

SLIM BRAND EXCELLENCE

the
**SUNDAY
TIMES**

02nd
November
2014

An advertising special edition...

THE 13TH
**SLIM
BRAND
EXCELLENCE**
There can be only one.



ARE YOU ONLY A
CONTENDER ?
OR
ARE YOU THE
CHAMP?

Find out the champions in inside pages ▶

Special Edition coordinated by : Thilanka Kavinda - 0711 196186 | thilankashan@gmail.com



MEMORABLE NIGHT





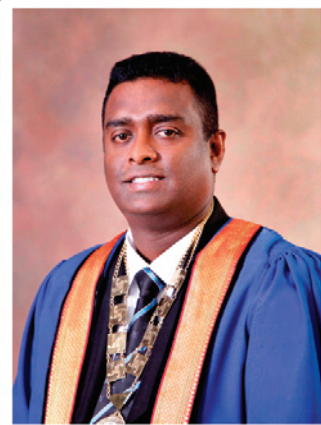
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SLIM BRAND EXCELLENCE 2014

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Message from SLIM President

Kalana Rathnayaka
President
Sri Lanka Institute of Marketing

It recognises best brands in Sri Lanka and reward brand custodians with distinct appreciation to those organisations which deploy their resources for these brands. SLIM Brand Excellence has entered into its 13th consecutive year which speaks for its acceptance and establishes its prowess. This award show with glamour and stature has gone beyond boundaries receiving applications not only from Sri Lanka but also the region.

Every category is keenly contested and number of applications have been growing exponentially year on year. It is encouraging to note that even small and medium organisations taking part in this competition and some of them even emerging victorious. I'm thankful for Prof. Uditha Liyanage who is the advisor to the committee and the distinguished panel of judges, because the success of the award show attributes

to meticulous planning and impartial judging.

While congratulating the 'Champs' for their achievement with pride, a high impulse note goes to all the finalist and participants to be inspired and strengthened to compete next year. A generous thank goes to this year's sponsors for their philanthropic gratitude rendered towards making this event a success.

Moreover, I'm thankful for the Project Committee and SLIM Staff for their determined efforts of making this event a unique one.



Message from Chief Guest

Ranjith Pandithage
Chairman and Managing Director - DIMO PLC

Upon reflection of our own history, I can conclusively state that the best way to build a brand is by fulfilling the promises that are made. Companies in Sri Lanka that follow this fundamental principle will not only enjoy an enhanced brand image but achieve positive financial and non financial results. Export orientated companies in particular must strive to build their brand identity in international markets. By doing so, Sri Lanka's own brand image would witness a considerable boost as well.

Today's increasingly competitive business environment poses challenges for companies to make their brand stand out but at the same time fuels innovation to explore different channels to gain the outcomes that they desire. And it is for this reason that the SLIM Brand Excellence Awards is monumentally important in providing companies a platform to showcase their achievements in branding

their products and services. It is with this statement of purpose that I encourage organisations to be a part of this worthwhile award competition. My best wishes to SLIM and all applicants that have so graciously made their submissions this year.



Message from SLIM Vice President

Upul Adikari
Vice President
Sri Lanka Institute of Marketing

SLIM takes great pride in hosting 'SLIM Brand Excellence' for the 13th consecutive year. SLIM Brand Excellence has grown in stature over the years and is now an event which the industry eagerly awaits to showcase their brands and recognise and reward brand custodians for their tireless efforts in bringing those brands to life.

I'm thankful for all 'Champs' and 'Contenders' who did compete at this year's event. I'm delighted to congratulate all the 'Champs' of this year for their efforts which has paid them off in due recognition. And for the 'Contenders', there is always an approach to win a title. I'm grateful to invite you all for an insightful competition the coming year as well in order to bring the best out of the cream of local brands.

I'm thankful to Prof. Uditha Liyanage and the distinguished panel of judges for its support and valuable input in selecting the best brand of 2014. I also appreciate the sponsors who came on board with their generous support and encouragement.



Message from Project Chairman

Roshan Fernando
Project Chairman
SLIM Brand Excellence - 2014

This year, SLIM will conduct "Brand excellence" for the 13th consecutive year. "SLIM BE" has gained recognition as the premier annual event in the corporate calendar of the marketing fraternity in Sri Lanka. This time around, we've obtained entries more than 100 from different industries to make this battle field extremely competitive. Ultimately, it paid out to be that the best brands did shine amongst the others to win the title.

I would be extremely thankful for the 'Champs' for their great piece of work who've worked relentlessly to achieve their success award. At the same time, I would like to invite all 'Contenders' to transcend themselves for next year. I'm really thankful for the advisor to the committee Prof. Uditha Liyanage and the renowned panel of judges for working tirelessly to bring out the best of brands today. A generous thank goes to this year's sponsors for their philanthropic gratitude rendered towards making this event a success. In conclusion, I'm thankful for the SLIM President and Vice President Projects and all the other members of the Council. Additionally a special thanks goes to the Project Committee for being very determined and energetic till the final moments of the event, which in turn makes a footprint for the 13th SLIM Brand Excellence.

Congratulating our esteemed clientele on
their outstanding victories at the



For having inspired us



to
WIN GOLD

as the B2B Brand
of the year 2014

“...it is the will of our allies that gives
us the strength of an army...”





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Johnson's Baby wins Gold as the Best International Brand of the year in Sri Lanka

Johnson Baby claimed Gold as the 'International Brand of the Year' at the SLIM Brand Excellence Awards organised by the Sri Lanka Institute of Marketing (SLIM) over 12 other categories, attended by large multinationals and leading local brands in Sri Lanka.

This success is a result of Johnson & Johnson's 125+ years and continued commitment towards uplifting the brand among its consumers through its values and service portfolio inculcated within its processes from product development to consumption. Johnson and Johnson has successfully adapted to the local culture by effectively targeting their audiences of mothers across Sri Lanka with their diverse baby care product portfolio.

Johnson's Baby kick started its road to success in Sri Lanka with effective localisation strategies and personalised engagements with the Sri Lankan mothers. Over the years Johnson's Baby has been successful in the accurate identification of varied customer needs and has therefore initiated engaging campaigns that have highlighted their effective catering towards customer needs. Their foremost campaign known as The 'Happy Snappy' campaign, gave mothers a chance to feature their baby in the Johnson Baby calendar. First Lessons in Love (Aadaraye Palamu Paadama) - a weekly programme on ITN for

mothers featuring Yeheli Sangakkara and visited by leading pediatricians who in turn advised mothers on maternal care, infant and child care, parental psychology, child growth and development; was also a strong contributing factor for their long-term commitment to the brand.

Further this also resulted in Johnsons' baby brand taking the lead with its largest online mom and baby community with over 73,000 fans. Parent crafting programmes, has also helped gauge the effectiveness of products and incorporate feedback in product development.

Johnson's Baby maintains a loyal base of consumers who know and rely on the quality of the product that's globally recognised and perfected. They have, over the years, been the recipient to many prestigious awards including the Silver at the Effie's in 2012, and the Bronze at the SLIM Brand Excellence Award 2012. Also Johnson Baby ranked as the No.1 Personal Care Brand in Sri Lanka for three consecutive years by the consumer survey conducted by Brand Finance Sri Lanka. Johnson's Baby is a brand that makes motherhood the best experience for mothers and their children, empowering the parent over the comfort and well-being of the child. The brand's unprecedented user experience helps them directly connect with the consumers.



This one's
for you MOM,
for all that you are
and all that you do.

We simply couldn't have
done this without you!

We love you
to the moon
and back!



GOLD WINNER
'International
Brand of the Year'
SLIM Brand Excellence Awards 2014



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Johnson's baby®
Language of Love



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Message from the Advisor to the Organising Committee

Prof. Uditha Liyanage
Towards Brand Excellence

It is reckoned that brands account for a third of global wealth. Some big brands, including corporate brands are larger than some nation states, put together. Owners and designers of powerful, global brands are mostly in the first world. They are increasingly sourced and produced in the second, and more so in the third world. Clearly, the bulk of the wealth is in brand ownership and design. So, unless the third world owns and designs its own brands, global value chains will always favour the first world.

