen Aber era saw a phase of great momentum for the agency, in both increasing client portfolio to the expansion of the business through improved technology. But it was also a point of transition. Literally a garage, the Glen Aber Place office served as the stepping stone to a bigger office when the opportunity arose.

Now fully set up with ample space and resources, the agency was on full steam ahead. Feeling the need to have a competitive edge, Triad purchased an Apple computer, becoming the very first agency to own and use one in Sri Lanka. The Apple came in second hand from Saman at Lazer Graphics, who not only gave the agency a great price



The Triad team celebrates the opening day in traditional style



In memory of 'Fonny' - Triad's faithful corporate driver and much loved team member

but also understood how to operate it... and so the company was now using state of the art technology for design purposes.

Meanwhile Dilani Yoheswaran, the owner of the "typewriter with a past", joined Dilith and Varuni. The Apple computer operator was also absorbed into the Triad team together with another very colourful personality - "Fonny" or Fonseka, who retired from Phoenix Advertising and came on board Triad as the "corporate driver", since Triad now had temporary possession of a hired Daihatsu Charmant while Dilith's Mate 50 bike was in Ajith's loving hands.

A major breakthrough in terms of billing and visibility for the agency was achieved through a project undertaken for LM Apparels. After winning a pitch for the design and construction of ten stalls at the Expo '94 exhibition in Colombo, Triad outsourced the task of implementation of the project to Sathy Watson and Roshan Wijeratne of Entertainment Unlimited & Co. The project proved to be the highest revenue earner ever for Triad, enabling the agency to work towards bigger and better things.

The client portfolio was now growing, with Colombo Agencies, Buildmart, Metroof, Connaissance Holdings, Heladiv, LM Apparel, Phoenix Plastics, Swedish Trading, Aitken Spence Hotels and Perera & Sons all on the list. Varuni and Dilith saw the first real signs of success, however small, coming over the horizon.

In 1996 Triad left Glen Aber Place to new office premises in Sumner Place, Borella. The new space was architect-designed and originally

built for residential purposes and Triad soon discovered the need for compartmentalization. Since the building was already divided into different living spaces, the agency too was then divided up and assigned separate work spaces.

But this led to the feeling that the "spirit of Triad" was being stifled, as individuals were left to work by themselves, so losing the atmosphere of friendly unity that had previously prevailed. More disturbingly, Dilith and Varuni began to realize that they were stuck in a rut, while the rest of the industry seemed to be riding a wave. The atmosphere at Sumner Place had come to resemble every great entrepreneur's nightmare – being plain and simple... even mundane! Ever since the move to Sumner Place, Triad had become lifeless, slow and lost in a pool of dreariness.

In the doldrums, for the first time Triad was struck by reality. Nothing was going right - the new recruits lacked spark, the existing stars seemed jaded and the new projects either had near-death experiences or simply died on the spot. The number of mistakes were mounting and most were inexplicable. The new silk screen project epitomized this succession of failures, and was followed by the famous "supplement" project.

The "supplement" project started off with the introduction of husband and wife duo, Ranjith and Gundi to the Triad team. Fresh from Germany, Ranjith joined Triad's art department while his German wife, Gundi took on the ambitious project of producing supplements. The big Business Idea was to produce supplements for



Dilani Yoheswaran - a live wire of the agency, at Glen Aber Place



Dilith, Dilani, Make and Varuni anxiously awaiting the ceremonial launch of FedEx, handled by Triad

distribution through the newspapers, while the revenue stream would be via advertisements placed within the supplements. Three months down the line, it was apparent that the project was struggling. Soon Ranjith and Gundi heeded the call of Germany and decided to leave Sri Lanka again. This left a young and enthusiastic fresher - Rohan Perera (who had joined Triad from Varna Ltd as a Dark Room Assistant in 1995), to step in and steady the Creative Department until help arrived. Meanwhile Triad realized the many problems associated with the supplement project and decided not to take it any further.

Space was now proving to be a problem again, because despite the many setbacks, one thing had grown - the number of employees, especially in the art department. Another move seemed imminent. Eventually, with another year still to go on their lease, a proposition was made to Triad to move into new premises. A client – Microcells Limited – had their corporate offices in Claessen Place, Colombo 5 – but needed to move the office to their factory premises to improve operational efficiency. Anxious to move on from Sumner Place, Dilith and Varuni were delighted with the offer, and with the ambience and facilities at the Claessen Place space, and soon moved into their new office.

Settling down at Claessen Place, the ill effects of Sumner Place seemed reversed. In fact, Sumner Place seemed to have been the lull before a (creative) storm. After what seemed a long time, Triad was bouncing back. It was at this point that Triad's first subsidiary company – a print press named Printage, was launched. Triad

invested Rs 2 million in the business and this was the origin of the company's backward and forward integration strategy. It was a step into territory previously uncharted by any advertising agency and Triad, over time, quickly became a company with capabilities far beyond the scope of what was generally known as an integrated communications agency at the time.

After launching Printage, Triad hired Ivan Toussaint who, after originally applying for a position in client servicing, was offered the opportunity to run Printage - on the strength of his extensive experience in the printing industry. Business grew and soon the company had to move to a bigger space at Joseph Lane in Nugegoda. They also invested in a second single colour press.

Triad, meanwhile, had started a new line of business which was in publishing Annual Reports. Seeing an opportunity to grow this segment of the business, a subsidiary was formed. Emagewise (Pvt) Limited was launched in 1998 and grew within the space of one year to be a profitable business unit. Starting with the Annual Report for Kotagala Plantations, Emagewise won the business of Maskeliya, Namunukula and Kegalle Plantations as well as the Annual Report for Tea Small Holder Factories. The same year, JKH Plantations also moved its business to Emagewise, which gave the company a strong position as a premier, specialized resource in annual report design and production. Mano Rajakariar, who was the Financial Controller of JKH Plantations, personally invited Triad to John Keells and eventually became a close associate of the agency. He enthusiastically introduced the Emagewise team, led by Kapila Gunawardena in



It's business as usual for Varuni at Claessen Place

client servicing and Chanaka Perera in production, to several fellow financial professionals. Deepthi Jayaweera of John Keells was the next to follow in Mano's footsteps. In 2005, Emagewise embarked on its most ambitious and successful challenge to the competition, with the arrival of Leeba Rajprasad – a proud Indian by birth who was then contentedly domiciled in Sri Lanka with her Sri Lankan husband. With true Indian spirit and panache, Leeba aggressively built the reputation of Emagewise, positioning the company in an exclusive slot within the market.

Saruchi Dissanayake was later introduced to Triad by Leeba when she had to go back to India. In 2008 Saruchi took charge of Emagewise and drives the company with confidence and charm, strongly supported by K. Thevkanth and their youthful team.

The empty garage at the Claessen Place premises became home to another subsidiary - Imageline Pvt Limited, offering pre-press

services. Headed by Shan Rajaguru, Imageline also outgrew its premises within a year, moving to bigger and better facilities at Jayaratna Mawatha in Colombo. Soon after, Shan left Imageline and was replaced by Madhawa Madawela, Dilith and Varuni's batch mate. Madhawa's entry into the Triad team was set to be the beginning of a long and adventurous journey for all parties concerned.

Along with the launch of Imageline, the Hammer Workshop was incorporated to handle outdoor activities. Madura Vithanage, yet another of Dilith and Varuni's campus-mates was hired to head this latest subsidiary.

Triad's next subsidiary company was an in-house photography studio, launched with the intention of supporting the agency's creative resources, while top industry professionals - Sarath Perera, Sumedha Gurudasa, Sumedha Liyanage, Laxmanan Nadaraja and Udaya Wijesoma were retained for top of the line projects.



The Triad team gets ready for the Millenium at Claessen Place

By now fully backward integrated, the holding agency acknowledged its growth to a strategy of strict financial management. From a creative perspective, Triad was still a print based operation. Kusantha Paranawithana and Nissanka Divakalala who joined the agency at this point as Creative Directors, had worked in the Indian advertising industry for some years and were able to infuse a breath of fresh air to Triad's creative process and credo. William de Alwis, a reputed journalist from the Lake House Group, also joined the agency, to contribute his expertise in the Queen's language.

Now well into six years at Claessen Place, Triad's client portfolio was impressive. Those who interacted with the agency were confident of its capabilities and trusted the Triad team to handle their brands with credibility and honour. But within the local advertising fraternity, the agency's impact was minimal. Triad, however, didn't feel the need to

impress. The company's main aim was to deliver the best service to its clients and offer the best creative strategies for their brands. Winning recognition from the competition was not a key requirement. Neither did the agency seek to mime the global giants of advertising. As a company with a strong, clear-cut Sri Lankan identity, Triad was confident that recognition would come when it was due.

The Triad team was now infused with new blood. The first foreign ECD - Shardul Shaligram joined Triad and though he moved on within months, he made a significant contribution to the ongoing transformation of the agency's creative approach. Dilshara Jayamanne and Roy Varghese, young and brimming with new ideas, later added spice to the bubbling pot of creative thought that was now brewing. Udeni Perera, who left Grant McCann Erickson found



A 'Paduru Party' at Claessen Place

fate directing her to Triad to take on the challenging role of Head of Client Servicing.

Meanwhile, Angelo Jayasinghe and Aneek Salih joined from LDB Lintas to further enhance creative and media resources. The Media Department was looking forward to building its reputation as the smartest Media unit in the industry under the competent direction of Sharmila Suhaib and Mithila Weeratunga, who were living examples of young personalities who had grown as fast as the company. Another lady who came in to manage, control and guide the finances of the company - Ashika Silva - completed the final composition of people, creating the perfect balance between creative flair and financial discipline in a flamboyant industry.

As a 100% Sri Lankan agency, Triad's faith in '100% Sri Lankan brands' was understandably strong and the agency undertook to grow and nurture local brands. Emerald shirts was a brand owned by A.F.M.Ikram who was preparing to launch a brand variant under the sub-brand title of Leonardo. Foreseeing the need to push the brand aggressively to its target market, Ikram, despite having limited financial resources at the time, engaged Triad to launch his brand. These discussions led to the creation of the "milk campaign" that pushed not just the brand Leonardo, but the entire Emerald range forward, driving sales exponentially and succeeding beyond expectations.

Then Triad launched the "Two limes" campaign for Paracetol, a brand of Paracetamol marketed by Interpharm. The campaign created a



Invoking blessings on the agency with an all night pirith ceremony at Claessen Place

sensation in the marketplace and strongly positioned Paracetol (which had been previously perceived as a poor relation of the Paracetamol analgesics category) as a cheaper, equally effective alternative to the global giant brand Panadol. A head turning campaign, it shook the advertising industry, forcing them to sit up and take note.

After winning the first metal – a Silver for Heladiv packaging in 2003 and then winning 6 awards, including 3 Golds at the industry acclaimed Sri Lanka Institute of Marketing Awards (known as SLIM Awards) in 2004, Triad soon established its position as the local agency that best understood the local consumer. This position was established beyond any further doubt when Triad swept the boards at SLIM 2005, winning 21 awards, including the Best TV Commercial of the Year.

Triad's destiny was shaped and re-shaped over time. Rohan Rajaratnam, a mainstay of the advertising industry at that time, had finally left it to seek a completely different professional experience. He began operating an export company and, since he could not simultaneously be operationally involved in Triad, Dilith and Varuni invited him onto the Board. At the same time, Anup Chandrasekaran from MBC Network's News First, was invited to join PowerHouse. PowerHouse was a production house - a subsidiary of Triad that was managed by Ishini Wickremesinghe who was looking forward to retirement and the pleasures of motherhood, undisturbed by corporate headaches. Coming in as the CEO, Anup restructured PowerHouse, seeing the business of TV content production as the



The official launch of Triad's membership of 'The Networkone' - the world's largest network of independent agencies. Julian Boulding, Chairman of the Company addressing the media with Dilith and Varuni

most profitable business model. Soon they were supplying content to local media giants, Rupavahini and ITN.

Also through Anup, another potentially ground-breaking opportunity soon appeared on the horizon. The owner of Raj TV in India expressed interest in launching a television station in Sri Lanka. Through Anup's relentless commitment together with the confidence placed in the company by Her Excellency the President, Chandrika Bandaranaike Kumaratunga, PowerHouse won the licence to operate a television station in Sri Lanka.

Soon after the initial interaction with the President, Dilith and Varuni were surprised to receive a message from the President's House informing them that she wanted a meeting. This invitation came in the wake of an introduction of the Triad team to Dr. Tara de Mel by Dr. Amunugama who were by then entrusted with the task of

identifying a professional communications team with the capability of handling a campaign for the upcoming General Elections. At the meeting, the President personally suggested a thrilling yet highly risky proposal - the opportunity to create a powerful campaign for the People's Alliance. To Triad, this proved to be "a once in a lifetime" opportunity to show its true mettle.

Back at the office, opinions were divided and opposition was high. Varuni and Rohan felt an affirmative decision would be far too risky as the outcome of the elections could determine Triad's fate as well. Dilith, however, was convinced of Triad's capability to pull it off. Giving precedence to everyone else's reservations, he decided instead to source a third party who would be willing to take on the challenge. Anup was given the arduous task of finding a creative source capable of doing justice to the campaign requirements, and so he headed out to India to meet Sushil Pandit - a member of the



The Triad team welcomes the first day of a New Year at Gregory's Road



Family Christmas party celebrated at the Colombo Rowing Club

communications team behind the famous "India Shining" campaign executed for the BJP.

Back in Sri Lanka, a proposal containing Sushil's resume and his portfolio was sent to the Presidential Secretariat. Word came back that Her Excellency was pleased with the proposal and arrangements were made for Sushil to fly to Sri Lanka. The very next day, Sushil and Dilith met with Madam President with a presentation in hand. She was completely "sold" on the ideas presented and immediately gave them a mandate to go ahead and to start work on the campaign.

Having come this far, Dilith realized that the biggest hurdle yet was to address Varuni and Rohan's concerns. On discussing the issues, he realized that the only way to deal with them was to focus on the positive, the overwhelming possibilities and opportunities that a successful campaign would bring to the agency in establishing it as an undisputed force in Sri Lanka's advertising industry.

A contract was signed between Triad and Her Excellency Chandrika Bandaranaike Kumaratunga as the party leader, and work got underway. Several research techniques were used in order to identify the underlying sentiments of the people, including booster samples and consumer panels. And so the "Rata Perata" campaign was created. Months later, the campaign broke and worked its magic. The Peoples Alliance claimed a major victory.

Later that year, Rohan joined the agency on a full time basis. A number of new accounts were also won, including Hutch and Hayleys. The winds of providence were blowing and another location shift was imminent. Moving to Gregory's Road in Colombo 7, Triad proudly unveiled a modern, spanking new office. Along with the move, the agency opened up a new subsidiary, with Mihiri Wikramanayake named Hard Talk, to manage Public Relations and Direct Marketing efforts. A dedicated AV Department was also set up by young Zeeshan Saligh whose dedication, discipline and attention to detail ensured the professionalism of this super efficient unit, later to be managed by the equally capable Rilla Kamil.

Focusing on Production and Event handling, Triad Total was launched under the stewardship of Priyan Nissanka who handed over responsibility to Nihal Karunaratne when he migrated to Australia.

Derana, Sri Lanka's premium TV entertainment channel was launched in October 2005 when Triad made a strategic investment into broadcasting. The station was run by several professionals including Anup Chandrasekera, later followed by Laksiri Wickramage and Madhawa Madawala who formed a consortium to steer the company on an independent path, to become the fastest growing TV channel in the country.

The same year, Triad hit the big-time as the only genuinely 'local' agency, winning the second highest number of awards at the industry advertising awards.



