

SOCIAL IMPACT SOLUTIONS





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>



Challenge: A corruption scandal in Sri Lanka’s public health procurement shattered public trust. The hidden victims were women and children left without life-saving medicines. Our challenge was to move the conversation beyond headlines – to unpack the causes, reveal the human cost, and rally citizens to demand transparency, accountability, and reform.

Challenge: We launched a hard-hitting video campaign that transformed a technical policy issue into an urgent human story. Through emotive visuals, trilingual storytelling, and sharp cultural timing, the films exposed how corruption in procurement robs the most vulnerable – and urged for solutions: open contracting, stronger laws, citizen vigilance, and global best practices to safeguard healthcare.

The creative work didn’t just resonate – it exploded. Two centerpiece videos went viral, sparking nationwide debate, driving mass online engagement, and shifting public pressure toward reform.



SLIM Digis 2.5

Digital Bravery - Gold

Best use of Agile/ Moment Marketing - Silver



Challenge: In the aftermath of Sri Lanka's historic Aragalaya people's movement, the nation remained gripped by economic crisis. The prevailing welfare mindset stood in the way of true reform. The challenge was to spark a new movement: one that could shift public perception.

Execution: We helped launch **Goda Yamu** – a people-powered movement.

- **Movement Launch:** November 2022, at Independence Square – diverse thought leaders rallied to inspire hope.
- **Cultural Influence:** Chaminda Vass fronted the movement, amplified by the release of a theme song video
- **Entertainment as Education:** Musical street dramas, stand-up comedy engaged citizens with laughter while driving home reformist messages.
- **Mass Media Reach:** Television appearances and citizen-generated content propelled the message to millions.
- **Groundbreaking Storytelling:** A teledrama series became the crescendo – embedding reformist ideas into mainstream popular culture.

The movement's impact was undeniable. **President Ranil Wickremesinghe acknowledged Goda Yamu's influence in his 2022 budget speech**, elevating it from street-level conversations to the highest corridors of power.



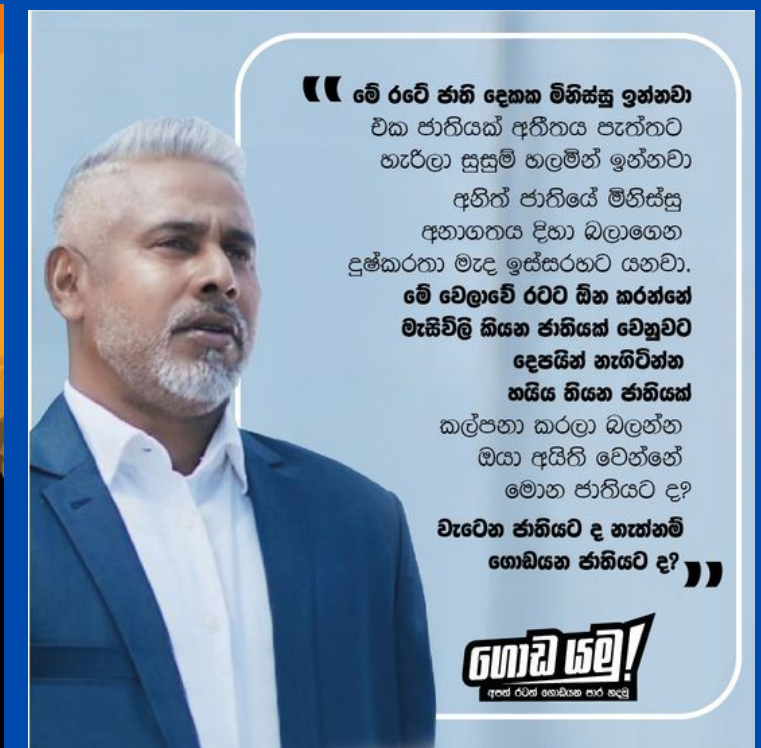
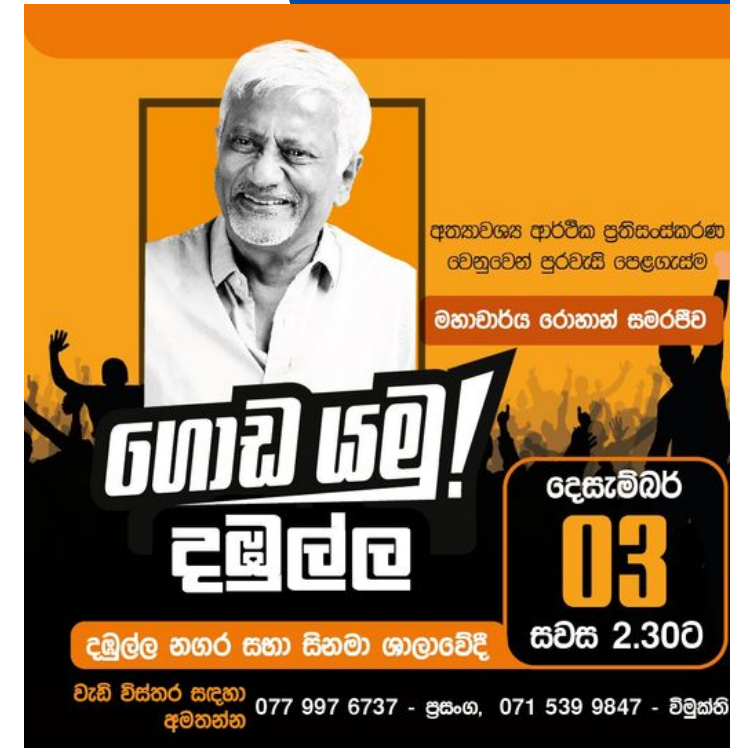
4A's Advertising Festival 2024
Integrated Not for Profit Category
Bronze



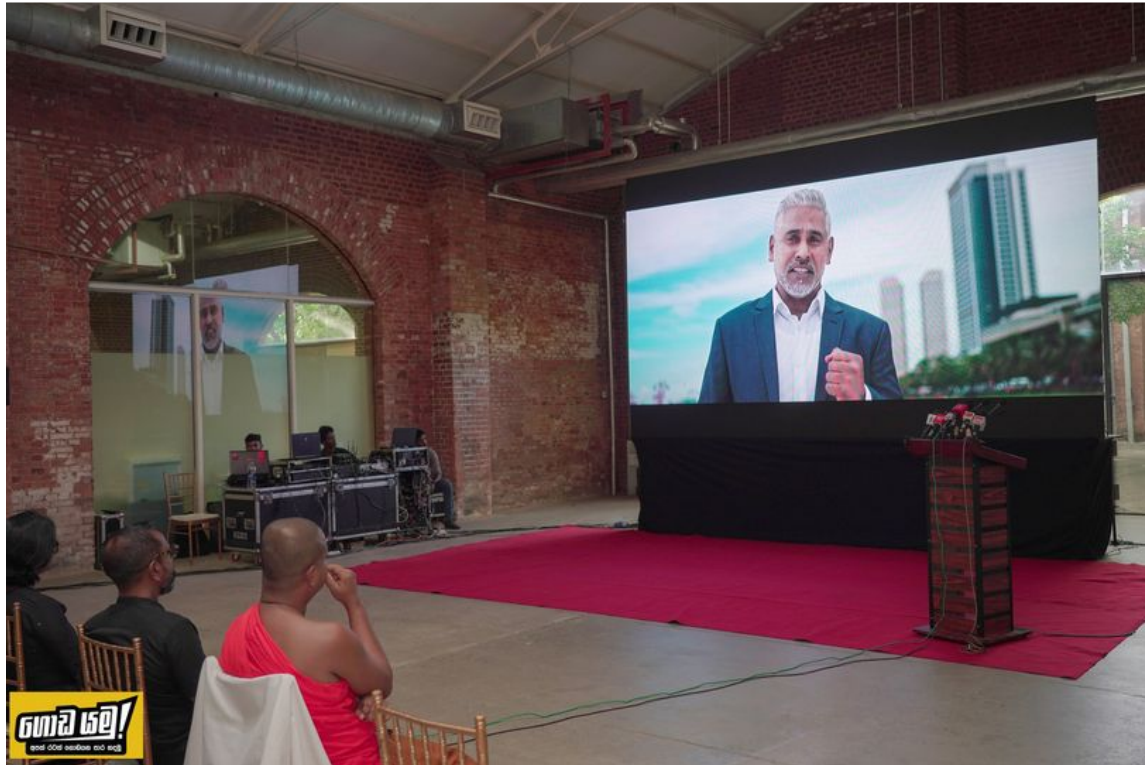
Effie Awards 2024
Bronze Award in the Social Good:
Non-Profit category at the



Raigama Tele Awards 2024
Best Script, Best Editing, Best Art Direction, and
Best Upcoming Actor for Meeya Teledrama



ගොඩ යමු!