Brand Excellence Awards of SLIM must be viewed in this larger context. Sri Lanka needs strong brands that have robust regional and global appeal. Sri Lanka needs strong export-brands of its current commodities. We also need a clearly defined over-arching national brand. Branding is a process that leads to an entity, a brand. If the process is flawed, so will be its

outcome, the brand. The BE Awards is an attempt to introduce and instill in the minds of brand custodians, a branding process that has been tried and tested over time. Indeed, a process that also incorporates new and cutting-edge know-how of branding best practice. I take this opportunity to wish the applicants, of BE Awards the success they deserve.



Message from Head – Panel of Judges

Bimal Silva
Director / Chief Executive Officer
Hayleys Consumer Products Ltd.

The most powerful brands in the world have always shown exceptional dynamism and unpretentious authenticity. They have acquired tough marketplaces beyond borders and won over millions of hearts. As the Head of the Panel of Judges of SLIM Brand Excellence Awards 2014, it gives me immense pleasure to reward the champion brands in Sri Lanka, for they set the stage; they raise the bar and inspire many other brands to pursuit leadership in the future.

I extend my gratitude to Sri Lanka Institute of Marketing (SLIM) on embarking on this great journey, now onto its' 13th successive year, aimed at raising the standards of professional marketing in Sri Lanka. I wish all applicants of Brand Excellence and the winners, greater success in the years to come for you have set the stepping stone to an infinite success story.



Sponsor's Message

Asoka Pieris
CEO – Singer Group

SINGER Plus

Singer is proud to be associated with the Sri Lanka Institute of Marketing on the Brand Excellence Awards.

The Brand Excellence Awards give marketers and the business organisations an opportunity to show the great work done by them on the brands. In turn, it forces all of the business organisations to work on the brands in a very professional and strategic manner.

There is no doubt that having a competition such as this involves extensive work and commitment by the organisers and the judges and we thank the Sri Lanka Institute of Marketing for conducting this event annually.

We wish the SLIM Brand Excellence Awards 2014 and all of the participants, the very best.



Sponsor's Message

Etisalat Lanka is honoured to partner with the SLIM Brand Excellence Awards as the official Mobile Telecommunications provider in recognising the most outstanding brands in Sri Lanka.

The 2014 SLIM Brand Excellence Awards themed, "Contender or Champ?" is a testament to the Etisalat brand promise of being an innovator and game changer in the dynamically evolving mobile telecommunication industry of Sri Lanka. The brand's activities and initiatives are to constantly anticipate the needs of consumers and be a game changer in the industry. Our goal and brand proposition is to inspire and empower the nation through innovation, greater value and enriching the lives of Sri Lankans.

We at Etisalat believe this has been embodied in our culture and people. Our mandate to extend people's reach and approach uncontested market spaces is synonymous to the objectives of SLIM Brand Excellence Awards, where brands custodians take the opportunity to showcase the great work put behind their exceptional brands.

We take this opportunity to wish SLIM, the Committee for organising an event that will distinguish some of the best brands, and to the contenders' who truly deserve accolades for their outstanding work.

Panel of Judges



Nasser Majeed
Chief Executive Officer
Sottologic Retail (Pvt) Ltd.



Lakshman Bandaranayake
Chairman
Vanguard Media Holdings
Publisher/LBO LBO



Shaheen Cader
Managing Director/Weissen, Sri Lanka



Ravi Bamunusinghe
Managing Director
Research Consultancy Bureau



Thushara Perera
Group Director-Marketing
Derana



Dinesh Nalliah
Chief Operating Officer
Richelle, Danes Ltd.



Sahan Rajapaksha
Marketing Director
Body Line Pvt Ltd



Tilan Wijeyesekera
DGM - Marketing
Seylan Bank PLC



Siddharth Banerjee
Marketing Director
Unilever Sri Lanka



Bradley Emerson
Regional Director
Middle East, South Africa
CIMA



Chalaka Gajabahu
President, LOWE LDB
President, Association of Accredited Advertising Agencies (4A) Sri Lanka



Radhina de Costa
Assistant Vice President for
Marketing Services
Nestlé Lanka PLC



Sajith Gunaratne
Senior Business Manager & Senior
Marketing Manager of
Ceylon Agro Industries Ltd
PSMA Group
SRI LANKA



Sheron Jayasundara
Chief Operating Officer
Bates Strategic Alliance

Project Committee



Charitha Karunaratne
Brand Manager
Ceylincio Life



Jacintha Mani
Assistant Manager - CRM
LOLC



NM Shiraz
Business Development Manager
Fentons Limited



Swendrini Gunawardena
Assistant General Manager
Power House Ltd.



Wayomi Gunathilaka
Manager – Brand and Corporate Communications
The Institute of Chartered Accountants of Sri Lanka



Channa Jayasinghe
Manager Brand Development
Kelani Cables



Kithsiri Madurapperuma
General Manager Sales & Marketing
Pership Shipping Ltd



R L Everts
Senior Account Manager
LOWE LDB



Chandana Samarasinghe
Deputy Director Operations
Singer Sri Lanka PLC



Gayani Jayaratne
Senior Marketing Executive
Central Finance Company PLC



Udara Hemachandra
Regional Manager – M Commerce and Partner Management
Dialog Axiata PLC



Sampath Fernando
Head of Marketing
Prime lands Ltd.



Tharindu Karunaratne
Assistant Brand Manager
Dimo PLC



Asanka Rangana
Assistant Marketing Manager
Flemingo International



Kevin Almeida
Senior Executive - Marketing
Cargills Bank



Sachintha Jayatilake
Officer - Events
Sri Lanka Institute of Marketing



Ishara Sooriyaarachch
Officer - Events
Sri Lanka Institute of Marketing

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Mobile Marketing Partner





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CBL wins the highest number of awards at the SLIM Brand Excellence Awards 2014

Ceylon Biscuits Limited (CBL) has once again demonstrated its versatility and won the highest number of awards at the SLIM Brand Excellence Awards 2014 which concluded recently at the BMICH. CBL managed to secure 8 awards including two golds. The company proved its superiority and excellence over a record number of contesting brands this year.

“CBL still holds the privilege of winning the highest number of awards by any company at a single event during the 13 year history of the SLIM Brand Excellence Awards,” said Nandana Wickramage, Group Director and Head of Marketing and Sales of Ceylon Biscuits Limited. “We are able to achieve this feat time after time because of our ability to craft brand strategies differently and meticulously which allows us to get ahead of our competitors.”

At this year’s ceremony Munchee Kome and Samaposha brands took home the gold award for Innovative Brand of the Year and Best CSR Brand of the Year respectively.

CBL’s Munchee Kome is probably the first cracker in South Asia to be classified as rice based and has rapidly gained popularity among the Sri Lankan consumers. Studying world trends and utilising state-of-the-art technology from Japan and the Far East CBL was able to introduce this innovative new product into the Sri Lankan market recently. This approach to introducing new products to the consumer market further cements CBL’s position as a market leader.

This is the fifth consecutive year CBL has been recognized for their CSR activities and awarded the CSR Brand of the Year award. CBL initiates CSR programmes through its various brands and each programme is designed to improve the quality and welfare of the community.

Samaposha, which was acknowledged for its CSR efforts, is heavily involved with rural farmers. It assures 12,000 farmers, through a backward integration programme, a guaranteed price for their crop. The backward integration programme significantly supports to uplift the living standards of the nation’s farming community whilst strengthening the agricultural economy.

In addition the brand strives to enrich the lives of farmers through their main CSR initiative ‘GoviPawula’. The four sub-projects under this scheme; ‘GoviSathuta’, ‘GoviSarana’, ‘GoviDenuma’ and ‘GoviArana’ work towards providing them with assistance in times of need and supporting and strengthening their livelihoods.

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A century old suspension bridge in Bulathkohupitiya restored under Munchee Samaga Gamata Sarana Community Development Initiative



A school water project opened under Munchee Samaga Gamata Sarana Community Development Initiative

SLIM Brand Excellence 2014



Ceylon Biscuits Limited

wins the
**highest number of awards
once again**



Dominating in Innovation & CSR

CBL, the market leader in biscuits, chocolates, cakes, soy foods and nutritional supplementary food products under the brand names Munchee, Ritzbury, Tiara, Lankasoy and Samaposha is known as a trendsetter for innovation and social responsibility. This year too, their unique strategies in Innovation and CSR were recognized by the panel with the coveted gold awards in the respective categories.

