Mediafactory Celebrates Ninth Year In Advertising



Founded in June, 2005 by Prashanth Supramaniam and Kapila Vidanagamage, Media Factory has grown from strength to strength to celebrate their eighth year in 2013 in the field of advertising. ”We started eight years ago down Sellamuttu Avenue in a small room with just two laptops and one computer,” they recalled. However, through persistence, dedication and hard work, the company was able to overcome all challenges to deliver the best possible service and to grow into one of Sri Lanka’s largest communication groups.

The first project undertaken by the company was Heinz Ketchup and with the successful completion of the project they received much recognition, which enabled them to grow and reach new heights in little over a year. Further they were able to partner with Madison Media, one of India’s largest independent media agencies, as a second media buying arm.

Next step for Mediafactory was to diversify and the first diversification came in the

form of branching out as Sri Lanka’s first digital agency. “Success here then saw us diversify into activations, public relations and our very own creative agency,” the duo reflected.

Initially including only four employees, the company now encompasses more than 95 workers and at the core of their success is the belief that the tools and research that they develop are done with the view of assisting their planners in making more informed recommendations.

Imparting their thoughts about the success of Mediafactroy they said, “the ability to out think our competition, commitment and the right people for the job have being the driving forces of our success. We have a point to prove and almost everyone in the group subscribes to that. Hence we do it with more commitment and passion.” They further stressed that the ability to stay ahead of others and drive industry change contributes to the success of Mediafactory.

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As Mediafactory steps into a new year, numerous new plans and projects are in store for the company and the management along with the staff are striving to stay focused on the direction that they are heading and the requirements that they need to fulfill. “We launched Media Factory knowing we had a product the market could not match and the entire group works on the premise of respect. That is gaining the respect of the market as the best communication consultant in the Island. We still have to work with our brands in this respect,” concluded Prashanth Supramaniam and Kapila Vidanagamage.