

Seylan Bank Wins At SLIM Digis 2019



Gamika De Silva, Head, Marketing and Sales, Seylan Bank (center) along with Gehan Blok and Dino Corera (second and third from left) and Seylan Bank officials at the SLIM Digis 2019.

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organized by the Sri Lanka Institute of Marketing. The SLIM Digis is aimed at recognising Sri Lanka's best digital marketing work, innovation, talent, and identifying the region's emerging influence on the global digital industry. Seylan Bank's 'How to balance your Baba' was developed by Seylan Bank and won at SLIM Digis 2019 to promote the Bank's Travel the Island credit cards campaign, which received two Gold awards; Banking, Finance and Insurance Category, as well as best use of Branded Content. The Bank promoted this campaign purely on social media.

Commenting on the achievement, Gamika De Silva, Head of Marketing and Sales of Seylan Bank said, "We are privileged and proud as the only bank to have won two gold awards at the very first SLIM Digis this year. Our marketing philosophy is to make great impact with whatever the communications we do, and our team of passionate marketers always strive to look beyond the norms, offering something new. 'The Travel the Island campaign' was ideated and executed in this regard together with Gehan Blok and Dino Corera, and these awards speak of the efforts and thinking we have put in together in offering something new for our valued consumers and for the industry as well. I would like to dedicate this success to Seylan Family, who worked tirelessly in bringing these awards home."