



Agency Credentials

RAYS & RODS

Creating Passionate Ideas that delivers Measurable Effects

Our story & our journey...

A brief History

Rays & Rods was begun by a group of 12 internationally trained Ad men/women who realized that multinational agencies didn't make full use of local insights or take into account the fast changing lifestyles of the Sri Lankan consumer.

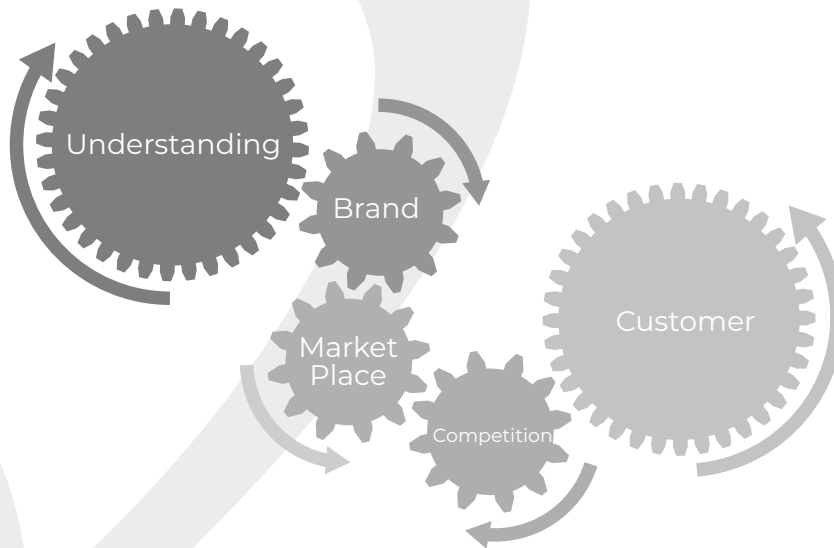
Johann Raymond and Pahan Rodrigo collected senior personnel from international agencies and began Rays & Rods fourteen (14) years ago. Every person at R & R has at least ten years experience in the industry, with a majority of that time spent in an international agency. Our team consist industry renowned people such as Vasantha Wettewe (Director Media), Buddhika Dissanayake (Client Servicing Director), Cajetan Vaaz - Branding & Strategy specialist from India, Indu Serasinha (Business Development Director), Kalum Nelumdeniya (Snr. Art Director), Rasika Perera (Snr. Art Director), Paul Jayaseelan (Creative Tamil), Jeewaka Jayasinghe (Snr. Art Director), to name a few. We are a full service agency with a team of 23 people who specialize in developing 360' communication.

Our client list consists of Sri Lanka's largest local FMCG manufacturers- Ceylon Biscuits Limited - to large multinational and regional players (Unilever Sri Lanka and Godrej). We also handle Motha, Delmege, ACL Cables, CN Steel, Hayleys, Prime Group, Star Holdings, Edinborough, Chrisslogix and Wartsila. Multilac and Macson are also brands under our preview.

We firmly believe and our philosophy is to build strong working relationship with clients, having a good understanding of the brand, market place and consumers. We also use various customized communication planning tools which help us to come up with focused, more cost effective and impactful communications which deliver results for the brand. We let our work speak for us. This in turn, together with our reputation for excellence gleaned over the years has led to clients seeking us out to work on their brands.

As a full accredited award winning advertising Agency, we believe we could contribute to the growth of your brand.

Our Style & ways of working



We do our home work by actually experiencing your brand vs. competition and spending time observing in the market place by talking to the trader/service institutes, non users and current consumers/customers to actually dig for consumer insights.

We add the brand strategy to the insight to arrive at the Idea.

This is the proven success formula as it touches the deepest consumer emotional cord while triggering action intended by the brand.

We use our own custom made tools such as insight digger, Radar, DMU and etc, etc... to arrive at more focussed/sharpness and clarity.

Why Us? What's so special? What differentiate us?

Our philosophy is to grow your brands in our care and automatically we would grow.

