

# Jarek Ziebinski Tributes Leo Burnett Sri Lanka On Its 10th Anniversary

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Leo Burnett Solutions, the local representative of Leo Burnett Worldwide celebrated its 10th anniversary recently in the presence of President of Leo Burnett Asia Pacific, Jarek Ziebinski. The agency, which employs 70 of the country's best professionals on its team, led by Ranil de Silva, has made a considerable impact on the local communications industry in the country.

Making his first visit to Sri Lanka as the new President of Leo Burnett Asia Pacific, Ziebinski was impressed to note that Leo Burnett has been Sri Lanka's first agency to win awards at renowned awards festivals such as Adfest, Spikes and Cannes Lions. Quoting the founder Leo Burnett, he said, "Our real purpose in life is that of improving the sales effectiveness and reputation of our clients through ideas." He profusely complimented Leo Burnett Sri Lanka for being the only Leo Burnett office in the region to have received five accolades at the Media AME Awards.

Ziebinski remarked, “I value the outstanding portfolio of clients on the Burnett roster in Sri Lanka as well as the strength of their partnerships. Leo Burnett Sri Lanka has also had the good fortune of being led by a personality like Ranil de Silva – a true professional in the industry”. Not forgetting the dedicated team of exceptionally talented professionals working for the Sri Lankan agency he commented, “It is this most important asset which enables us to meet with success in each and every market.”

Arvind Sharma, Chairman, Leo Burnett South Asia, who has been closely associated with the Sri Lankan office since its inception, also accompanied Ziebinski on his visit to Sri Lanka. Reflecting on Leo Burnett’s 10 years of operation in the country, Sharma commended the local office stating, “The presence Leo Burnett Sri Lanka has achieved locally as well as globally, is commendable given that it has only been 10 short years. I am confident of the agency’s continued success in the decades to come.”

Commenting on the visit of the Regional Head soon after his appointment, Managing Director of Leo Burnett Solutions, Ranil de Silva concluded, “My team and I are indeed honoured by Jarek’s visit given that this is a significant year for us... This visit of two of the region’s leaders is yet another indication of the region’s support and endorsement of our efforts of raising the bar with our work.”

Today, the company is represented by a diversified offering with several specialised units comprising Leo Burnett, Starcom Worldwide – Sri Lanka’s first ever international media independent, Arc World-wide Sri Lanka – a specialist communications company offering communications competencies in Digital Media, Relationship Marketing, Public Relations, Retail Branding, Events and Activations, which have enabled in changing the paradigm of communications in the country.