



**PRODUCT
PROMOTION
SOLUTIONS**

SHOWCASE YOUR
PRODUCTS AND SERVICES
BASED ON CLEAR
COMMUNICATION, UNIQUE
VISUALS AND ATTRACTIVE
CAMPAIGNS ON DIGITAL
AND TRADITIONAL
PLATFORMS.



WHY THINKING DOTS, THE CREATIVE SOLUTIONS AGENCY?

We believe the time has come for communication to be more connected deeply to our lives than ever before. So we provide solutions for our brands and clients to see how they can be;

More intimate

More responsible

More human

More environmentally conscious

We have one goal. A world changed for the better through the conscience of your brand.

WE PROVIDE

PRODUCT PROMOTION SOLUTIONS

Integrated creative content creation and content management to keep your brands on top of the mind of everyone.

SOCIAL IMPACT SOLUTIONS

Developing and demonstrating the purposeful commitment of your brand with things that matter to you and the consumer.

BRAND CENTRIC SOLUTIONS

Carefully crafted seamless branding, packaging, infographics and illustrations that helps grow your brand presence through design applications.

OUR APPROACH



Discovering the Consumer,
Exploring Deep Insights
& Understanding Brand
DNA.






Crafting Brand Identity,
Designing for Omni
Channel Presence, and
Bringing Brand to Life.



Drive Brand
Recognition, Analyze
Performance &
Optimize Conversions.

**OUR
TRUTH**

WHAT WE SEE	WHAT WE FEEL	WHAT WE LEAVE BEHIND
		
<p><i>The Intuition that gives life to stories that inspire</i></p>	<p><i>The Passion that drives us to elevate brands</i></p>	<p><i>The Drive that pushes us to enable change for good</i></p>

Brands That Trust Our Work



Brands That Trust Our Work



European Union



International Labour Organization



Fair & Lovely IS NOW

Glow & Lovely

Campaign

Digital Brand Positioning

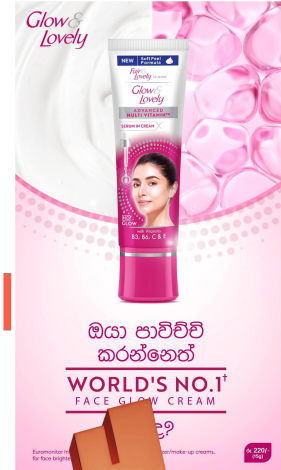
Challenge: Win back lapsed Sri Lankan face care users and get them to trial Glow & Lovely - the most efficacious solution to their facial tone management requirements. The main objective was to highlight 'tone management' as a key face care issue amongst young Sri Lankan females, establish and strengthen GAL's tone management credentials while establishing GAL as the most efficacious face care product for facial tone management. The ultimate objective is to position GAL as the staple face care product amongst Sri Lankan young females.

Execution:

Facial beauty or elevated facial identity boosts our consumers confidence which opens up many opportunities for her. With our campaign we convince them that they do not have to rely on temporary, artificial fixes to show off their beauty, when they have GAL which enhances their natural glow, evens out the skin tone and boosts confidence to take on the world anytime, any moment. Monthly content and quarterly campaigns all pushed the consumer to understand and embrace this fact.

Impact

The campaign re-ignited interest in Glow & Lovely by highlighting its superior tone-management benefits, encouraging trial among lapsed users. It also shifted focus from temporary fixes to lasting, confidence-boosting results, strengthening the brand's role as an everyday face-care essential.



Effies 2026
Brand content and entertainment- Bronze



Effies 2023
Beauty and fragrance- Bronze



Campaign

Surf Matic – No More Doubts

Challenge: Surf Excel introduced Surf Excel Matic Liquid, a new formula capable of removing tough stains that have dried for up to 24 hours. The challenge was to highlight the difficulty of dried stains while educating consumers about the science behind its SPP Technology – what it is, how it works, and why it delivers superior cleaning. The client needed a clutter-breaking video approach that simplified the technology and built awareness.

Execution:

We created a three-video series built around relatable, humorous moments of people struggling with dried stains. The first two videos showcased everyday scenarios – an office setting and an apartment setting – crafted to connect directly with the brand's target audience. Each video concluded with our main influencer stepping in to introduce Surf Excel Matic Liquid as the solution.

The third video shifted into a clear, consumer-friendly educational format, where the influencer explained the product benefits and how SPP Technology tackles tough dried stains effectively.

Impact

The campaign resonated strongly with consumers and the industry, earning a Bronze Award Digital/ Social Integration at SLIM Digs 2.5.





