




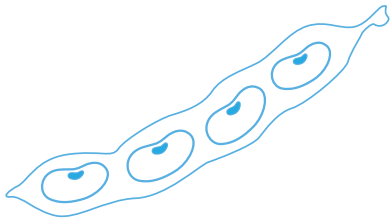
benchmark

COMPANY PROFILE 2019



**We are obsessed with finding the seed
that makes people do things,
the seed that makes you walk an extra mile to a store
just to buy the product you want.**

We sowed our seeds of innovation way back in 2010 as a homegrown advertising agency. And today, we are an award winning purely local agency with creative roots deeply embedded in this nation's advertising soil. We have stemmed a multitude of saplings and are here to foster a plantation of local insight-based creativity in the years to come.



THE TEAM

The BENCHMARK TEAM comprises of a diverse assortment of plant life, from budding saplings to full grown trees. Their long list of quirks are only overtaken by their longer list of talents.

There's the aspiring Picasso; the compulsive sketch artist who drinks Mountain Dew while cycling to work the traditional Martial Arts fanatic who is obsessed with developing comic characters, word slingers, a multi-tasking finance guru who knows her marketing and brand service warriors who fight for their brands night and day; the list goes on ...



Chamley Ariyachandra

Managing Director / Creative Director

chamley@benchmarkinnovation.com

+94 777 59 88 64

Chamley is a visionary who has accomplished feats often deemed impossible by others. He is one of the pioneering figures in experiential marketing and brand activations in Sri Lanka. Chamley is not afraid to get his hands dirty. A leader who leads by example, he is one of those people who dreams of putting a dent in the universe.

He's now the charismatic that heads Benchmark Innovation, which he led to become the most effective agency of the year just three years after inception with a team of just six people.

An 'Ad Man' with over 20 years of experience in the industry, Chamley has been a seed farmer for more than half his life. He has headed traditional and non-traditional spheres in advertising at a number of prominent, multinationals in Sri Lanka, including Ogilvy and Bharti Airtel.

Chamley is an award winning miming artist and stage actor and has been a driving force behind some of the most iconic local campaigns in Sri Lanka that have not been surpassed to date. Chamley has pruned and fertilized more than 50 local and international brands throughout his career.

Chamley is also heavily involved with the University of Kelaniya in a research program on creating cultural relevance in the modern advertising space.



Manuja Kelegama

General Manager / Creative Strategist

manuja@benchmarkinnovation.com

+94 76 826 11 90

Manuja is a creative catalyst and some might say a nonconformist. He is relentless when it comes to attacking a client's brief. He never settles for "good" ideas. He believes that in today's world "good" is mediocre and "great" is what pushes the boundaries and makes people do things!

Manuja was planted, raised and tended to at Benchmark within a span of almost six years. Like David Ogilvy who went door-to-door selling stoves, before Benchmark Manuja's career began with selling printers as a sales executive at Metropolitan computers after which he moved to Hayleys, where he was involved in product development and brand management.

Campaigns spearheaded by Manuja have been awarded metal by both local and international juries consisting of the best creative and strategic minds in the marketing and advertising fraternity.

During his time at Benchmark, Manuja's ideas led to our client DELL, being awarded the title of "Most valued brand in Sri Lanka" at the Effie awards 2014. For the first time in history an activation-driven campaign: "Dell Power Circle", was awarded the one and only Gold Award at the same ceremony.

His most recent work for SONY Extra Bass was awarded a Blue Dragon and a Black Dragon at the PMAA Dragons of Asia 2017.

Mango "Desktop Masterpieces" was another activation-driven campaign headed by Manuja that was awarded one of the only two Silvers at the 2013 Effie awards.

At the recently held Effie awards 2017 his work was recognized with three finalist awards.



Dr. Janaka Jayawickrama *PhD*

Advisor: Human Behavior & Sustainability

Dr. Jayawickrama provides necessary technical inputs to Benchmark on human behaviour and sustainable community driven projects. He advises Benchmark on finding the space for brands to creatively solve real issues and problems faced by people, thus establishing sustainable community driven projects that create real value for both the communities and brands.

Janaka is an Associate Professor in community wellbeing at the Department of Health Sciences, University of York, UK. Trained as a social anthropologist, Dr. Jayawickrama has been conducting education and research projects in Asia, Africa, Europe, North America and the Middle East since 1994. He engages and collaborates with disaster, conflict and uneven development affected populations to examine and develop methodologies and approaches to improving wellbeing.

Throughout his career, he has worked within and between academia, policy and practice in disasters, conflicts and uneven development. His pioneering work on concepts of care and wellbeing has influenced the policy and practice of the global humanitarian and development intervention discourse.

