TBWA\TAL Starts

TBWA\TAL, the newest advertising agency started operations recently. Among the activities held to mark the opening was a breakfast meeting at the Ceylon Continental.

The highlight of the meeting was a presentation by Ian Thubron, Executive Vice President, TBWA\Asia Pacific on ‘Disruption,’ the philosophy of the TBWA network.

“Disruption is not limited to marketing and communications. It can be applied to deeper levels of an organization, including products and services, or the core business offering,” Thubron said.

TBWA\TAL is now fully operational, offering a wide range of market related services, in addition to advertising. Leyon Rajaratnam is the Group Creative Director with Gowrie Indraratne as Client Service Director.