In addition to the 2 Gold Awards, CBL received 2 Silver Awards and 4 Bronze Awards making a total of 8; the highest number of awards received by one single company at this year’s Brand Excellence.

We dedicate these awards to our loyal consumers and traders who have helped us adorn our crown of excellence throughout the years.



A Crowning Success





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Jubilant CBL Team with the awards.



Munchee Kome won the gold award for the most innovative brand at SLIM Brand excellence 2014. Here the award is being presented.



The Gold Award won by Samaposha as the CSR Brand of the Year being presented



An award for last year's Brand of the year Lankasoy.

Contd. from Page 5

"Innovation and CSR are two key philosophies in our business that has helped us gain superiority in the market. We are delighted that these two aspects of our winning philosophy have been recognised with gold awards," said Wickramage.

The stringent evaluation process of the Brand Excellence Awards have made them an industry benchmark for assessing the best products and services in Sri Lanka.

CBL is a fast growing conglomerate that manufactures and markets leading brands in biscuit, confectionery, cereal, organic fruit products, Soy foods and many others both locally and internationally. The company's major brands such as Munchee, Ritzbury, Lankasoy, Samaposha and Tiara have become market leaders of their respective product categories. It is also important to note that most of these brands have captured over 50% of the market share.



Sri Lanka's National game Munchee Volleyball has received continuous support from CBL's Munchee



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Bags two Golds, one Silver and one Bronze including the coveted Service Brand of the Year

The Commercial Bank of Ceylon won the coveted 'Service Brand of the Year' and three other accolades at the 2014 SLIM Brand Excellence Awards to become the bank that won the most awards at this prestigious event conducted by the Sri Lanka Institute of Marketing.

Sri Lanka's largest private bank took the Golds in the 'Service Brand' category and in the 'Best New Entrant' category for its 'Anagi' Savings Account for Women, as well as the Silver in the 'Best Local Brand' and the Bronze in the 'CSR Brand of the Year' categories in a dominant showing at this annual gala.

"There can be no better acknowledgement of the emphasis we place on service excellence than to be adjudged the best overall in the Services sector in Sri Lanka," Commercial Bank's Managing Director/CEO Mr Jegan Durairatnam said. "This award reaffirms that we are committed to continuously update and improve our processes and product offering to give the best to our stakeholders. All the hard work put in at many levels to build our corporate image, as well as our holistic approach to marketing have clearly paid off. These awards for Brand Excellence are a tribute to the passion of the entire Commercial Bank team."

The 'Service Brand of the Year' is one of the six main categories (Product Brand of the Year, Service Brand of the Year, Innovative Brand of the Year, Turnaround Brand of the Year, Local Brand of the Year and Export Brand of the Year) awarded annually by SLIM. The scores achieved in these categories are evaluated by the judges to decide on the Brand of the Year award.

In the Special Awards categories, Commercial Bank's Gold for 'New Entrant of the Year' recognises the success of the 'Anagi' Savings Account developed exclusively for women and launched in late 2012. The new account offers an interest rate over the normal savings rate, one of the best rates in the savings account category for women, Gold Loans at a concessionary rate and a Commercial Bank Shopping Debit Card. It was launched by Commercial Bank in recognition of the fact that women are shouldering an increasing number of responsibilities while heading more and more Sri Lankan households, resulting in the economically active female population undergoing rapid growth.

The Silver in the highly competitive 'Local Brand of the Year' category acknowledges the strength of the Commercial Bank as a wholly home-grown corporate brand not only in the Banking sector but across all sectors of business in both the 'Products' and 'Services' segments. "This award speaks to the extent to which Commercial Bank has won the hearts and minds of Sri Lankan consumers, competing against local brands across the entire spectrum of commercial activity," the Bank's Deputy General Manager - Marketing Mr Hasrath Munasinghe said.

In the sphere of Corporate Social Responsibility, the Bronze awarded to Commercial Bank recognises the impact of the multi-faceted community initiatives undertaken by the Bank on its brand value. These initiatives include the Bank's nationally-scaled programme of donating computer laboratories to schools, a project to supplement English language classes in rural schools, the annual presentation of scholarships and laptops to undergraduates, the donation of medical equipment to hospitals around the country, assistance to war heroes, projects to promote and conserve the country's cultural heritage, and emergency assistance in times of flood or drought.

Commercial Bank's flagship community initiative in the sphere of IT Education has resulted in 150 IT Labs donated by the Bank benefitting an estimated 150,000 children to date. Significantly enhancing the value of these IT Labs, the Bank recently launched an innovative online education programme under which more than 46,000 children from 46 schools are now accessing carefully selected mathematics and science lessons via a specially created web platform, to supplement their regular lessons in these subjects.

Held for the 13th successive year, SLIM Brand Excellence Awards honour the brand building efforts of organisations. It is a keenly contested event and this year the entries reached an all time high of over 100 applications from more than 40 industries. Many leading brands vied for the 12 awards on offer at the awards ceremony held at the BMICH.

Ranked the 'Strongest Bank in Sri Lanka in 2014' by The Asian Banker and the only Sri Lankan bank to be ranked among the Top 1000 banks of the world for four consecutive years, Commercial Bank is also the most valuable private sector brand in the country in 2014. The bank has won multiple awards as Sri Lanka's best bank over several years, was adjudged one of the country's 10 best corporate citizens by the Ceylon Chamber of Commerce in 2013 and has been rated the Most Respected Bank in Sri Lanka by LMD for the past 10 years. It has also been the second Most Respected Corporate entity in the country overall for the past four years in the LMD rankings, and has been rated No 1 in Sri Lanka for Honesty in 2013 and 2014 by the Magazine.



Commercial Bank's Deputy General Manager Marketing Hasrath Munasinghe and Senior Manager Marketing Iresha Degamboda (second right and extreme right) with the Service Brand of the Year award received from SLIM President Kalana Ratnayake.



Commercial Bank Tops Again

Wins 4 Grand Awards including the Coveted Title of

'Service Brand of the Year' at SLIM Brand Excellence Awards 2014



Winning 4 grand awards at the 'Oscars of Marketing' in Sri Lanka, the largest private Bank re-affirmed its' status as The Most Awarded Bank in Sri Lanka.

- Gold Award – Service Brand of the Year
- Gold Award – Best New Entrant of the Year - Anagi Women's Savings Account
- Silver Award – Local Brand of the Year
- Bronze Award – CSR Brand of the Year

Adding to the towering list of global and local awards won year on year, The Brand Excellence Awards won by the Bank further testify its' enduring commitment to provide the best in product offering with world-class services to all its' valued customers.

The Most Awarded Bank in Sri Lanka

COMMERCIAL BANK

* Fitch Rating - AA (lka)
* RAM Rating - RAM AA+/P1



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Dharshana Amarasinghe (AGM – Marketing & Distribution), Rajiv David (Marketing Manager – General), Kasun Sameera (Marketing Manager – Life), Keerthi Munasinghe (Asst. Manager – Brand Activations), Amali Gomez (Asst. Manager – CSR and Communications) and the Marketing team of Union Assurance after receiving the Award

Union Assurance shines at SLIM Brand Awards for the 3rd consecutive year

Sri Lanka's most trusted insurance provider Union Assurance has once again bagged the Silver Award for Service Brand of the Year at the recently concluded 13th SLIM Brand Excellence Awards. Creating history in the Insurance industry, Union Assurance remains the only insurance provider to have won this coveted title for the 3rd consecutive year, and it stands as a testament to the commitment and dedication of all stakeholders to make the Union Assurance brand a powerful benchmark for delivering the brand promise of trust in the sector.

Through its Service Brand of the Year Award, the Sri Lanka Institute of Marketing seeks to recognise and reward high performing, and often intangible service brands, belonging to industries such as insurance, banking, telecommunications, and entertainment.

Through its Service Brand of the Year Award, the Sri Lanka Institute of Marketing seeks to recognize and reward high performing, and often intangible service brands, belonging to industries such as insurance, banking, telecommunications, and entertainment.

