

**At
SLIM
show**

Eight agencies carry away 16 Effies Awards

The Effies Awards ceremony was held last week at the Waters Edge, Battaramulla. A total of 16 awards were shared among eight agencies. The judges panel was headed by Karthik Elangovan. The event was organised by the Sri Lanka Institute of Marketing (SLIM).



The Secretary SLIM Gamika De Silva and Assistant Director EAP Networks Dilan Samuel presented the Bronze award to Words Advertising for their campaign "The hot goes Pizza".



The Assistant Secretary, SLIM Kalana Ratnayake and Executive Director, Colombo Communication and General Manager, Waters Edge, Thusith Samaraweera presented the Bronze award to Low LDB (Pvt) Ltd for the campaign "Surf Excel Ball of clothes."



President, SLIM Rohan Somawansa, Managing Director, Lanka Com Rohith Udalgamuwa and the Deputy Chairman, Ceylenco Computer Forms (Pvt) Ltd Anil Kariyawasam presented the Bronze award to TBWA/TAL for the Prima Kottuwee Rambari campaign.



The Head of Marketing and Public Affairs People's Bank Deepal Abeysekera and the CEO Signa Tech Advertising (pvt) Ltd Ms Dileka de Silva presented the Bronze award to Triad (Pvt) Ltd for the "Ticket to friendship" campaign.



Chairman Effie Awards Sri Lanka Karthik Elangovan, CEO OMD Shvanka De Soysa and Chairman Television Sunil Ratnayake presented the Bronze award to Triad (Pvt) Ltd for the Mobil tel IDD campaign.



President SLIM Rohan Somawansa and the Vice President SLIM Thushara Perera presented the Silver award to Grant Advertising (Pvt) Ltd for the Coconut Milk Powder "Van Wars/ Van Yuddaya".



Director / CEO Regions Metropolitan Office (Pvt) Ltd. Taslim Rahaman, President SLIM Rohan Somawansa and Chairman Effie Awards Karthik Elangovan presented the Silver award to Response Marketing for the "Big Bang Theory".