Campaign

Digital Brand Positioning

Challenge: Vim is a much-loved brand in Sri Lanka, and the client wanted to build a strong, positive digital presence that reinforces consumer trust. The challenge was also to shift bar soap users to Vim Liquid by clearly showcasing its unique selling points and functional benefits.

Execution:

We strengthened the brand's digital presence through benefit-led content, moment marketing, and visually appealing short videos.

Additionally, we produced a video series that clearly showcased the functional benefits of Vim Liquid, demonstrating its superiority and ease of use.

Impact

Since the agency took over, online traction for Vim has increased exponentially, successfully strengthening brand perception and driving awareness for Vim Liquid.







Campaign

Vim Mother's Day

Insight: A mother's love isn't always gentle. Sometimes it comes as anger or strict words, which may feel like a burden at the moment. But with time, we realize it was always driven by care and love – that's the true nature of a mother's love.

Insight:

As a proactive brand idea by Thinking Dots, we created a digital conversation-style video featuring popular influencer Sachini and her husband. Through their dialogue, supported by an emotional narration recalling common moments every mother says to her child, the video brought out the depth of a mother's love.

The video was launched on Facebook and YouTube, supported by skippable ads and a giveaway to drive reach and engagement.

Impact

The video went viral, generating high awareness and emotional connection for the Vim brand.



Vim Sri Lanka

12 May 2024 · 🌐

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👍❤️ 2.2K

407 🗨️ 249 ➦

👍 Like

🗨️ Comment



Campaign

Lankasoy Protein Poronduwa

Challenge: During Sri Lanka's economic crisis, the price of meat rose sharply, making it unaffordable for many households. CBL Lankasoy wanted to position Lankasoy Soya as a reliable, high-protein alternative, highlighting its 50% protein content and 100% trustworthiness. The challenge was to make Lankasoy the go-to source of protein in a time of scarcity.

Execution:

We designed a 360° campaign: "Lankasoy Protene Poronduwa – 50% Protein, 100% Trust."

- A TVC showcased everyday moments emphasizing the importance of protein intake.
- On digital platforms, we launched the 30-Day Protein Challenge to engage audiences interactively.
- A live podcast allowed consumers to ask questions to two experts – a doctor and a midwife – creating credible brand engagement.

Impact

The campaign was highly successful, driving strong engagement, increasing consumer trust, and positioning Lankasoy as a go-to, protein-rich alternative during challenging times.





Campaign

Ape Rasa – Pani Kurumba

Challenge: Introduce a new innovation inspired by traditional Sri Lankan coastal flavours, and celebrate it as a unique, authentic addition to the Ape Rasa range.

Execution:

We continued Rasakohedagama's adventure, this time taking him to the tropical coastal belt. The TVC captures him discovering the new Elephant House Pani Kurumba in a vibrant, sun-soaked coastal setting—highlighting freshness, flavour and heritage.

Alongside the TVC, we also created a launch poster to announce the product and build excitement across digital and retail touchpoints.

Impact _____

The product became an instant hit – stocks ran out within just two weeks of launch.





Campaign

Ape Rasa – Passion Fruit

Challenge: Introduce a truly Sri Lankan unique flavour—Passion Fruit—into the market, highlighting its distinct taste and strong local appeal.

Execution:

Developed a vibrant 10-second introduction video for ATL and digital platforms. The TVC beautifully showcases the rich, tangy essence of passion fruit, brought to life with fresh visuals and an energetic tropical feel. We also introduced the catchy tagline “Soyagena ena Ape Rasa”, reinforcing the flavour’s authentic Sri Lankan identity.



Impact

Following the launch of the commercial, the product stock sold out within just 2 weeks.





Campaign

Corporate - Visibility

Challenge: As a leading and trusted ice cream brand in Sri Lanka, Elephant House needed a corporate visibility campaign that felt modern and aspirational while staying true to its heritage and family-oriented values. Featuring two highly respected female celebrities, the challenge was to create visuals that were elegant, authentic, and culturally aligned without overpowering the brand. The campaign had to strengthen brand trust and visibility while maintaining consistency across corporate and digital platforms.

Execution:

The photoshoot focused on clean, premium visuals that highlighted both the product and the personalities in a natural, relatable manner. Styling, locations, and expressions were carefully curated to reflect warmth, elegance, and everyday luxury aligned with the Elephant House brand. The final visuals were adapted seamlessly across corporate, retail, and digital platforms to ensure consistent brand visibility and recall.

