



22<sup>nd</sup> **SLIM**  
**BRAND**  
**EXCELLENCE**  
**2023**

E N T R Y   K I T



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## Welcome to SLIM Brand Excellence

Celebrating brand excellence at the highest most level in the country, honoring exceptional marketing efforts and outstanding brand stories. Through this awards program SLIM endeavors to not only encourage best practices in branding but also to inspire local marketers to raise the bar to stand shoulder to shoulder with international standards thereby enhancing the SLIM image in the country as well as the region. This is the ultimate recognition of courage, dedication and perseverance marketers have demonstrated in making their brands, champions. Each year a panel of judges evaluate contenders of each category looking for those who truly stand out as such champions.

With all-round participation representative of all industries in Sri Lanka, SLIM Brand Excellence will be an arena of healthy competition for our local marketers. That battle is SLIM's sincere effort to make marketing a driving force in the economy by helping organizations to articulate and deploy effective strategies that win in the market place and ultimately the hearts of consumers. Our sincere hope as the national body of marketing is that events such as SLIM Brand Excellence will drive results for organizations and ultimately mother Sri Lanka, whilst uplifting and motivating marketing professionals in the country.



## Message from the President of Sri Lanka Institute of Marketing

"In this new era brand management landscape requires a delicate balance between data-driven insights and the emotional resonance that sparks loyalty – it's where analytics meets authenticity. In a time of constant change, the art of brand management lies in adapting swiftly while staying true to the core values that define your brand's identity. Successful brand management in 2023 is not just about selling a product; it's about crafting authentic experiences and fostering meaningful connections that resonate with the hearts and minds of consumers. In our local market consumers value quality and reliability. Navigating the Sri Lankan market requires an understanding of its cultural nuances and a commitment to meeting the needs and aspirations of the local population while respecting their heritage. Building a reputation for consistent, high-quality brands is essential. I believe that SLIM Brand excellence is a great ladder for our own brands to get highlighted where we can uplift them and take them forward to a global arena to open doors to bigger avenues, I am confident that we have the potential to grow our brands to a very high level and to see more and more of our local brands step forward to make their mark to achieve great milestones"

### **Chinthaka Perera**

Director – Sales at Hemas Pharmaceuticals (Pvt) Ltd  
President of Sri Lanka Institute of Marketing



## Message from the Vice President of Sri Lanka Institute of Marketing

***"Strong brands aren't just about what they offer, but about the unique stories, emotions, and associations they create in the minds of consumers."***

*– Philosophical thought of David Aaker, Father of Modern Branding*

For the past 20 years, SLIM Brand Excellence has been contributing to the development of the brand management function, by maneuvering our brand marketers through a rigorous process of assessing their brands past, present and the future, determining whether the deployed marketing strategies have enhanced the equity, and thereby raised shareholder value for the organizations. Hence, mere participation for this competition alone, would give our brand marketers, an eye opener to have a long-term perspective for the brand, and making it future proof for any macro environmental change that occur in this most uncertain, ambiguous business landscape.

Year on year, SLIM Brand Excellence has been growing with the addition of timely categories such as Green Brand and Agile Brand, considering the changes of the market dynamics. Today, Brand Excellence has been widely accepted across multiple industry sectors, and it is commendable to note that last year, a leading player in the IT sector applied and was able to win an award, and most importantly embedding brand equity building as a key component of their business strategy.

Successful brand management in today's volatile environmental context involves a balance between being proactive and reactive, while keeping a focus on the long-term health and reputation of the brand. Brands that successfully weather the storms in such periods can emerge stronger, having demonstrated resilience and adaptability to their customers and interest groups.

**Gayan Perera**

Assistant General Manager OREL Corporation

Vice President of Sri Lanka Institute of Marketing





## Message from the Head of Jury

Strategic planning and data-driven decisions are essential for the success and effectiveness of brands. Brands that showcase excellence consistently deliver value and experience to their consumers, fostering lasting loyalty.

In times of adversity, the role of brands becomes even more crucial. Brands that hold meaning and purpose resonate with their consumers at a deeper level to form lasting connections as these brands find creative ways to meet evolving needs without losing their essence. Meaningful brands combine the rational with the emotional or in other words fuse logic with magic to create a holistic brand experience.

Extending my best wishes to the brand custodians who create deeper connections and foster brand equity that leave a lasting legacy.

### **Himalee Madurasinghe**

Director/Head of Kantar Sri Lanka

Head of Jury, SLIM Brand Excellence 2023



## Message from the Project Chairperson

As we delve into this year's competition, the rivalry is fierce, yet it unveils a trove of new accolades. Introducing the inaugural 'Green Accolade,' a response to the growing corporate focus on Sustainable Development Goals (SDGs).

Amidst the excitement, two categories shine: the 'Export Brand Award' and the 'SME Local/Export Brand Award,' fierce contenders in this season's arena.