'Sri Lanka Can' - the Triad team at the Sri Lanka-India ODI at Kettarama



Revelations as Triad wins big at The Chillies

Triad's truly "National" stature was established when the agency was approached by the Secretary Defence, Gotabhaya Rajapaksa and the late Maj. Gen. Parami Kulatunga through the then Editor of the Daily News Bandula Jayasekera, to carry out a national level communications drive to increase recruitment to the Forces.

Through this initiative, the "Api Venuwen Api" campaign was created, which evoked a huge demonstration of positive sentiment towards the Sri Lankan military, through its portrayal of the human side of every soldier.

Under the title Triad Aid - the agency's CSR arm, Triad put together resources from around the country totaling a budget of over Rs.1 billion, to create a completely integrated campaign at no cost to the Government of Sri Lanka. Suppliers of production and media resources all rose to the occasion and backed the campaign to create an impressive show of support for the Nation and its heroes.

In 2006, more accolades were on the cards. At the newly launched industry ad awards – Chillies – Triad lived the dream. A dream dreamt nearly fifteen years before by two people who believed that Sri Lanka can!

Winning the Best of Show at Chillies

A simple ambient idea for Rainco umbrellas was implemented during Vesak and not only won the most coveted award of the show

for Triad but also demonstrated the best of Sri Lankan creativity at the highest standard - as described by the award-winning panel of judges from overseas. The award haul included a number of metals, placing the agency firmly in the top slot of the industry.

Not willing to give up its No.1 position, the Triad team worked tirelessly over the following year to come up tops once again by winning the only double Gold at Chillies 2007. This was a rewarding year for Triad. The agency flagship "Api Venuwen Api" campaign won the SLIM Neilson's People's Award for the Best TV Commercial of the Year - voted in by five million Sri Lankans. The same creative won the Best TV Commercial of the Year at the Sumathi Tele Awards as well.

The time was right, Triad thought, to go global. It was necessary to be internationally connected if the agency was looking at expanding its professional services across the borders. The strategy was very clear. The localness of the agency was its core and that was never to be compromised. The need was to offer this uniqueness to the world. The Global Local – the new credo at Triad. The aim was to be the first Sri Lankan ad agency to be a multinational. On his visit to Cannes in 2007 Dilith hooked up with Julian Boulding, the President of the largest network of Independent Agencies in the world – The Networkone. With his visit to Sri Lanka, Triad entered into a partnership to be globally connected while proudly retaining its local flavour and identity.

Chillies 2008 was the Hat Trick year for the agency. With a "never say never" attitude, the agency rallied around to chase an ambitious



The Triad team celebrates No 1 Agency status after the Chillies

target to become the No.1 agency again. And, yes! The Triad Team won the only Gold awarded at the show to take its No.1 slot for the third consecutive year.

Winning Sri Lanka's first metal – a Bronze – at Ad Fest in 2008 marked a new era of ideating for Triad. When accepting the award, the Triad Team took the opportunity to show off the agency's (and the nation's) ethos by proudly displaying the "Sri Lanka Can" banner to a packed to capacity audience in Pattaya, Thailand. And so the company announced the arrival of Sri Lankan creative talent to this most fiercely competitive region.

The "Api Venuwen Api" sequel campaign went on to win the SLIM Nielsen's People's Award for the Best TV Commercial of the Year 2008, making it a win for two years running. Winning the Best Radio Commercial of the Year at the Mass Media Awards as well as a Bronze at Sri Lanka's first Effies, proved the value of the agency's creative work.

In 2009, Triad is geared to push the boundaries further. Having devised a battle plan "4 4 44" to win the top slot at Chillies for the 4th time with 4 Golds and 44 Metals, the team waits in hope and anticipation.

Another powerful threesome has joined the Triad team to power the agency from the top. Michael Holsinger - with 17 years experience in Account Management, Strategic Planning and Management, brings with him wide multinational agency expertise, delivered in the most down to earth Sri Lankan manner. The inimitable Udaya Tennekoon who is a veteran creative person and one of the most awarded creative minds in the industry, enriches the Triad creative team as Teacher and Driver. Last but not the least, Sarva Ameresekere has been entrusted with the task of taking this unique agency over new horizons.

This is the story of Triad. Nothing fancy, just the facts caught in a snapshot as they evolve.



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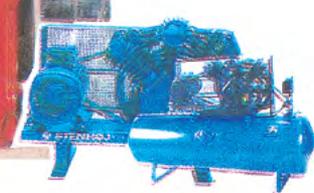
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We cater to your taste

P&S newest eatery (named after all time favourite Krusto bread) launch campaign 1994

සිරමැදිය



Anton Thanapathy *Creative Director*



Sarva Ameresekere *Chief Operating Officer*

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to minimise spoilage & maximise efficiency

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- * Save space in factory & stores
- * Less wastage
- * Minimise working capital requirements
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- * Increase load support
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Exclusive export packaging facility launch campaign 1995



Adriana Achilles *Senior Account Executive*

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Federal Express



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FedEx is the world's largest express transportation company, providing fast and reliable services for important documents, packages and freight. The company delivers more than 2 million items each working day, it employs more than 105,000 people, operates 473 aircraft and more than 32,000 vehicles in its integrated system. FedEx reported revenues of US \$8.5 billion for the fiscal year ending May 31, 1994.

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With the introduction of the new FedEx logo in Sri Lanka, MOUNTAIN HAWK EXPRESS (PVT) LTD. – Licensee of Federal Express Corporation in Sri Lanka is committed to place global technology at Sri Lanka's fingertips.

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Federal Express official name change 1995

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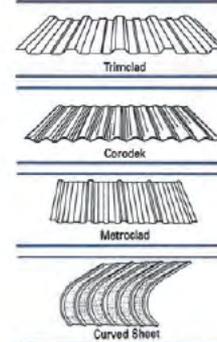
Innovation in steel

A selection of steel Profiles & Accessories under one roof



You have now got the freedom of design. METROOF's range of steel sheets comes in an array of attractive profiles allowing you to express your creative ideas in building design.

Maintaining the same quality which has become synonymous with METROOF we have now considered style as a vital factor in the design of our steel sheets. We have also maintained versatility. METROOF has solutions for roofing, wall cladding, rainwater accessories and other steel add-ons for your home or office. So, come see us and let your building be a reflection of your imagination.



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Vajira Mahakanumulla *Creative Group Head*

THE FRENCH CONNECTION

We began business as tour operators, early in the last decade with a dedication to presenting the best of Sri Lanka - our Heritage, our Culture, our People and the beauty of our Land to admiring foreign eyes.

Since then we have grown.

Today, we are among the leaders in the hospitality trade, covering a spectrum of tourism related services.

As a conglomerate company, we rank with the best in tour operations, transportation, ownership and management of hotels and convention tourism.

We have developed traffic from the growing travel markets of Europe. Our financial growth has kept pace with the popularity of our distinctive brand of services, leaving us comfortable profit margins.

Now we are expanding further into areas of proven profitability in tourism. Such as building our own chain of resort hotels in a style unique to the culture of Sri Lanka.

We have also been appointed General Sales Agents for the French national carrier Air France and its affiliate Air Inter - a move which will certainly strengthen our international connections.

Especially our French Connection.



Connaissance de Ceylan Ltd.
58, Dudley Senanayake Mawatha (ex. Castle Street), Colombo 08.
Tel: 6855601, 6855602, 685587, 685564 Fax: 685555, 697869



MAKATA THORPINA

Connaissance de Ceylan - investing in our heritage

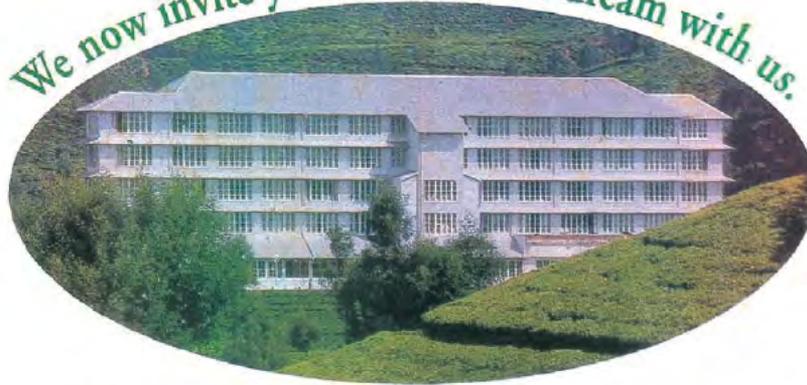
L'ARC DE TRIOMPHE



Rohan Perera *Senior Art Director*

We had a dream to create
the ultimate holiday resort
amidst the misty mountains.

We now invite you to share that dream with us.



THE TEA FACTORY

KANDAPOLA, NUWARA ELIYA

A unique Aitken Spence Hotel

Located at 6,800 ft., there are no hotels or factories above this elevation

A UNIQUE HOTEL CONCEPT

A tea factory constructed by the British planters several decades ago has been converted into a plush star class hotel. The exterior of the factory and the facade have been retained exactly as it was when it was producing some of Sri Lanka's best teas in the years gone by. There are 57 double bedrooms with wall to wall carpeting, attached bathrooms, television, telephones, tea/coffee making facilities, individually controlled heating in bedrooms and bathrooms. All rooms have a breathtaking view of the surrounding scenery, lush tea plantations, the central highlands and the Hethersett jungle - a nature reserve with rare species of flora and fauna. There are luxury suites overlooking the tea plantations and the small towns of Ragala and Udapussellawa in the background. On a fine day, the Randeniya tank, which is about 20 km away, could be seen in the distance.

There are luxury rooms with private balconies and mini bars.



The dryer room is the Lobby and Reception area.

Forming part of the ingenious decor is the original shaft lines and pulleys that rotated the machinery. The massive oil fired engine that once powered the entire factory including the two large withering fans that were used to draw out hot air from the dryer room and disperse it to the withering lofts, is to be seen on the lower ground floor.



HAVEN FOR THE OUT-DOOR ENTHUSIAST

If the interior of The Tea Factory with its unique ambience offers many hours of tranquil pleasure, then its location offers the out-door enthusiast a variety of exciting and invigorating pursuits.

Visits to the neighbouring Kurawatte village, treks through Hethersett jungle which has a variety of bird life and some wild life, day excursions to Horton Plains and Randeniya Dam, picnics to Haggala Gardens, trips to Mahakudugala Peak and Kurundu Oya, hikes through the tea estates enjoying the crisp cool mountain air, are some of the exciting things you can do. And just for the fun of it, you can even try your hand at plucking tea.

GOLFERS PARADISE

Located a convenient 20 minute drive away in the world famous Nuwara Eliya Golf Club, renowned for its challenging and picturesque golf course.

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For the avid Golfer, there are special week-end packages inclusive of transport from Colombo.



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We wish to acknowledge the services of
Mr. Nihal Bothinaysake - Chartered Architect and Interior Designer, of Nihal Bothinaysake Associates for the architectural concept, interior design and overall project management.
R.A. Deshpande Associates - For the structure and all structural designs.
Lank Engineering Ltd. - Our main contractor
 and every one else whose professional services helped in building this hotel.



A unique Aitken Spence Hotel amidst the misty mountains

For reservations call our hotline on 336740

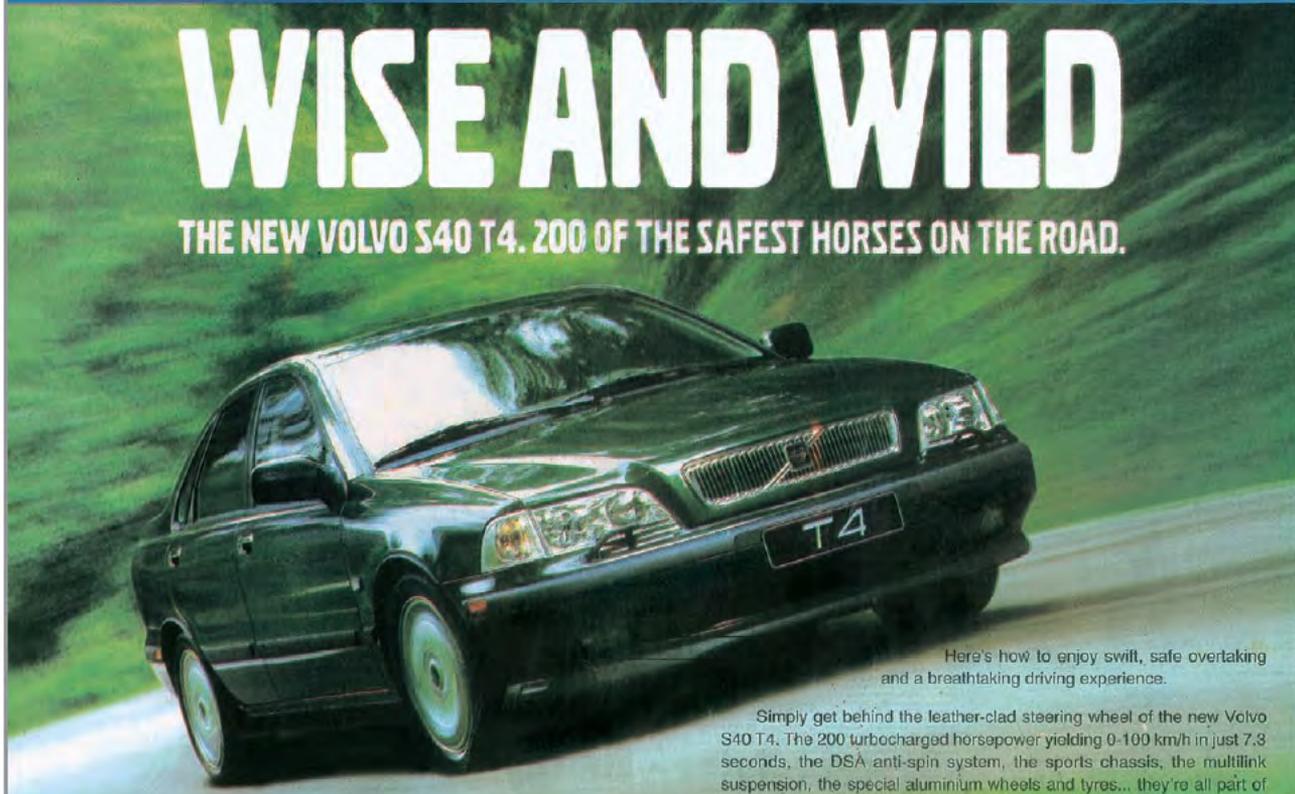
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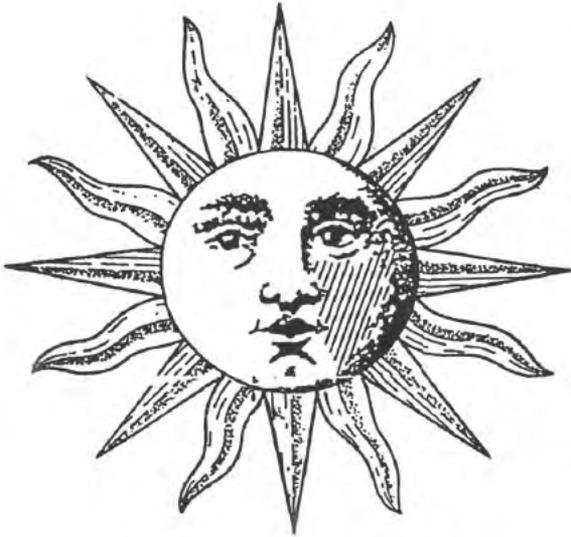
Volvo's S40 latest model launch 1997