Dharshana Amarasinghe, AGM – Marketing & Distribution, speaking about the achievement at SLIM Brand Awards stated, "The SLIM Brand Excellence - Service Brand Award, as an industry standard, is the highest accolade we, as a brand, can achieve in Sri Lanka. It is a testament to our continued commitment in delivering the brand promise to our customers that we have won this accolade for the 3rd consecutive. None of this would be possible without the hard work and commitment of the incredible team at Union Assurance.

UA is stringent on maintaining its brand health and involves many brand building activities throughout the year for this purpose. All staff members are envisioned as brand ambassadors in an industry where the field force acts as the forefront of the company in terms of selling and providing service- which finally contributes to the brand perception in the long run.



Dharshana Amarasinghe, AGM – Marketing and Distribution of Union Assurance receiving the Award.

Union Assurance has a history of over 26 years of unwavering commitment to quality and service. The company is anchored by a team of experienced and

dynamic professionals, a strong capital base, and reinsurance partnerships with highly rated global reinsurers. The Union Assurance brand is posi-

tioned on the promise of "trust," and strives to deliver this promise by being transparent, convenient, and respectful when dealing with all stakeholders.



2014



2013



2012

A COMMITMENT TO SERVICE RECOGNIZED

AWARDED "BEST SERVICE BRAND" IN THE INSURANCE INDUSTRY FOR THE THIRD CONSECUTIVE YEAR

Union Assurance is honoured to receive the prestigious "Service Brand of the Year - Silver" at the SLIM Brand Excellence Awards for the third consecutive year. As the only insurance company to win this coveted title in 2012, 2013 & 2014, we at Union Assurance thank you for your loyalty, trust and confidence in our brand.





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Holcim Sanstha Cement builds a strong future for the nation

Established in 1912, Holcim is one of the world's largest suppliers of cement, aggregates and other building materials reputed for superior quality and versatility. Holcim Lanka was set up in 1996 as part of the global Holcim Group and is a leading player in the country's cement and construction industry.

Apart from holding the distinction of being the only cement manufacturer in Sri Lanka, the Holcim 'Sanstha' Cement brand enjoys the honour of being the preferred concrete brand of builder's islandwide. As the pioneers in the cement industry, Holcim's Sanstha Cement is perceived to be the best cement for concrete, brick laying and plastering, making it the preferred choice for discerning industry professionals.

Further, Holcim customers can avail of an array of value added technical services to enhance their experience of using Sanstha. The Holcim Innovation and Application Centre offers technical advice on the best methods for use and application of 'Sanstha Cement'. Holcim encourages key contractors and independent builders to avail themselves of this facility. Holcim has completed successful projects such as the Mattala Airport and the Kallady Bridge, in the past. As a trusted supplier of cement for the last decade to Sri Lanka, Holcim is embedded in the hearts and minds of the people and one in three homes in Sri Lanka uses Holcim, a profound testimonial of Holcim's credentials in the marketplace.

of Holcim's credentials in the marketplace.

Holcim on a global platform has perfected its cement products over the last 100 years in its position as a clear market leader. It is the only company in Sri Lanka to own a fully integrated cement manufacturing plant. This enables the company to exercise greater quality control and consistency of the output. Reputed for its customer centric approach, Holcim Sanstha Cement is known in the industry for its efficacy and uncompromised reliability. These factors together make Holcim, the cement of choice for a project of any scale from a residential development to that of mammoth scale such as the Hambantota Harbour project.

Holcim offers guaranteed quality assurance, as the cement is tested at various stages during the manufacturing process to ascertain that its promise of high quality is maintained at all times, earning it the SLS mark from the Sri Lanka Standards Institution (SLSI). Holcim Sanstha is a Portland limestone cement manufactured in compliance with Sri Lankan Standard SLS 1253:2008 and British Standard CEM II/A-LL42.5N of BS EN 197-1:2000. Small wonder then, that Holcim, as the leading construction solutions provider, has been awarded "Housing and Construction Brand of the Year" for the third consecutive time at the 8th SLIM Nielsen People's Awards 2014.

Holcim Sanstha cement has numerous benefits. The benefit of this cement in



Author: Philippe Richart, CEO – Holcim (Lanka) Ltd

structural work is that it imparts properties which make concrete highly workable. Such improvements in workability make fresh concrete easy to compact and finish while reducing bleeding and honeycombs.

The company is on a strong growth trajectory and has recently invested USD 22 million to expand its manufacturing facility in Galle by 150%, improving the output from 1.1 to 2 million metric tonnes. The company continues to provide specially formulated cements for

different applications realising the need of project of diverse nature. Its range of specially engineered cater to specific needs of builders. This helps optimize the value of the product, leading to durability and strength. Holcim Lanka has constantly been in the forefront of developing and producing products that are environmentally sustainable. The company's Holcim Sanstha brand is the clear forerunner of this focus on environmental sustainability and reducing environmental impact, without any compromise in the quality of the product. Sustainability is an inalienable aspect of Holcim's corporate philosophy, starting from product development, quarrying, production, transport and extended to engineering and architectural solutions including application practices. Sanstha is the only Green Label Certified cement brand in Sri Lanka and has thereby laid down industry benchmarks which strictly adhere to national and international industry standards.

Moreover, Holcim Sanstha significantly reduces CO2 emissions when compared to standard Ordinary Portland Cement (OPC) resulting from the utilisation of clinker substitutes. These additives contribute to reduce CO2 emissions whilst ensuring no compromise is made on quality. This type of cement also enables the highest strength and durability of concrete. Furthermore, Holcim cement is produced under environmentally optimised conditions, which focuses on a fuel mix employing alternative fuel methods. Thermal fuels, which are

Holcim Sanstha cement has numerous benefits. The benefit of this cement in structural work is that it imparts properties which make concrete highly workable. Such improvements in workability make fresh concrete easy to compact and finish while reducing bleeding and honeycombs

either carbon neutral or carbon reducing, are used for the production process thereby substantially reducing the entire carbon footprint.

Holcim is continuously engaged in developing technologies and techniques to reduce its carbon footprint, while adding value to the customer's needs in terms of time savings, investment cost reduction due to a more cost effective product and services facilitating ease of construction. Considering the rapid infrastructure development in the country, Holcim Sanstha plays a big role in nation building.

Building Excellence.

HOLCIM LANKA PROUDLY CELEBRATES WINNING THE SILVER AWARD FOR 'TURNAROUND BRAND OF THE YEAR'!

In recognition of an offering built on excellence, Holcim Lanka has been awarded the prestigious Silver Award for 'Turnaround Brand of the Year' at the recently concluded SLIM Brand Excellence Awards 2014. Winning this award at the flagship event of the country's corporate calendar is testament to the unending belief and passion of the team at Holcim Lanka.

As the pioneers in the industry, Holcim Lanka would like to make a 'concrete' promise to the people of Sri Lanka, that it will continue to grow in building excellence in the future.



TRIAD 32144

Building the foundation for Sri Lanka's future...





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SLIM BRAND EXCELLENCE 2014

An advertising special edition...

the
SUNDAY TIMES
Sunday, November 02, 2014

THE 13TH
SLIM BRAND EXCELLENCE
There can be only one.

Panel of Judges

Advisor to the Organising Committee and Panel of Judges- Prof. Uditha Liyanage



Prof. Uditha Liyanage is Professor of Management of the Postgraduate Institute of Management (PIM), University of Sri Jayawardenepura and Adjunct Professor of Management of University of Canberra, Australia. He counts

over 15 years experience in industry, having held senior marketing management positions in three leading companies in Sri Lanka. He, thereafter, joined the academia and read for the doctoral programme at the PIM, of the University of Sri Jayawardenepura, Sri Lanka, where he has been the senior faculty member for Marketing over the past 18 years. He is now the Director of PIM and the Chairman of the Institute's Board of Management. He has published many articles on Branding and Strategic Marketing in leading journals, both here and abroad, and addressed numerous local and international conferences. He also holds an MBA and is a Chartered Marketer, a Fellow of the Chartered Institute of Marketing (CIM), and the first Sri Lankan Honorary Fellow of the Sri Lanka Institute of Marketing (SLIM). He is also the first Sri Lankan Honorary Fellow of the Asia Marketing Federation (AMF).

