

## **RICHARDSON REDEFINES OUTDOOR ADVERTISING IN COLOMBO**

After enduring nearly three decades of fortifications, barricades and restrictions, the conclusion of the war in May of 2009 has seen the City of Colombo blossom like never before. From a city under siege, to a city enjoying new-found freedoms, the progression from “eye-sore” to “eye-pleasing” has been nothing short of dramatic.

While the entire beautification process of a large city requires meticulous planning and action on many fronts, a key element in any internationally-reputed city is the prevalence of street furniture of world-class standards. World-class street signs, billboards, bus shelters, gantries, cantilevers revolve around visually eye-catching designs that are legible and uniform in design, dimensions and positioning. Collectively, high-quality, aesthetic street furniture serve to convey the impression of an environment that is organized, orderly, reliable and safe. Its importance therefore is paramount in defining the big picture of a developed city.

For Sri Lankans, and those residing in and around Colombo in particular, one of the early indications of Colombo’s changing face was the appearance of a quality of street furniture that one was only accustomed to seeing in movies or on visits overseas. Today, however, all main roads, side roads and lanes throughout the city and surrounding suburbs are dotted with the distinctive ‘white lettering on blue background’ street signs, which appear in all three official languages of Sri Lanka – Sinhala, Tamil and English. Further Colombo today has been beautified with Artistic & Creative Bus Shelters where prominent brands are displayed; also the Poster panels have been redefined into Bill Boards where the Top Panel displays distinct brands. The Precision in Street furniture is further enhanced with Diamond Graded Stickers on Gantries & Cantilevers all around Colombo.

Behind this undertaking is Richardson Outdoor (Pvt) Ltd which was incorporated in the year 2003 as an outdoor advertising company in Sri Lanka. Over the last few years the company has grown phenomenally and diversified in to many outdoor advertising mediums such as billboards, bus shelters, hoardings, gantries, street name boards and other specialty advertising. Today, Richardson Outdoor (Pvt) Ltd is one of the leading outdoor media companies in Sri Lanka committed to provide total Out of Home (OOH) media solutions to our esteemed clients. The city of Colombo was devoid of any street furniture which matched up to international standards in the early 90’s. These structures were in dilapidated conditions and were often found wanting in terms of better design and being aesthetically soothing. Richardson Outdoor has played a pivotal role in changing the skyline of Colombo with the advent of superior quality, state of the art outdoor advertising mediums.

Transforming the city of Colombo to international standards is pivotal to President Mahinda Rajapaksa’s vision of developing Sri Lanka in to one the most advanced countries in the region. While organisations’ like Richardson Outdoor have been contributing to this process, central to the remarkable and rapid evolution of the city has been the presence of people with vision,

leadership skills and the wherewithal and commitment to see it through to a successful conclusion.

Richardson Outdoor is a subsidiary of the Richardson Group, which is a pioneer in Sri Lanka's electrical products & infrastructure industry. The Group consists of 6 Companies, namely Richardson Projects, Richardson Electric, Richardson Outdoor, Richardson Engineering & Richardson Retaillink with interests in Power Distribution & Transmission, Manufacturing, Outdoor Advertising, Renewable Energy, Industrial Automation, Lighting and Mechanical & Electrical Services. Richardson Projects is also an ISO 9001-2009 & ICTAD Electrical & Mechanical services category EM1 certified company.



**Caption: National Savings Bank signs up with Richardson Outdoor to advertise on Billboards. Left to Right: Amarsha Seneviratne, Manager PR(RODL), Oline De Bond, Manager- Key Accounts (RODL), Azmeth Caffoor ,Director (RODL), Jagath Gamanayake, DGM Marketing & Deposit Mobilization(NSB), S.N.B.M Gunawardana,Senior Manager Savings & Promotion (NSB)**