Vision: Providing A Digital Experience

The face of marketing is changing and in the forefront of this change is digital media, redefining customer experiences online. Vision, a start-up by Udhara De Silva-a 24 year old entrepreneur-takes this concept to deliver a new phase of marketing to Sri Lanka that has sparked a digital revolution in customer experience around the globe.

Words Krishani Peiris

Born in Sydney, Udhara De Silva, while growing up, was able to experience a diverse set of cultures having had the opportunity to reside in five countries in 24

years. However, De Silva moved back to Sydney to pursue his higher education where he found an ideal source to enhance his creative abilities by successfully completing a Bachelor of Digital Media at UNSW (University of New South Wales). Just days after completing his studies in Sydney, De Silva embarked on a journey of self discovery and moved to London, joining Apple initially as a part time salesperson and then joining their global leadership programme.

“I wanted to get into music publishing,” said De Silva. “However, after joining Apple, I fell in love with the culture and that changed everything. For three years I learnt about courage and the quality of being high-performing and results-oriented while being humanistic.”

The next phase of De Silva’s career included joining hands with Daniel Posavac and Nic Robertson- creators of Jaden Social, a social media company in the entertainment industry in Australia-to create Vision in Sri Lanka with the goal of reinventing and rejuvenating the digital customer experience. Initiated in November, 2013 the company already shows much promise. Vision specialises in marketing and promotion that provides a unqiue digital experience to customers utilising social media. All these services are provided adhering to the company manifesto, that defines their values and work etiquette.

Relaying his thoughts on the team at Vision, De Silva said, “we are a small and passionate team, with big dreams. We are growing as we need to and we are doing so one team member and one client at a time.”

Vision is a part of Jaden Group based in Sydney, which includes Jaden Social, Bonsey Jaden in partnership with Bonsey Design in Singapore, Social Family Records and Luxus to name a few. “We have a global network with different backgrounds. Though Vision is a start-up, it is a rich intersection of many different talents and a large network of expertise,” affirmed De Silva.

Through Vision, De Silva hopes to promote digital marketing inSri Lanka, which has become a progressive mode of marketing, especially in USA, Europe and Australia and hopes to cultivate long-term relationships between brands and customers. “Sri

Lanka is changing and people have faith in the country again. For young people I would say not to be afraid of taking risks and to go beyond your comfort zone. Also don’t be afraid to join-or start-a start-up, which might be a huge risk. But if you do take that risk and leap of faith, the rewards can be very fulfilling,” concludes De Silva.