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Video සියල්ල නරඹන්න Click
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Minuwan Shri Premasinghe and 3.4K others



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Chinthana Dharmadasa and 4K others



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Anusha Nanayakkara and 1K others



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Chinthana Dharmadasa and 397 others



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මොසි ගෙව!

0:01 / 19:25

Meeya

ITN Sri Lanka - 1 / 22

▶ **Meeya | Introduction - (2023-11-05) | ITN**
ITN Sri Lanka 19:26

2 **Meeya | Episode 01 - (2023-11-11) | ITN**
ITN Sri Lanka 21:25

3 **Meeya | Episode 02 - (2023-11-12) | ITN**
ITN Sri Lanka 18:35

4 **Meeya | Episode 03 - (2023-11-18) | ITN**
ITN Sri Lanka 17:56

5 **Meeya | Episode 04 - (2023-11-25) | ITN**
ITN Sri Lanka 18:18

6 **Meeya | Episode 05 - (2023-11-26) | ITN**
ITN Sri Lanka 17:32

▶ **Meeya | Episode 06 - (2023-11-27) | ITN**
ITN Sri Lanka 17:32



Challenge: In Sri Lanka, family planning was often misunderstood and stigmatized. Myths, misconceptions, and cultural taboos limited women, young people, and married couples from making informed choices about their sexual and reproductive health. The challenge was to reposition family planning as a conscious, empowering decision – highlighting that access to sexual and reproductive health services is a critical part of a woman’s decision-making process.

Execution: We designed a Social Behaviour Change campaign for the UNFPA to educate, inspire, and shift public perception:

- **Multi-Platform Outreach:** Rolled out engaging content across TV, radio, press, social media, and online platforms to reach diverse audiences.
- **Perception Shift:** Positioned family planning as an informed, responsible choice rather than a taboo topic, emphasizing that sexual and reproductive health services are integral to women’s life decisions.
- **Myth-Busting Content:** Countered misconceptions with clear, culturally sensitive messaging, combining storytelling, expert advice, and relatable scenarios.

The campaign successfully shifted public perception of family planning into the space of conscious decision-making.



Effies 2023
Disease Awareness & Education - Bronze



Effies 2023
Non-Profit / Pro-Bono / Public Service - Bronze



Effies 2023
Social Good: Brands, Non-Profit - Merit







Know4Sure: Digital Communication

Challenge: Key populations face a heightened risk of HIV and other STDs. Testing and treatment rates remain low due to stigma, fear of discrimination, and concerns over confidentiality. The challenge was to reach these diverse vulnerable segments with a high-impact message that breaks taboos, builds trust, and motivates individuals to confidentially access HIV and STD testing and treatment services.

Execution: We developed a Key Population Targeted Social Media Campaign under the Know4Sure.Ik platform.

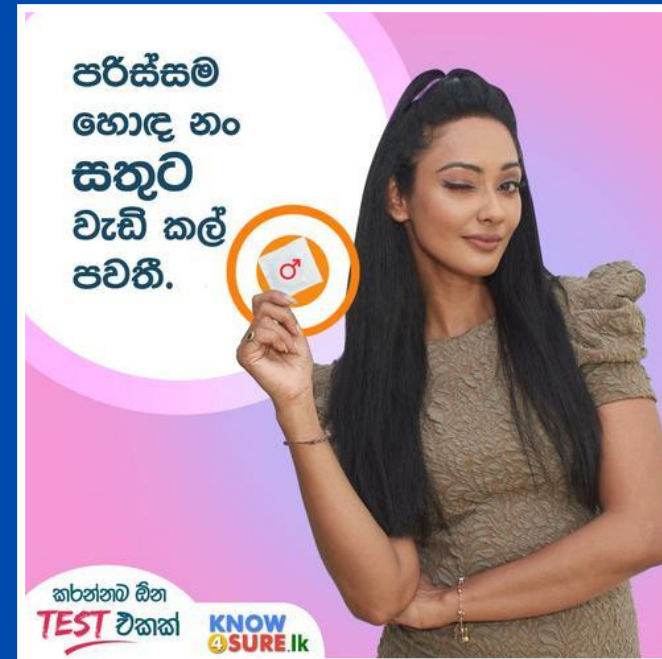
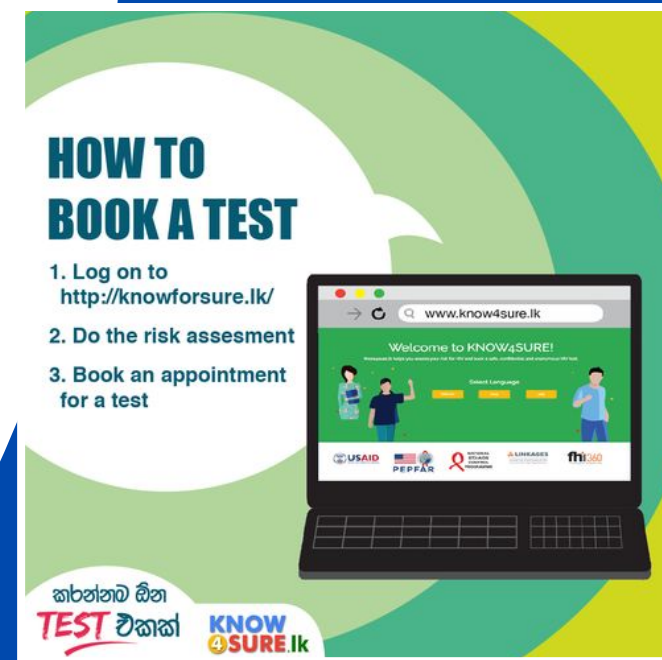
Campaign Launch: A theme song by popular singer Sunil Perera set the tone, capturing the essence of HIV services.

Celebrity Advocacy: Public figures such as Yureni Noshika encouraged testing and treatment.

Audio Storytelling: Ahannama Ona Kathawak: Leveraging the intrigue around leaked phone call recordings and audio erotica.

Special Day Activations: World AIDS Day, Valentine’s Day, and other occasions were leveraged with viral videos.

The campaign empowered vulnerable communities to confidentially access free testing and treatment services – turning silence into dialogue, and dialogue into action.



SLIM Digis 2.2
Digital Brand Bravery Award
Bronze



SLIM Digis 2.2
NGO/
Government
Silver



SLIM Digis 2.3
Digital Brand Bravery
Award
Bronze



Challenge: Sri Lanka is brimming with bright young minds, bold ideas, and entrepreneurial dreams – but most never leave the chat. The challenge for SPARK 2024 was to inspire, cut through digital clutter, and position the competition as the ignition point where ideas find fuel, mentorship, and momentum.

Execution: We designed a three-phase digital campaign bringing to life the promise of “igniting ideas into reality.”

Ignition Narrative: Crafted a bold, relatable rallying cry: “What’s your idea?”
Digital Storytelling: Produced engaging digital videos, snackable posts, coverage edits, and live event content.

Credible Voices: Featured past participants whose authentic success stories made SPARK real and relatable.

Interactive Engagement: Leveraged livestreams, live Q&As, and digital workshops.
Community Building: Built anticipation and momentum across platforms with updates on shortlisted candidates, workshop highlights, and winner announcements.

SPARK 2024 didn’t just run a competition – it created a nationwide movement that ignited the next generation of Sri Lankan entrepreneurs.



SLIM Digis 2.5
 Best use of Digital in a Marketing Campaign
 for - Not for Profit Brands - Merit



International Labour Organization



The Ceylon Chamber of Commerce





Challenge: Dr. Noel Somasundaram (Dr. Noel), a globally recognized endocrinologist, wanted to create a public awareness message in the digital space to highlight the diabetes crisis and empower citizens to adopt healthier lifestyles. The challenge was to engage adults while positioning Dr. Noel as a trusted source of practical advice.

Execution: We developed a multi-phase campaign leveraging Dr. Noel's expertise and digital credibility:

Foundational Video Series – Adare Nam Seeni Epa: Launched to raise awareness about sugar consumption

Digital Presence & Influencer Positioning: Using entertaining campaigns and insightful content to build his credibility as a diabetes prevention expert

Media Innovation – Teledrama Integration: Integrated sugar addiction messaging into the popular teledrama “Kiya Denna Aadare Tharam” by reimagining the on-screen alcohol and tobacco warning format to highlight sugar addiction:

Through a phased approach, combining foundational educational and entertaining content and innovative media integration, the campaign educated the public on sugar addiction, diabetes prevention, and healthy lifestyle choices, sparking national conversation and behavioural awareness.



