New ‘Answers’ campaign in Sri Lanka underscores Siemens’ solutions competence

After the successful launch in countries like Germany, USA, China and India, Siemens’ new ‘Answers’ campaign will now roll out in Sri Lanka to successfully answer the toughest questions of today and the future.

Timed to coincide with the company’s 160th anniversary, Siemens AG launched a long-term ‘Answers’ campaign across all its Groups and Regions. The campaign showcased the solutions competence Siemens has leveraged from the company’s inception to successfully answer the toughest questions of the times. With this campaign, Siemens is underscoring its technological competence and positioning itself as a leading solutions provider in fields of industry, energy and environment and healthcare.

Today, the campaign will be rolled out in Sri Lanka at one of the country’s largest engineering and technology exhibition – Techno 2008. Siemens is aiming to sharpen its image among the general public with this campaign: “The image campaign now being launched will highlight our technological competence in the three fields of energy and environment, industry and healthcare,” noted Stephan Heimbach, Corporate Vice President of Corporate Communications and Government Affairs at Siemens. The campaign was developed in cooperation with the internationally renowned agency Ogilvy and is part of a company-wide Siemens communications program.

In Germany, the campaign was initiated with two image motifs and has now incorporated newer motifs. The first motif depicts company founder Werner von Siemens and the second featuring company employees. By choosing these motifs, Siemens is evoking the characteristics that have shaped the company’s success from the beginning and still define it to this day — innovative strength, global scope and creativity.
In Sri Lanka, the omnibus comprising three motifs for industry, energy and environment and healthcare will be launched. The key theme of these motifs is the solutions competence, which Siemens brings to bear in providing answers to the toughest questions facing society today and in the future.

Siemens Ltd is the flagship listed company in India. Siemens in India, which comprises 20 legal entities, is a leading provider of industry and infrastructure solutions with a business volume aggregating about Rs. 11,000 crores. It operates in the core business segments of Energy, Industry Transportation, Healthcare, Information Technology, Communication and Lighting. It has nation-wide Sales and Service network, 18 manufacturing plants, a network of around 500 channel partners and employs more than 18,000 people.