Dr. Jayawickrama teaches courses on humanitarianism, international protection and assistance, communities in humanitarian affairs and multicultural elements of care and wellbeing in midwifery, public health and humanitarian affairs programmes.

He has also conducted local, national and regional workshops for national professionals on concepts of community care, mental health, disaster risk reduction, evaluation, self-care, peace and conflict impact analysis, community-based project management and humanitarian responses.



WHAT WE DO

We think ideas that make brands relevant to people.
Our experience in advertising extends across all disciplines.
We take great pride in our ability to strategically sow seeds of thought that grow on people. Seeds that sprout into persuasive contemplations to inspire actions.
Actions that ultimately uplift brands, generate profit and create conversation.



Bringing a brand to life

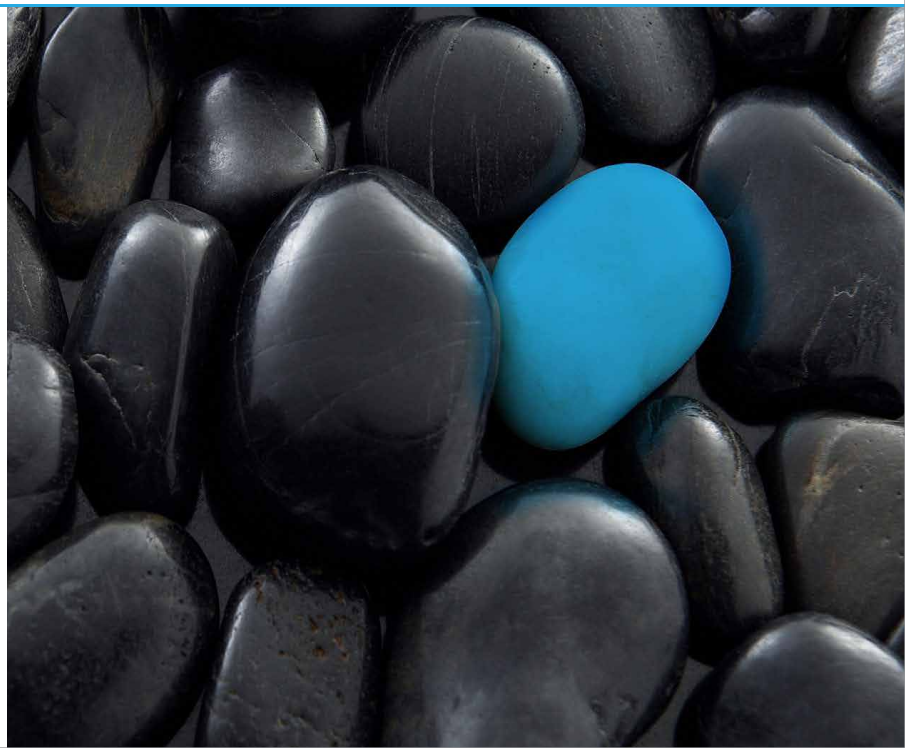
Experiential Marketing / Brand Activations

The core marketing process by which we bring a brand to life through a variety of brand experiences: Reach, Engage, Persuade. Whether it's in-store, on the street or in large venues, our brand experiences are focused on getting noticed, telling the story, and making the sale.

Offering expert recommendations

Brand Consultancy

This involves scrutinizing, analyzing and evaluating the brand identity, brand performance and brand strategy of the clients' products or services. And offering expert recommendations and insights into how the brands can be bought to life.





Celebrating the brand identity

Event Management

In this rapidly growing segment, it's easy to spend too much and get too little. We maximize the value of sponsorship and endorsements by identifying properties that best fit the brand and activate them for optimal results.

Sponsorships | Exhibitions | Sports & Entertainment

Above the line communication

TV / Print / Radio

It's all about creating relevance for products and services to connect people with brands. When creating relevance, traditional advertising mediums still help us reach people. We understand that no medium - traditional or non-traditional - no process, no suite of tools, or amount of luck guarantees success. Success comes from big, powerful ideas!



CSR

Sustainable Community Driven Projects

Every year the private sector in Sri Lanka spends approximately Four Billion Rupees on CSR. With our expertise and relationships with large networks of NGOs, we are capable of formulating solid projects that serve the nation's development goals as well as the corporate objectives of the organizations.



Contemporary Lifestyle Engagement

Digital Marketing

We use Digital as an infrastructure to drive big ideas based on human insights that make real impact. Through an understanding of how people experience brands and shop online, we develop engaging online communication / content that create real impact. Our e-marketing, social media & user interface design expertise enhances awareness and drives sales in this increasingly critical channel.