SLIM Digis 2.2

NGO/ Government -

Bronze



SLIM Digis 2.4

Cross Media Integration -Silver





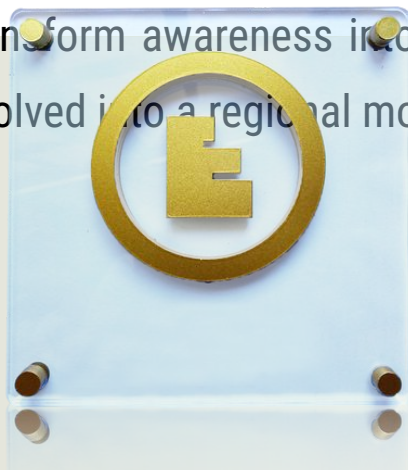
Challenge: Diabetes is one of Sri Lanka’s most urgent health crises. While awareness campaigns existed, most failed to connect because essential medical information wasn’t conveyed in ways that felt relevant or engaging.

CCL Pharmaceuticals set out to empower Sri Lankans by reframing sugar not as a harmless indulgence but as a hidden addiction.

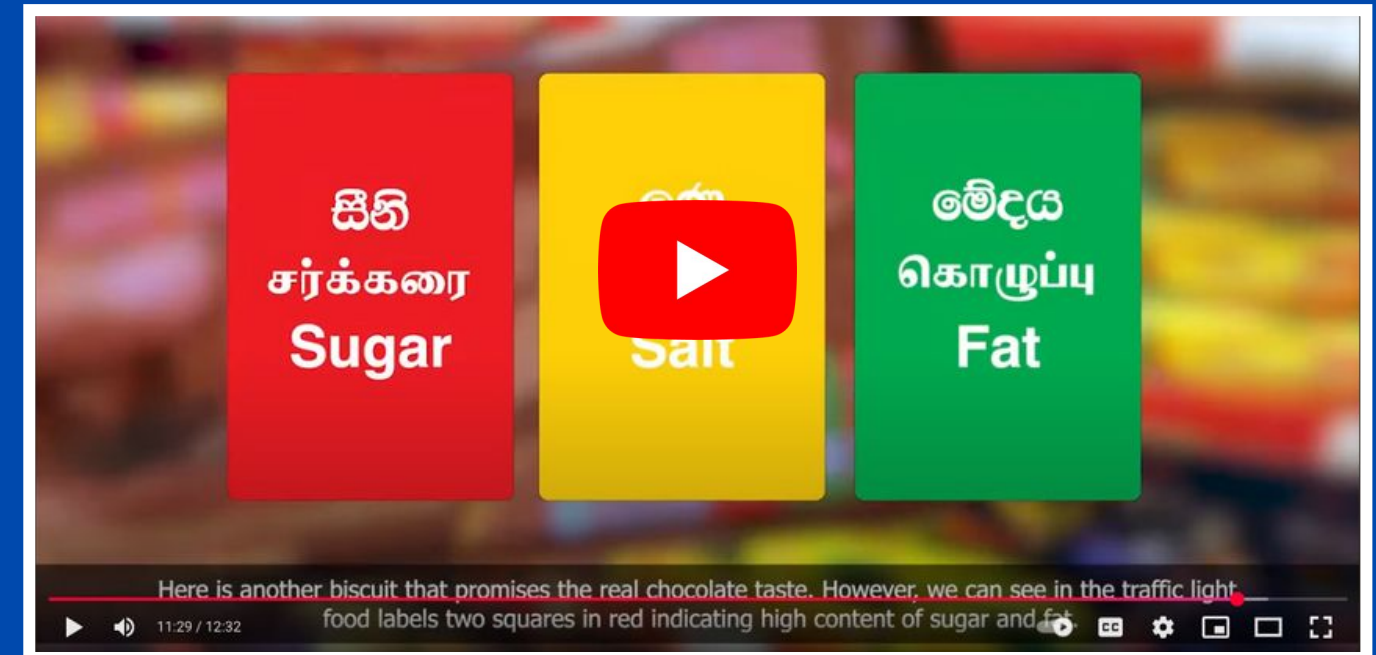
Execution: We launched “Sugar War” designed to expose sugar as a dangerous addiction and inspire healthier choices.

- **Breaking News Format:** Informative segments with leading diabetes specialists explained the dangers of excessive sugar consumption in an accessible way.
- **Entertainment-Driven Education:** Investigative-style series used CCTV-inspired storytelling to dramatize the hidden addiction to sugar.
- **Cultural Hook:** By linking sugar addiction to the then-trending national conversation around methamphetamine (“ice”) addiction, we created immediate relevance

“Sugar War” proved how reframing a health crisis through cultural relevance and creative storytelling can transform awareness into action. Scaled beyond Sri Lanka, the campaign later launched in Pakistan and evolved into a regional movement against diabetes



Effies 2023
Disease Awareness & Education
Advocacy - Merit





Challenge: In Sri Lanka, women and minorities are disproportionately targeted by harmful speech – especially those in public life or speaking out. During election periods, hate speech and disinformation escalate further, fueling social division, self-censorship, and instability. The challenge was to create a campaign that would educate the public, counter harmful narratives, and encourage responsible discourse

Execution: We launched a short, high-impact social media campaign around the adapted adage: “Think Before You Speak.”

Thought-Provoking Videos: Three creative films highlighted how hate speech and disinformation often exist in everyday life,

Message Framing: Each video showed the ripple effects of words

Strategic Distribution: Videos were shared on high-engagement community pages

Behavioral Nudge: By reframing a familiar proverb, we made the message simple, memorable, and action-driven

Impact: The campaign sparked meaningful online dialogue during the election period, raised awareness of the dangers of hate speech and disinformation, and encouraged citizens to embrace responsible communication as a foundation for transparency and social stability





Challenge: Fostering healthy ageing is important as the population of Sri Lanka is ageing. The incidence and prevalence of non-communicable disease needed to be reduced dramatically through encouraging healthy lifestyles. The objective was to conduct an island wide healthy ageing programme targeting older people through the Public Health Services unit, Ministry of Health and promote healthy ageing to improve the quality of life of older people.

Execution: TVCs were created to promote facilitating and implementing healthy aging programme in the community. Billboards were put up throughout the country and booklets on exercise routines were distributed to educate older people on healthy ageing. Social media content were also disseminated to spread the message online to the target audiences to promote healthy ageing and to implement the healthy ageing friendly policies in Sri Lanka.

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 நாம் இன்னும் சுறுசுறுப்பானவர்கள்
 WE ARE STILL ACTIVE

මහජන සෞඛ්‍ය සේවා - සෞඛ්‍ය අමාත්‍යාංශය

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Challenge: With the objective of improving labour and work conditions in the garment industry and increase the competitiveness in the apparel industry ILO wanted to launch a national level awareness campaign that address and combat mental health challenges within the garment industry in Sri Lanka and ensure mental well-being of the garment participants.

Execution: TVCs were created to build Awareness and understanding of mental issues by breaking stigma and fostering empathy. Street dramas were performed at strategic locations that these factory workers gather at to reduce/remove the stigma of obtaining mental health assistance and Increase people accessing it. A Special magazine was distributed at the Street Drama Performances which featured engaging articles about like minded young women going through similar life changes. The Influencer Nayomi Thakshila made special appearances at these event to further establish the message along with endorsing the campaign digitally in her highly engaging social media profiles. A digital campaign was also conducted.



Effies 2026
Social Good: Brands, Non Profit
Finalist



Challenge: Vaccine hesitancy is a major issue in the Sri Lankan population. Sri Lanka is currently undergoing a measles outbreak originating from 20 to 30 year olds who might have missed one or both measles immunisation doses. The objective is to mobilize 20-30-year-olds in high-risk MoH areas in Sri Lanka to receive their Measles vaccines. The campaign must address concerns, build trust, and effectively communicate the importance of vaccination to prevent further outbreaks.

Execution: Marketing materials targeting the age group including videos, digital posts, influencer campaigns, billboards, brochures and posters communicating the importance of getting immunized were developed.

