

# Leo Burnett Awarded At Adfest 2019

Leo Burnett Sri Lanka won four awards at Adfest 2019 in Pattaya, Thailand, for its Petal Paint campaign for JAT Holdings in collaboration with Leo Burnett Toronto. The agency was awarded the Innova Lotus and Lotus Roots awards along with Bronze for Brand Integration and Bronze for Brand Entertainment for Petal Paint. The Innova Lotus is presented to world-class concepts that have made a dramatic impact; while the Lotus Roots award, unique to Adfest, is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, or language. Commenting on the awards, Arosha Perera, CEO, Leo Burnett Sri Lanka, said, “The Petal Paint campaign is close to our hearts because it sustains our rich legacy whilst at the same time infusing innovation and thinking outside the box for our client, JAT Holdings. We are grateful to our founder and past MD, Ranil De Silva, for initiating this project in his tenure and guiding it through to success.”

Commenting further, Aelian Gunawardene, Managing Director, JAT Holdings said, “Petal Paint is an initiative to pay homage to Sri Lanka’s rich heritage of Temple art, bringing cutting-edge manufacturing technology through an innovative concept in order to preserve our rich culture.”



*Arosha Perera, CEO, Leo Burnett Sri Lanka and Aelian Gunawardene, Managing Director, JAT Holdings, with the awards.*



*Arosha Perera, CEO, Leo Burnett Sri Lanka; Mark Tutssel, Executive Chairman & Global Chief Creative Officer, Leo Burnett Worldwide, Chicago; and Ranil De Silva, Founder and Former Managing Director of Leo Burnett Sri Lanka.*