Enhancing shopping experience

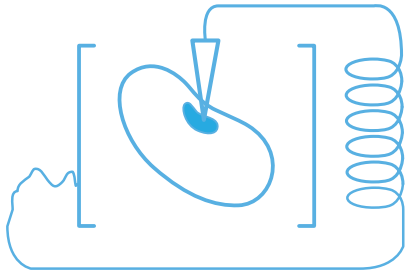
Retail - Visual Merchandising

We design environments that showcase brand equity and enhance the shopping experience. When it comes to retail, we understand that the store is the medium.

We help your brand win in front of the shelf; the point where the purchase decision is made. We design, develop and sustain visual merchandising programs that utilize trained professional visual merchandisers to make sure your product receives the attention it deserves on the shelf. Our copy righted software VMD enables the efficient management of visual merchandisers, POSM material and stock.

benchmark





BRAND ACTIVATION PROCESS

The core marketing process by which we bring a brand to life through a variety of brand experiences: Reach, Engage, Persuade

Whether it's in-store, on the street or in large venues, our brand experiences are focused on getting noticed, telling the story and making the sale.

First we dig deep into the lives of the consumer, to analyze and understand the seeds that trigger their behavior. After identifying the right seed we create a platform for our planning; a place where brands can build on. Then, we apply our creativity by creating relevant content and distributing them through the most influential touch points to inspire people to simply take action.



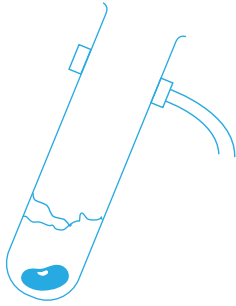
Consumer Activation

It is not enough to simply increase sales. We also promote the brand by going beyond contests, games and giveaways. We create innovative programs that contribute to real growth and brand value.

Shopper Activation

General Trade, Small and Medium Modern Trade, Modern Trade

We turn shoppers into buyers by understanding what drives shopper behaviour and analyzing how they act both outside and inside the retail environment. We transform purchase decisions



OUR METHOD OF CULTIVATION

Behind every need, there is a seed

Behind everything we do, there is a seed that triggers our actions. Be it choosing to have a cola over a glass of water or plain tea from a roadside vendor over a cappuccino from a high end coffee shop.

We are obsessed with finding the seed that makes people do things, the seed that makes you walk an extra mile to a store just to buy the product you want.

Finding the right seed (Relevant truth / insight)

Digging deep into the lives of the people to analyze and understand the seeds that trigger their behaviour



Preparing the ground for planting (creating platforms)

After identifying the right seed we create a platform for our planning; a place where brands can build on.

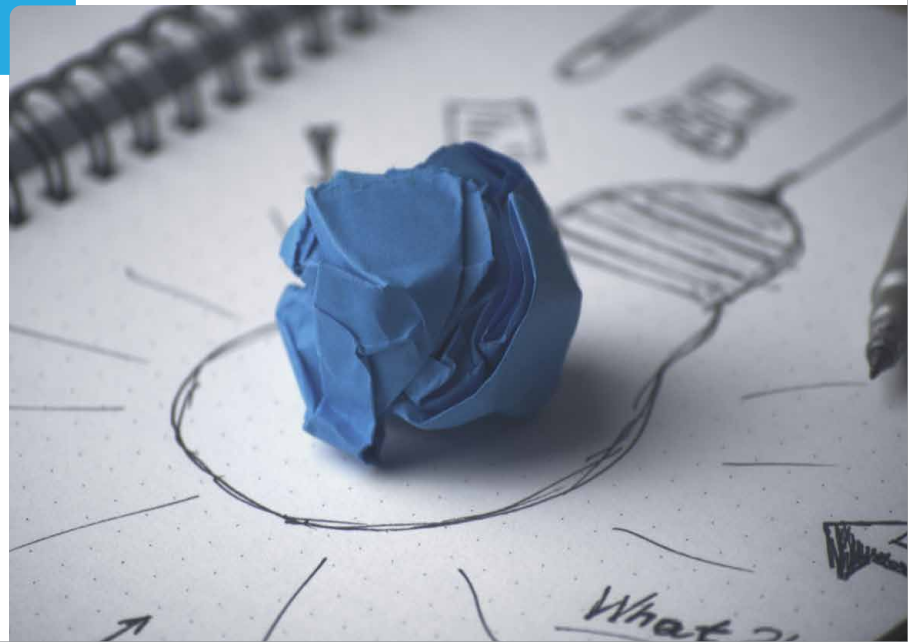
Carefully nurturing it to become a fruit bearing tree (Content creation and distribution)