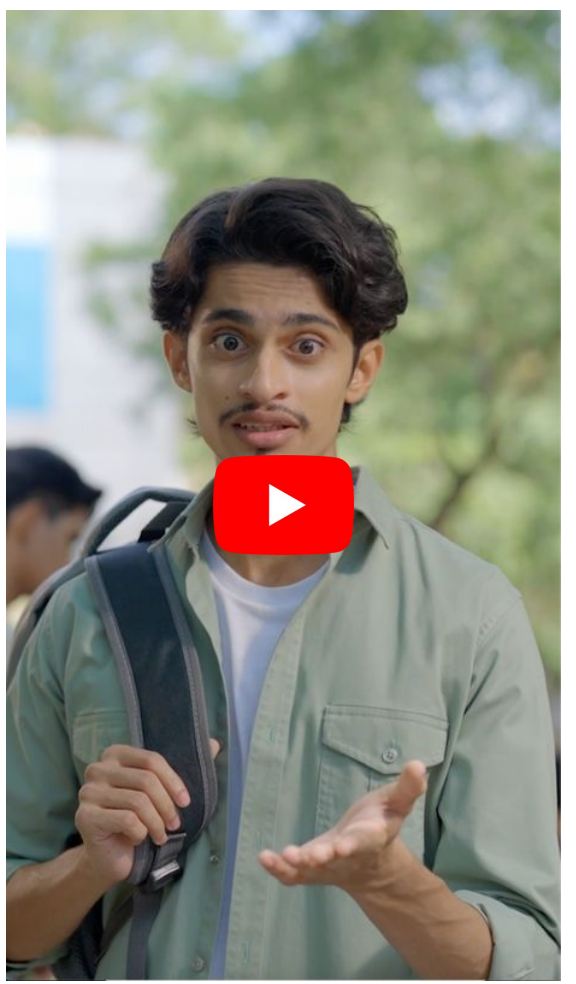
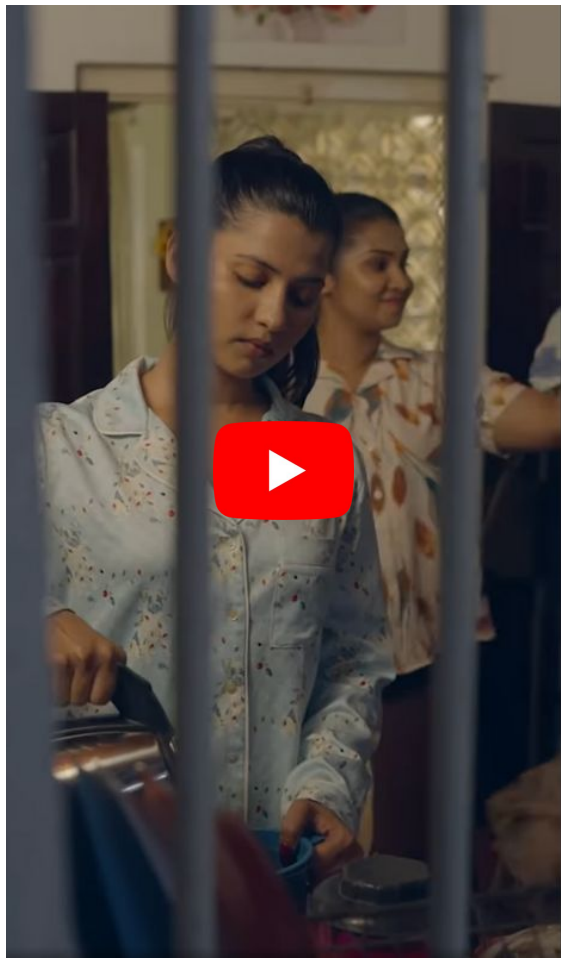
The campaign was lead with the fear of repercussions and focused on an individualistic perspective. It emphasized the dark side of the disease, which can take over one's life if this small vaccine is neglected, while strongly encouraging them to take action and get vaccinated.



