Leo Burnett Recognized At ADC Awards

Arosha Perera, Chief Executive Officer, Leo Burnett Sri Lanka, with the multi award winning Petal Paint team

Leo Burnett Sri Lanka and Leo Burnett Toronto won silver, bronze and three Merits for their ‘Petal Paint’ campaign for JAT Holdings at the Art Director’s Club (ADC) Annual Awards program.

Leo Burnett Sri Lanka and Toronto secured a Silver Cube in the Advertising-Innovation Direct category and a Bronze Cube in the Product Design, Sustainable/Eco-friendly – Single or Series category

The agencies also scooped up three Merits in the categories of Photography, Sustainable/EcoFriendly – Single or Series and Product Design, Design for Good – Product Design Series.

Leo Burnett’s Petal Paint campaign for local conglomerate, JAT Holdings, pays homage to Sri Lanka’s rich heritage of sacred temple art.

Due to the high volume of worshipers, hundreds of thousands of flowers are discarded each day at many temple sites. The campaign involved giving those flowers a new purpose, putting them through an innovative drying process and extracting pigments from them to create a range of Petal Paints. The paints were then used to restore and create temple art

Arosha Perera, CEO, Leo Burnett Sri Lanka said: “The Petal Paint Campaign enabled us to use creativity to take temple flowers beyond the confines of a traditional offering, and give them a second life whilst contributing to Sri Lanka’s rich cultural, historical and religious heritage. We are honored that we were able to secure two awards and three merits at the ADC Awards.”

Also commenting on the project, Aelian Gunawardene, MD, JAT Holdings stated: “This campaign reiterates how wellthought out, creative ideas can be timeless, engaging and impactful. I’d like to extend my congratulations to the entire Leo Burnett team for their achievement.”