Udyami Pavithra Peiris *Account Executive*



Sunil Perera *Art Director*



PARADISE ROAD

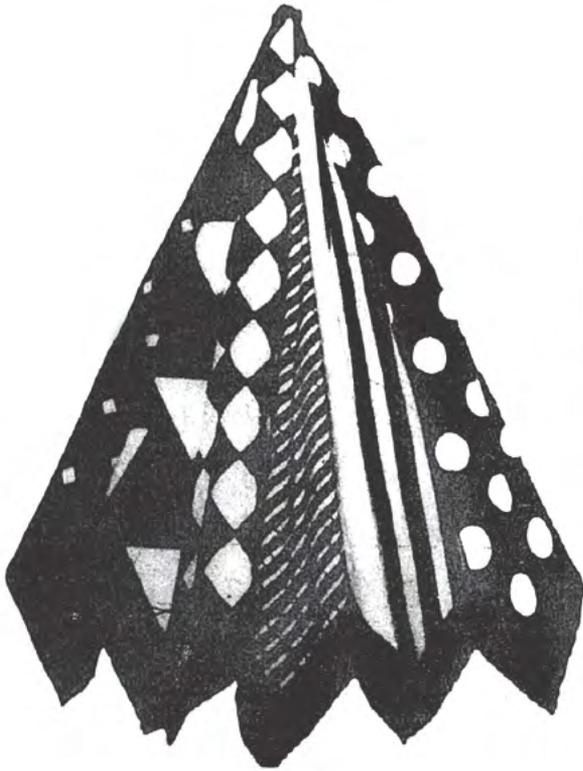
**OPEN
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Dammika Botheju *Office Assistant*

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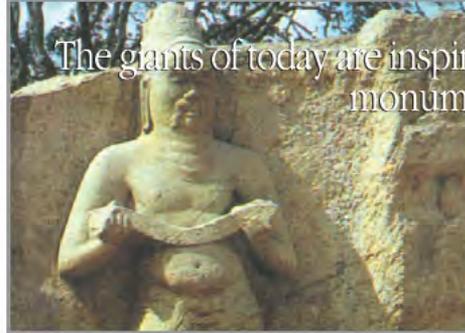


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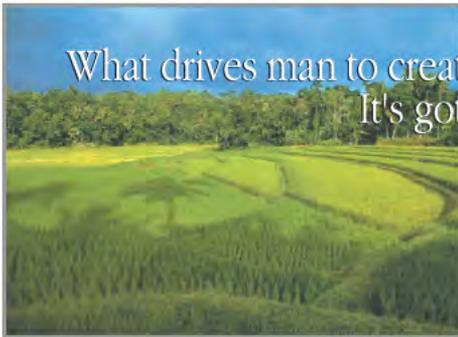
The giants of today are inspired by passionate monuments of the past.

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The 2000 Plaza luxury condominiums launch campaign 1999

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Nisayuru Basnayaka *Visualizer*
Ahmed Hassan *Account Executive*

HOLIDAY CALENDAR June to October '99

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Converted from a tea factory built by the British Raj decades ago, situated at an elevation of 6300 feet above sea level.

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HOLIDAY CALENDAR June to October '99

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Balakrishnan Sivaneshan *Office Assistant*
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Nihal Karunaratne *Production Executive*

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සිසිල්වත් සැකසී ගත වේගයෙන් සිඹදෙන කෙළවරි කහරටරි අද දින සම්පත් බැංකුවේ සපයාගෙන ඇත.

මේ සම්පත් ශ්‍රී ලංකාවේ පුරා විසිරී සම්පත් ඉලක්කම් සහ බැංකු ජාලය සම්පත් කවි කෙළවරි කෙළවරි කෙළවරි වන බැවින් ඒවායේ සියලුම සම්පත් බැංකු කොටුවේ සම්පත් විකට්ටු ගනුදෙනු කිරීමේ පහසුවක් සේ සාධිතයන් වෙතත් බැංකු කේට්ටුවේ රැසකින් සිඹවී සිටීමේදී.

දේශීය උද්වේගයන් සහභාගී සම්පත් බැංකුවේ අපි, කෙළවරි සිඹවී සපයාගෙන කෙසේ වුවද සිඹවී සපයා ගත්තේ.



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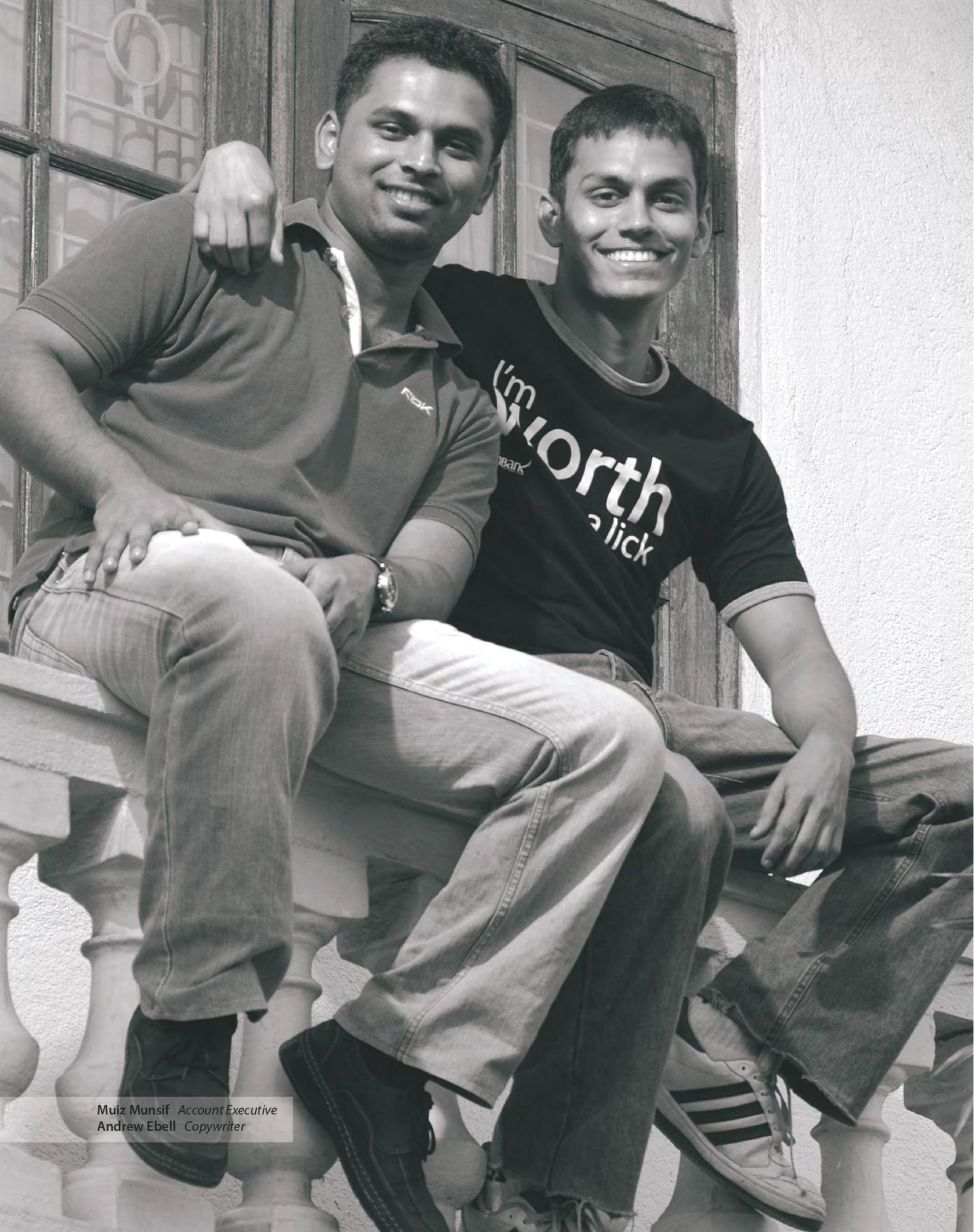
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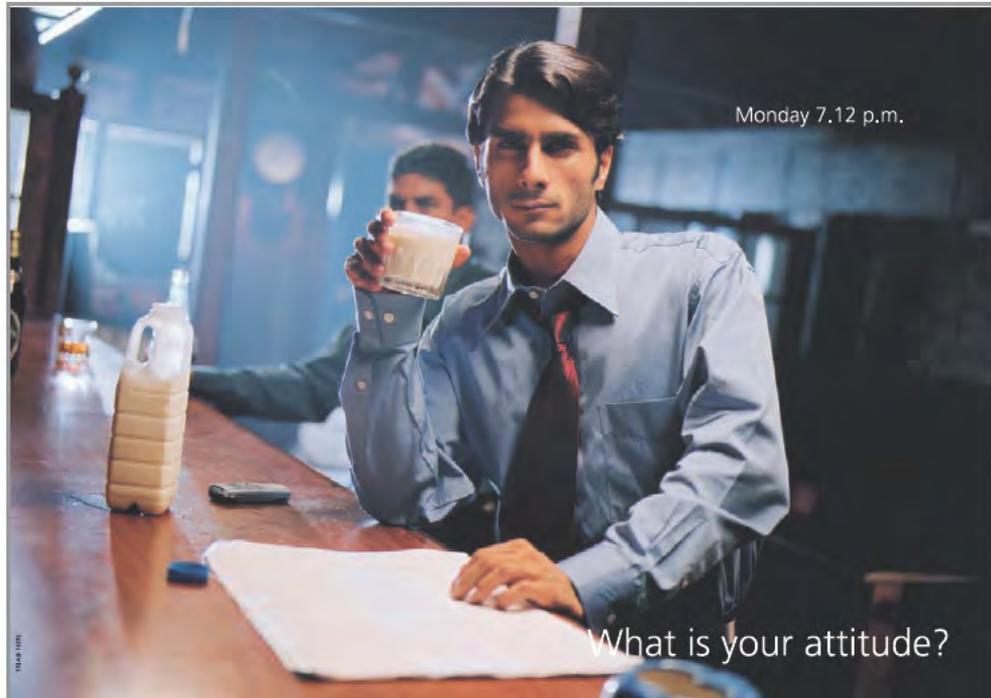


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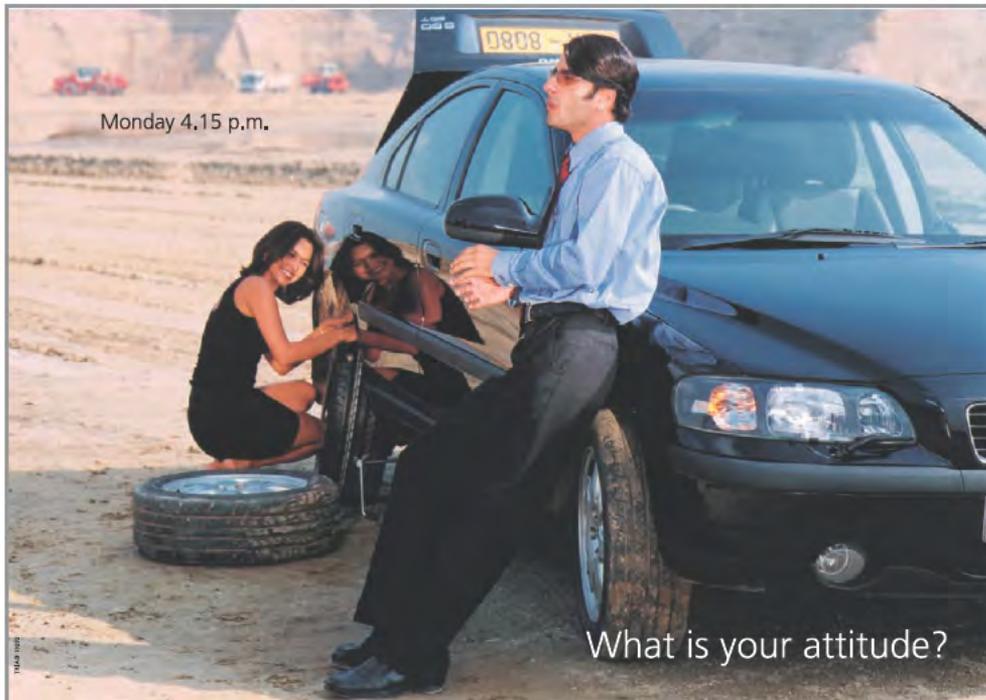


Monday 10.35 a.m.

What is your attitude?

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Emerald
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Lanil Peiris *Art Director*
Dilith Jayaweera *Joint Managing Director*



Study
Entrance
Living Room
Kitchen
Master Bedroom
Bathroom

10'0"
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10'0"
10'0"
10'0"
10'0"

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Entrance
Living Room
Kitchen
Master Bedroom
Bathroom

10'0"
10'0"
10'0"
10'0"
10'0"
10'0"

මාලාගත ගෘහ නිර්මාණ ශිල්පීන්ට ජාත්‍යන්තර හඳුනාගැනීමක් හේතු විය.

අන්තර්ජාතික ගුණාත්මක පාලන පද්ධතියක් අනුමත කර ඇති අතර ISO 9001 : 2000 / SLS ISO 9001 : 2000 සම්පූර්ණයෙන්ම සපුරා ඇත. Alumex (පුද්ගලික) සමාගම ශ්‍රී ලංකාවේ ඇති පමණක් නොව, ලෝකයේ ප්‍රධාන ඇලුමිනියම් පිටුපිටු නිෂ්පාදකයන්ගෙන් එකකි.

මාලාගත ගුණාත්මක පාලන පද්ධතියක් අනුමත කර ඇති අතර ISO 9001 : 2000 / SLS ISO 9001 : 2000 සම්පූර්ණයෙන්ම සපුරා ඇත.

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Harsha Jayawardena *Graphic Designer*



Rohitha Silva Associate Creative Director



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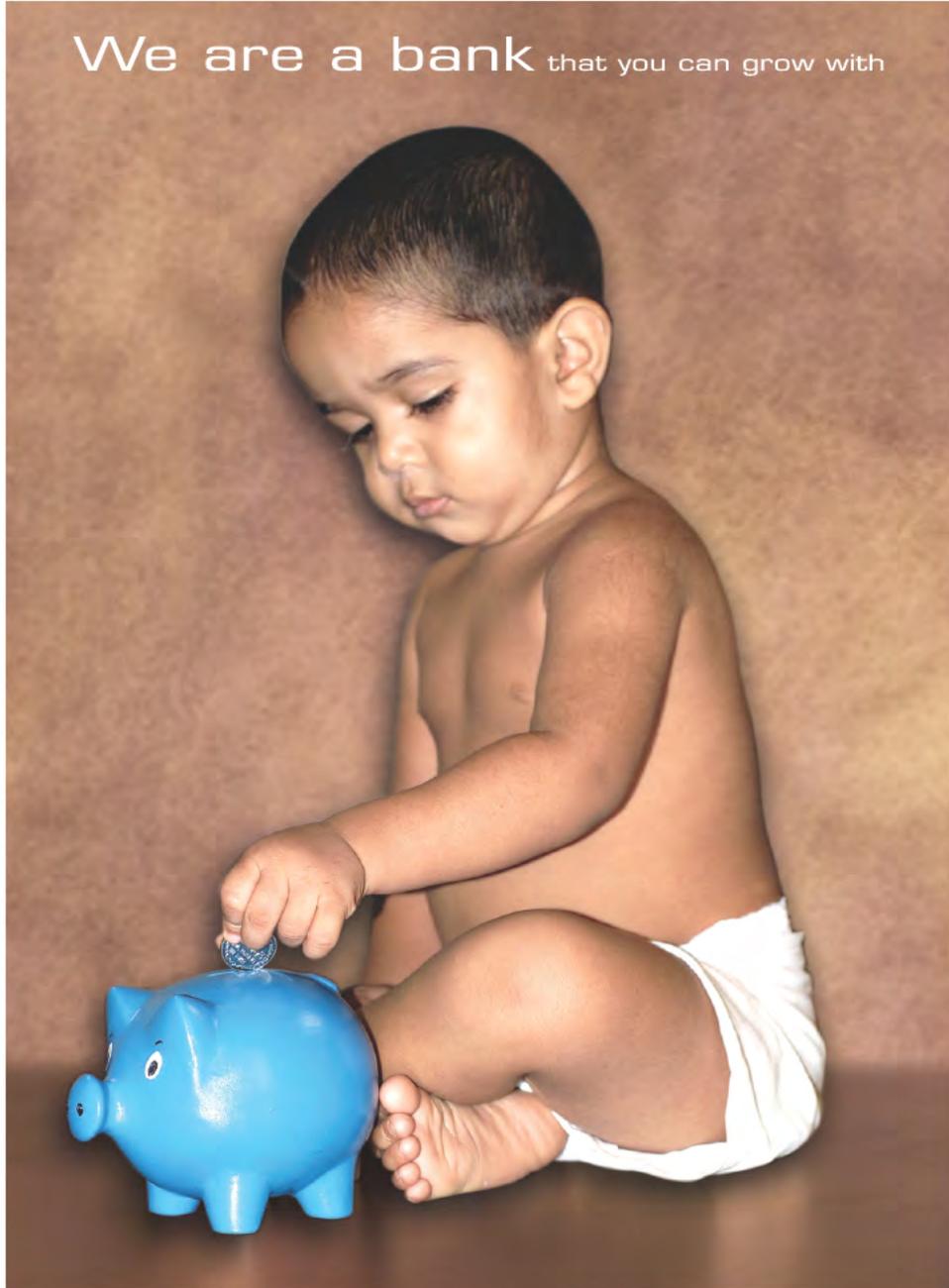
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දෙකම එක නම් මොකටද එකකට වැඩිපුර ගෙවන්නේ ?