For us we see each new Client and brand as a marriage. Long-term, devoted, sacred, respect and will stick through good times and bad times.

We will be your ears, eyes and toes in the market place, identifying threats and looking for opportunities.

We will help you to steer the way forward in flying colours.

We are a full service Agency



We have a staff strength of 23 professional experts

Brands in our care



Top most effective and creative campaigns launched during past three years from 2020 onwards

Good Knight Advance - "Mosquito Free Night" Campaign

TVC & Radio

Hoarding / Trade Posters



<https://www.youtube.com/watch?v=uZJw6dUeF8Y>

Ambient innovation



The Challenge:	GoodKnight Advance is relatively a new brand challenging established 20+-year-old players in a communication restrictive category whilst not being able to clearly differentiate due to strict RoP(Registrar of Pesticides) regulations
The Insight:	" Seeing the result is believing. However, the absence of mosquitoes cues the product to be efficacious"
The Idea:	"Ensuring 100% protection from mosquitoes"
The Results:	Increased market share in value growth along with increased dealer off-take within a short time span



RAYS & RODS

2020

Abha Black Henna - "9 Herbal Goodness" Campaign

TVC & Radio



Hoarding / Trade Posters



<https://www.youtube.com/watch?v=5rklEyzkhkM>

Press ad



- The Challenge:** Abha, being a natural hair color brand, needed to change gears with a strong differentiator in order to take the lead in the sector as black henna was gaining popularity among rival brands.
- The Insight:** "Since ancient times, people have recognized and valued the benefits of herbs"
- The Idea:** "Enriched with the goodness of 9 herbs "
- The Results:** Within a quick time span, Abha was able to win the hearts and minds of millions of Sri Lankans with its high-quality herbal product offering gaining significant market share. Celebrity endorsement also has increased trust and credibility.



2020

Godrej Expert - "The Expert Legacy" Campaign

TVC & Radio



<https://www.youtube.com/watch?v=kEzqSXBxM4w>

Hoarding



Press ad



Trade Posters



The Challenge:

Due to the convenience offered by the new and trendy shampoo hair color formats, consumers were quickly switching to them. To compete, Godrej had to develop a new product format and offering to face competition.

The Insight:

"Dad is the expert who knows what is best always".

The Idea:

"Longlasting hair color shampoo in just 5 minutes"

The Results:

Overall, the campaign was a great success, recording incredible sales increase in a short amount of time and revitalizing an ailing brand.

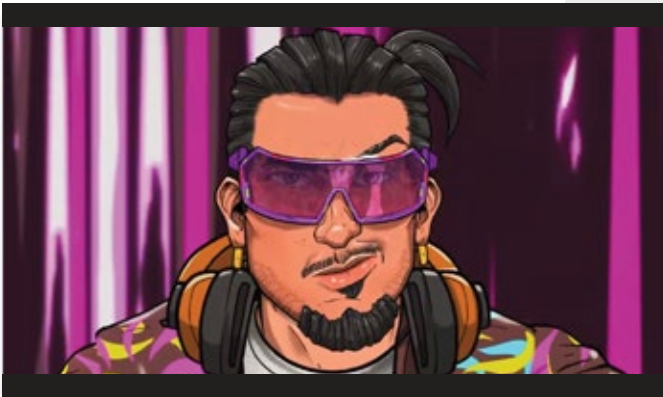


RAYSE&RODS

2020

Munchee Chocolate Puff - "Taste Revolution" Campaign

TVC & Rap Jingle



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<https://www.youtube.com/watch?v=ED45Ep9T7SO>

Hoarding



Web & Digital



Semi Permanent POS & Banners



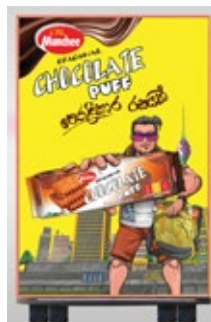
Animated TV/ Digital Crawlers



Trade Posters



Double Decker Bus



2020

PP Board Trade Cutout



Lorry Branding



Dealer Board



The Challenge:	Driving growth for Munchee Chocolate Puff through differentiation despite being a mature category and no distinct product differentiation.
The Insight:	“Youth being rebellious in nature strive to stand out among the crowd through show - casing their distinct identities. Being revolutionary in their ideologies and style.”
The Idea:	Being Original is Revolutionary
Bringing the Idea to Life:	Brand’s proposition “Peralikaara Rasayak was brought to life through a unique execution never-seen-before by Sri Lanka to inherently embody the Revolutionary personality of the Brand.
The Results:	Increased category and brand share just within 3 months with rapid sales increase and making youth go crazy over the campaign.