Impact

The campaign reinforced Elephant House Ice Cream's premium yet approachable brand image while strengthening trust through credible celebrity association. The visuals achieved strong brand recall and positive audience perception across platforms. Overall, the campaign enhanced corporate visibility while staying true to the brand's heritage and values.





SRI LANKA'S
FAVOURITE
ICE CREAM



SRI LANKA'S
FAVOURITE
ICE CREAM



SRI LANKA'S
FAVOURITE
ICE CREAM



SINGER Campaign

Singer BIG Bonanza – Mid Year

Challenge:

In the Sri Lankan market, major sales peaks typically occur during Avurudu and year-end. The challenge was to break this pattern by creating a compelling mid-year sales campaign that attracts customers and becomes a repeatable annual platform for Singer.

Execution:

We created a TVC that showed how consumers can upgrade their lifestyle and home by taking advantage of Singer's mid-year offers, contrasting it with continuing to use outdated products. The narrative positioned the BIG Bonanza as the smart time to buy and upgrade.



Impact _____

The campaign successfully boosted mid-year sales, establishing BIG Bonanza as a strong, repeatable sales moment for the brand.

SINGER **Campaign** **Singer MEGA – Song Reimagined**

Challenge:

The Singer MEGA song is an iconic brand asset. The challenge was to recreate it with a fresh appeal for a new generation, while preserving its memorability and showcasing the quality and range of Singer products.

Execution:

We produced a 45-second TVC featuring a newly reimagined version of the MEGA song, with a modern look, sound, and visual style designed to connect with younger audiences while honoring the original.

Impact _____

The campaign significantly boosted brand awareness and increased visibility and interest in Singer MEGA stores.



Dove Campaign

Digital Brand Positioning

Dove, a purpose-driven brand known for redefining beauty standards, wanted to increase shampoo market share in Sri Lanka. In a market crowded with countless shampoo options, Dove's true strength lay in its purpose-driven philosophy – redefining real beauty and championing care over cosmetic perfection. The challenge was to cut through the noise by reminding consumers why Dove's superior nourishment and trusted damage-repair credentials make it the brand they can truly rely on

Execution:

We created content that encouraged women to repair the damages that hold them back, positioning Dove as the ally for damaged hair. A hard-hitting tactical campaign was launched for the Intense Repair variant, followed by ongoing digital activity to build traction for the full range.

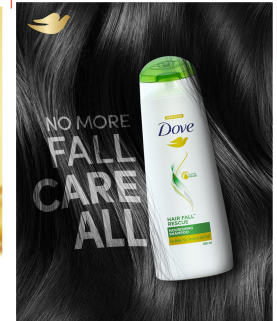
Monthly social media content educated consumers on haircare, product benefits, and drove engagement, supported by collaborations with Dove partners.

Impact _____

The campaign strengthened Dove's ownership of the damage-repair space, increased online engagement, and reinforced the brand's purpose-led connection with consumers.



DEEP REPAIR TREATMENT
HAIR MASK
Reverses 3 years of damage*



Comfort Campaign

Comfort Aluth Awurudu Siritha

Challenge: During Sri Lanka's Avurudu season, buying new clothes is a deeply rooted tradition, but many consumers overlook protecting their clothes after purchase. The challenge was to position Comfort as a daily fabric care habit, extending freshness and softness beyond seasonal use, while linking it to cultural traditions.

Execution:

We launched a 1.30-minute digital series, "What's in My Avurudu Bill?", where influencers revealed their shopping lists and highlighted how they protect their clothes. The series ended by introducing Comfort as the perfect solution to maintain clothes' freshness and longevity. Additionally, an on-ground activation at BMICH engaged consumers with interactive stalls, educating them about Comfort and offering prizes.

Impact

The campaign successfully boosted engagement, strengthened brand relevance during Avurudu, and reinforced Comfort as a year-round fabric care habit.



Comfort

Perfume Deluxe
With Fine French
Fragrance & Conditioning
That Lasts

850 ml
Rs. 1550/-

Comfort

Surface Boundary

සාධනමය සහිතයි

ALL DAY Freshness

Comfort
Fabric Conditioner
Lily Fresh

- 1 ඔපාරා
- 2 මැට්ට
- 3 මිදු මිදු
- 4 ඔපාරා ආවරණ

850 ml
Rs. 1100/-

Comfort

Surface Boundary

සාධනමය සහිතයි

ALL DAY Freshness

Comfort
Fabric Conditioner
Morning Fresh

- 1 ඔපාරා
- 2 මැට්ට
- 3 මිදු මිදු
- 4 ඔපාරා ආවරණ

850 ml
Rs. 1100/-

EXPRESSION OF ELEGANCE
AND ROYALTY!