Prof. Liyanage, is a Marketing Consultant to a number of leading local companies and international agencies and a developer of senior managers. He is on the boards of directors of a number of leading companies in Sri Lanka. He is also a member of the Advisory Council of the Ceylon Chamber of Commerce, member of the Presidential Task Force on National Productivity Improvement in Sri Lanka, and a member of the Governing Council of the Academy of Financial Studies, Ministry of Finance and Planning. He was the Chairman of the CIM Sri Lanka region, and a member of the International Board of CIM (UK).

Bimal Silva (Head - Panel of Judges)



Bimal is currently the Director/CEO of Hayleys Consumer, which represents some of the worlds leading consumer brands in Sri Lanka. He counts over 15 years of experience in sales and marketing, having initiated his career at Keells Foods.

He consequently joined Ceylon Biscuits Limited and then Hemas Consumer Brands, where he functioned as the Director Brands prior to his assignment as the Director Sales and International business. He has been instrumental in a number of breakthrough marketing campaigns and product launch initiatives throughout his career.

Bimal holds a First Class Honours Degree in Statistics and a Masters in Business Administration (MBA) from University of Colombo. He is a Fellow of the Chartered Institute of Marketing (CIM-UK) and also a graduate of Chartered Institute of Management Accountants (CIMA UK). He has also been in the visiting faculty of MBA-University of Colombo and a lecturer for CIM - UK.

Nasser Majeed



Nasser opted out of a University degree programme in agriculture for a career in business. An alumni of KPMG joined Singer Industries (Ceylon) Ltd, in 1984 in the accounting field and was identified for higher management and cross posted to the Marketing

division of Singer (Sri Lanka) PLC in Sep 1990. Having worked in Product management and Marketing services he was also appointed to the retail task force of The SINGER Company, USA.

He was posted to SINGER Asia as the General Manager of SINGER Indonesia from January 2005 to December 2006. He then returned to Sri Lanka as the Senior Deputy Marketing Director and was appointed as the Marketing Director of SINGER (Sri Lanka) PLC in May 2009 and served on the board of Singer Sri Lanka PLC as an alternate director up to 30th June 2013.

Nasser is presently working in the capacity of CEO of Softlogic Retail since 2013 August.

Ravi Bamunusinghe



Managing Director of Research Consultancy Bureau (RCB), a leading market and social research agency. He is the current President of the Market Research Society of Sri Lanka (MRSSL) Past President of the Sri Lanka

Association for Advancement of Science (SLAAS) - Social Sciences, Section F (2013) Founder Member of the Chartered Institute of Marketing Sri Lanka Branch (1995) Secretary to the Sri Lanka Institute of Marketing (2001-2) Chairman, SLIM Advertising Awards (2001-2) Current interests are, the effective use of facial expressions in market research and developing research tools appropriate for Sri Lankan cultures.

Shaheen Cader



Shaheen is one of the most experienced professionals in the Sri Lankan market research arena. He joined Nielsen in 2006 as Director Client Service and took over the Nielsen Sri Lanka business as Managing Director in 2010. In addition to his seven years at

Nielsen he has had 13 years market research experience at LMRB, where he held the position of Research Director.

During his 20 years in research, Shaheen has been involved across a plethora of assignments for a large spectrum of clients in the consumer, business, social and retail spheres, constituting local and multinational entities as well as multilateral agencies. In addition to Nielsen providing consultancy through client specific research studies across various product and service categories, Shaheen endeavours for Nielsen to be a significant provider of Sri Lankan consumer trends and insights to the broader business community. He is often requested by client and other organisations to share Nielsen's perspective on Sri Lankan business and consumer trends.

Shaheen has also been privileged to be closely involved with Sri Lanka Institute of Marketing (SLIM) and the International Advertising Association (IAA), Sri Lanka Chapter, in being able to be a speaker at knowledge sharing forums. The Benchmark online interviews also feature him on a regular basis. He has also been on the Brand Excellence judging panels in 2010, 2011 and 2013.

Lakshaman Bandaranayake



Lakshaman, in a career spanning 30 years, has led transformative and pioneering work in broadcast television, digital media, and financial journalism, thought leadership experiences and media investment management.

Lakshaman has mentored a new generation of professionals in media, marketing and management, television production and financial journalism. Lakshaman's unique contribution to the communication industry is his pioneering work in introducing scientific, research based and technology-driven media investment management discipline to Sri Lanka. In 1995, then as Executive Director (Media Investment) of LOWE LDB, Lakshaman led the development of region's first Windows based TV planning and campaign evaluation software, which revolutionised media planning and buying in Sri Lanka.

Prior to founding Vanguard, Lakshaman had held senior positions at leading local companies and Multinationals including LMRB, Unilever Sri Lanka, Shaw Wallace, Gamma Pharmaceuticals and LOWE LDB.

He received his bachelor's degree in Chemistry and Mathematics at the University of Peradeniya and pursued postgraduate studies in business administration at Postgraduate Institute of Management, University of Sri Jayawardenepura. He is also a Disaster Resilience Leadership Fellow of Tulane University, New Orleans, USA. Earned Certificate in Climate Change from University of California San Diego. He presently follows MPhil by research on Earth Science at University of Peradeniya.

His areas of interest include technology, media, public policy, contemporary economics and history, social entrepreneurship and disaster risk reduction. He presently serves on the board of LIRNEasia, a regional think tank. He is the Chairman of Sarvodaya SEEDS, a non-profit promoting social entrepreneurship. He also advises a state university in curriculum development, a civil society organisation and is a consultant to a regional scientific agency involved in building disaster resilience among coastal communities.

Thushara Perera



Thushara Perera began his career in the advertising industry in Client Servicing at Thompson Associates Pvt Ltd and then shifted to Sales and Marketing by joining the leading TV Channel Swarnawahini at its inception. He progressed in the area of Media Sales and Media Sales Management at

Swarnawahini, and later joined Power House Ltd for its television project as its Director Sales and Marketing. He played a key role in launching TV Derana in year 2005, a channel which has gone on to become one of the top channels in the country. Currently he holds the position of Group Director Marketing & Sales, and is responsible for Marketing and Sales of SBU's FM Derana and Derana Macro entertainment.

Thushara is a qualified professional with a Postgraduate Diploma in Marketing from The Chartered Institute of Marketing, UK and an MBA from the University of Sri Jayawardenapura (Postgraduate Institute of Management). He has also obtained Certified Professional Marketer status from the Asian Marketing Federation. He is a Chartered Marketer (CIM) as well as a Practicing Marketer (SLIM).

He has served at Sri Lanka Institute of Marketing (SLM) as a marketing lecturer. He joined the Executive Committee of SLIM in 2005. He has served on many project committees of SLIM, chaired the NASCO 2005 and was the co-chair of the Inaugural EFFIES Advertising Awards. Thushara was invited to be a judge at HSBC JCI TOYP 2006 Awards and represented SLIM at the World Brand Congress 2009 held in Mumbai, India. He was also a judge in the National Sales Congress 2009 and the Entrepreneur of the Year Awards 2010 organized by Federation of Chambers.

He was the President of the Sri Lanka Institute of Marketing for the year 2011/2012 and under his leadership SLIM carried out the biggest project in SLIM history by bringing down the world's number one marketing guru Professor Philip Kotler. Thushara was a recipient of the prestigious Platinum Award at the PIM Alumni Awards 2014.

Dinesh Nalliah



Dinesh has unique blend of experience, an experienced salesman, brand marketer and business manager and also a qualified marketer, with experience ranging from frontline sales at Unilever to senior brand management positions at Hemas and Maharaja's

and senior sales management position also at Maharaja's which amounts to 17 long years.

Since 2006 Dinesh has been in to overall business management. He was Chief Executive Officer of the Consumer Brands Cluster of Delmege Forsyth and Company Limited up to 2012 and since 2012 he is the Chief Operating Officer of Richlife Dairies Limited.

