

# **JWT Colombo wins Silver**

J Walter Thompson, Colombo (JWT) is the winner of a Silver award in the International Marketing Effectiveness Awards Competition organised by Asia Advertising and Marketing.

The A & M 1997 Asian Advertising effectiveness Silver award was won for the Sinhala television commercial produced by JWT Colombo to convert consumers of unbranded tea to a branded tea, in this instance Lipton Laojee. This is the first time that an advertisement produced in Sri Lanka in the Sinhala language in the food and beverage category has won an internationally recognised prestigious award of this nature. It is also the first time that a Sri Lankan commercial originated, conceptualised, created and fully produced in Sri Lanka with Sri Lankan talent has won an international award of this kind.

The Silver award for JWT Colombo was judged for its original idea and effectiveness, taking into account the marketing and communication strategy, creative execution and the marketing context in which the campaign was created.