පැරසිටෝල් පැරසිටෝල් විශේෂයකි. පෙත්තක් රු 1 යි.

උණ, හිතරදය සහ වේදනාවට සහනය ගෙන එයි. උදුරයට අසහනයක් නොමැත.



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එකම බර. එකම ඇවිරීමෙන් කඩාගත්තේ.
දෙකම එක නම් මොකටද එකකට වැඩිපුර ගෙවන්නේ ?

පැරසිටෝල් පාරසිටමෝල් විශේෂයකි. පෙත්තක් රුප 1 යි.
උණ පෙතිවැඩිවීමට හා බේදනාවට කාලයක බොහෝ විට, උද්‍රාවට ආසාදනයක් පෙන්වන.



පැරසිටෝල් සාමාන්‍ය සහනයක

Paracetamol B.P., බෙදා දෙනු ලබන බොහෝ මට්ටම් වලින්.
විකුණන Interpharm (Pvt) Ltd., CDDA බලාලේඛ අංකය PR-016588



මේ බිත්තර දෙකම එකයි. එකම කිකිලිගෙ. එකම පාට,
එකම බර. එකම ගුණය.
දෙකම එක නම් මොකටද එකකට වැඩිපුර ගෙවන්නේ ?

පැරසිටෝල් පාරසිටමෝල් විශේෂයකි. පෙත්තක් රුප 1 යි.
උණ පෙතිවැඩිවීමට හා බේදනාවට කාලයක බොහෝ විට, උද්‍රාවට ආසාදනයක් පෙන්වන.



පැරසිටෝල් සාමාන්‍ය සහනයක

Paracetamol B.P., බෙදා දෙනු ලබන බොහෝ මට්ටම් වලින්.
විකුණන Interpharm (Pvt) Ltd., CDDA බලාලේඛ අංකය PR-016588



Azeema Amanulla *Senior Project Executive*



TRJAD 110448

අවිච්චි - විසේසව **Rainco**



Indika Anuradha Kumarage *Senior Graphic Designer*



Michael Holsinger *Executive Director*

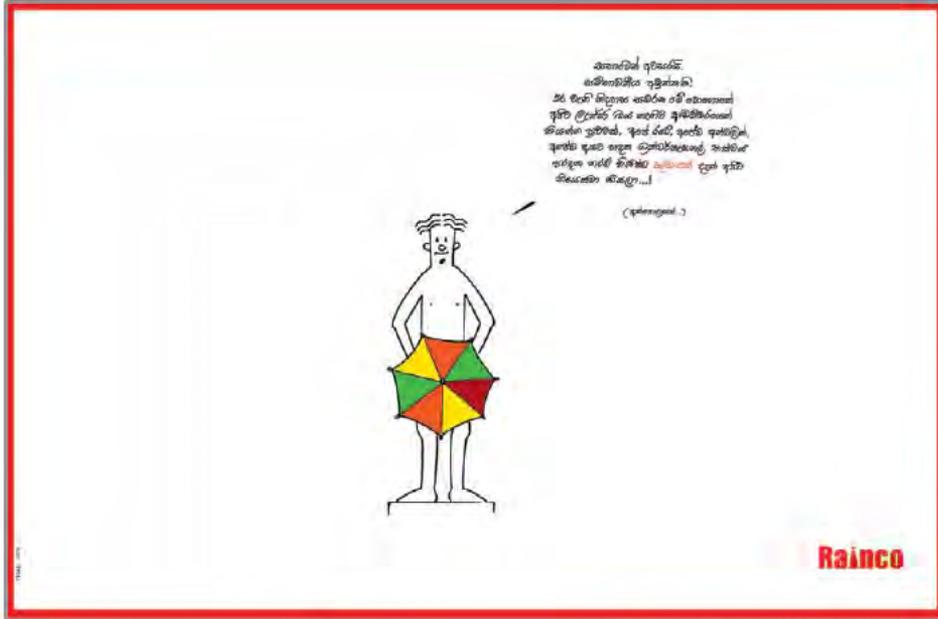


නිසිස උන්නට සමුදුන්නේ ආයේ?

- ලුණි** සින වසන කරන ආනව වැනි
- උණ** ආනව ලුණුවන සින වැනි
- ආල** සින හිටන පිණිටුවයි වැනි
- සිරුල** දූෂණයේ ආනව පිණිටුවන ලුණු වැනි

දැනමිණ එම් සායනයේ රජාලියා සහ එරිකේ දිනපතා සහ පාරසිටෝල් අනුමතයයි.

පාරසිටෝල්





Chaminda Janaka Bandara Rathnayake *Graphic Designer*



W. Chandradasa *Driver*
Mangala Janaka Wijesekara *Driver*



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සෙසෙස දැනගන්න ඔබට මේ බව FREEDOM දැනගත හැකව



ඔබ තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න. ඔබට තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න. ඔබට තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න. ඔබට තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න.

සේවා මධ්‍යස්ථාන
No. 4, Harapiti Road, Colombo 05, Tel: 011 2623884, 2322884, 2322885, 2447153
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දුරකථන මධ්‍යස්ථාන
අංක 011 2623884, 2322884, 2322885, 2447153

ඔබ ඉදිකරගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න



ඔබ තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න. ඔබට තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න. ඔබට තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න. ඔබට තෝරාගත්තේ නොවේ නම් ඔබට නොහැකි බවට තීරණය කරන්න.

සේවා මධ්‍යස්ථාන
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LML Freedom motorbike launch campaign 2004





P. Dinesh Kumara *Messenger*
B. A. S. Wasantha *Messenger*

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Mithila Weeratunga *Media Group Head*
Kaushalya Pathirana *Trainee Media Executive*
Nimanthi Wijetunga *Trainee Media Executive*





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Hutch 200 top-up launch campaign 2004







How much do incoming calls cost?

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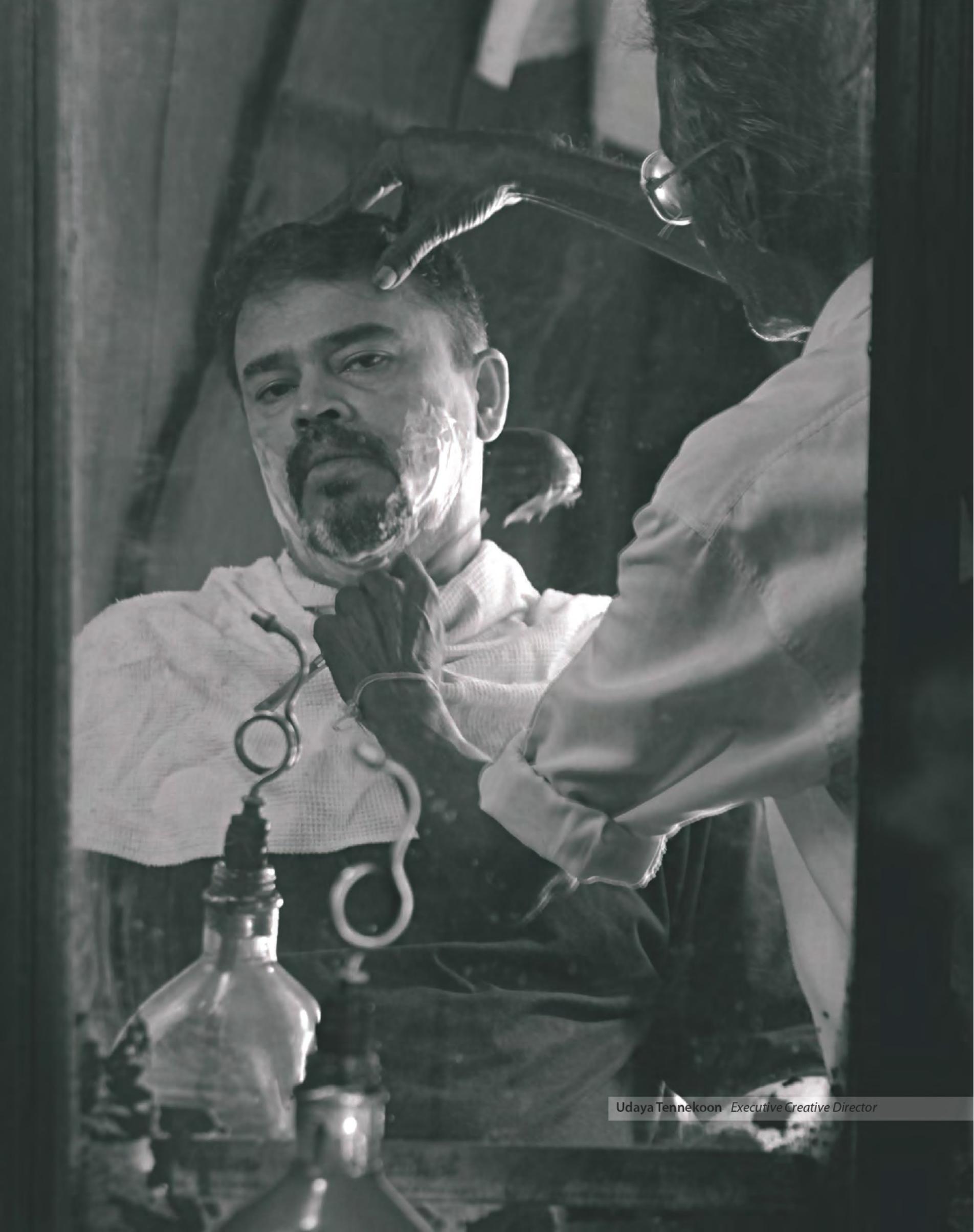
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Beauty is not enough.

TM& © 1994



Udaya Tennekoon *Executive Creative Director*



Karupudayan Thevkanth *Project Director*



Tharanga Wickramasinghe *Administration Executive*



2004 : CASE STUDY Rata Perata

Background

The year was 2004, the country was preparing for yet another general election. The incumbent President was from one party (the UPFA) while the Prime Minister and the Government belonged to another (the UNP). The upcoming general election would decide whether the governing party would continue to be in power for another six years or if they would be ousted. The President had already exercised her Executive Powers to take control of three key ministries.

Five multinational agencies were handling the political campaign of the United National Party. Triad Advertising had no experience in handling a political campaign of this stature. A one-line brief - "We must win!" - from

the President, Madam Chandrika Bandaranaike Kumaratunga, added to the challenge when Triad was selected to handle the UPFA campaign.

Prior to this, no political party in Sri Lanka had ever developed a research-based professional communication campaign. Instead, various fly-by-night production houses would design and print cheap posters and banners for different parties and candidates. A strong, focused, mass media campaign had yet to be launched.

Triad was determined to do just that. And so began the search for the most appropriate regional partners who could share their experiences and expertise. The search was effective and before long, a team of legendary ad agency individuals who had been behind the recent BJP

Mr. Prime Minister

How long can you keep a nation in the dark?



Freedom Alliance

රජය අගමැතිතුමනි

කොපමණ කලක් ඔබට ජනතාවගේ ඇස් බැඳ තැබිය හැකිද?



එක්සත් ජනතා නිදහස් සන්ධානය

Should the country beg for Rs.430 Billion in foreign aid when you can afford to waive-off Rs.200 Billion as tax from cronies ?

Mr. Prime Minister

How long can you keep a nation in the dark ?



United People's Freedom Alliance

හමුදා බුද්ධි අංශයට අයත් අතුරුගිරියේ "මලේනියම් සිටි" ආරක්ෂක නිවස පාලා උන්නේ කවුද ?

රජය අගමැතිතුමනි

කොපමණ කලක් ඔබට ජනතාවගේ ඇස් බැඳ තැබිය හැකිද ?



එක්සත් ජනතා නිදහස් සන්ධානය

බාර් ඉස්ටාබ්ලිෂ්මන්ට්ට් ඉරුණු නිකායක කේන්ද්‍රයක් ඉ. 200 බිලියනක් ඉන් වැඩි උරුමයක් ලබාදීමට ඉඩදීමට හැකිද ?

ඉ. 200 බිලියනක්

බාර් ඉස්ටාබ්ලිෂ්මන්ට්ට් ඉරුණු නිකායක කේන්ද්‍රයක් ඉ. 200 බිලියනක් ඉන් වැඩි උරුමයක් ලබාදීමට හැකිද ?



ලිංගික හිංසා විරෝධීන්ගේ පක්ෂය

Some of the print communication

TWO YEARS OF QUESTIONABLE PEACE

Is peace what you preach in the day and we fear in the dark?

Mr. Prime Minister, how long can you keep a nation in the dark?

Is peace what we seek to know and you try to hide?
 Is peace what you negotiate behind the closed doors in the dark?
 Is peace what you grant without knowing what you get?
 Is peace what is performed in the Bryant Adams concert?
 Is peace the reality to fight and surrender to terrorists?
 Is peace a control? Or is peace a fall trap?

Make an informed choice.
 Vote for a concerned government.

United People's Freedom Alliance X

TWO YEARS OF UNBRIDLED CORRUPTION

Is prosperity, what makes your friends thrive when we barely manage to survive?

Mr. Prime Minister, how long can you prosper at the cost of the nation?

Is prosperity granting opportunities to fleece the poor class?
 Is prosperity permitting the nation's hard-earned money to be spent on a day?
 Is prosperity watching regular British car, expensive cars?
 Is prosperity a jargon which doesn't have to deliver?
 Is prosperity allowing goods a free hand above the law?
 Is prosperity for your friends? Or is prosperity for the nation?

Make an informed choice.
 Vote for a concerned government.

United People's Freedom Alliance X

TWO YEARS OF WARPED VISION

Is vision importing half your fish when you live in the middle of an ocean?

Mr. Prime Minister, how long can you let your nation be swindled?

Is vision the inability to see richness of your resources?
 Is vision the ability to ignore the needs of a nation?
 Is vision the slogan to sell efficiency to the voters?
 Is vision the Marxist to cover the tracks of the corrupt?
 Is vision the white-capping case of the smallest politically allied?
 Or is vision the right to make the most of your riches?