To all ambitious contenders, I send heartfelt well-wishes. May your dedication endure and thrive in the face of challenges ahead. Your efforts not only shape your success but also contribute to greater progress. Here's to your remarkable journey, and may your triumphs resonate through time.

### **Enoch Perera**

Assistant General Manager  
Marketing (Exports),  
PGP Glass Ceylon PLC  
Project Chairman, SLIM Brand Excellence 2023

## Award Categories

There are 15 categories under which entries could be submitted. You may enter a brand under multiple categories ranging from the five main categories to the 10 special award categories.

The top three brands that obtain the highest score in each of the categories will be recognized with gold, silver and bronze awards. Awards may not be presented in a category if suitable standards are not met to merit an award. The brand managers who are custodians of winning brands will also be awarded a special certificate, recognizing their significant contribution towards the brand's success.





## Brand of the Year Award

The highest point scorers of the five main categories will be evaluated by the Head of Jury in awarding the brand of the year firstly with the number of Golds they have won. In a situation where there are two candidates with the same amount of gold awards, then the average score will be taken into consideration to determine the winner.

No separate entry is required for the brand of the year award; however, a prospective candidate must at least take part in two main categories as the minimum requirement.

## MAIN AWARDS

### 1. Product Brand of the Year

Entries should be submitted by tangible product brands such as FMCGs, consumer durables, commercial/industrial products etc. The organization submitting the entry should be involved in marketing the brand locally while the product could be manufactured or sourced from abroad.

### 2. Service Brand of the Year

Entrants' to be engaged in services providing intangible products (unable to be touched; not having physical property) such as banking, insurance, telecommunication, entertainment, education, leisure, investment, real estate, travel, transport etc. These entries could be local or international brands marketed locally.

### 3. Glocal Brand of the Year

As the term suggests, "Glocal" combine both "Global" and "Local" terms. For this category, we are specifically calling for those brands that originate from a country other than Sri Lanka but is successfully marketed locally. Any product or service brand originating from overseas but being marketed in Sri Lanka can enter this category.

### 4. Local Brand of the Year

This award is given to the best among home—grown brands (locally headquartered and with a local origin). Brands that are sourced /produced and marketed locally will be considered for this category. This would showcase how a home—grown brand would successfully perform in the marketplace

## **5. Export Brand of the Year**

This award is given to the most promising export brand of the year. Entries should be submitted by Sri Lankan brands who are engaged in export marketing. This would showcase Sri Lankan brands that have shown excellence and great success in international markets.

## **SPECIAL AWARDS**

### **1. Innovative Brand of the Year**

Refers to a brand that showcases outstanding innovation in product development, packaging, service, route to market, brand communications, technology and any other aspect of the product mix

### **2. Turnaround Brand of the Year**

This award recognizes the brand that has most successfully overcome a downturn or a crisis. The brand should have faced a crisis or a predicament in the preceding year (2021/2022) and the improvements should have occurred or should take place in the current year (2022/2023).

### **3. Best New Entrant of the Year**

This award recognizes the most successful new entrant of the year. This category requires entries from brands that were introduced to the market in 2021 and are currently successfully managing the business.

### **4. B2B Brand of the Year**

These are product or service brands that cater to other businesses or organizations. These brands can also be taken as a support service or as an ingredient to produce another product and/or deliver a service. This award recognizes the best among the Business—to— Business brands marketed locally. Minimum of 80% of the brand's business must be from the B2B sector.

### **5. CSR Brand of the Year**

CSR brands are identified as brands conducting sustainable, strategic activities related to people and/or environment which is an integral part of the said brand's strategy. Within the year of consideration, which brand has shown that CSR is an integral part of their brand strategy and how well have they executed it.

## **6. Online Brand of the Year**

This category is for brands that originated & operate on internet or mobile platforms. These brands can be marketing goods, services or online properties such as online advertising, web development etc. Such brands can have a physical presence. However, 80% or more from the overall business revenue should be attributed to the online / mobile platform related revenue. The online brand should be able to operate independently.

## **7. SME Local Brand of the Year**

Organizations with an annual turnover up to a maximum of Rs. 500 million can apply under this category. These can be categorized as small and medium sized organizations engaged in providing a product or a service. They should have been in the market during the last three years (i.e., 2020 — 2022). Organizations with multiple brands can submit separately via multiple entries.

## **8. SME Export Brand of the Year**

This award is given to the most promising SME export brand of the year. Entries should be submitted by Sri Lankan SME brands who are engaged in export marketing. This would showcase Sri Lankan SME brands that have shown excellence success in international markets. 80% of the revenue must come out of exports. Organizations with an annual turnover up to a maximum of Rs. 500 million can apply under this category.