Sahan Rajapaksha



Sahan has exposed to diversified industries such as marketing communications and brand activation, insurance, banking, consumer marketing of processed food and decorative paints before joining apparel industry. He has almost 20 years experience in

different disciplines in local and overseas markets. This diversity has provided him the skills and capability to transform challenging business situations to success repeatedly. Sahan started the career with Jack Russell Inc based in Florida, USA and later joined Grant McCann Erickson account management team. Thereafter, he worked at Sampath bank and Ceylinco Insurance for short interval. Subsequently, he got an opportunity to join John Keells Holdings (Keells Food Products) in brand management. Further, he pursue the career in marketing by joining multinational, Akzo Nobel Paints in 2005 (known as CIC paints) as marketing manager and escalated to GM business development before his departing the paint industry.

Sahan joined MAS Holdings in 2011, he is attached to Bodyline (Private) Limited as Director Marketing. Bodyline is a Joint Venture between Triumph International of Germany, MAST Industries of USA and MAS Holdings of Sri Lanka. Company is engaged in the business of developing and manufacturing premium intimates and performance wear to world renowned brands such as Victoria's Secrets, Triumph, Nike, VSX, Arena, Pink ect.

He is a charted marketer (UK), a certified management accountant (CMA Aus) and holds a MBA from University of Wales UK.

Tilan Wijeyesekera



Tilan has a proven track record as a dynamic business and marketing professional with experience in leading local and multinational organisations in Strategic Planning, General Management, Business/Brand Management, CSR, NPd, Dark marketing, Value Chain Management, Corporate

Affairs, Project Management, Alternative Channels and Sales. He has experience in diverse industries including FMCG, Banking, Insurance, Education and Financial Consultancy. He has also been responsible for many leading brands in Sri Lanka including Seylan, Elephant House, Lion Beer, Janashakthi, Harpic etc... He has won 13 Brand Excellence/Brand Icon/Business Excellence/Digital Marketing awards for brands under his leadership including "Service Brand of the year and Local Brand of the Year - Gold awards" and Gold award at the National Business Excellence Awards for SLIM during his tenure as President.

He is currently a DGM of Seylan Bank PLC responsible for its Liability Products, Digital Alternative Channels, Housing Loan product and Marketing. He is also a Past President of SLIM, former Chairman of the Effie awards, and was Steering committee member and Moderator for the Judging panel at the Chillies; A senior lecturer for marketing and has represented Sri Lanka as an international speaker at Asian Marketing and Business forums.

Siddharth Banerjee



Siddharth Banerjee, Country Marketing Director of Unilever Sri Lanka is an experienced consumer business leader. He is also a member of the Management Committee at Unilever Sri Lanka.

In his 14 years of corporate experience, including the last 11+ years in Unilever, Siddharth has gained multi-category and multi-country exposure, with a mix of country P&L roles and global / regional brand marketing roles, with rich exposure across developing markets.

Siddharth is an alumnus of La Martiniere College, Lucknow; and holds BA Economics (Honours) and an MBA from the University of Delhi.

He is a National Talent Scholar, highly competitive scholarship under the aegis of NCERT - Government of India. Siddharth has also been awarded the Chevening-Rolls Royce Innovation Scholarship to study at Oxford, under the prestigious UK Government Chevening Scholarship Scheme.

Over the years, Siddharth has also been nominated by his company to attend Executive Education courses at ISB-Hyderabad, IIM-A and Harvard Business School.

Siddharth is a published author and a top-ranked speaker on Business Innovation and Consumer Marketing at industry conferences across the Asia Pacific Region.

Chalaka Gajabahu



Starting his career in advertising at boutique creative shop Equinox, Chalaka soon graduated to the likes of J. Walter Thompson, Ogilvy & Mather, Leo Burnett and McCann Erickson. Following these, he joined Lowe LDB as its Chief Operating Officer, one of the youngest ever to hold this position, aged just 33, prior to being launched up the ranks to his current role of President. Now, after almost two decades advocating major brands, across almost every sector, including FMCG, Banking, Financial Services, Telecoms and even Hospitality, Chalaka has earned the respect, admiration and trust of Lowe LDB's clients, namely Unilever, Dialog and Elephant House, all leaders in their respective sectors, a function of his dynamic, hands-on leadership style and highly valued judgment.

Importantly, Chalaka also brings to bear his extensive training in Planning Tools, which aid in insight mining and developing effective, compelling strategies for brand and market building. Chalaka is also the president of the Association of Accredited Advertising Agencies (4As) Sri Lanka.

Sheron Jayasundara



Sheron Jayasundara began her career in the advertising industry in Audio Visual Management and Media Planning at Ranjith Jayasuriya Associates working on its flagship account Air Lanka (now Sri Lankan Airlines)

where she received extensive training into global media planning. She then moved to Advantage Sri Lanka as its Head of Media and switched to Account Management at Bates Strategic Alliance where she is now the Chief Operating Officer. Sheron is a key member at the agency playing multiple roles. She is directly responsible for key account management, strategy development and directs agency research for insight driven

solutions to clients. In her latest role she also works alongside Bates Digital to deliver integrated marketing solutions to Bates' portfolio of clients.

Sheron's wealth of knowledge in Marketing Communications spans over 20 years with experience in multinational and local brands. She has received training overseas on Marketing Communications and has attended many of the International Programmes and Award Shows. Sheron is a qualified professional with a Postgraduate Diploma in Marketing from The Chartered Institute of Marketing, UK (CIM UK). She was a guest lecturer in advertising and communication for CIM students and Praguna Management Streams Sri Lanka.

She is currently on the board of the Accredited Advertising Agencies Association (4As) and previously served on the board of the International Advertising Association (IAA) Sri Lanka chapter. She also was a jury member at the Effie Awards 2011 and 2012.

Sajith Gunaratne



Sajith Gunaratne, currently functions as the Senior Business Manager and Senior Marketing Manager of Ceylon Agro Industries Ltd (PRIMA GROUP SRI LANKA). A Graduate from Oklahoma State University, US with a degree in Economics/

Marketing, Sajith also holds a Post Graduate degree (MBA) from the University of Leicester, UK. He is also a Chartered Marketer of CIM UK. Sajith was also afforded the opportunity to receive executive training from the globally recognised Indian Institute of Management (IIMA) Ahmadabad and (IIMB) Bangalore.

Sajith has been instrumental in developing the brand architecture for the wheat and poultry based products at Prima creating new categories which have reached prominent positions in Sri Lanka and strategic overseas markets. Sajith has also served as a judge for SLIM Brand Excellence in 2010 & 2011 and EFFIE's 2013.

Bradley Emerson



Bradley Emerson, MBA (Sri.J), Fellow of Institute of Bankers (SL), Advance Diploma in Management Accounting (The Chartered Institute of Management Accountants (UK)) Bradley has been a Banker prior to joining

CIMA in May 2007. He has worked with, Commercial Bank as Senior Manager Operations, Nations Trust Banks as Head of Retail Banking and Pan Asia Bank as Deputy CEO. Served as an Examiner for the National Quality Awards 1996 - 1998, and Bank Marketing for the Institute of Bankers of Sri Lanka, 2001 and 2003. He has been appointed at judging panels of MTI Consulting for "MTI Venture Startup Challenge" and Sri Lanka Institute of Marketing for "SLIM Brand Excellence 2010, PIMA for their "Platinum Honours" and Chairman of Judging panel of "TOYP (Ten Outstanding Young Persons) for Junior Chamber International.

Bradley received the Achievers Award in 2004, from the PIM, in recognition of outstanding achievements, and "Outstanding contribution for education" award from World Education Congress in 2012. He also writes articles on management.

Bradley Emerson currently is the Regional Director Middle East, South Asia and North Africa of CIMA.

Radhini de Costa



Radhini de Costa is the Assistant Vice President for Marketing Services at Nestlé Lanka PLC. Her current responsibilities include Consumer Insights, Nutrition Health and Wellness, Media, Consumer Communication and

Services. She has been with Nestlé for almost twenty years commencing her career as a Management Trainee. Her experience at Nestlé in brand management spans across product categories ranging from Food to Confectionery to Infant Nutrition. She headed the Infant Nutrition Business at Nestlé Lanka prior to being posted to the regional head office of Nestlé South Asia Region in Delhi, India where she worked in the Infant Nutrition Business Unit.

