SLIM Awards 2006

L-R: Nimal Weerasekera, Executive Director, SLIM, Wasantha Mallikarachc hi, Vice President, SLIM, Nishan Navaratne, President, SLIM, Lewie Diasz, Honorary Secretary and Chairman, SLIM and Sarath Fernando, Vice President, SUM

The Sri Lanka Institute of Marketing (SLIM) an nounced its annual advertising awards at a press briefing held recently. The event is due to be staged on April 29, 2006, and envisages an increase in entries which is largely attributed to the volume of creative above and below the line work seen in the past year. The panel of judges for SLIM Awards 2006 is a distinguished team of professionals representing the advertising and marketing fraternities. The winning agency, regardless of stature, will simply be the one which in the opinion of judges, best meets the criteria stipulated for each particular category. “Over the years, we have seen many determined creative teams coming together and SLIM Ad Awards has created a platform so that the creative experts in our country will be given the opportunity to rub their brains against each other and to be rewarded for all their hard work;’ said Mr. Lewie Diasz, Chairman, SLIM Awards 2006 and Secretary of the SLIM. The SLIM Ad Awards 2006 organizing committee recently finalized the two foreign judges who will be from Japan and the Philippines. The two judges will be joining a panel of 1 O local judges to take part in a 3 day judging process.