\* SMEs can compete in other main and special categories as well

## **9. Agile Brand of the Year**

This is awarded to the brand that adapted and deployed strategies that helped them not just survive but thrive amidst the adversities the external environment produced. Any brand originating from Sri Lanka or out of Sri Lanka but marketed locally can compete in this category. Entrants are advised to showcase how the external environment changes affected their respective business and their strategies to overcome those clearly.

## **10. Green Brand of the Year**

A Green brand has strategies that are inbuilt to its marketing mix which directly impacting lessening of the said brand's carbon footprint on the world. Winning brands would have strong, sustainable marketing activities carried out in the said year with a measurable impact on their carbon footprint.

## AGE

The brand should have been marketed in Sri Lanka for at least 3 years as of 31st March 2023 (Financial Year) or 31st December 2022 (Calendar Year). However, if the brand has been introduced to the market only within the last 2 years (ie. 2021 or 2022), it could be entered in the “Best New Entrant of the Year” category. The last 3 years performance of any brand is considered for judging. The weightage of judging will be placed on the 3rd year’s performance of the brand (2022/23).

## INSTRUCTIONS TO PARTICIPANTS

1. A “Brand Book” has been introduced last year which encompasses all brand related questions which each brand needs to fill once. Entrants are only required to fill one brand book per brand and for each of the categories there are award specific questions which need to be answered.
2. Please stick to the format when responding to the questions in the entry form and ensure that you strictly adhere to the provided space allocation. (Within the box)
3. Please ensure to use a font size above 10 when completing your entries.
4. Please attach visuals and supporting documentation separately.
5. Please ensure to include all internal company information to showcase achievements and all research information should be verified by auditors and the research agency. In addition, verification seals should be placed on the document on which data is provided
6. The complete application should not exceed 5 pages. (Excluding attachments)
7. All data contained in the application must reflect a single period, either the calendar year (Jan to Dec 2022) or the financial year (1st April 2022 to 31st March 2023), shorter periods will not be accepted.
8. External data such as market share, equity scores must include competitor data for comparison.

9. All data submitted in the application must relate to the brand under which the application is made.

Example:

- I. If the submission is made on behalf “Prius” (SUB BRAND) all data and activities included in the application must relate to “Prius” (SUB BRAND) specifically and no activities, results or data related to Toyota (CORPORATE OR MAIN BRAND) can be incorporated.
- II. If the application is made for “Toyota” (CORPORATE OR MAIN BRAND), all data and activities included in the application must relate to “Toyota” (CORPORATE OR MAIN BRAND) specifically and no activities, results or data related to their sub—brands such as Prius or Corolla should be incorporated.

Entries must be submitted in the form made available on the official website ([www.be.slim.lk](http://www.be.slim.lk)) and submitted online via [www.brandexcellence.lk](http://www.brandexcellence.lk), concisely within the given space.

SME applicants must hand over 4 hard copies of the entry to SLIM (no online submission). Additional information can be submitted as appendix, but conciseness will be considered a virtue by the judges. However, it is important to fully complete the form as some points may be lost if information is not supplied in any of the sections.

**\*\* The format of the Entry kit cannot be changed when filling out the application**

## SUPPORTING EVIDENCE AND AUDITOR VERIFICATION

Since the key objective of the awards program is to measure effectiveness, it is strongly recommended that you provide information on results achieved quoting independently verified research or other sources, wherever possible. Supporting documentation may be attached highlighting the research findings. Published information from government or private research sources may be attached to substantiate market sizes etc. highlighting relevant aspects. All internal information to show achievements should be verified by the company auditors and the quoted research agencies. Entries without such verifications will be rejected.

### VISUAL MATERIAL

Visual material (such as ads, TVC's, packs, POSM, brochures etc.) should not be submitted with the entry but may be presented by successful finalists during the stage 2 presentations. However, it is highly recommended that you attach (on a single A4 page printout) a photo or composite image that will convey a visual feel of your brand (e.g. logo, pack shot, ad, brand 'in use' photo etc.) to the entry.

### CONFIDENTIALITY

All information provided to SLIM for SLIM Brand Excellence 2022/23 will be provided to the panel of judges only and the judges will be strictly bound by commitment to confidentiality

## Judging Process



The status of the brand will be judged initially through the written submission.

Introducing THE BRAND BOOK:

Last year onwards, applicants are required to fill one form which encompasses brand specific questions which will be considered across all award categories called "The Brand Book". It shall consist of the below questions under three sections.



## Section 1: Brand Intent (10%)

In this section the applicants will describe the strategic intent of the brand to help the judges to appreciate the overall direction in which the brand is intended to move.