During her time stay Nestlé she has been to many training programmes both in Sri Lanka and internationally. She has a BSc (Honours) degree in Management Sciences from the University of Warwick, Coventry, United Kingdom and an MBA specializing in Marketing from City University London, United Kingdom. She also has a Diploma in Marketing from the Chartered Institute of Marketing (CIM) United Kingdom.



SLIM BRAND EXCELLENCE 2014

An advertising special edition...



Sunquick's Sri Lankan success story wins prestigious SLIM Brand Excellence Award

Sri Lanka's fruit juice category market leader, Sunquick's success story in Sri Lanka has been recognised and awarded the prestigious SLIM Brand Excellence Award 2014 in the category of International Brand of the Year.

Expressing his satisfaction of the brand's performance, C. W. Mackie PLC - Executive Director, Mangala Perera said that despite a turbulent macro environment and market conditions, Sunquick was able to increase the market share as the category leader while securing both top line and bottom line growth., "Our local adaptations really indicate the market acceptance of the brand and the loyalty of the masses towards Sunquick brand."

Giving details of the brand's acceptance in the marketplace, General Manager, Jerome Jayasinghe said that the excellent performance of the brand has resulted in securing a market share of 61.9 % in the category. It has maintained its leadership position during the past years.

"Sri Lanka witnessed a strong upsurge in tourism after the end of the civil war. In order to capitalise this opportunity we have initiated and developed an exclusive distribution channel to meet the upcoming trends and opportunities which is now serving the leisure industry in Sri Lanka. Sunquick has a strong position in the HORECA sector due to our food service solutions and support programmes from beverage to multiple application. Sunquick is distributed island-wide by Scan Products Division of C W Mackie PLC," he said..

Sunquick is a Danish-based international brand and available in more than 120 countries globally. Scan Products division of C. W.Mackie PLC in Sri Lanka is the local partner for bottling, distribution and marketing Sunquick under the original Danish recipe for the last 35 years. The brand gives Scan consumers the opportunity to have high quality world renowned natural fruit drink to taste and it is an ideal product to share with their loved ones.

Sunquick is a reliable and trust-worthy brand which always gives opportunity for consumers to experience the same great refreshing taste and the same uniform original recipe with high level of quality and contains no artificial sweetness, colours or flavourings. Since it is a concentrated product with recommended 1

Sunquick is a Danish-based international brand and available in more than 120 countries globally. Scan Products division of C. W.Mackie PLC in Sri Lanka is the local partner for bottling, distribution and marketing Sunquick under the original Danish recipe for the last 35 years. The brand gives Scan consumers the opportunity to have high quality world renowned natural fruit drink to taste and it is an ideal product to share with their loved ones

+ 9 dilution ratio it is economical and gives value for money. Further, it is a family drink and provides real natural taste of fruits for the whole family.

C. W. Mackie PLC is a diversified group of companies with a presence of more than 114 years in the country and is a listed company in the Colombo Stock Exchange.

Scan products division of C. W. Mackie is engaged in manufacturing, importing, and distribution of branded FMCG Products specializing in food and beverage category which includes, well known local and international brands such as Sunquick Fruit Juice, Ovaltine, , Scan Brand Bottled Water, Kotagala Kahata, Scan Jumbo Peanuts, Ocean Fresh Tuna, Star Brand Essences / Colourings, Scan Jack Mackerel and CW Mackie PLC's newly acquired subsidiary Kelani Valley Canneries product range "KVC" Sauces, Chutneys, Jams and its Spicy range further strengthen Scan's product portfolio.

Scan consist of state-of -the art factories for bottling of Sunquick fruit juice, bottled water which are fully automated factories with zero human touch in the processing line and also Scan is maintaining EU standards and certified in SLS, accredited with ISO 9001:2008, ISO 22000:2005, HACCP, GMP to maintain very high level of quality standards. Scan always gives utmost priority to maintain this high quality level with high quality standards.



Sunquick, wins for the third time at the SLIM Brand Excellence Awards

We are proud to announce another great win for the third consecutive year at the prestigious SLIM Brand Excellence Awards. Sunquick would like to thank all our customers and business partners.



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Export Brand of the Year



Gold Award
Virtusa



Silver Award
Basilur



Bronze Award
Al-Otour

Innovative Brand of the Year



Gold Award
Kome Rice Cracker



Silver Award
Machang



Bronze Award
Samaposha



Bronze Award
Lankasoy

Local Brand of the Year



Gold Award
Velvet



Silver Award
Commercial Bank



Silver Award
Samaposha

Product Brand of the Year



Gold Award
Velvet



Silver Award
Sunlight



Silver Award
Samaposha

Service Brand of the Year



Gold Award
Commercial Bank



Silver Award
Union Assurance



Bronze Award
CDB

SME Brand of the Year



Silver Award
Exterminators



Bronze Award
4rever



Bronze Award
Imperial College

International Brand of the Year



Gold Award
Johnson's Baby



Silver Award
Sunquick



Bronze Award
Huawei

CSR Brand of the Year



Gold Award
Samaposha



Silver Award
Sampath Bank



Bronze Award
Commercial Bank



Bronze Award
Munchee

Best New Entrant of the Year



Gold Award
Anagi



Silver Award
Amante



Bronze Award
Kome Rice Cracker



Bronze Award
Unilever Pureit

B 2 B Brand of the Year



Gold Award
Logiwiz



Silver Award
Bodyline



Bronze Award
Virtusa



Bronze Award
EFL

Turnaround Brand of the Year



Gold Award
Lipton



Silver Award
Seylan Tikiri



Silver Award
Holcim Sanstha

Creative Entry Kit of the year



Gold Award
Fortune

Brand of The Year



Gold Award
Velvet



SLIM BRAND EXCELLENCE 2014 AWARD WINNERS





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4Ever Skin Naturals prove brand excellence with a philosophy beyond the balance sheet

The 13th SLIM Brand Excellence awards held at the BMICH crowned a truly home grown, community conscious brand, with the bronze award for Brand of the Year for the SME sector. 4Ever Skin Naturals glowed radiantly at the awards show, when the distinguished panel of judges chose them as a champion amongst more than a hundred contenders for the category.

This award winning enterprise reflects philosophies of a social entrepreneurship venture focused on creating beauty products that will truly make a difference – in product performance as well as in how it is produced. 100% natural ingredients sourced from only certified local growers are transformed into herbal products that work miracles – preserving teachings of traditional herbal medicine while being in line with global best practices in organic and ethical production.

The success of 4Ever Skin Naturals in Asian and European markets is attributed to a perfect combination of decades of expertise in the beauty industry and state of the art production facilities with dynamic research and development processes. The range includes skin care and skin beautifying products for face and body, non-alcoholic hair gels as well as a refreshing range of shampoos and spa products in the innovation pipeline.

Sharing his thoughts on the win, Chief Executive Officer of 4Ever Skin Naturals, Mr. Priyantha Abeyratne explained that the story of 4Ever Skin Naturals is a good case study of how a humble product range can grow into a competitive global brand. “Brand values that have immense traction with the modern consumer create increased

appeal. Experiential marketing channels like spas, a salon chain and consumer activations as well as brand education in key shopper touch points have helped bring this brand to life amongst its target audience,” he said.

The recognition 4Ever Skin Naturals has gained in the recent past is testament to its unique ways of operation. The Most Promising Entrepreneurship Award at the Asia Pacific Entrepreneurship Awards in 2014, Gold Award (large category) at the Woman Entrepreneur of the Year Awards in 2013 and a Merit award in the National Level Manufacturing Sector at the CNCI Awards 2014 are a reflection of the standards of their products, processes and people.

The addition of this brand excellence award in to the current portfolio, recognised repeatedly for their manufacturing abilities and world class entrepreneurship qualities, signifies perfect synergy of product performance and brand value which will result in an unparalleled range of products that will no doubt benefit the modern consumer.

“We believe our offerings win in the marketplace as the products we introduce are based on true consumer insight and maintain eco-friendly, effective, safe and ethical standards. Recent innovations such as non-alcoholic hair gels, herbal shampoos for dandruff control and soft and smooth hair as well as the hair colour portfolio with natural ingredients stand testimony to this claim,” said the Chairperson Mrs. Chandhani Bandara who has successfully combined her experience as a leading beautician with in depth knowledge of what consumers really want, into an internationally acclaimed herbal brand that makes Sri Lanka proud.



