

Api Venuven Api Awarded Top Position Once Again

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The Triad team with their award

The 'Api Venuven Api' campaign created by Triad was selected as the number one advertisement once again at the SLIM Nielsen People's Awards 2008 for the second

consecutive year. The 'Diriya Apata Pudana' advertisement, which formed the second stage of the Api Venuven Api campaign, was voted the People's Advertisement of the Year at the awards ceremony. The campaign that called for contributions from the public for building homes for those fighting for our motherland had an amazing response from Sri Lankans both here and abroad.

"We are immensely proud to have been a stakeholder in the Api Venuven Api campaign; this was our way of humbly giving back to those who have given us so much. This award is proof of the patriotism and national-mindedness of Sri Lankans from all walks of life; the advertisement enabled them to connect emotionally with the sons and daughters defending our nation. It is evident in the response to the campaign that people have shared, integrated and participated in the communication to support, recognise and appreciate the armed forces, at this crucial juncture," stated a member of the Triad team.