

# Sarva Integrated Wins Most Popular TV Commercial



The most popular TV commercial of the year has been awarded to Sarva Integrated for their advertisement entitled “Thembili”, which they developed for their client Lanka Bell at the Peoples Awards.

The POP awards uniquely reflect the true pulse of the people since the awards are based on the outcome of a research conducted by AC Nielsen with a sample of over 5,000 people throughout the island.

“We have always been proud that our focus at Sarva Integrated has been solely on winning the hearts, minds and market share of our clients. We have not diluted this effort by running behind awards. Being awarded the most popular commercial of the year in a scheme where the actual consumer is the judge proves that we are walking the talk” said Chrishantha Jayasinghe, Managing Director - Sarva.

“Sarva has consistently developed effective clutter-busting commercials for us, helping us to make our advertising spending twice as effective as our competition” said Prasad Samarasinghe, Managing Director - Lanka Bell. “With them by our side we have seen our brand grow from strength to strength in the last seven years. This award is proof of that” he further added.

The commercial which received the highest amount of votes was one of three executions produced for Lanka Bell titled “Respecting Sri Lankan Values”.

“At no point in this commercial do we show a phone. All we say is that as a Sri Lankan company we respect Sri Lankan values. We are really thankful to our clients for trusting us and having the courage to produce a commercial which does not show a product” said Prageeth Prasanjaya, Creative Director - Sarva Integrated.