COMFORT SUPER SENSORIAL - ROYALE

UNBELIEVABLE SHINE
FRENCH FRAGRANCE
RETAINS SOFTNESS

850 ml
Rs. 1490/-

නවතම
තැනි දිනම!

Comfort

850 ml
Rs. 1290/-

Comfort

PERFUME DELUXE

WITH EXOTIC FRENCH FRAGRANCES

850 ml
Rs. 1490/-



THE PINNACLE OF TASTE AND GOODNESS

Campaign

Digital Brand Positioning

Challenge:

The sauces market is saturated, and awareness of Edinborough's 9-product sauce range was low beyond ketchup. The brand needed to boost consideration across the full portfolio and digitally introduce the new budget-friendly "Podi Bro Batta" SKU.

Execution:

We created monthly digital content built on three pillars – foodie type, food moments, and "We've got a sauce for that!" – to highlight the full range and educate consumers on flavour profiles. For Podi Bro Batta, we launched a humorous, catchy intro video supported by teasers to generate excitement.



Impact

The campaign increased awareness, engagement, and consideration across the sauce range while driving strong visibility and traction for Podi Bro Batta.



Campaign

Real Kahata TVC

Real
කහටා

Challenge: In a crowded tea market, consumers were loyal to other key competitors. Real Kahata, a new, affordable, authentic tea, needed to stand out and gain trust quickly, convincing consumers to switch from their usual brands while highlighting its quality and heritage.

Execution:

We created a TVC that brought Real Kahata's authenticity to life. The commercial showcased the brand's heritage, superior taste, and value for money, while connecting emotionally with everyday Sri Lankans. Storytelling, visuals, and relatable moments emphasized why Real Kahata is the true, original tea choice.

Impact _____

The TVC successfully introduced Real Kahata to the market, built awareness, and positioned the brand as a trusted, affordable, and high-quality alternative in a competitive landscape.





Campaign

Wash Eka Visheshai

Challenge: Lifebuoy is a leading soap brand in Sri Lanka. The campaign aimed to position Lifebuoy as a trusted leader in skin health, highlighting its unique formulation and natural ingredients while reassuring consumers of its scientific expertise and effectiveness in protecting skin.

Execution:

We launched the “Wash Eka Visheshai” campaign through engaging digital posts and short videos, showcasing the product’s natural ingredients. Additionally, a video series “Lifebuoy Skin Clinic” featured two doctors educating consumers about skin protection and the benefits of Lifebuoy.

Impact

The campaign resonate strongly with the general public, especially parents and public transport users, effectively strengthening Lifebuoy’s position as a trusted skin health expert in Sri Lanka.



Subhani Perera
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HELLMANN'S EST. 1913 Campaign

Launch in Sri Lanka

Challenge: Hellmann's is a heritage mayonnaise brand renowned the world over for spreading real food joy and pleasure through simple, good food and its enterprising, generous nature. Thinking Dots was approached to launch Hellmann's in the Sri Lankan Market and Recruit New Users and Create Long Term Brand Loyalty

Execution:

We created an awareness campaign and engraved in the psyche of the Sri Lankan community that the World's No. 1 Mayonnaise brand is here through Social Media and Influencer Marketing. We managed to affluent 18-35 year old consumers looking for inspiration to make restaurant-like dishes at home with fresh and tasty condiments such as Hellmann's with our creative executions.

Impact

The campaign successfully introduced Hellmann's to the Sri Lankan market, built strong awareness among young, affluent consumers, and positioned the brand as the go-to mayonnaise for restaurant-style home cooking, laying the foundation for long-term brand loyalty.





Campaign

Digital Brand Positioning

Challenge: Key Jeans, a men's denim brand known for quality and affordability, wanted to position itself as the fashion choice for men aged 17–55. The challenge was to communicate both premium quality and style to the target audience while reinforcing value.

Execution:

Through social media content, we educated the target audience on Key Jeans' quality and premium appeal. A photoshoot series showcased the full denim range with diverse poses, highlighting style, fit, and versatility.

In addition, we produced a video shoot in Pettah, showcasing the everyday use of Key Jeans in real-life environments. The vibrant setting helped bring out the colourful beauty and character of the Key Jeans collection, reinforcing its relevance for daily wear.

Impact

The campaign successfully boosted brand awareness and desirability, reinforcing Key Jeans as a quality, fashionable, and affordable choice among its target audience.