(From left) Mr. Arjuna Manawapriya, Marketing Manager, 4 Ever Skin Naturals (Pvt) Ltd, Mr. Priyantha Abeyratne, Chief Executive Officer, 4Ever Skin Naturals (Pvt) Ltd, Ms. Ushani Abeyratne and Mrs. Chandhani Bandara, Chairperson, 4Ever Skin Naturals (Pvt) Ltd receive their award at the SLIM Brand Excellence Awards.

Fortune[®] Cooking Oil wins a Gold Award at SLIM Brand Excellence

pyramid wilmar



Fortune Cooking Oil which was adjudged the No. 1 Cooking Oil brand according to the 2014 LMRB Household Panel Research, grabs a Gold at the recent SLIM Brand Excellence Awards. Securing the faith and trust you have kept on us, the objective of Fortune is to continuously deliver you the best cooking oils.

Marketed & Distributed by **PYRAMID WILMAR (PVT) LTD**
No. 04-2/1, Lauries Place, Colombo 04. Tel: 94(0)11 4542910-12 Fax: 94(0)11 4542962

4re'ever
SKIN NATURALS
By Chandhani Bandara

wins at
SLIM BRAND EXCELLENCE
with their truly local,
truly herbal brand promise.



CHAI MWAY

Chandani's Auras
SALONS
nurturing your true beauty

AMANDA
NATURAL
ESSENCE

SPA AURA
Ayurveda

Dioli

COSMO HERBS



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A night to remember





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Fortune Cooking Oil wins Gold at SLIM Brand Excellence Awards 2014

The SLIM Brand Excellence awards held at the BMICH, crowned a truly consumer conscious brand, with the Gold Award in Creative Presentation". Our creative agency was able to capture the quality and the characteristics of the product and we are honoured at winning this award;

and the milestones which Fortune has created during its short presence in the Sri Lankan market, he further added. In a world where consumers are getting smarter day by day, products sold in the market get inspected closely and thoroughly. The consumers' microscopic eye looks for the best quality product that comes at a reasonable price. This is the average consumers' norm. A smart manufacturer feels these changes and never brings out substandard products. Such products make up the blood line of the Fortune range of products.

Marketed by Pyramid Wilmar Ltd. who are renowned as the leading oil importer to Sri Lanka, Fortune Cooking Oil has maintained superior product quality at all times, being part of Wilmar International

Singapore, known to be the world's largest processor and merchandiser of palm and lauric oils, as well as the largest in edible oil refining and fractionation, specialty fats and palm biodiesel, who are present in 64 countries. Through the supply chain integration, the cost advantages thus derived enable Pyramid Wilmar to offer superior quality products at an economical price.

Fortune reflects a customer focused approach, maintaining superiority and safety in the entire product portfolio. High quality and consistency are at the heart of the business, always maintaining best practices, enabling the company to sustain integrity, reliability and continuity as its core values.

"Fortune Cooking Oil has a proud history which dates back, and over time we have gained our reputation based on quality, trust and integrity. This will not change, we will build on our proud history and reputation to create our future. To get there, all our people will be united by a new purpose, ambition and strategy" said Hiranth Fernando.

Fortune reflects a customer focused approach, maintaining superiority and safety in the entire product portfolio. High quality and consistency are at the heart of the business, always maintaining best practices, enabling the company to sustain integrity, reliability and continuity as its core values.

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SLIM BRAND EXCELLENCE 2014

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SUNDAY TIMES
Sunday, November 02, 2014

THE 13TH
SLIM BRAND EXCELLENCE
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Seylan Tikiri excels at SLIM Brand Excellence Awards backed by an unmatched turnaround performance

Seylan Tikiri was lauded as the 'Best Turnaround Brand' Silver award winner at the recently held SLIM Brand Excellence Awards 2014. Twenty two years since its introduction, the Tikiri savings account has become a flagship brand of Seylan Bank.

Speaking of the distinction Seylan Tikiri received at the SLIM Brand Excellence Awards, Tilan Wijeyesekera, Deputy General Manager- responsible for Liability Product Management, Marketing, Digital Alternative channels and Housing loan product management, at Seylan Bank PLC said, "[Seylan] is very happy and humbly thankful to SLIM

for having seen our performance and for giving Seylan Tikiri this accolade."

In its twenty six years of service to the public, "the bank with a heart" has transformed the paradigms of the banking system in Sri Lanka and introduced numerous innovative concepts to banking. As such, the Seylan Tikiri account is the pioneer branded



Tilan Wijeyesekera, Deputy General Manager

and value added minor savings account and introduced a gift scheme and an attractive bonus interest for minors.

"The performance says it all," states Mr Wijeyesekera, speaking of the current status of the product.

The product was relaunched in acknowledgment of its twenty first year milestone celebrated last year and has shown remarkable success and growth since. The Bank reports that the new accounts have shown a whopping growth rate of 144% in the 12 months post vs pre re-launch period.. and a value growth of 45% which is a phenomenal achievement and probably unmatched by any other product or category in the industry.

Tilan Wijeyesekera, further went on to explain that the Marketing and Liability Product Management Departments of the Bank have conducted extensive and comprehensive research prior to the relaunch. The lifestyles of the children and parents, as well as current trends in technology among other factors were carefully analysed, and a new gift scheme was introduced as a result that catered to the needs and desires of the modern day, technologically advanced potential customers and additional gift slabs have too been introduced. The Bank has also introduced many concepts with the objective of inculcating the habit of saving in children from a young age and their 'Seylan Tikiri Pola' is a popular concept which encourages entrepreneurship in children.

The DGM Marketing, Tilan Wijeyesekera stated that the success behind Seylan Tikiri lies in the new product proposition, attractive communication platforms and engagement activities adopted by the Bank to promote the product among children and parents. He stated that the focused approach adopted by his teams in Liability Product Management and Marketing including Brand Management, media and communications, promotions and research together with the rest of the branch staff and support departments contributed immensely to this success by adopting a truly 360 degree marketing approach starting with developing valuable insights through an exhaustive research process, product development, branding and communications as well as internal marketing and training and motivation as well as the tremendous amount of focused brand engagement activations conducted. He also stated that as an example over 100 branches islandwide would be organising special events such as Seylan Tikiri Pola's, Seylan Tikiri carnivals, kite festivals, and art competitions in addition to other activities to celebrate the children's month throughout the month of October in addition to its traditional marketing processes..

The Bank is also credited as the first ever Bank in Sri Lanka to design a mobile gaming app for children named 'Seylan gift rush', introduced last year coinciding with Children's Day.

Speaking of the future of Seylan Tikiri, Mr Wijeyesekera stated that the Bank is witnessing a growth on growth scenario and that the future of Seylan Tikiri is bright. As a flagship brand of the Bank, the Tikiri accounts receive much focus from the entire Seylan family and the Bank also offers a 'Kids' banking day' once a month on a weekend where the child can experience banking and take part in the activities organised by the Bank.

The Bank is also anticipating on introducing a number of innovative products to the market in the near future and Mr Wijeyesekera expresses his gratitude to each and every staff member of Seylan Bank for their enthusiastic support that contributed to the success of Seylan Tikiri including the tremendous performance as well as the winning of this award. And finally last but not least he emphasised the need to thank all of Seylan Banks customers for their trust placed in the banks products and services which make achievements of this nature possible. He concluded by promising to develop new and more innovative products to the market in the coming year in order to deliver products with greater value for Seylan Customers.



A Massive Turnaround!

Seylan Tikiri wins the Silver Award for Turnaround Brand of the Year

The bank with a heart, Seylan Bank, is proud to celebrate once more winning the hearts of the Sri Lankan people. The bank's children's savings account, Tikiri, took home the coveted Silver Award for Turnaround Brand of the Year at the recently concluded SLIM Brand Excellence Awards 2014.

Seylan Bank would like to extend the most heartfelt gratitude to its customers for all the trust and confidence placed in the bank. As it moves to the future, continually innovating to provide a host of products and services that cater to diverse customer needs; the bank pledges to continue to win the hearts of the people in the years to come.



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Brand Finance Rating: "A" Fitch Rating: A-(lka)
Co. Reg. No.: PQ 9, Seylan Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.

