MullenLowe Group Sri Lanka Contributes to Soaring Global Network Ranking of Effie Effectiveness



Dilshara Jayamanna, Vice President & Chief Creative Officer, MullenLowe Group Sri Lanka.



Harendra Uyanage, Vice President & Executive Creative Director, MullenLowe Group Sri Lanka.



Sean Pompeus, Vice President & Business Director, LoweLintas.

MullenLowe Group (MLG) Sri Lanka continues to gain in- ternational recognition for marketing effectiveness, ranked 25th in the Regional Agency Rankings of Effie Effectiveness Index 2021. MullenLowe Group’s country and regional effectiveness ranking contributed significantly to the network ranking. MullenLowe came in seventh as the most effective network globally and third in APAC and the Americas.

At the Sri Lanka Effie Awards ceremony, MullenLowe Group Sri Lanka walked away with 16 awards – one gold, two silver, three bronze, eight finalists, and one contributing agency award, which led to MullenLowe win- ning the ‘Most Effective Agency of the Year award. This win made the MullenLowe Group Sri Lanka the first and only agency in the history of Effies Sri Lanka to win the coveted title three years in a row. MullenLowe Sri Lanka was one of 27 agencies that significantly contributed to MullenLowe Group’s outstanding network performance.

Thayalan Bartlett, CEO, MullenLowe Group in Sri Lanka, said, “Our culture is to be intently focused on being a result-first company in anything and everything that we do. When it comes to our work, we don’t get caught up with the frivolity of just being creative for the sake of being creative, but we work extremely hard to make exceptional creative and work hard to deliver the results our clients expect from us. This is the only reason why MullenLowe Group as a company and its clients continue to be recognized as effective communicators annually, where strategic creative ideation plays a catalytic role. The Group nurtures and retains the cream of Sri Lankan creative talent through its five strategic verticals – MullenLowe, LoweLintas, LowePublic, LoweDigital, and LoweActive, which makes a huge difference in the outcome of the Effies annually. I am immensely proud of the team we have. They are indeed a special breed of professionals.”

Dilshara Jayamanna, VP/CCO, MullenLowe Group Sri Lanka’s said, “The multiple crises we have faced as a nation in the past few years have shown us that now more than ever just how important it is to create work that is laser-focused on delivering on expectations. The MullenLowe Group’s practice of hyperbundling results in cross- functional teams working in sync to produce unexpectedly delightful work that creates exponential gains for our clients.”