Make an informed choice.
 Vote for a concerned government.

United People's Freedom Alliance X

Magazine advertisements

victory in India was identified. Contact was made through an old friend and colleague from India - Anup Chandrasekeran, who introduced Sushil Pandit (The Hive), Chuby and Nishit, who soon arrived, armed with the experience and ability to power the local team.

The client team included Her Excellency, Madam Chandrika Banadaranaika Kumaratunga, Dr. Sarath Amunugama, Dr. Tara De Mel and Mr. Mano Tittawella. The single point of contact was Dr. Tara De Mel, while the late Mr. Lakshman Kadirgamar offered guidance to the team on a daily basis, on PR and Media issues.

It was noteworthy that a major factor in this campaign's massive success was the President's ability to take bold, fast decisions. Her unwavering faith in her young marketing team was also truly commendable.

Challenge

Sri Lanka is an unique island in many ways, one of which is the strong political sense of the people, who regard this as practically their birthright. Some people support the blue party, some green, and the more radical red, and there's little or nothing that one could do to change people's perceptions.

Later however, a new generation of voters began to emerge - the fence-sitters. They were mostly the youth - the "digital age kids", who were technologically curious and more aware of global changes beyond the island's borders.

The focus was on this group as the key communications target. Instead of spraying the message wildly (as was previously the norm for local political publicity material), it was decided to direct the message mainly to these youthful voters, yet with a 'spill-over effect' that would reach the general public as well. Our challenge then, was to appeal to them, to win their votes in order to tilt the balance in favour of the UPFA.

Creative strategy

In any political campaign the parties concerned have a choice between two actions. One would be to focus the spotlight on one's self. The second would be to focus on one's opponent. Since the client, the President belonged to the main opposition party, the same party that had held power not long before, it was decided that the more effective route would be to talk about the failings and negative characteristics of the party in government at the time.

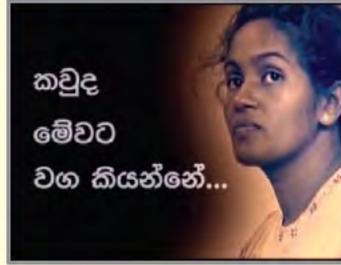
The strategy was derived from the findings of an islandwide research campaign - the first such comprehensive data to precede a political communication campaign, ever. This information pin pointed the "burning issues" of the primary target audience and the communication sought to address these to the best effect. These issues included the cost of living, the threat of terrorism, the agriculture subsidy, unemployment and corruption.



protagonists address the "burning issues" as TVC



protagonists address the "burning issues" as TVC

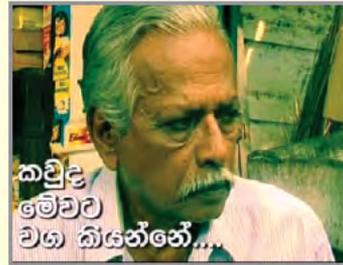


protagonists address the "burning issues" as TVC





protagonists address the "burning issues" as TVC



කවුද මේවට වග කියන්නේ....



දෙවසරක ඇත්ත මඬ වෙත ගෙන ආවේ....



ජාතික පරිසර සුරැකුම් දෙපාර්තමේන්තුව



protagonists address the "burning issues" as TVC



කවුද මේවට වග කියන්නේ....



දෙවසරක ඇත්ත මඬ වෙත ගෙන ආවේ....



ජාතික පරිසර සුරැකුම් දෙපාර්තමේන්තුව



දෙවසරක අතේ
ඔබ වෙත ගෙන ආවේ....

එක්සත් ජනතා
නිදහස් සන්ධානය

protagonists address the "burning issues" as TVC

අපේ රට වෙනුවෙන් ජන්දය දුන් සැමට ප්‍රණාමය



අපේ මව් බිමේ සෞභාග්‍යය හා ගෞරවයන්විභව කල් පවත්වා ගැනීමට වෙනුවෙන් ඔබගේ වර්තමාන ජන්දය දුන් සෑම සිංදු දෙනාටම අපි ස්තූතියක් පිණිසයි. එසේම අතිශයින් සාමකාමී සහ ශ්‍රී ලංකාවේ ප්‍රධාන ඇදීම් නීතියෙන් තොරව මැතිවරණයක් වෙනුවෙන් ඔබ වෙත පොදු සාමාජිකයන්ගේ, ග්‍රීර්ථ සම්ප්‍රදායිකයන්, මැතිවරණ කොමසාරිස් ආයතන, මැතිවරණ නිරීක්ෂණ කණ්ඩායම් සහ ඔවුන්ගේ කාර්ය මණ්ඩලයන් වෙතද අපගේ විශේෂ ස්තූතිය හිමිවේ.

රට පෙරට

**එක්සත් ජනතා
නිදහස් සන්ධානය**

Consistent brand imagery even post-election

triad total

Mahesh Muthukumarana *Senior Media Executive*
Shantha Weerasekara *Production Assistant*





French Corner name change to No Limit campaign 2004





For **all** who seek a haven to speak their heart, here's where mobile communication offers unlimited shelter..

EMAD 1405

0785 785 785 Hutch is now engaged in ongoing coverage expansion to fulfill your need.

HUTCH WELCOME

Sampath
pro

essional
YOUR FINANCIAL MANAGER



Ashika Karunatilake *Head of Finance*



For all who need to quench their thirst to be heard, here's where mobile communication offers unlimited refreshment.

THIRD FLUIDS

0785 785 785 Hutch offers services and features that satisfy your communication need

HUTCH WELCOME



For all who need to quench their thirst to be heard, here's where mobile communication offers unlimited refreshment.

THIRD FLUIDS

0785 785 785 Hutch offers services and features that satisfy your communication need

HUTCH WELCOME



For all who need to quench their thirst to be heard, here's where mobile communication offers unlimited refreshment.

THIRD FLUIDS

0785 785 785 Hutch offers services and features that satisfy your communication need

HUTCH WELCOME



For all who seek a moment to exhale and speak their mind, here's where mobile communication offers unlimited rest.

TRAND 11/05

0785 785 785 Hutch offers the most affordable tariffs, inviting everyone to its mobile network



For all who seek a moment to exhale and speak their mind, here's where mobile communication offers unlimited rest.

TRAND 11/05

0785 785 785 Hutch offers the most affordable tariffs, inviting everyone to its mobile network



For all who seek a moment to exhale and speak their mind, here's where mobile communication offers unlimited rest.

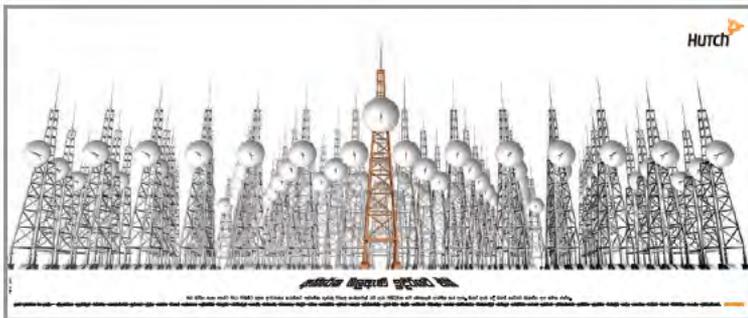
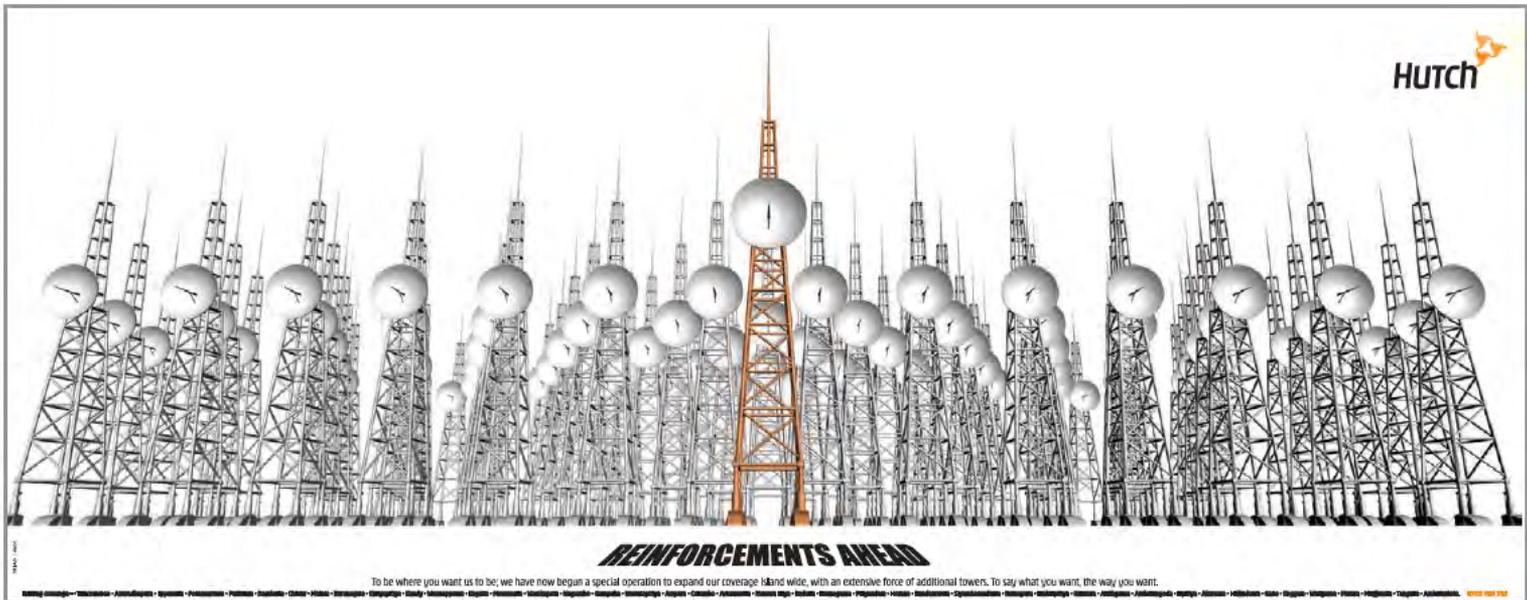
TRAND 11/05

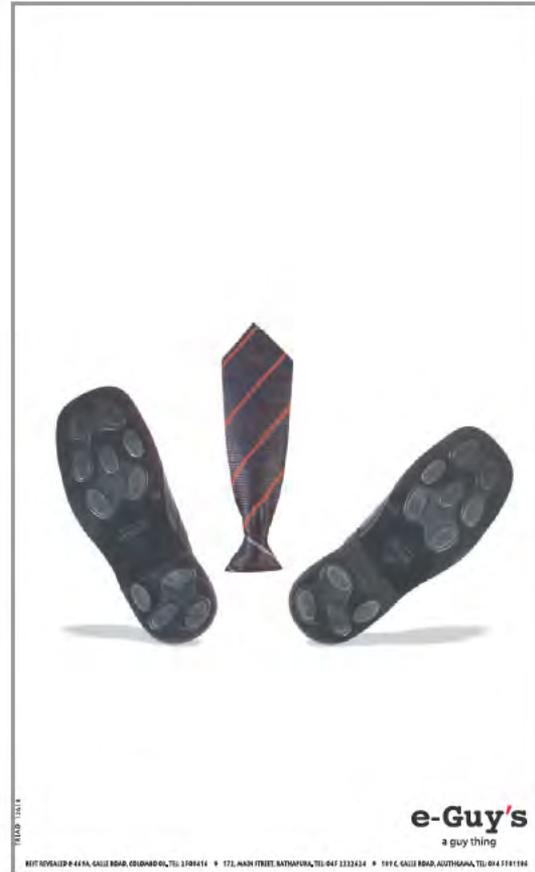
0785 785 785 Hutch offers the most affordable tariffs, inviting everyone to its mobile network





Prasad Rathnasekera *Graphic Designer*





e-Guy's
menswear clothing store
launch campaign 2006



Udeni Perera *Client Service Director*



Emerald
Corporate Shirt Independence
Day message 2006

Emerald
Chilli Award supplement 2007



Shinuka Chandrasekera *Secretary*



V. A. Ariyadasa *Driver*
Maduranga Withanage *Driver*



Chandana Gamini *AV Executive*
Sandra Gunasekara *Production Assistant*
Rilla Kamil *AV Manager*



පො/පෙ



පෙත්ත එක නම් ඇයි පොත්තට වැඩිපුර ගෙවන්න?

අති සෞඛ්‍යාර්ථක ඖෂධීය වස්තු ඇතුළත් එක, ඔබේ විශ්වකීර්ත පාරසිද්ධිමත් කවමක් රු.1/-ටම ඉල්ලේ.



Paracetol price challenge (2nd phase) 2006



සහනය එමමයි - විශදම අවමයි

සියලුම මාදුරු වස්තු ඉරියව්ව, සෞඛ්‍ය සහතික පැවැත්ම සහතිකය.



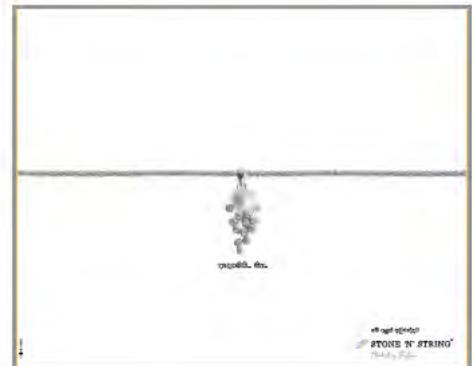
Liana Keragala Copywriter
Praveena Elvitigala Receptionist