Effies 2026
Disease Awareness & Education:
Non- Profit Finalist



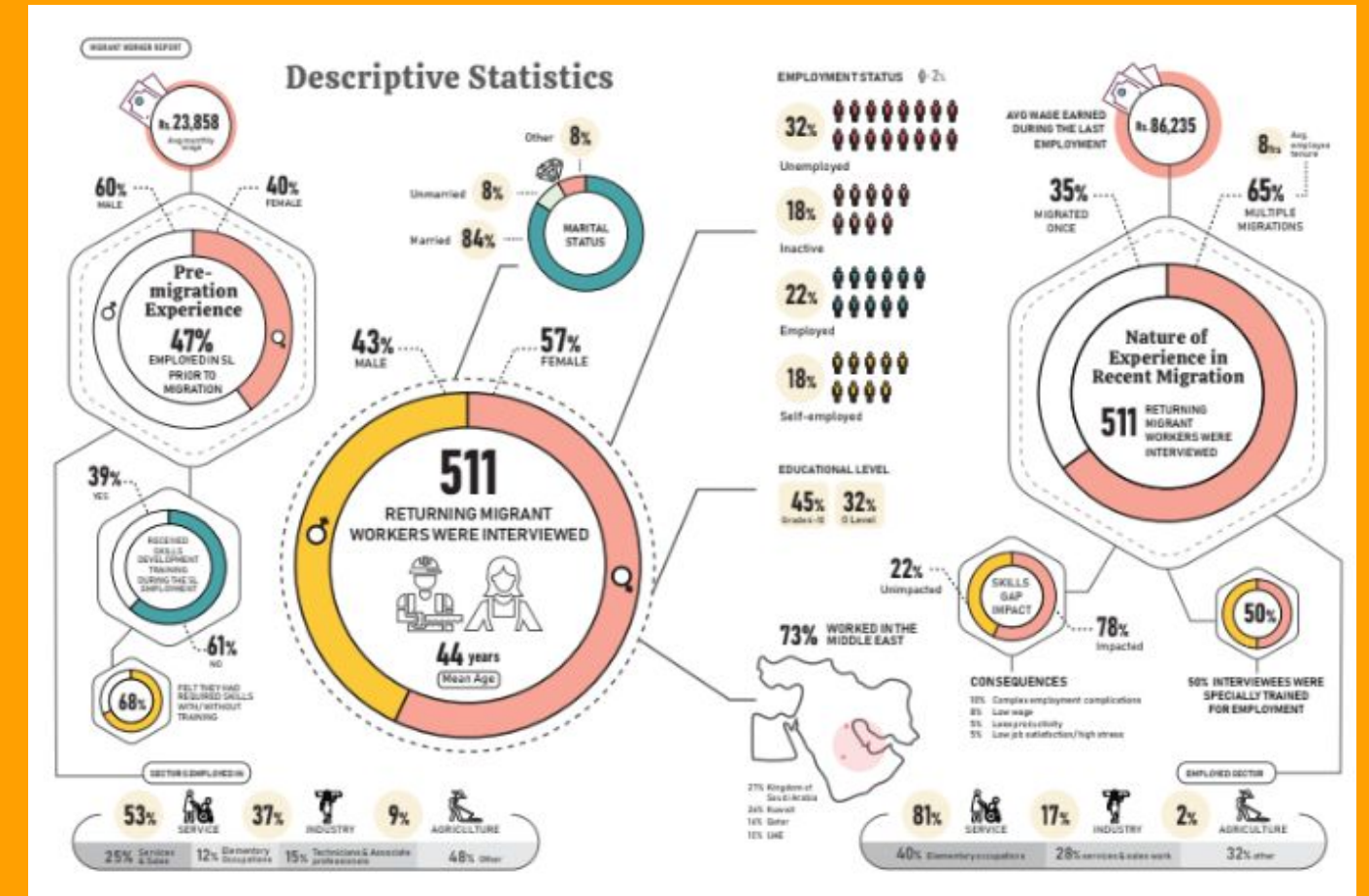
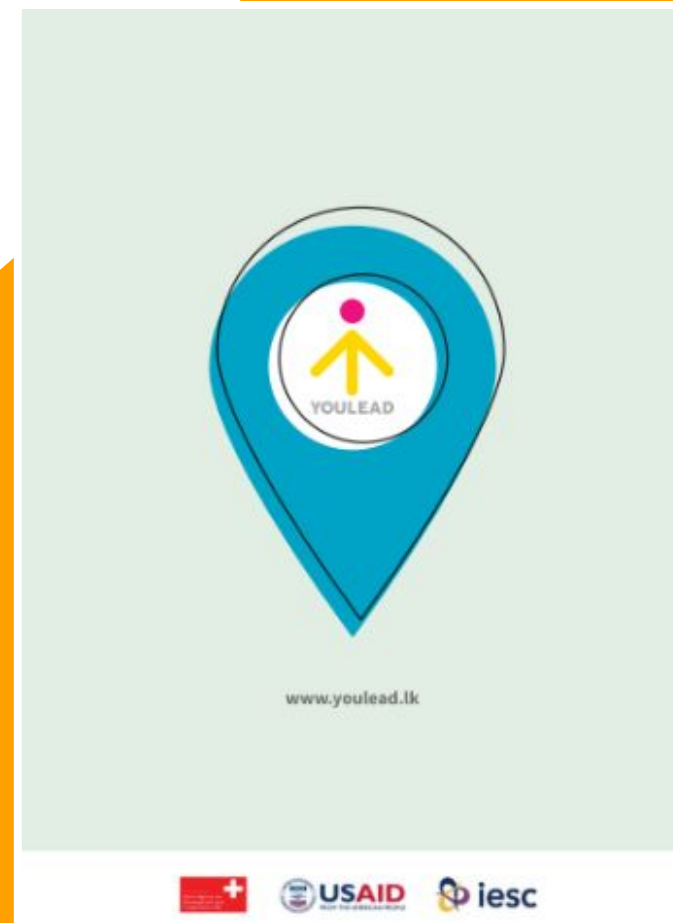
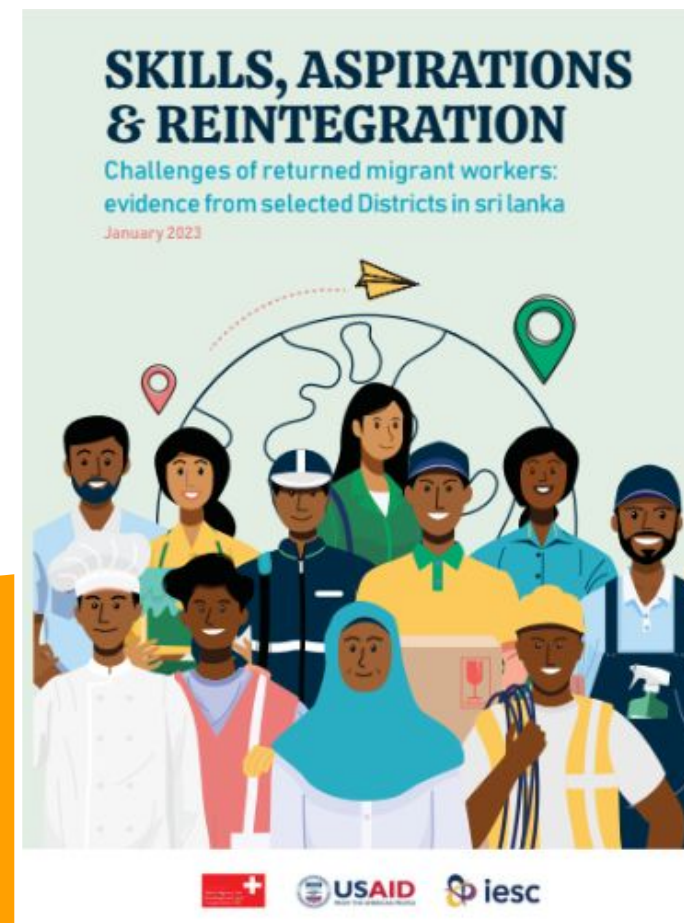
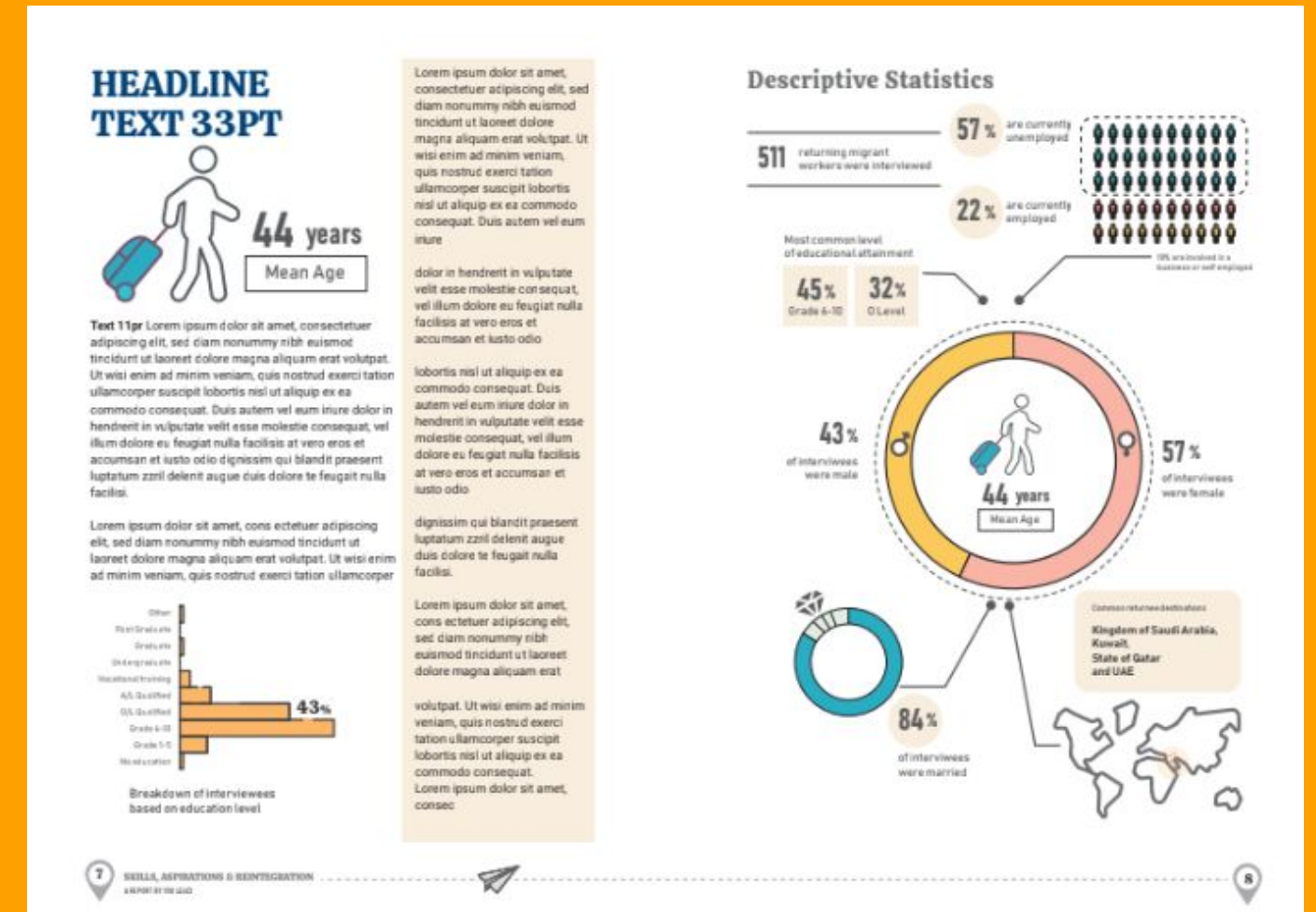
Effies 2026
Government and Public Service
Finalist





Challenge: The YouLead project, implemented by IESC, aims to improve vocational education, build a skilled workforce, and link youth to productive careers through support from USAID, SDC, and the EU. They compiled a report that showcases the challenges faced by migrant workers in selected areas. The information needed to be arranged in an orderly manner and data to be showcased through creative infographics.

Execution: The project commenced with proposals of visuals for the cover of the report that would set the creative tone to the rest of the report. Thereafter, information shared was translated to detailed infographic visuals which were easy to understand. The full report, from cover to cover, was designed and shared with client in digital format, ready to print as well. The report was to be circulated to various stakeholders including government officials.