Then, we apply our creativity by creating relevant content and distributing them through the most influential touch points to inspire people to simply take action



Reaping the harvest (Achieving Goals: Continuous learning)

Carefully evaluating efforts and adjusting the cause accordingly





BRANDS WE SERVE



SONY

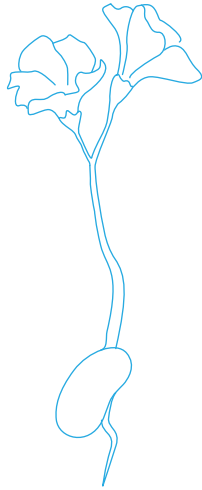


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AWARDS

Our seeds, have grown into saplings
Saplings into fully fledged trees
And today our trees bear much fruit





PMMA Dragons of Asia 2017

The PMAA Dragons of Asia recognizes the very best in result-driven marketing communications by agencies and clients across all countries in the APAC by an international jury consisting of the top creative and strategic minds in Asia.

Blue Dragon Winner for Sony Extra Bass Campaign
Client: Sony Singapore

Black Dragon Winner for Sony Extra Bass Campaign
Client: Sony Singapore



Effie Awards Sri Lanka

The Effie Awards are an awarding body that recognizes all forms of effective marketing communication.

The Most Effective Agency Year 2014

Only Gold at Effie Awards 2014 for Dell Campaign
Client: Dell Global B.V Sri Lanka

Silver at Effie Awards 2013 for Mango ball point pens Campaign
Client: PrinXcel Private Limited

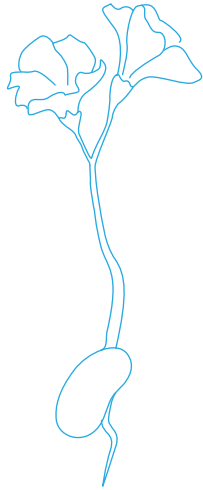


SLT Zero One Awards For Digital Excellence

"SLT Zero One Awards for Digital Excellence" aims to recognize, honor and encourage excellence in digital initiatives while appreciating institutions and individuals, as well as brands in their quest for innovation.

The Best Digital Integrated Campaign - 2017

Best Use of Mobile - 2018
for Visual Merchandising (VMD) Mobile Platform
Client: Sony Singapore



ACHIEVEMENTS

Our seeds, have grown into saplings
Saplings into fully fledged trees
And today our trees bear much fruit



Benchmark Ranked 1st in Effie Index

A metaphorical speck among the giants that are the brand guardians of the local organizations, Benchmark was yet ranked 1st in the Effie Index 2015. Managing to acquire the highest ranking among the multinational AD agencies in the country was indeed a privilege. Benchmark is glad to have achieved this with nothing more than everything they have: simplistic creativity.



Benchmark Among the Top 20 Independent Advertising Agencies in the APAC Region

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world. Benchmark is thrilled to have received the honour of being placed among the top 20 independent advertising agencies in the Asia Pacific region in 2015. A significant accomplishment that showcases Benchmark's remarkable aptitude for creating waves in the local and global advertising sphere.



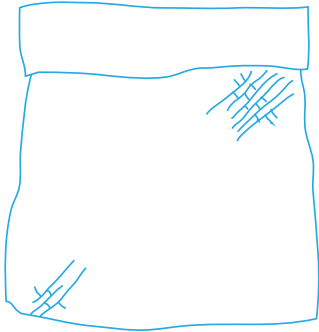
Benchmark's Award-winning Campaign Case Study "Calorie Melting Music by Extra Bass" is being Published on WARC

Warc.com is a global platform that provides advertising best practice and evidence & insight from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximize advertising effectiveness.



'Highly Effective Campaigns Can be Accomplished on Very Small Budgets': LMRB Analysis on Benchmark's Silver Effie Winning Campaign

Mango, a pen brand with a recorded market share of less than 10% managed to create brand visibility among over half a million visitors, generate over 65,000 visitor trials and garner a sale of over 35,000 pens in a span of just 9 days at the Colombo International Book Fair; an extraordinary feat that was substantially above norm. The brand's innovative approach to attracting visitors secured them a Silver medal at the Effies.



CULTURE: THE ECOSYSTEM

We understand the importance of forming a creative ecosystem with the right climate for growth. That is why we invest in the fertilization of our thinking fields and make sure to plow our creative minds regularly. The Benchmark plantation is a place of freedom where thinkers are free to broaden their thoughts and nourish their minds. In addition to commercial ideation we also regularly sit together to discuss social issues; looking for ways our seeds of thought could create meaningful impact on society.