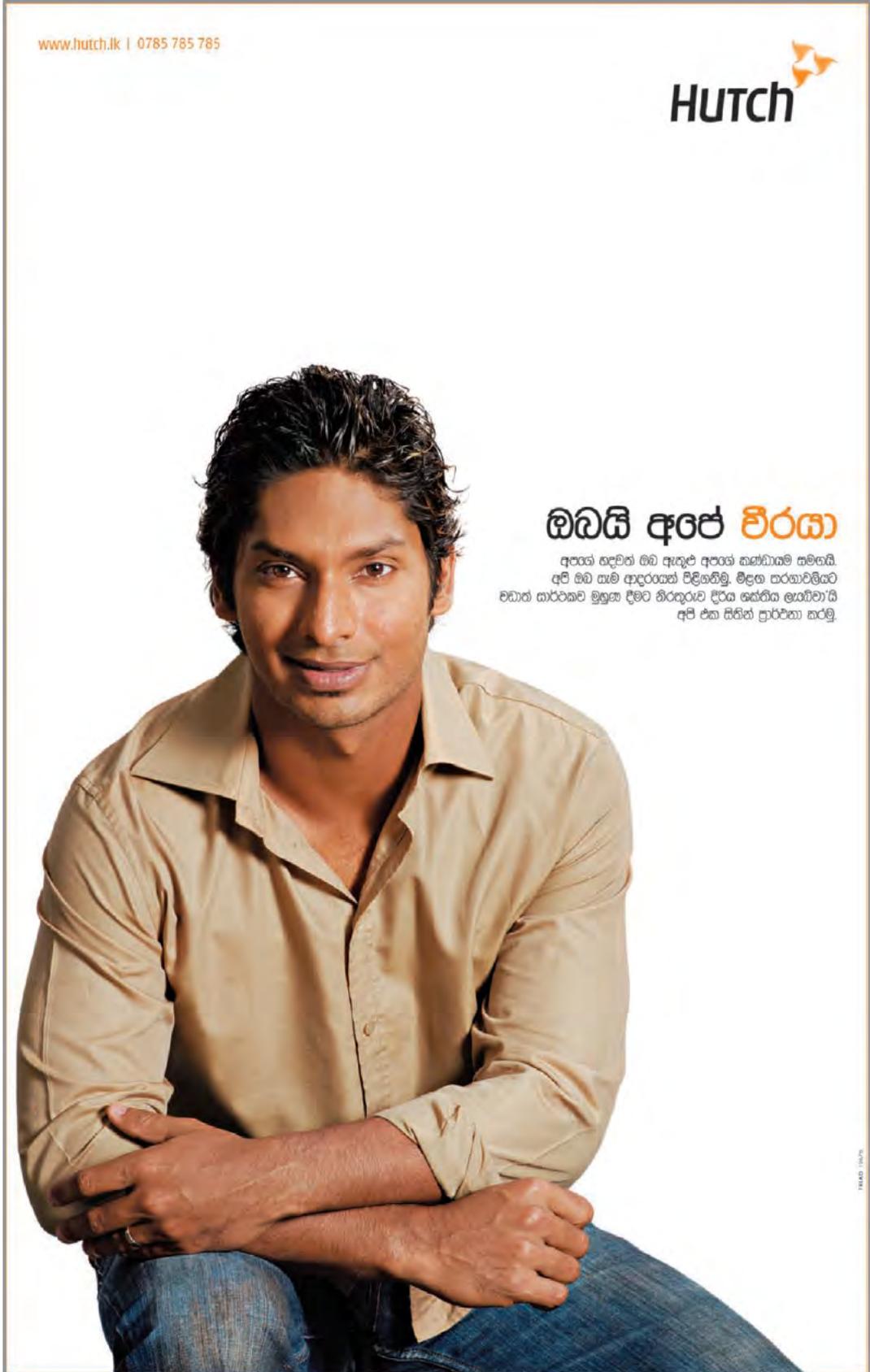
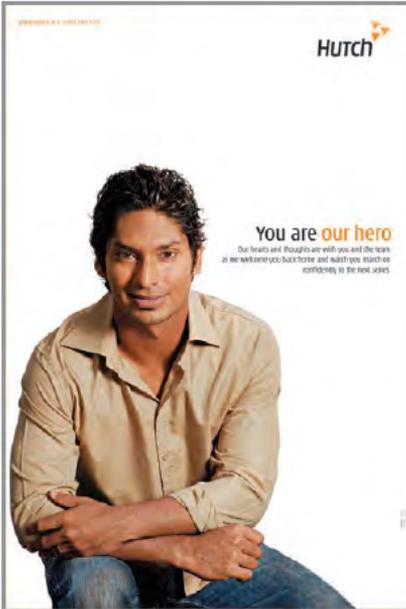
Rainco
Vesak message ambient 2006





www.hutch.lk | 0785 785 785

HUTCH



Hutch
congratulates brand
ambassador Sanga 2006



Shamila Suhaib *Media Manager*

Don't spill. Drink & chill.

Don't stop. Drink to drop.

Don't think. Just drink.

Drink to live. Live to drink.

Go wild. Drink & drive.



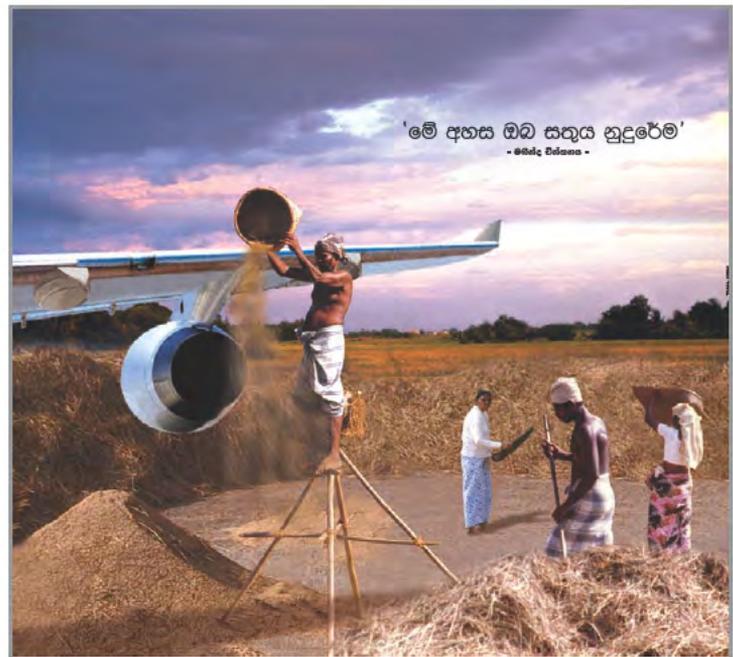
Don't spill.
Drink & chill.



Sumith Jude Rodrigo *Studio Manager*



Damitha Sampath Pathirage *Graphic Designer*
Amila Pradeep Gunasekara *Graphic Designer*
Roshan Thotahewa *Graphic Designer*



Sri Lanka's first budget airline's launch campaign 2006





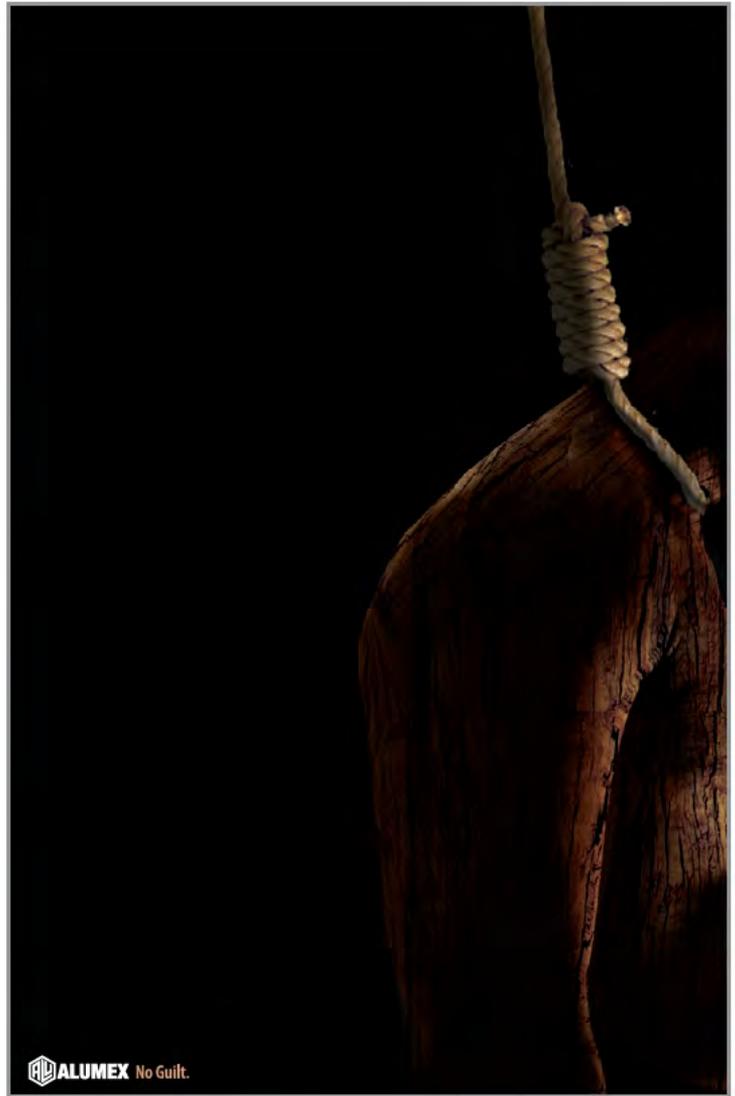
- 1944 Safety cage
- 1944 Laminated windscreen
- 1959 Three-point safety belts in the front
- 1960 Padded dashboard
- 1964 Prototype of the first rear-facing child safety seat
- 1968 Head restraints in the front
- 1969 Three-point, inertia-reel safety belts in the front
- 1970 Establishment of the Volvo Accident Research Team
- 1972 Three-point safety belts in the rear
- 1972 Rear-facing child seat and childproof locks in the rear
- 1973 Collapsible steering column
- 1974 Energy-absorbent bumpers
- 1974 Fuel tank located ahead of rear axle
- 1978 Child booster seat
- 1982 Anti-submarining protection in the front and rear seats
- 1982 Wide-angle door mirrors
- 1984 Anti-lock braking system
- 1986 High-level brake light
- 1986 Three-point safety belt in the centre rear seat
- 1987 Driver airbag
- 1990 Integrated child booster seat
- 1991 SIPS (Side-Impact Protection System)
- 1991 Automatic height adjustment of the front safety belts
- 1993 Three-point, inertia-reel safety belts standard in all seats
- 1994 Side airbags
- 1997 Rollover Protection System (convertible models)
- 1998 Whiplash Protection System
- 1998 Inflatable curtain
- 2000 Volvo Cars Safety Centre in Gothenburg
- 2000 ISOFIX attachment system for all child seats
- 2000 Dual-stage inflation airbags
- 2001 Volvo Safety Concept Car
- 2002 Extended rollover protection system
- 2002 Development of the virtual pregnant crash test dummy
- 2002 Roll Stability Control
- 2003 Intelligent Driver Information System
- 2003 Rear seat belt reminders
- 2003 New, patented, front-end structure reduces collision forces
- 2003 Volvo's Traffic Accident Research Team in Bangkok
- 2004 Water Repellent Glass
- 2005 Door Mounted Inflatable Curtain

VOLVO
for life





Saman Jayasundara *Office Assistant*
Ruwan Mahesh Gunapala *Production Assistant*





 **ALUMEX** No Guilt.



Alumex
corporate responsibility campaign 2006



Chanaka Perera *Manager*



AIDS
facts innovative media
card pack 2006





Traffic Police
prevention of drunk
driving ambient 2006

පන්සාලිස් වසරක අභිමානය



වසර 45ක් තුළ ගොඩම උඩුගව්කරූ වුවද...

1961

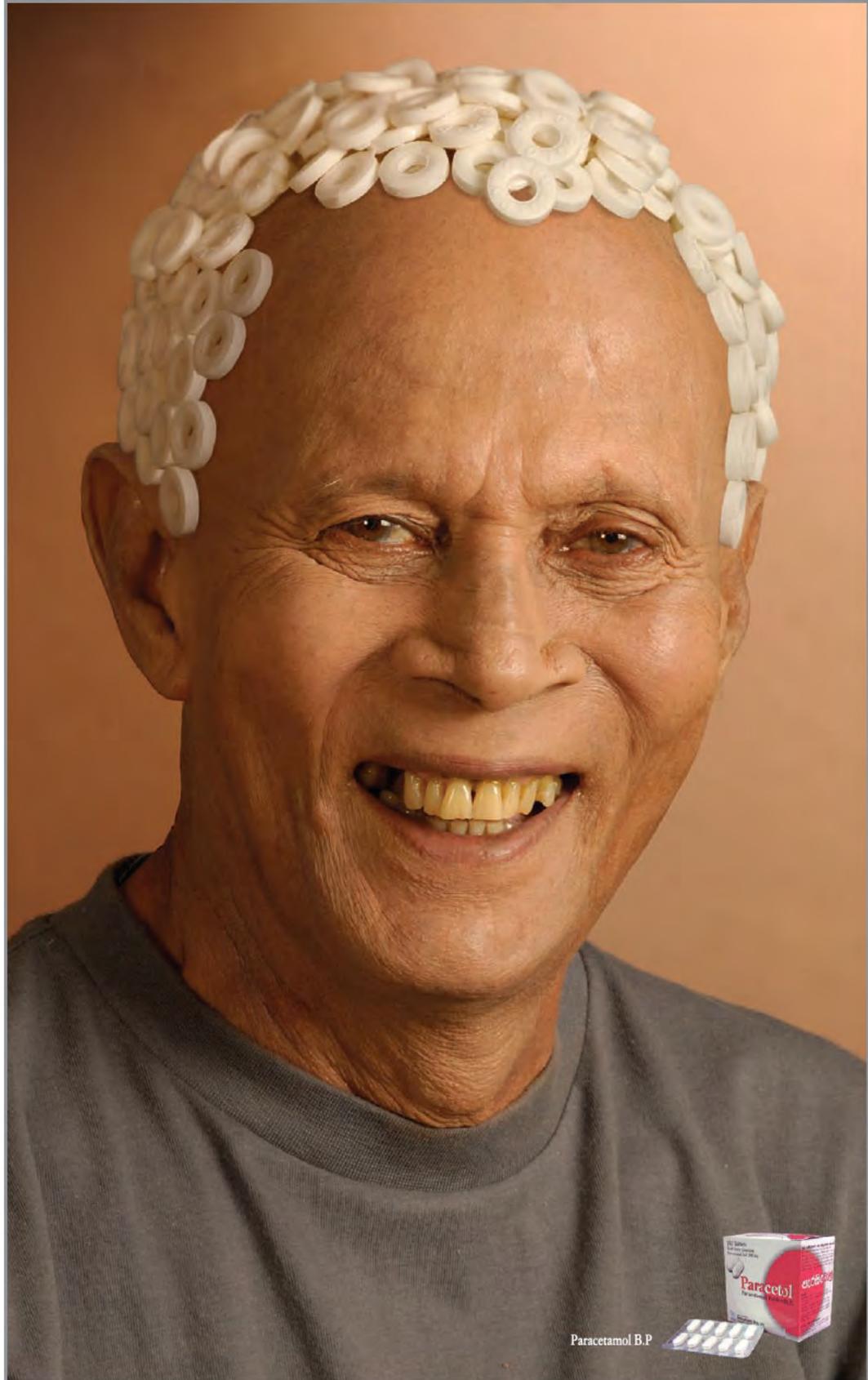
ආප්තලොභය ප්‍රදානික සේවාව දායක කිරීමෙන් පසු



People's Bank
45 anniversary celebration 2006



Saruchi Dissanayake *General Manager Emagewise*



Paracetol
brand building 2006

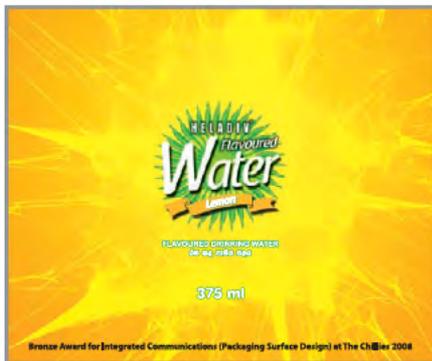
Paracetamol B.P







Ministry of Defence
post terror ambient 2006



Heladiv
Flavoured Water bottle
label 2007



Mayanthi Hatharasinghe *Account Executive*



Shihara Bin Sadoon *Project Executive*



Colour their lives.



Homerun Pas
International Children's Day
message 2007



Volvo
World No Tobacco Day
message 2007





Another safety feature on World No Tobacco Day.

