

## Home page:

### The Sagittarius is really a centaur

The lower half is horse; the upper half is a man. The man is holding a bow with an arrow aimed upwards toward the sky. This symbolizes the Sagittarius' drive to overcome basic animal instincts by aiming his thoughts into the divine realms of the heavens.

### Sagittarius is hunting for ideas

Sagittarius tends to aim their arrows of thought upward, being the incurable optimists of the zodiac.

### The character

Sagittarius often looks at the sunny side of life and the silver lining to any dark cloud. Sagittarius are honest to a fault, they can say what's on their mind before they realize that someone's feelings might be hurt.

### Sagittarius's prompt

There is also a connection between Sagittarius and horses, be it a love of riding fast or an emphasis on the most powerful part of a horse: its legs and thighs. In fact, many of Sagittarius love outdoor hiking and long distance running. The Sagittarius motto is "It is better to know how to learn than to know".

## About Us

Sagittarius.Aim is a new born Advertising Agency in the forefront of the Ad industry in Sri Lanka. Under the expert leadership staffed by fresh creative minds in the country - the agency is fully geared to handle both above the line and below the line Advertising, Social marketing and PR campaigns of any magnitude. The success of the agency stems from its total combination to delight its clients regardless of the size of the account by personally getting involved with the client and ascertaining that the client's goals and objectives are achieved in a cost effective manner. The agency is also able to provide outdoor advertising, point of sale and strategic event management solutions through outsource.

### Our Mission

... to serve clients by initiating and executing creative, cost-effective Advertising concepts and by implementing an integrated process so as to develop a strong Brand and Brand preference in order to eventually enable the client to successfully sell the product or service.

### Our Vision

Client grows... We grow.

## Latest Projects

### 1. 5<sup>th</sup> July 2011

Title: What drives you?

Client: Nations Trust Bank

Product: Nations Leasing

Targeted Segment: Professionals such as Executives, Directors, Managers and Salaried employees

Campaign coverage: All print & electronic medias including outdoor activities.

The Concept: **There are five reasons to own a vehicle:**

1. Need – Vehicle is most needed
2. Upgrade – Buy a new vehicle instead of old vehicle
3. Investment – Investing money on vehicles to get better returns (Such as Toyota Vehicles)
4. Prestige – To show their status (Mercedes Benz, BMW)
5. Dream – Who ever having long term dream to come true (Ferrari, Hummer other sporty vehicles)

**No matter what drives you, we help you drive it. Vehicle financing solutions from Nations Trust Bank**

### 2. 5<sup>th</sup> July 2011

Title: You'll get all the prosperities when you are having a vehicle. You'll own a vehicle easily because of Nations Leasing.

Client: Nations Trust Bank

Product: Nations Leasing

Targeted Segment:

Small and medium enterprises. Such as transport, business and dual purpose vehicles.

Campaign coverage: All print & electronic medias including outdoor activities.

The Concept: **There is a belief of Sri Lankan peoples when they buy a vehicle they'll do this formality.**

Without any hassle

Dream come true

Life will get brighter

When we deal with Nations Leasing

**Vehicle financing solutions from Nations Trust Bank**

### 3. 5<sup>th</sup> June 2011

Title: A great combination of low rentals and hassle free leasing solutions from

Nations Leasing with the very best in Suzuki motor technology from AMW awaits you.

Client: Nations Trust Bank

Product: Nations Leasing + AMW Combine Campaign

The Concept: **Isn't it time for a real car?**

**Vehicle financing solutions from Nations Trust Bank**

Campaign coverage: All print & electronic medias including outdoor activities.

### 4. 3<sup>rd</sup> June 2011

Title: Buy genuine products from an well established IT Company

Client: PC House PLC (PCH)

Product: HP

The Concept: **Right Thing Right Place**

Campaign coverage: All print medias including outdoor activities.

5. 7<sup>th</sup> April 2011

Title: Why wait for months till your debtors settle you?

Client: Nations Trust Bank

Product: Nations Factors

The Concept: **Sell on credit... But still get the money upfront!**

**Obtain a factoring facility from Nations Factors so that you can get money for your credit invoices upfront and maintain a smooth cash flow.**

Campaign coverage: All print & electronic medias including outdoor activities.

6. 8<sup>th</sup> January 2011

Title: All they need for generations of luxury...Client: Nations Trust Bank

Product: Silvas Furnitures

The Concept: Buy Genuine Indonesian teak furniture from Silvas Furniture it will remain for your next generations

Campaign coverage: All print & electronic medias including outdoor activities.

## Our Services

1. Brand, Business Logos and Corporate Guidelines.  
We'll make you the best brandings to easily recognize your brand and business nature by customers. The corporate guidelines it will stick on one theme and maintain the same uniformity.  
*Feel free to call us we'll make it for you.*
2. Concept and designing of any type of campaign including of  
TV & Radio Commercial productions and news papers also other print medias.  
*Feel free to call us we'll make it for you.*
3. We'll make your corporate accessories such as visiting cards, letterheads, company profiles, annual reports, corporate dockets and any type of corporate materials.  
*Feel free to call us we'll make it for you.*
4. We can give you an excellent outdoor advertising services through our well experienced outsourcers . We can create billboards banners, pennants and name boards for very competitive rates also we can arrange relevant sites for your bill boards.  
*Feel free to call us we'll make it for you.*
5. We undertake all type of printing materials for cheap rate in the market and best quality too.  
*Feel free to call us we'll make it for you.*
6. Except the advertising we like to share our techniques for your importing, marketing and selling departments to improve your business through our market research and statistically services.  
*Feel free to call us we'll do it for you.*

## Contact Us

Thank you for your concern on us...

We hope you made a great satisfaction on us.

Even we'll definitely give our maximum service in the future too.

Sagittarius.Aim Advertising

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