## TAL and SCB celebrate creative success



Thompson Associates Limited (TAL) has worked dosely with the TBWA Worldwide network to develop Standard Chartered Bank's (SCB) global brand strategy for implementation in the Sri Lankan market. Recent campaigns produced by TAL are now attracting acclaim from SCB and TBWA Global Management teams. At the recent international ad review held in Singapore, TAL was lauded for their creative efforts. Chris Galea, Global Group Account Director, TBWA Singapore wrote, "Despite having one of the tougher clients in the SCB world, our partner agency – TAL – in Sri Lanka has excelled.

Thompson Associates Limited (TAL) has worked dosely with the TBWA Worldwide network to develop Standard Chartered Bank's (SCB) global brand strategy for implementation in the Sri Lankan market. Recent campaigns produced by TAL are now attracting acclaim from SCB and TBWA Global Management teams. At the recent international ad review held in Singapore, TAL was lauded for their creative efforts. Chris Galea, Global Group Account Director, TBWA Singapore wrote, "Despite having one of the tougher clients in the SCB world, our partner agency – TAL – in Sri Lanka has excelled.