TRIAD 18812



Mithum Fernando *Media Accounts Assistant*
Seninda Bandara *Media Executive*
S.A.M. Azran *Graphic Designer*





TMAD 2012

සුභ ජීවිතය
CIC සමඟ ජීවිතය





Dini Kurukulasuriya *Creative Director*





Platinum Partners



Hameedia
Real men wear real

BNI

SF



Platinum Partners

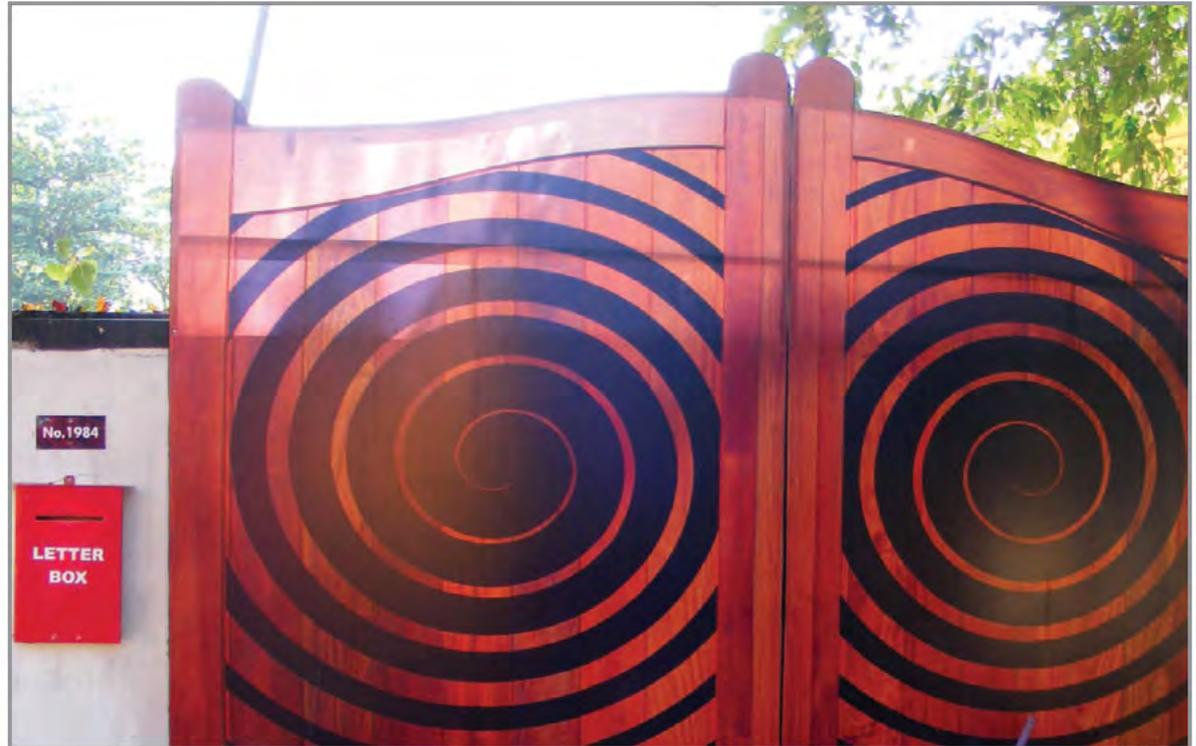


DailyMi

TRIA
ADVE



Environment Authority
cleaner city ambient 2007



2007 : CASE STUDY Api Venuwen Api



Background

The year was 2007, the Sri Lankan Forces were facing their darkest hour. The ceasefire had been breached, dashing the hopes and dragging the morale of an entire nation down. The Tiger rebels were stronger, having reinforced and strengthened their positions during the ceasefire. The armed forces were taking a battering on the battlefield as well as in the media, and inevitably, in the hearts and minds of all Sri Lankans.

The statistics were grim: desertion was rife and recruitment drives were struggling to attract the minimum requirement of personnel. The problem of a high rate of desertion was compounded by the wide publicity given to incidences of deserters committing crimes. The situation caused much anxiety and stress for the high command, while on the ground the word 'soldier' was said with anger and disgust. On the battlefield political indecision, broken promises and public aversion took a heavy toll on troop morale. The image of the soldier was tarnished, seemingly beyond repair.

The most immediate requirement was increasing the rate of recruitment. Triad Advertising was briefed to execute a campaign that would help to significantly increase the numbers of applicants to join the Security Forces.

Challenge

Initial agency research showed that a major shake-up in the attitudes and perceptions of the general public was essential before attempting to attract new recruits. A stronger, more positive image of the soldier had to be crafted first, in order to create respect for this key profession. It was through this change that we planned to improve the status quo with regard to recruitment within the Security Forces.

Creative strategy

There are 4.1 million households in Sri Lanka. (Source: NMS 2006). 650,000 men and women had been recruited into the Armed Forces over the past 25 years. (Source: Security Forces Records). Across the island, every village and every household was related in some way to someone in the armed forces - from children, parents, siblings and other relatives, to neighbours and friends.

The Big idea

Api Venuwen Api



Creative execution

The key to the entire campaign would be the depiction of the soldier not as a Rambo-style hero in a battle-ravaged environment, but as someone very familiar to every citizen... "one of us".

The positive imagery captured touching, intimate moments where the protagonist would interact with select characters who represented the various ethnic, religious and age groups of our society. The simple but meaningful lyrics tugged at the heartstrings, with the message of the soldier's commitment to do his or her job for our benefit. The hauntingly beautiful melody was developed to be particularly memorable and

instantly identifiable. Together, the images, lyrics and music were an emotionally charged combination that was immediately ingrained in the hearts and minds of the public.

By presenting the soldier as a son, a daughter, a fiancé, a neighbour and a friend, the communication went beyond the traditional boundaries of this kind of advertising, creating a sense of belonging between the soldiers and the general public. The campaign became a rallying call for people to sit up and take note of the crucial role that the soldier plays in our society, where a year-long war is the most burning national issue.



Winning the SLIM Nielsen's People's Award 2008



Mr. Gotabhaya Rajapaksa, Sec. Defence - the initiator of the Api Venuwen Api campaign

Media selection

- Primary : Television & Radio
- Support : Print
- Authority : PR
- Outdoor : Posters, Billboards
- Virtual : Web, Email, and Messaging
- Other : Viral

Api Venuwen Api Fund

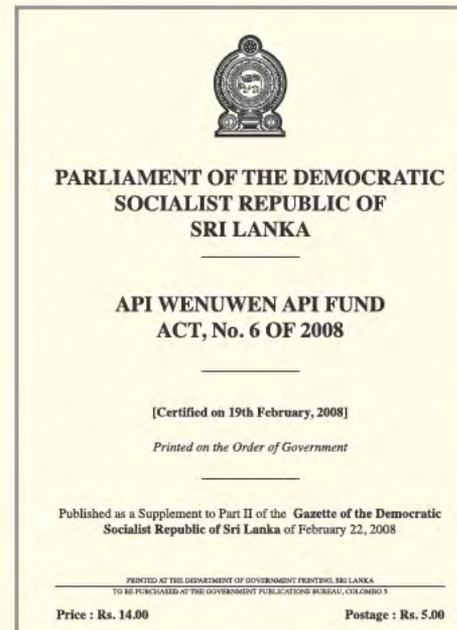
Acceptance of the Api Venuwen Api communication campaign by the people was instantaneous. This was the reason why the Ministry Of Defence selected the same name for its Trust Fund to build 50,000 homes for soldiers, where patriotic Sri Lankans residing locally and overseas could contribute funds for the purpose.

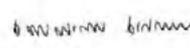
Key indicators of unprecedented success

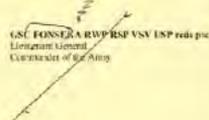
- Recruitment figures showed an increase in numbers as never before.
- Desertion rates reduced. Troop morale sky rocketed.
- Rs.1 billion worth of advertising was negotiated free of charge for this campaign, with all local media companies contributing.
- Mobile operators included the theme jingle as a "ring tone" due to its popularity.

Highest awards of recognition

- Won the SLIM Neilson's People's Award for "TV Commercial of the Year" in 2007 and 2008.
- Won the "Best TV Commercial of the Year" at the Sumathi Tele Awards in 2007.
- Won the "Best Radio Commercial of the Year" at the Mass Communication Awards in 2008.
- Won Bronze metal at the first Effie Awards to be held in Sri Lanka in 2008.



මගේ අංකය & P.O. Box } 572 දුරකථන අංකය Telephone } 2430968-9 2430870-8		ඔබේ අංකය My No. } ඔබේ දුරකථන අංකය Your No. }
රාජ්‍ය ආරක්ෂක, මහජන ආරක්ෂාව, නීතිය හා නාවික පිළිබඳ අමාත්‍යාංශය අංක 15/3, බහාදුරා මාවත, කොළඹ 03, ශ්‍රී ලංකාව බාහුකොටුව, බෞද්ධානන්දය පාසැල, පළාලා පුරම පුරුමානුරාධ - නැගෙනහිර No. 15/3, Bahadurra Mawatha, Colombo 03, Sri Lanka. modatm@sl.mil.lk		
		දිනය Date } 03 rd November 2008
<p>Ms. Varuni Amunugama Fernando Jt. Managing Director Triad Advertising (Pvt) Ltd 53/3 Gregory's Road Colombo 7</p> <p>Dear Varuni,</p> <p>I am writing to you herewith on behalf of the tri-forces, Sri Lanka Army, Navy and Air Force to officially endorse the status quo that Api Venuwen Api communication campaign designed and executed by Triad Advertising (Pvt) Ltd, achieved great success in increasing recruitment for the 3 forces.</p> <p>Due to the sensitivity and confidentiality of the subject, the exact statistics cannot be divulged but I would like to make an endorsement of the phenomenal success in my capacity as the Secretary Defence of Sri Lanka and the initiator of the campaign.</p> <p>I take this opportunity to extend my heartfelt congratulations to the Triad Team for carrying out the Api Venuwen Api campaign so successfully. It is worthy to note the impact this campaign had on the members of the armed forces by being a great morale booster. Furthermore it is heartening to note that the popularity of the brand Api Venuwen Api has been harnessed and extended to set up a Housing Fund for the soldier which has already brought in over Rs. 320 Million.</p> <p>We look forward to building upon this campaign in the coming years.</p> <p>Thanking you once again.</p> <p style="text-align: center;"></p> <p>Gotabaya Rajapaksa Secretary Ministry of Defence, Public security, Law & Order</p>		

 <p>ශ්‍රී ලංකා හමුදා මධ්‍යස්ථානය, මා. අං. 553, කොළඹ Sri Lanka Army Headquarters, P. O. Box 553, Colombo</p>
Mr. Dittil Jayawardene Jt. Managing Director Triad Advertising (Pvt) Ltd 53/3 Gregory's Road Colombo 7
03 November 2008
API VENUWEN API PUBLICITY CAMPAIGN
<ol style="list-style-type: none"> It is informed that the "API VENUWEN API" publicity campaign launched by Triad Advertising (Pvt) Ltd created a new dimension to the advertising field as a highly effective communication campaign. It is no doubt created a deep sense of feeling towards the Armed Forces of Sri Lanka. Appreciate the efforts taken to make such a vibrant idea into an effective communication campaign and would like to mention that it was also instrumental in giving a significant response to the Armed Forces. Sri Lanka Army would like to make use of this opportunity to wish you and your team involved in making this idea in to a reality and wishes every success in all your future endeavours.
 LT COL RWP RSP VSN USP ret'd psc Lieutenant Colonel Commander of the Army

 <p>ශ්‍රී ලංකා නාවික හමුදා මධ්‍යස්ථානය 53/3 ග්‍රෙගරි මාවත - නැගෙනහිර SRI LANKA NAVY HEADQUARTERS COLOMBO</p>	දුරකථන අංකය My No. } දුරකථන අංකය My No. } SUN 136
Mr. Dittil Jayawardene Jt. Managing Director Triad Advertising (Pvt) Ltd 53/3 Gregory's Road Colombo 7	දිනය Date } 30.10.2008
<p>Dear Dittil,</p> <p>*API VENUWEN API* COMMUNICATION CAMPAIGN</p> <ol style="list-style-type: none"> I am pleased to state that introduction of "Api Venuwen Api" communication campaign since 2006 was a huge boost and one of the influential factors for recruiting personnel in large numbers to Sri Lanka Navy, and also resulting reduction in rate of conversion to significant numbers. Further this campaign has evolved into one of the most appealing campaigns the Sri Lankan people have shared, imagined and participated with a passion never seen before. I take this opportunity to commend your team for the wonderful job done in uplifting the morale of the members of the Sri Lanka Navy as well as enhancing its image internally and externally alike. <p style="text-align: right;">Yours faithfully,  WVO KARANANAYAKA, RSP, VSN, USP, ret'd, psc Vice Admiral COMMANDER OF THE NAVY</p>	





Anuruddha Jayasinghe, Director, with the team on the set



Anjula Kantha *Graphic Designer*
A.M. Gunaratne (AJ) *Graphic Designer*
Hemantha Warakapitiya *Illustrator*

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16th & 17th (10am - 8pm)
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tomorrow coming to a tv near you

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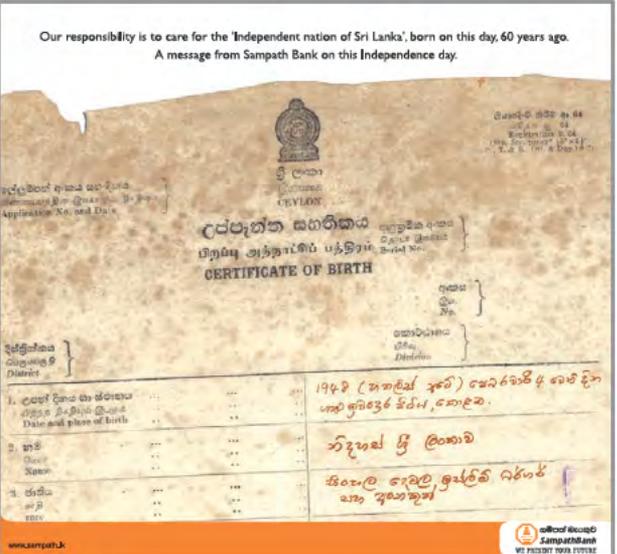
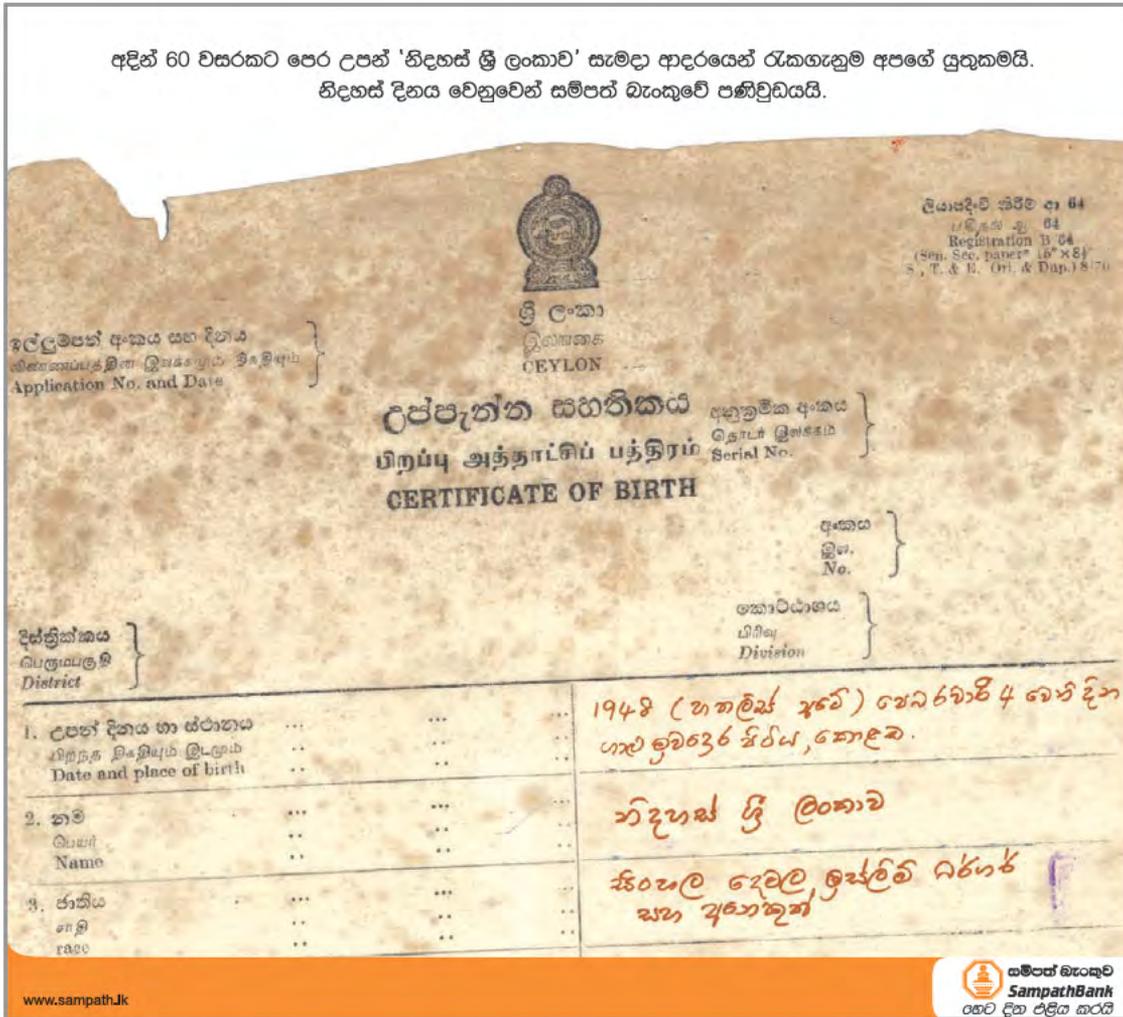
Tomorrow you