Going Back to Zero

Going back to Zero is a programme led by Dr. Janaka Jayawickrama and is designed to boost creative thinking. This program includes activities that enable participants to see patterns in chaotic environments which result in beautiful art.

Knowledge Sharing Forums with Experts within and Outside the Industry

Benchmark has created a platform where people from different industries and disciplines come to our boardroom to simply share their experience. It is an exercise that the Benchmark team finds extremely fascinating. The objective of this exercise is to see dots (experiences and perceptions) which enable the team to have a broader perspective when it comes to people and society.



Connecting with the Global Creative Community

Taking part in global and local advertising festivals where Benchmark employees are given the opportunity to learn by being exposed to global expertise, while building a strong network with the creative community worldwide. Benchmark takes part in global advertising festivals like Adfest, Spikes, Goafest and Cannes lions International Festival for creativity

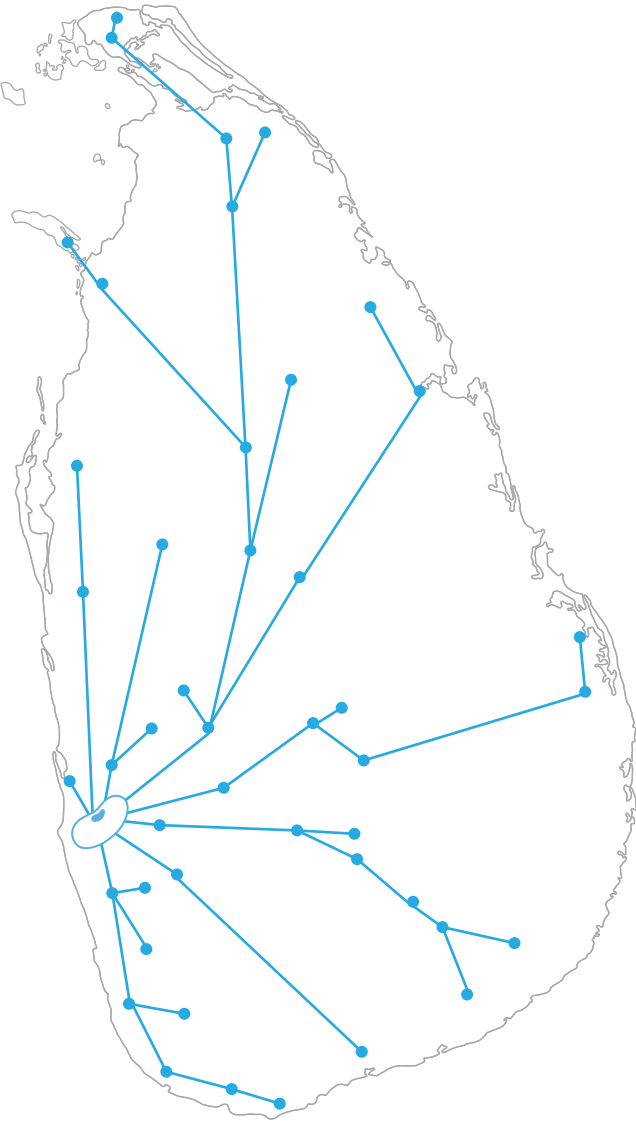
Finding Seeds - Kotuwen Eliyata: A Qualitative Research Program

Benchmark has designed and developed a programme titled “කොටුවේත් එළියට”. “Kotuwen Eliyata” is carried out mainly by the brand planning and creative department to understand people all around Sri Lanka. This program allows the Benchmark team to find seeds (insights) which can be converted to opportunities for brands to naturally befriend people.

Benchmark carries out qualitative research programs as per the requirements of the brand.



GRASS-ROOT NETWORK





Our fields of operation include district coordinators that represent every district in the country, including the North and East. The coordinators in turn are attached to 5000 Youth clubs which are attached to the National Youth Council.

Our forest also includes, grass root NGOs, associations of cultural performers, artists, dramatists, painters, women's organizations, youth organizations, association of disabled soldiers, farmer societies, fishery societies, the estate sector, school networks and health services. We also maintain strong relationships with local authorities (Municipal / Urban councils and Pradeshiya sabhas) and government institutions.





LET'S CULTIVATE A RELATIONSHIP

benchmark

Benchmark Innovation Pvt Ltd.

☎ +94 112 852 436, +94 777 59 88 64

@ info@benchmarkinnovation.com

📍 15/4, St. Joseph's Road, Nugegoda 10250, Sri Lanka.

🌐 www.benchmarkinnovation.com



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