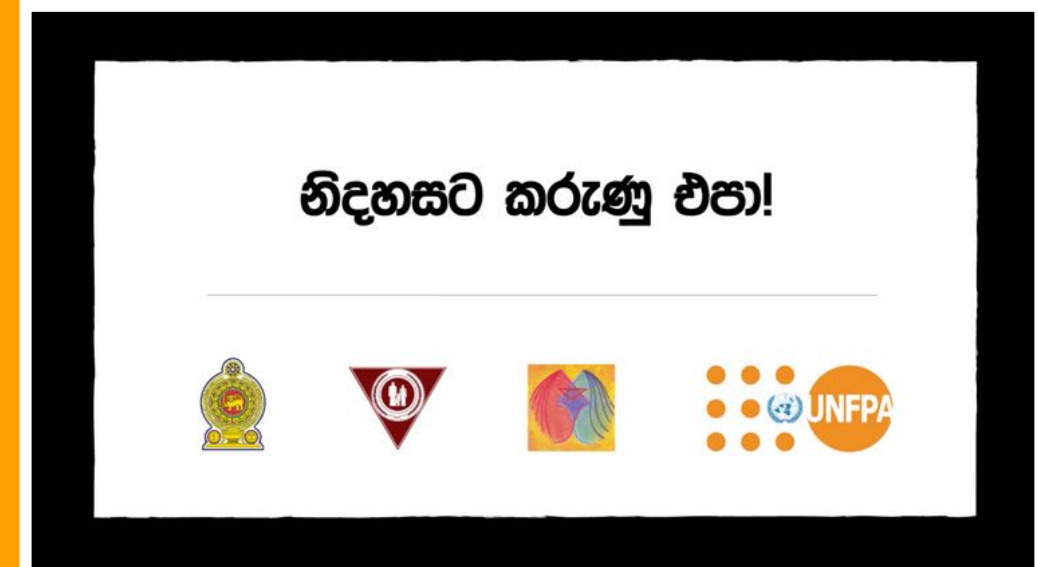
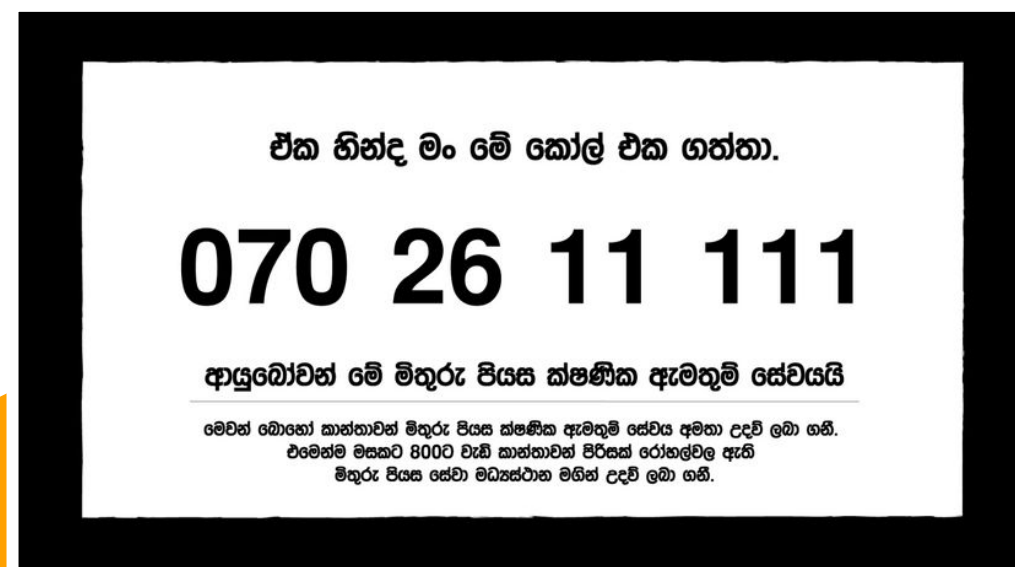
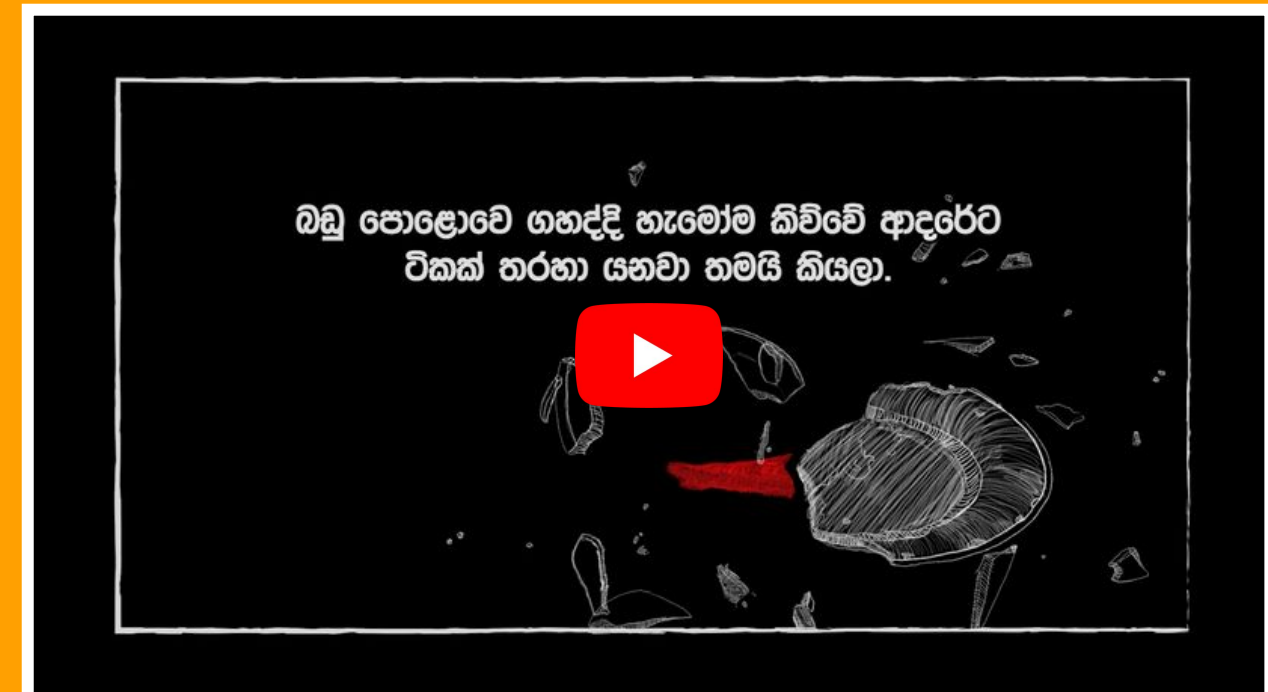




Challenge: Conceptualise and implement a digital communications campaign to raise awareness of available helplines for survivors of gender-based violence in Sri Lanka and encourage more women and girls to reach out for help.

Execution: In contrast to the widely accepted social conditioning that men show love in an abusive manner and love is the very reason why they abuse women, in our communications campaign we attempt to establish that 'love' is not an excuse that is good enough to tolerate abuse may it be verbal, physical, mental or sexual.