2021

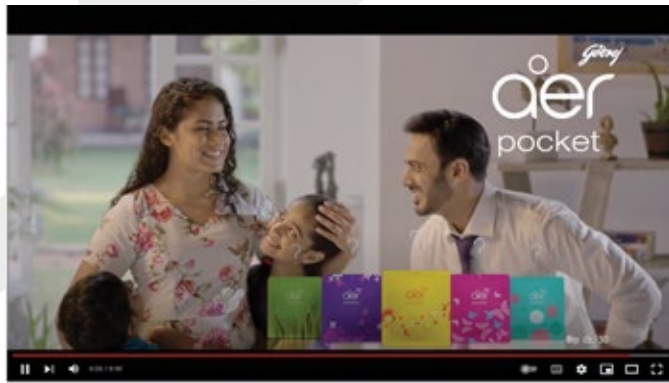
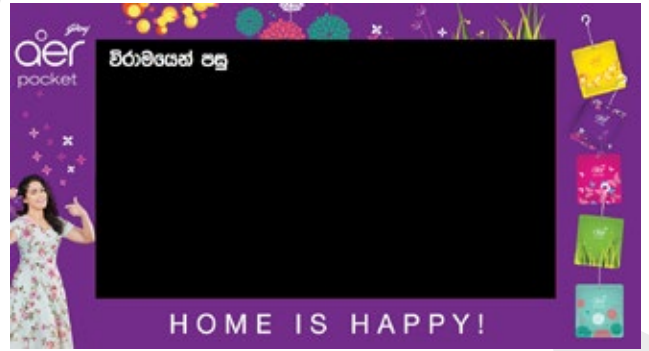
Godrej Aer - "Changing the way it Smells and Spells" Campaign

TVC's & Song



Godrej Aer Song
<https://www.youtube.com/watch?v=F93-2gEvp4>

Animated TV Braker Slides & Crawler



Godrej Aer Pocket fragrance
<https://www.youtube.com/watch?v=F93-2gEvp4>

Poster



Godrej Aer Power pocket Sihnala TVC
<https://www.youtube.com/watch?v=eGDZd-Hx18c>

Press



Trade 3D Giant pack



Category Demarcators

Trade pennants



Streamers & Wobbler



The Challenge:	Launching a completely unknown air freshener format, under an unknown brand.
The Insight:	Fragrances evoke moods, feelings and emotions.
The Idea:	With great fragrances your home is happy.
Bringing the Idea to Life:	Island wide 360-degree marketing campaign including TV, Radio, Press, Digital, Activations and Cinema.
The Results:	A whopping growth in sales volumes, values and TOM awareness.

