

# IAA presents 'Brand Mantra' - the power of brands '



The International Advertising Association Sri Lanka Chapter (IAA SLC) had a comprehensive three-day branding workshop entitled /AA Brand Mantra recently. The workshop focused on the power of brands, and all elements of branding - from building a relationship between clients and agencies to the marketing mix to the creative and communications process. Presenting the workshop was Ranil de Silva, President of /AA SL(), and his committee.

Key international presenters present at the event were Prasoon Joshi, McCann Erickson's National Creative Director for India and Regional Creative Director for South & South East Asia, Ram Sehgal, Chairman of the International Advertising Institute based in Pondicherry, Santosh Desai, President of Mccann-Erickson of India and Vikram Sakhuja, Managing Director of MindShare, India's largest Media Independent. Ehsan Malik of Unilever, Ru chi Gunewardene of STING Consultants, Stanley Carvalho of Grant McCann Erickson, Rajesh Kumar ofTNS, and Deepal Sooriyarachchi of Eagle Insurance among others represented the local marketing and communication guru's. Singer, Unilever, Eagle Insurance, Elephant, Jet Airways, Business Today and BT Options sponsored the IAA SLC education initiative, Brand Mantra. The International Advertising Association is the global partnership of marketing communications professionals embracing advertisers, agencies, media and specialist services.