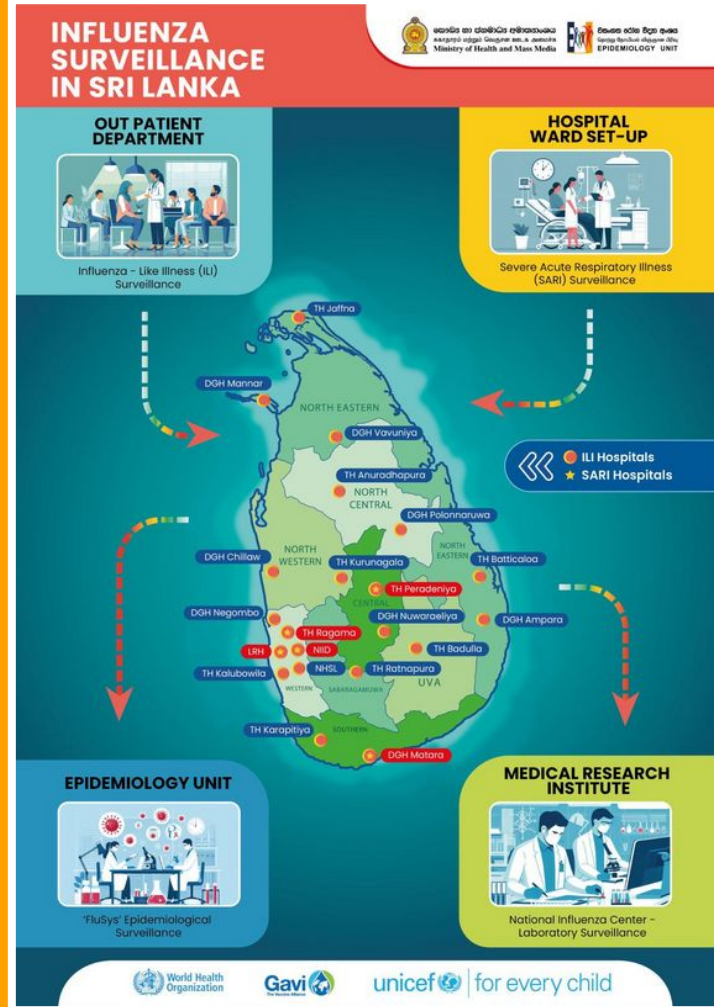
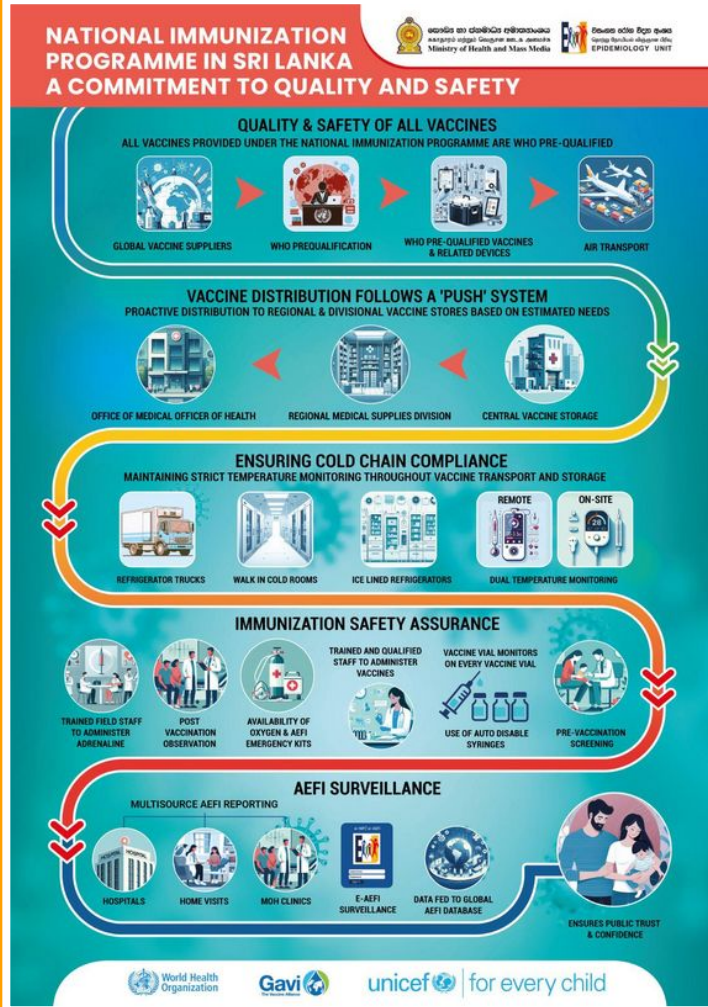
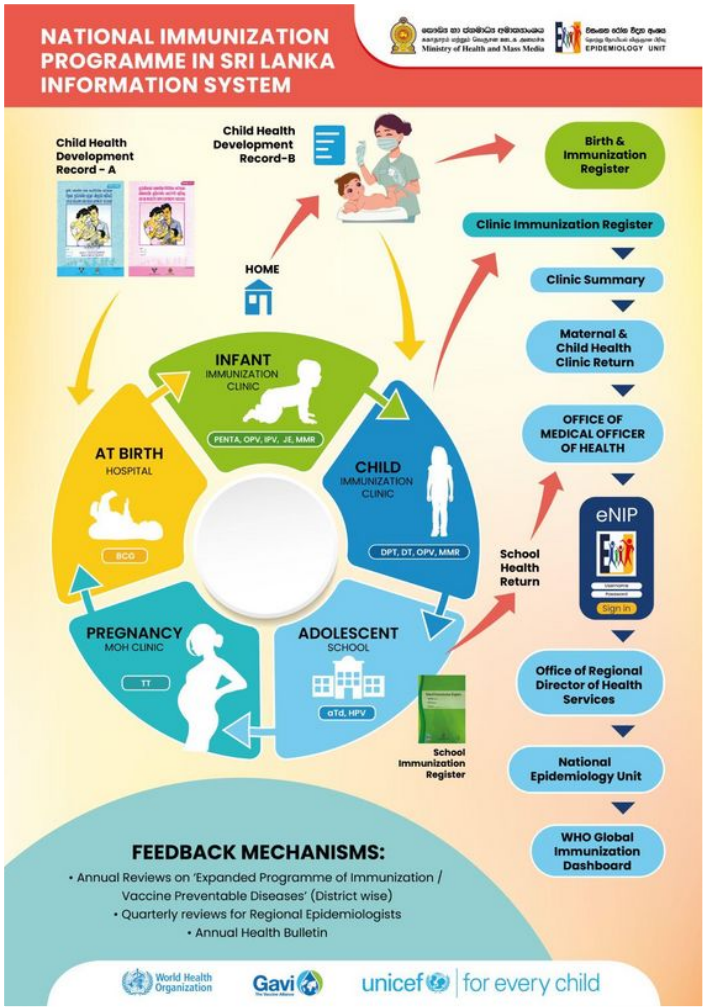
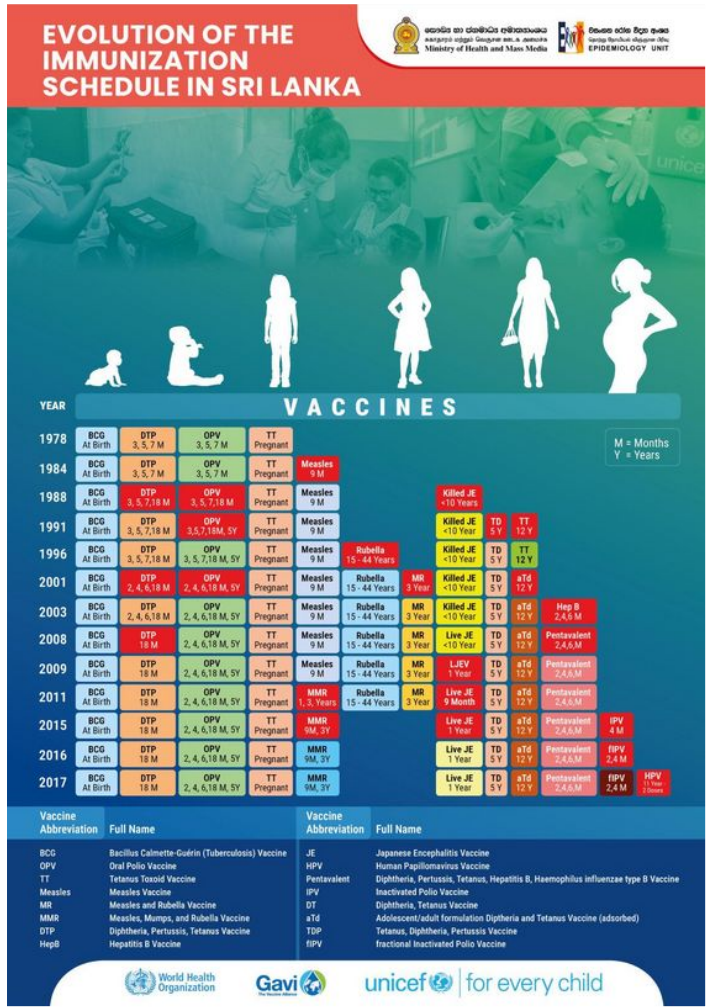
In our storytelling we use the real life experiences of abused women to affirm that one mustn't normalise such behaviours for the sake of love and misread them as signs of love. Each of the creative executions end with a call to action - call the hotline.





Challenge: UNICEF along with the Epidemiology Unit of Sri Lanka commissioned Thinking Dots to revamp 12 panels to communicate the importance of vaccines to be displayed at the National Immunization Summit in March 2025. The task was to take the information and present it in a manner that is more attractive to the general public and increase the awareness of the importance of vaccines.

Execution: The details were relooked at and edited in discussion with the doctors and heads of departments at Epidemiology Unit. New infographics and other icons were brought in with a new mix of colours to highlight important details. The designers worked together with the doctors constantly to ensure the details were accurate and were visually appealing.





European Union

Challenge: The Delegation of the European Union in Sri Lanka made a request for a social media influencer campaign which reflects the perseverance of the communities in Jaffna and Hatton assisted through the EU-funded projects.

Execution: Social media influencers Kapila Ranasinghe, Sasha Sanari and Niranjani Shanmugaraja known for speaking about and raising awareness on gender sensitive developmental work were chosen for the task and given the freedom to script their own videos according to their individual styles. They visited the project locations and witnessed first-hand the transformation that has taken place as a result of the EU-funded projects. Their interactions with the resilient project beneficiaries resulted in the creation of engaging social media content. These inspiring tales of change included a visit to an incubator space for media students of Jaffna University and a visit to a home garden of a speech and hearing-impaired family in Hatton. While coordinating their travel, meals, lodging and other logistics to the EU project locations, we also provided creative direction and ensured the timely and high-quality delivery of social media posts by each influencer. We also coordinated the submission of an article and a b/vlog post that were also shared on the EU websites



Instagram post by kapilarasnayaka and euinslandmv. Original audio. Caption: "We are the one! Stories from the North". Includes a comment from arooshanz: "waw good job". 91 likes, 6 November 2023.



Instagram post by saasha.k_official and euinslandmv. Original audio. Caption: "Super inspiring!!!". Includes a comment from shaylajordan37: "So inspiring. Nothing is impossible. Well done. Amazing!". 468 likes, 27 September 2023.

