

# **HNB Strikes Gold and Silver at SLIM DIGIS 2.2**

HNB won the Gold Award for Best Search Engine Optimisation/Search Engine Marketing and the Silver for Best Use of Experiential Digital Marketing at the SLIM DIGIS 2.2 Awards.

Hosted by the Sri Lanka Institute of Marketing (SLIM), the awards recognize the most innovative, impactful, and unique marketing endeavors employing digital media in the country.

Upul Adikari, Head of Marketing HNB, said, “We have faced numerous unique challenges over the past three years as individuals and as a nation. Alongside these changes, consumer behavior has evolved dramatically, and we have had to take a step back to recalibrate, learn and understand this evolution in the digital sphere. Our strategy over the last year was to be in the right place with the right messages to leverage the organic traffic driven into our platforms fully. We are delighted to be recognized in these efforts at the SLIM DIGIS 2.2.”

The Gold award for Best SEO/ SEM Campaign was presented for the Bank’s ‘Maximising Organic Traffic’ campaign. Under this category, HNB was adjudged on its ability to conduct comprehensive search campaigns encompassing search engine optimization and digital marketing elements.

The Bank was also presented with a Silver Award for its innovative approach to experiential digital marketing, leveraging campaigns like the SOLO Experiential Drive with SOLO Pola and SOLO Podi Podi Business to raise awareness and engage customers with HNB’s digital innovations.

“Given the challenges businesses face due to the ongoing economic crisis, we at HNB have worked tirelessly towards creating digital solutions backed by new marketplaces and supply chains by leveraging our extensive MSME portfolio. The SOLO Pola and SOLO Podi Podi Business are initiatives that help small businesses assimilate digital methods of cashless and contactless transactions with our assistance. We are delighted to have been recognized in our efforts to provide our MSME customers with hands-on experience of the exclusive range of digital payment products from HNB,” Chammika Weerasinghe, Assistant General

Manager of Digital Business, HNB, said.



*HNB digital marketing team and agency (Group M) with HNB Head of Marketing Upul Adikari (fifth from right) at the awards ceremony*