The IPTV Showcase

 www.tomorrowyou.tv



අදින් 60 වසරකට පෙර උපන් 'නිදහස් ශ්‍රී ලංකාව' සැමදා ආදරයෙන් රැකගැනුම් අපගේ යුතුකමයි.
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Sampath Bank
Independence Day
message 2008



Thamali Udakandage *Accounts Executive*
Madushi Hettiaratchi *Accounts Executive*
M.T. Kumudini *Accounts Executive*



"ඔ... ඔ..."
 සුඛයේ සිතුවෙමි ඒ හට දා දෙසට හැරුනා,
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 සිදු සුඛයට අත්ල පාටා...
 දුමිමි... සුඛයේ..

hutch
 ඔබගේ ඔබගේ
 මම මම

"නන්ද... මම මාගේ සිංදු දෙන්න"
 පිටේ නන්දට මාගේ දෙවන නැඹිට්ටා...
 "ඔබගේ මම සිංදුටා ටන්කමි"
 නන්ද... පිටේ..

hutch
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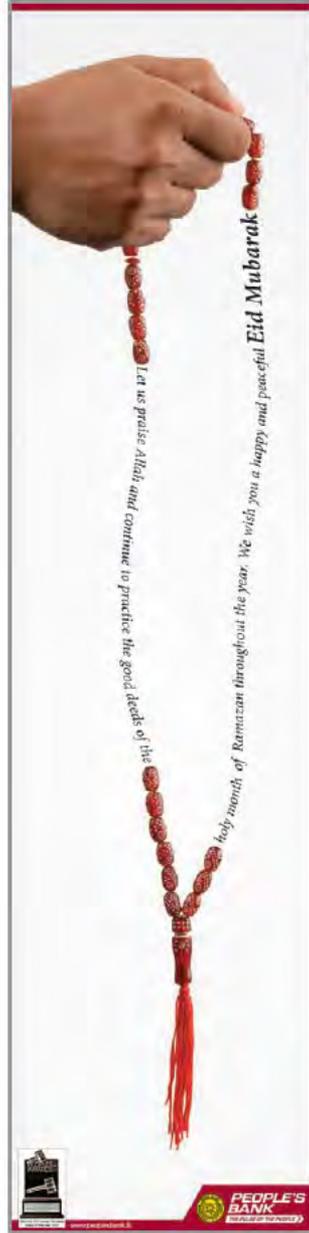
Hutch
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ජීවිත ළඟින්ම

සත්කෘත ඇමතුම්කර, ඕනෑම දුරකථන අංකයකට 90යි. SMS ගාස්තුව 50යි.



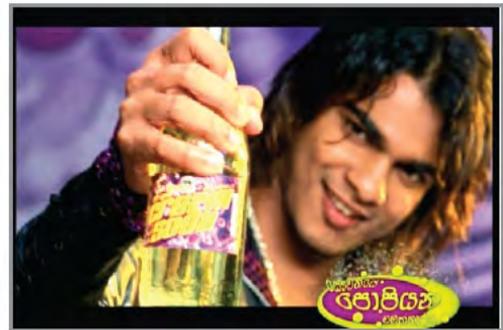
Hutch
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සත්කෘත ඇමතුම්කර, ඕනෑම දුරකථන අංකයකට 90යි. SMS ගාස්තුව 50යි.





Jeannette Dharmaraja *Project Manager*

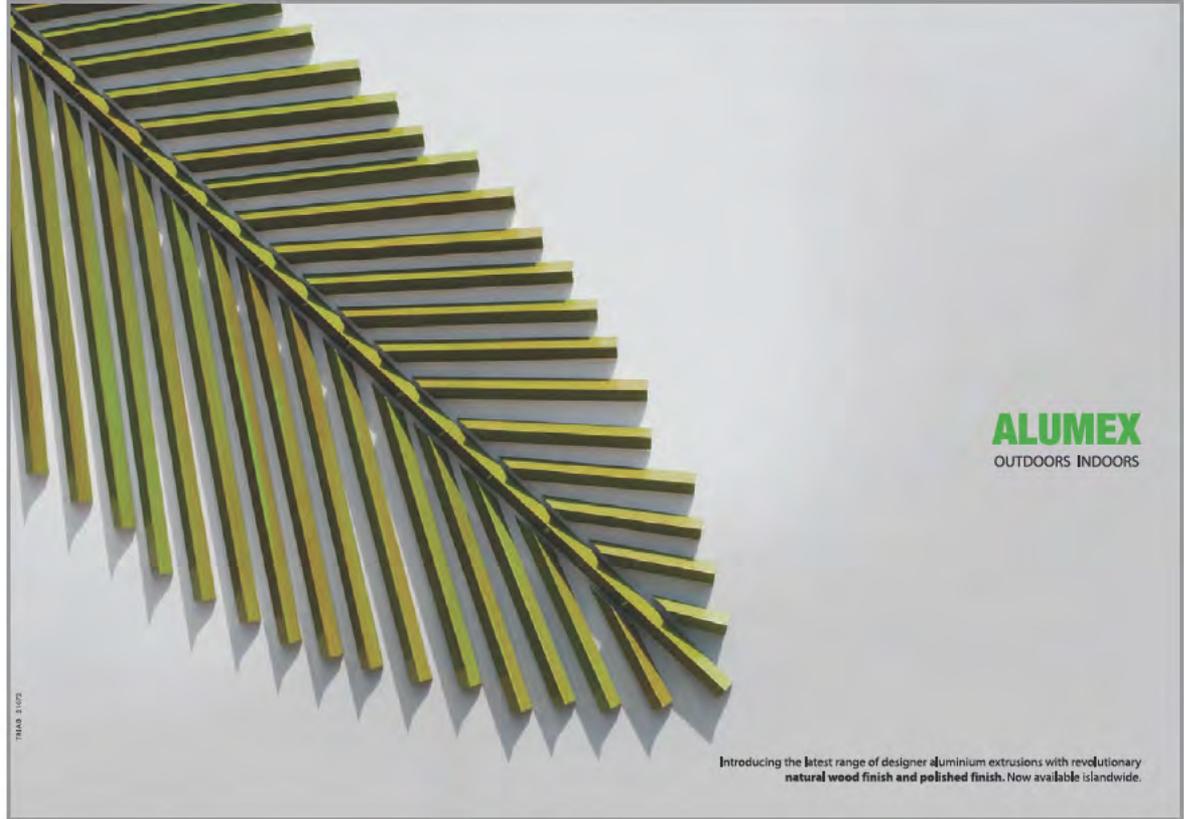




A collection of yellow aluminium extrusions of various shapes and sizes, arranged in a grid-like pattern on a light grey background. The extrusions are shown in perspective, creating a sense of depth and texture. The background is a plain, light grey color.

ALUMEX
OUTDOORS INDOORS

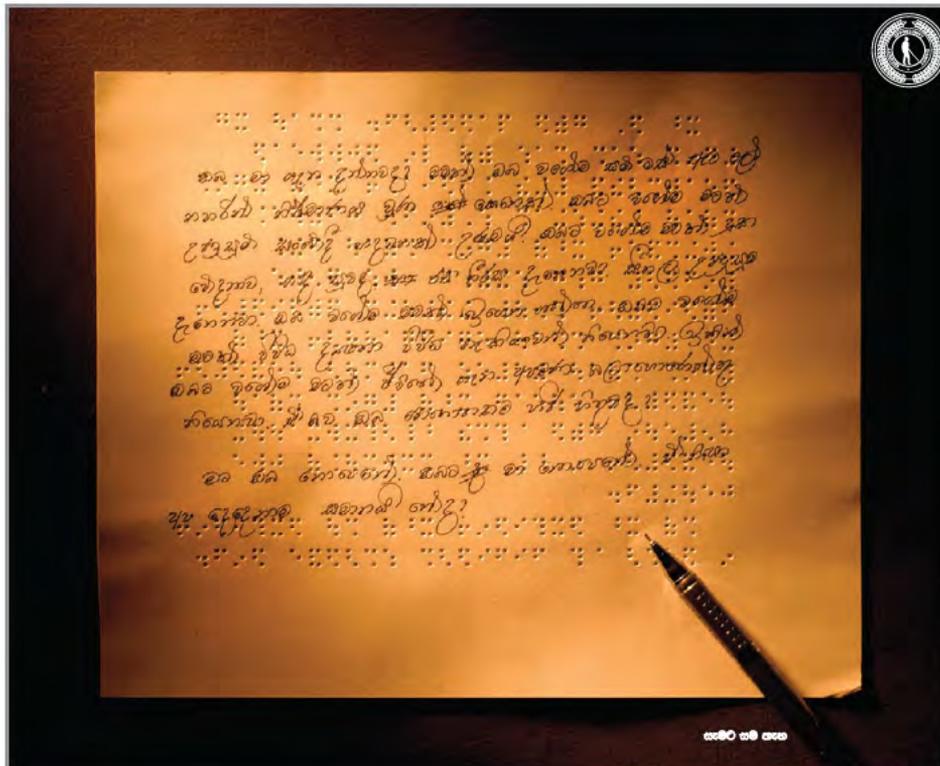
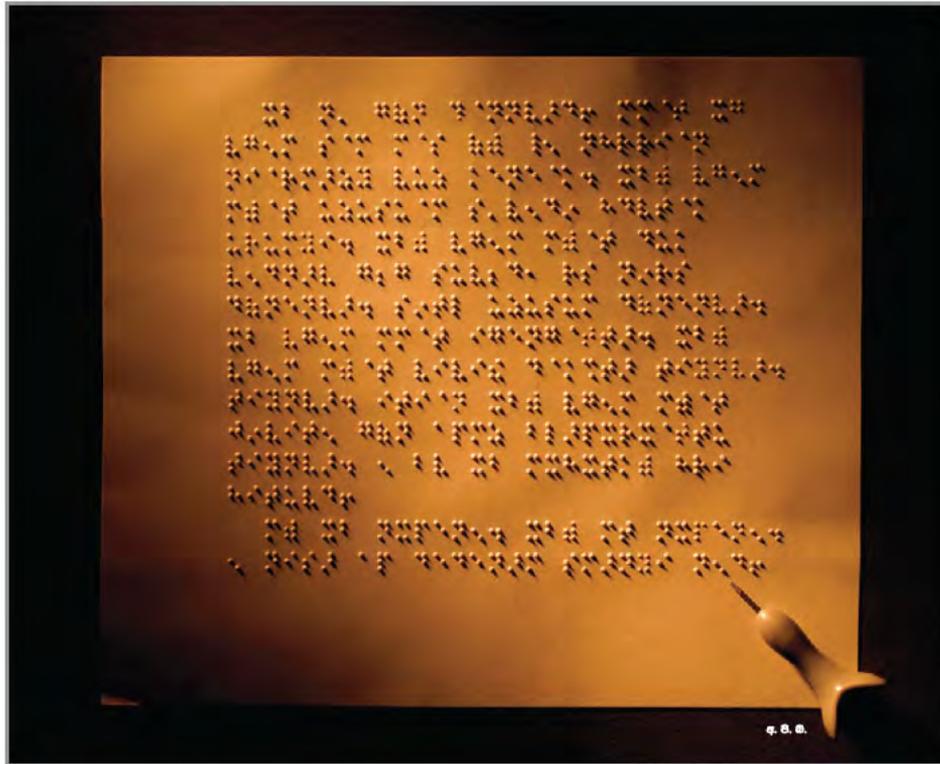
Introducing the latest range of designer aluminium extrusions with revolutionary **natural wood finish and polished finish**. Now available islandwide.





Charith Seneviratne *Senior Account Executive*
Sudath Attanayake *Graphic Designer*







Nuwan Ranasinghe *Accounts Executive*
Kamal Rajapaksha *Accounts Executive*





Douglas Nimal De Silva *Proof Reader*





THE HORROR OF TERROR

BACKGROUND

As the military was strengthening its hold on the LTTE (Tigers) controlled areas in the North and East of Sri Lanka to liberate the nation of its 25 year old war, the most ruthless terror organization in the world was unleashing suicide attacks in the South. The intention of the LTTE was clear – destroy civilian life and create chaos to disrupt peace in the country.

CHALLENGE

The people needed to take note of the prevailing security situation and take necessary steps to be vigilant, informed and prepared. The communication required people to take serious note and be “shocked into reality”.

SOLUTION

The masses using public transport were most vulnerable as the LTTE were targeting populated areas. The LTTE had already carried out a number of bomb attacks in buses and trains, which had begun to make people jittery. The communication sought to recreate the stark horror surrounding such a tragedy in taking a bus which had been the subject of such an attack (Bus bomb in Piliyandala, suburb of Colombo which killed and injured a large number of innocent people) across the capital city of Colombo, and subsequently across the rest of the country. A message to be vigilant was communicated to the people through speakers at given intervals and reinforced by a banner displayed on the towed bus. The mangled bus carried the location where the bomb occurred and the date of the attack as its route and number panels respectively.

The media amplification made the communication reach out to a national and international audience through PR articles, Radio & TV news bulletins, Web news, Emails, Blogs and SMS messages.

The ambient communication which was initiated during the festive season in December 2008 when the roads were over crowded, became a “Talking Point” and an eye opener for public vigilance and support to maintain a high level of security. To date, another attack has not occurred.



Padmin Udawatta *Graphic Designer*
Anura Dissanayake *Graphic Designer*

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CIC KVC natural fruit jams
ambient 2008



FRUITFUL

INSIGHT

In a tropical country like Sri Lanka most homes with little garden space will fix home made food palettes to feed animals and birds living in the natural surroundings. Fresh fruit is a huge attraction for birds and other little creatures who become regular visitors. The BIG IDEA for our communication stemmed from this insight.

CHALLENGE

To communicate the USP of the brand "fresh fruit" in a memorable manner.

SOLUTION

The top of the CIC KVC jam bottle was a food palette, hidden from the eyes of the passers by where fresh fruit could be placed everyday. Birds, squirrels, and loads of little creatures of the wild would come in search of fresh fruit and feast upon it. To the people passing by, it would appear that the animals are feeding off the CIC KVC jam which contains fresh fruit – its USP.

This larger than life hoarding was placed outside the CIC KVC farm in Dambulla, Sri Lanka from where the fresh fruit is harvested.

sri lanka can

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