Instagram post by niranjanishanmugaraja and euinslandmv. Original audio. Video showing two people in a studio setting. Caption: "யாழ்ப்பாண கலைப்பீடத்தில் ஊடகத்துறை பிரிவில் கல்வி பயிலும் ரினோ தம்பியும் அவர்களின் நண்பர்களை பார்க்க சென்ற போது யாழ் கலைப்பீடத்திற்கு ஐரோப்பிய ஒன்றியத்தின் நன்கொடையோடு ஹெல்விடாஸ் இன் வழிக்காட்டல் மற்றும் திட்டமிடலோடு 2022 ஆண்டு யாழ்ப்பல்கலைக்கழக மாணவர்களுக்கு கையளிக்கப்பட்ட புதிய தொழில்நுட்பத்துடன் கூடிய ஊடக ஆர்வலர் சீக்கிரார்க்கலம் அவர்கள்". 94 likes.

Instagram post by kapilarasnayaka and euinslandmv. Jaffna, Sri Lanka. Video showing a group of people in a studio. Caption: "மீடீர்டீவீட்டிங்! இம் மீடீர்டீவீட்டிங் மூலமாக ஐரோப்பிய ஒன்றியத்தின் நன்கொடையோடு ஹெல்விடாஸ் இன் வழிக்காட்டல் மற்றும் திட்டமிடலோடு 2022 ஆண்டு யாழ்ப்பல்கலைக்கழக மாணவர்களுக்கு கையளிக்கப்பட்ட புதிய தொழில்நுட்பத்துடன் கூடிய ஊடக ஆர்வலர் சீக்கிரார்க்கலம் அவர்கள்". 74 likes, 2 October 2023.

Instagram post by kapilarasnayaka and euinslandmv. Original audio. Video showing a family in a garden. Caption: "Welcome to Hatton! இவ்வளவு அழகான இடத்தை? Meet this incredible family who embarked on a journey to create their very own home garden, thanks to the generous support of the European Union and the dedicated efforts of the ADRA organization." Includes hashtags: #GardeningForChange, #CommunitySupport, #HomeGardenProject #ADRA, #EuropeanUnion #Inspiration #hattonhomes. 74 likes, 27 September 2023.

Challenge: Young people in Sri Lanka’s Vocational Training Institutes (VTIs) often lack awareness and interest in sustainable living. The challenge was to design a nationwide campaign to not only educate but to inspire a fundamental shift in behavior and attitudes building student-led movements, and ultimately creating a generation of green thinkers.

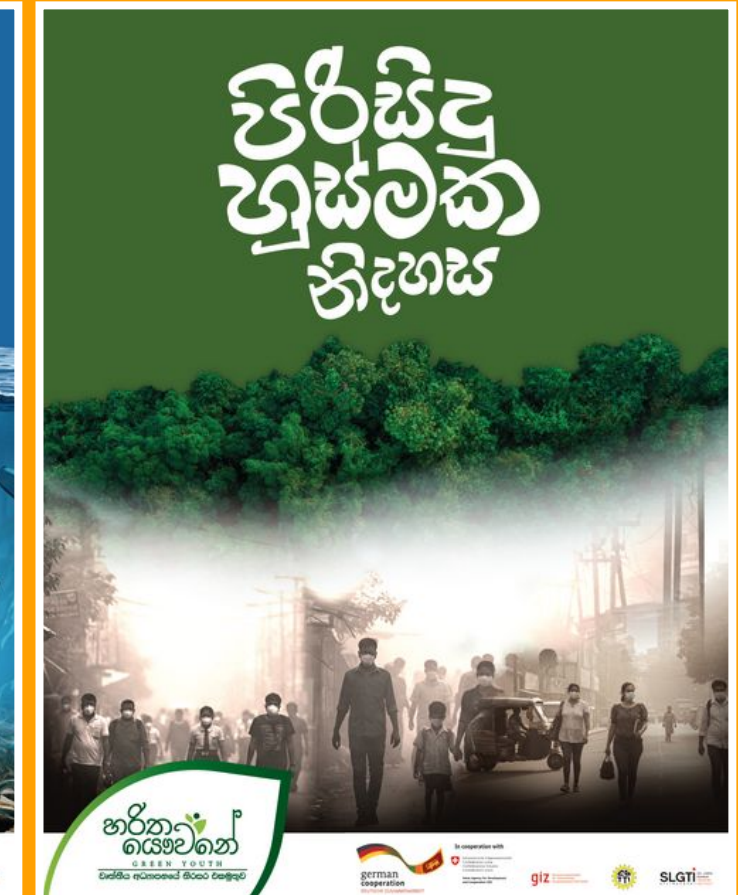
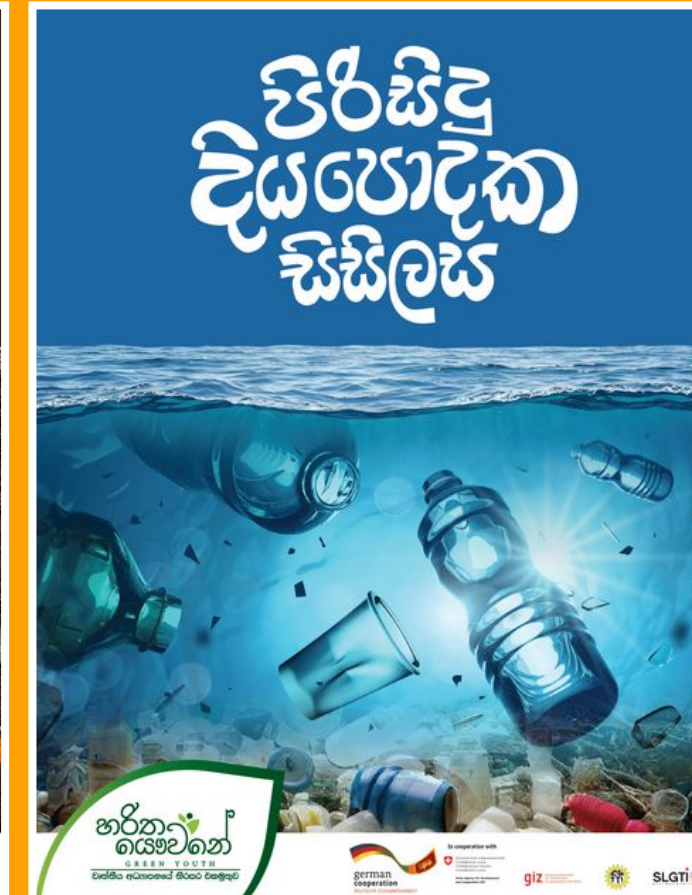
Execution: We launched “Haritha Yawwane” – a youth-driven movement designed to embed sustainability into everyday life:

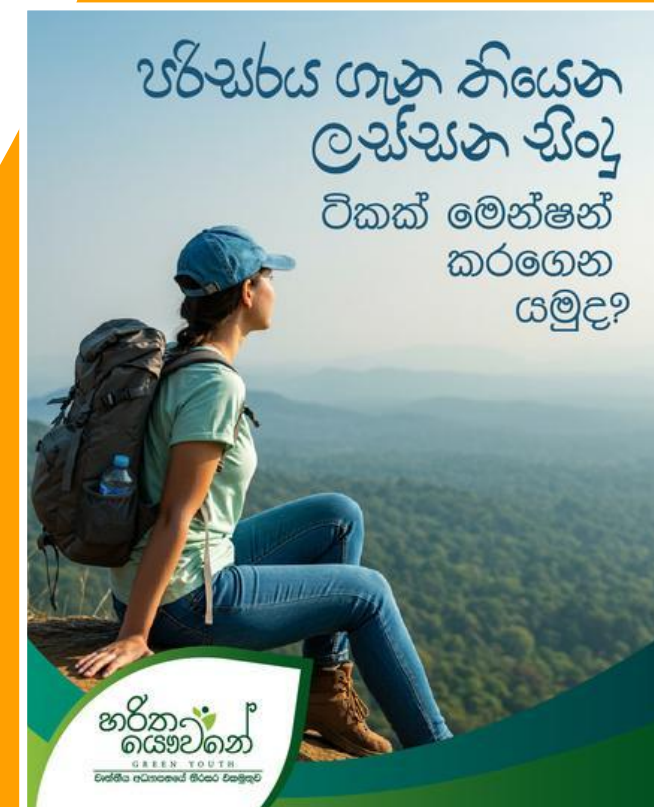
Movement Identity: A unifying theme song, released online through influencers, became the anthem of the campaign and set the tone for a greener lifestyle.

Community Building: Green Clubs will be formed at each VTI to create peer-led momentum.

Digital Engagement: Social media will amplify the movement with influencer-led content, voice clips, and snippets from live shows, reaching well beyond the students targeted at each VTI.

Haritha Yawwane is transforming sustainability into a trendy, interactive, and youth-led movement, inspiring students to join, contribute, and advocate for green living as the only way forward.





SOCIAL IMPACT SOLUTIONS



THANK YOU