



**The Winner takes it All....**

**-Munazza Rafeek**

Tuesday 10<sup>th</sup> February, 2009 might have been just another ordinary day for most people but for a team of us it was a day full of excitement, laughter and unforgettable memories. It was the day of the CIM (Inter Institute) Cricket Carnival, where The Knowledge Factory (TKF) proved to be the Best example of the well known phrase, 'Together Everyone Achieves More!'

Anyone who walked into the BRC grounds on that day was bound to have noticed the dearly decorated red TKF tent with the most adorable ladybirds. In, out and around this tent was a wide circle of friends laughing, cheering and having just one thought in mind, "The TKF cricket team is going to play their maximum. No matter if we win or lose we're going to have fun but, if we win That would be a Bonus!"

We believe that it was this thought, The support and enthusiasm provided by our hot and pretty cheerleaders along with our amazing TKF community guided by our navigator Failan Saleem and most importantly our Team Spirit that led the TFK cricket team to live up to all expectations and emerge champions of this event.

At the end of the day the TKF gang walked out tired but happy with many awards tight in their arms. Our pretty and elegant Shivika was crowned the Cricket queen and our attractive and energetic cheerleaders (Piyumi, Erandi, Anju, Teli, Nethmi and Ashvi) were awarded the Best Cheerleading squad. The award for the Best tent was won by our creative and talented décor committee while our very own pilot flew off with both the Best Batsman and the Best Bowler awards. And finally our TKF team, comprising of Migara, Dilip,

Himesh, Ramesh, Yunus and Munazza carried the most prestigious award of the day, the Trophy for the Unbeatable cricket team.

6 awards out of 8 makes one ask the question, "So does the winner really take it all?" Well that's almost exactly what TKF did. Way to go TKF!!



# Scarlet: The Modern Beauty

by Migara Gunatilaka

For 3 months trailers were played. Billboards were put up. Paper advertisements were posted. All this hype was for an all new HIT TV Series, dubbed *Scarlet* carrying a tag line "Its not what it seems" featuring explosions, fighting, and (of course) an im- probably photogenic heroine. Adverts were made under the direc- tion of the high profile Director David Nutter (Director of episodes in X-Files, Supernatural etc.) showing the heroine in various action scenes and this created a buzz around the globe. Many viewers were exited about the prospect of the new TV series which would give a good run to its rivals such as Alias, 24, and Heroes.

Gorgeous Nattasia Malthe, was chosen for the lead role Scarlet as she is intelligent and mysteriously beautiful and the buzz around her began to grow as she attended film premieres and fashion shows in character, from the BAFTAs in London to the Oscars in Los Angeles.

Rumors romantically coupled her with celebrity actors which again gave the TV series more awareness.

Celebrities and International media were gathered to get the 1<sup>st</sup> glimpse of the much awaited TV series in Hollywood. As the screening room went dark, the Scarlet trailer that had been seen on TV and online ran, fol- lowed by a making-of and behind-the-scenes

feature. This was fol- lowed by another 60- second trailer for Scar- let, similar to the first one, but with a twist: in this, Scarlet was clearly not what she seemed.

A beauty of a LCD TV appeared as Scarlet. It was truly a brand new TV series with a hot red back panel and a sleek black front. This beauty of a TV did not carry any visible speakers on the front of the TV. Instead

it had a trademark red hole which was similar to the red coloured eyes of the actress.

LG Electronics certainly turned the contemporary television marketing upside down with this campaign. The risk they took paid off very well. They were able to attract an audience more than any other tele- vision launch.

This campaign could be a benchmark for marketing campaigns that create brand awareness.

**All this hype was for an all new HIT TV Series, dubbed Scarlet, carrying a tag line "Its not what it seems" ”**



## BRANDING

Why the need of a brand? After all we are in the era of globalization, an era of stan- dardization, where consumer expecta- tions, manufacturing process and work philosophies are all becoming country agnostic.

Brands have become increasingly impor- tant components of culture and the econ- omy, now being described as "cultural accessories and personal philosophies".

A **brand** is a collection of symbols, ex- periences and associations connected with a product, a service, a person or any other artifact or entity.

Some people distinguish the psychologi- cal aspect of a brand from the experien- tial aspect. The experiential aspect con-

sists of the sum of all points of contact with the brand and is known as the **brand experience**. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people and consists of all the information and expecta- tions associated with a product or ser- vice.

People engaged in branding seek to de- velop or align the expectations behind the brand experience, creating the im- pression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the mar- ketplace. The art of creating and main- taining a brand is called brand manage- ment. Careful brand management, sup-

ported by a cleverly crafted advertising campaign, can be highly successful in convincing consumers to pay remarka- bly high prices for products which are inherently extremely cheap to manufac- ture.

A brand which is widely known in the marketplace acquires **brand recogni- tion**. One goal in brand recognition is the identification of a brand without the name of the company present.

Consumers may look on branding as an important value added aspect of prod- ucts or services as it often serves to denote a certain attractive quality or characteristic, people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

**Subha Abayarathne**

# Overview of the Sri Lankan Apparel Industry

Sri Lanka there was a period when the state sector led industrial growth. This gradually gave way to the semi-government, or corporation, sector. In these eras, though growth was seen, it was not as dynamic as expected. Thus, in 1977, a really radical change was introduced in terms of the Sri Lankan economy.

**The three main strengths that Sri Lanka could offer were:**

- Cheap labor that was easily available & accessible
- Conducive conditions, including infrastructure & tax relief
- Literate workforce, both in terms of skill & literacy

Free Trade Zones and Export Processing Zones were set up offering many concessions to foreign (and local) investors. The Board of Investment of Sri Lanka was set up as a 'One-Stop-Shop' to assist foreign investors.

The granting of licenses to organizations situated outside the BOI Zones, but with all BOI facilities and concessions further enhanced the investor-friendly environment.

In 2001, total export earnings for garments stood at US \$ 2.333 Bn

followed by Tea - which earned US \$ 690 Mn. This proves that the garments industry was the largest foreign exchange earner for Sri Lanka. Its Importance to the Sri Lankan economy cannot be underestimated.

**Employment statistics, as at 2001 are as follows:**

<b>Manufacturing</b> (including apparel sector indirect)	<b>750,000</b>
<b>Apparel Industry</b> (direct)	<b>338,000</b>
<b>Services</b> (including apparel sector – indirect)	<b>2,641,000</b>

*Source: Sri Lanka export development board*

The Sri Lankan apparel industry is one of the largest contributors to the National Gross Domestic Product of this island nation, with 6% in 2000 and 5.6 % in 2001.

The Sri Lankan apparel industry consists of approximately 800 manufacturing companies, of which, about 75% to 80% are classed as Small & Medium Enterprises (SMEs). Many of the major brands (labels) are manufactured in Sri

Lanka. These include, Tommy Hilfiger, Victoria's Secrets, Van Heusen, Next, Triumph, Bhs, London Fog, GAP, Abercrombie & Fitch, Marks & Spencer, Tesco.

The total quantity of garments (units) produced in 2001 was 2.45 billion pieces.

Sri Lanka, though still a developing nation, has the following strong points:

1. Prestigious International customer base
2. Reputation as a quality manufacturer
3. Very high compliance with International labor regulations
4. Competitive pricing
5. Reputation of "on-time" delivery
6. Disciplined, skilled & trainable work force

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