2022

Godrej Hit - "Seek and Kill" Campaign

TVC's & Radio Jingles

TV Slide



<https://www.youtube.com/watch?v=gOzcQWkywtU>

Press/Poster

Shelf Strip

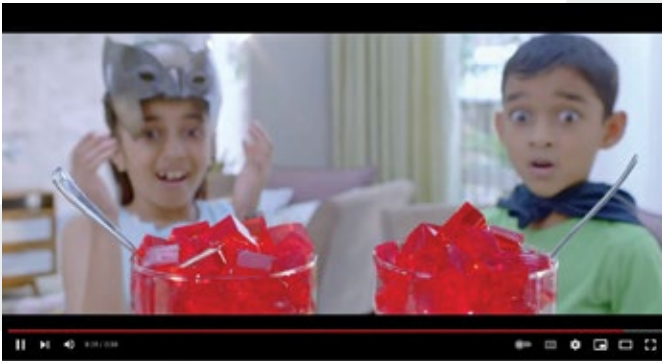


The Challenge:	Rejuvenate brand and category thereby create top of mind.
The Insight:	Cockroaches stay hidden at night and crawl on food and utensils transferring germs and spreading food poisoning.
The Idea:	"Thovil Ceremony" to get rid off the hidden enemies.
Bringing the Idea to Life:	Cockroaches crawl through dirty places and contaminating food which can trigger diseases without you knowing. Most seek help through Thovil, ceremony in which a priest and his helpers exorcise mental or physical illness.
The Results:	On going.

2022

Motha Jelly - "Heartfelt Magical Taste" Campaign

TVC's & Radio Jingles



Motha TVC 01 - moD qwea ooa 940 - 43ad de mtoDa eqD m4gg eyaD

<https://www.youtube.com/watch?v=yVrwbmURLzg>



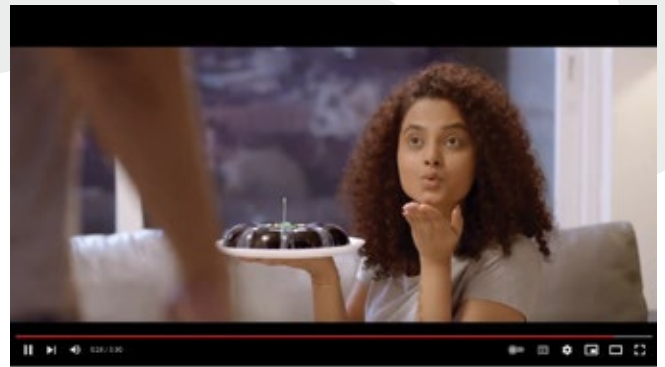
Motha TVC 04 - ag4eeD 2im y4epta ee4e4d oedid a4ide-egD qwea ooa 940.

https://www.youtube.com/watch?v=OM-FL_UICMU



Motha TVC 02 - eqD qwea ooa 940 - 43ad ee4e4d a4ide (eeD) ee a4ide

<https://www.youtube.com/watch?v=7tJIBckwb3c>



Motha TVC 05 - ee4e4d oedid a4ide 43eeD y4epta - eqD qwea ooa 940

<https://www.youtube.com/watch?v=lw4T0riFvKw>



Motha TVC 03 - ee4e4d ee4e4d ee4e4d qwea ooa 940

<https://www.youtube.com/watch?v=kGDI3cH8daA>

Gondola/Light Box



Packaging



2022

Lorry Branding



Press



Gondola



Strip Ads



Backing Paper



Tin Palte



The Challenge:

To bring excitement and emotional connect to jelly category

The Insight:

Happiness comes from little things in life. Taste can creat magical moments of delight.

The Idea:

Motha Magic Big Joy.

Bringing the Idea to Life:

A tasty treat of jelly is appreciated by way of a flying kiss and the person offered the treat receives by catching the flying kiss and placing it closer to the heart.

The Results:

On going Campaign

2022

Motha Ingredients - "Magic of Baking" Campaign

TVC & Radio



Motha Magic

<https://www.youtube.com/watch?v=zWHWeOuYbs0>

Packaging



X Banners



Press



Backdrop



On going Campaign

Our work for other Clients

Print



Don't sweep away their Childhood.
#Stop Child Labour

A message from  on world children's day

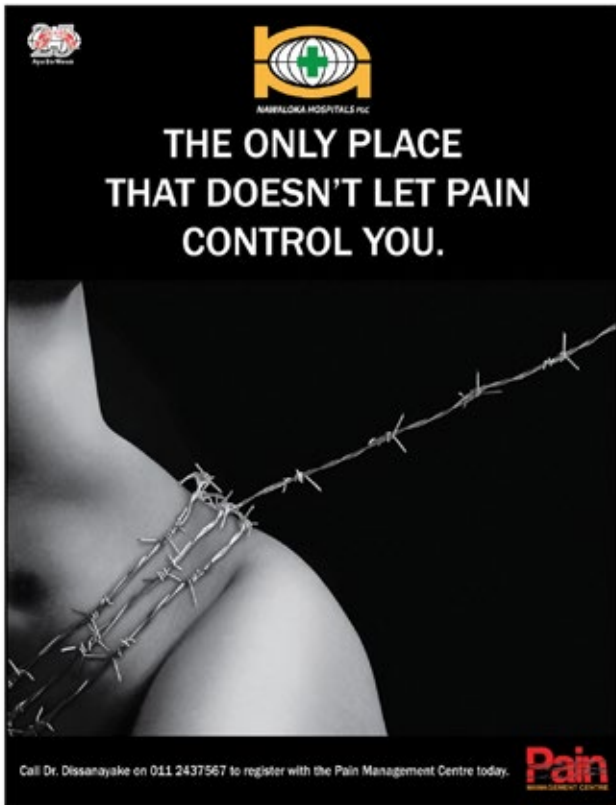




**CHILD ABUSE IS
AN ADULT'S PROBLEM
TAKE RESPONSIBILITY**

Millions of children all over the world are exploited each year by their abusive caretakers. Do not be a part of the problem. **Say no to child abuse.**

A message from 

Print





NAMBALOKA HOSPITALS PLC

**THE ONLY PLACE
THAT DOESN'T LET PAIN
CONTROL YOU.**

Call Dr. Dissanayake on 011 2437567 to register with the Pain Management Centre today. **Pain**
MANAGEMENT CENTRE

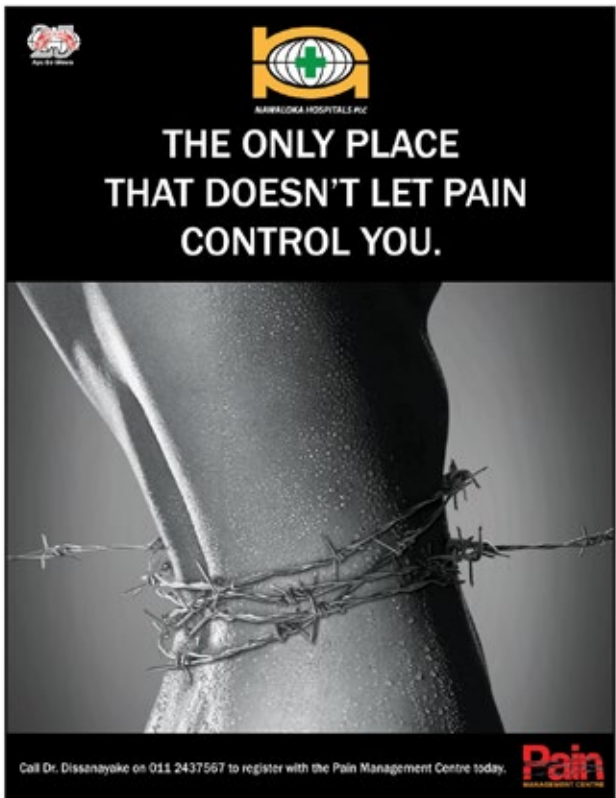






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Dealer Branding



Corporate Profiles & Magazines



CSR Books & Publications



Branded Bags



International and National recognitions



2020

- SLIM Brand Excellence – Silver - Goodnight Advance Refill
- SLIM Brand Excellence – Bronze - Godrej Abha
- Silver Effie – Home Supplies and Services – Goodnight Advance refill
- The Finalist Effie - Godrej Expert Shampoo Hair Colour
- Effie index listed as 7th most effective advertising agencies in Sri Lanka 2020

2021

- The Finalist Effie – Munchee Chocolate Puff Taste Revolution - Youth Marketing
- The Bronze Effie – Godrej Aer – Changing the way it smells and spells - Marketing Disruptors
- The Bronze Effie – Munchee Chocolate Puff Taste Revolution - Snacks & Desserts



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