- 1.1. Brand Purpose — The positive impact a brand has in a consumers' life and the world they live in.
- 1.2. Brand Target (Market) — What is the profile of the typical consumer?
- 1.3. Brand Vision — What are the brand's long—term and medium—term objectives?
- 1.4. Brand Mission — What are the intended principal tasks to accomplish its vision?
- 1.5. Brand Life Cycle — Where is the brand placed in the life cycle? And what are its related strategies?
- 1.6. What is the brand's naming strategy and why\*

## Section 2: Brand Content (10%)

This section will deal with what the brand is about, in terms of its values and imagery

- 2.1. Brand Values — what are the core values the brand upholds and how they are being promoted within the company?
- 2.2. Brand Personality — how is the brand perceived in terms of personality attributes?
- 2.3. Brand Reflection — What image does it want to project of the user/ clients of the brand

## Section 3: Brand Process (40%)

This section will address specific branding strategies that have been adopted by the applicants, in order to create the target consumers value and internalize the brand and its key elements.

- 3.1. What is the brand's value proposition vis—à—vis competition and why?
- 3.2. What is/are the point(s) of difference between the brand and those in the category and how credible is it? How does the POD create value for the consumer?
- 3.3. How distinctive, defensible, and deliverable is the PODS
- 3.4. How is the brand recalled in the consumer's mind?

Applicants need to ONLY FILL ONE BRAND BOOK PER BRAND BEING ENTERED. There will be additional category specific questions with respect to the Special Awards.

For each of the awards, apart from the below questions, category specific questions will be mentioned in the special entry form for that awards category.

1. How was the brand's aforesaid strategic positioning operationalized through the elements of the marketing mix for the year in question
2. What was the consumer insight, which drove the execution strategy of the 360D MARCOM Strategy for the year in question?

### Brand Performance (40%)

In this section, the actual performance of the brand in the market place will be assessed through the information provided in the application, which should be endorsed by independent auditors and research companies.

- 4.1. Provide information with regards to loyalty, customer satisfaction, brand awareness and recognition, brand reputation etc. endorsed by research companies.

Note: Wherever research data is presented to show a particular brand's performance it should be substantiated by clearly stating the source duly verified by the researcher and performance should be compared against the industry.

- 4.2. Business Performance of the Brand (Sales value growth, sales volume growth, market share growth, profit / contribution over the last 3 years)

Note: Ensure to use the space allocated within the box. Data must be supported by audit confirmation and seal placement on each submission. Submission of annual report is also valid.

You will notice that the results sections have been fine tuned to suit the special categories this year. Please make special note in filling the Brand performance section for those specific awards under the special category.

All entries will be reviewed by a special panel. At this juncture, the panel will evaluate each entry for the following.

- Suitability of entry for the category
- Eligibility of the entry
- Conformity to entry submission criteria
- Completeness of the entry form and the information contained in it
- Authenticity of the submission

\*\* If any issues arise at this stage, the entry in question and the issue will be notified in writing to the applicant, who is required to revert in writing with a response within 48 hours of receipt of the letter.

## **FIRST ROUND**

The written submission must be limited to a standard form where the entry can be evaluated on criteria mentioned above. The judges will evaluate the submission independent of each other and give an overall score out of 100. The score will not be taken into the final round.

## **FINAL ROUND**

Each presenter will be given 15 minutes to present, on all evaluation sections (i.e.: Brand Intent, Brand Content, Brand Process, Brand Performance and category specific questions). The judges will ask questions for 5 minutes and individual scores will be entered. The total scores will be presented to the judges for each category. The winners will be discussed and agreed by the judges and decision of the judging panel will be final.

All information provided to SLIM for SLIM Brand Excellence will be privy only to the panel of judges and the judges will be strictly bound by commitment to confidentiality.

Judging events have strict confidentiality protocols and are securely supervised by SLIM Brand Excellence committee. Judges are required to sign confidentiality agreements before judging begins. Judges are individually matched with categories that do not pose a conflict of interest and they are prohibited to save materials from the judging sessions.



SLIM Brand Excellence judging process is taking place with the presence of an independent auditor assuring the confidentiality of the disclosed details and transparency of the whole process.

## **DEADLINES, SUBMISSIONS AND PAYMENTS**

### **Deadlines**

Entry Deadline: 23rd September 2023

### **Submission of Entries**

Please submit your application form online via [www.brandexcellence.lk](http://www.brandexcellence.lk)

### **Fees and Payments**

The entry fee for each entry will be Rs. 40,000/— + VAT

If more than one entry is submitted each entry will be Rs. 30,000/— + VAT

SME Fees: Rs. 7500/— (all inclusive of Tax)

Payment can be made online via the Brand Excellence website or paid at the SLIM premises.

A brand entering in more than one category should be accompanied by additional entry fees for each category entered. A company may submit one cheque for all its entries along with a cover letter listing the entries and categories entered. The payment must accompany the entry. Cheques should be drawn in favor of “Sri Lanka Institute of Marketing”. Cash or credit card payments will be accepted.

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