

WYLD



**Creating WYLD relationships  
with good brands and  
their customers**



WYLD has been crafting **powerful brand stories since 2017**, meaningfully connecting brands and their customers. Through creative campaigns and strategic insights, we help clients reach new heights, shape culture, and make a lasting impact worldwide.

**3 global offices**

**Services provided across 8 countries**

**50+ team members**

# SERVICES & STRENGTHS



## Strategy

Turning strategic vision into actionable steps for long-term growth.

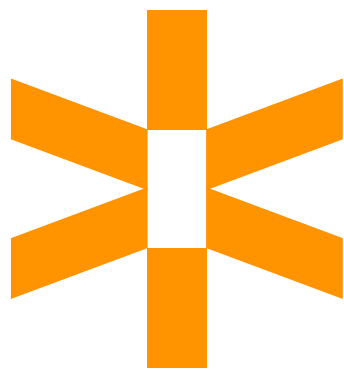
- Market Research & Planning
- Campaign Strategy & Analytics
- Brand Strategy Development
- Customer Journey Mapping
- Funnel Creation



## Branding

Building a brand identity that speaks, connects, and lasts.

- Identity Creation & Messaging
- Positioning & Guidelines
- Collateral Design & Activation
- Brand Experience & Partnerships



## Tech Solutions

Delivering custom, smart and scalable tech that drives change.

- Website & E-commerce Development
- Mobile App & CRM Integration
- Marketing Automation & Analytics



## Digital

Connecting with audiences through immersive and impactful online experiences.

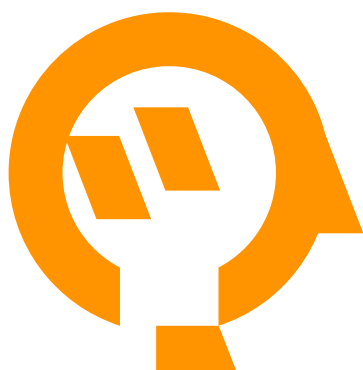
- SEO & PPC Management
- Social Media & Content Marketing
- Email & Video Campaigns
- Influencer & Affiliate Marketing
- Conversion Rate Optimization (CRO)



## Creative

Bridging artistry and results for content that captures, inspires and converts.

- Digital & Print Designs
- 2D/ 3D Animations
- Copywriting
- Illustration
- UI/UX Design
- Packaging



## Public Relations

Amplifying your brand's voice

- Media & Influencer Relations
- Crisis Management
- Media Events
- Reputation Management
- Media Monitoring & Reporting



# CLIENTS

Dubai , Maldives , Malta , Seychelles, India, USA, KSA

Retail / Fashion



Travel & Logistics



Information & Technology



Construction



Spirits Industry



Hospitality



Web 3.0



Food & Beverages



Footwear



# CLIENTS

Sri Lanka

Financial Service



Information & Technology



Apparel



Retail / Fashion



Manufacturing



Construction



Food & Beverages



Education



Automotive



Mercedes-Benz



Travel & Logistics



Retail



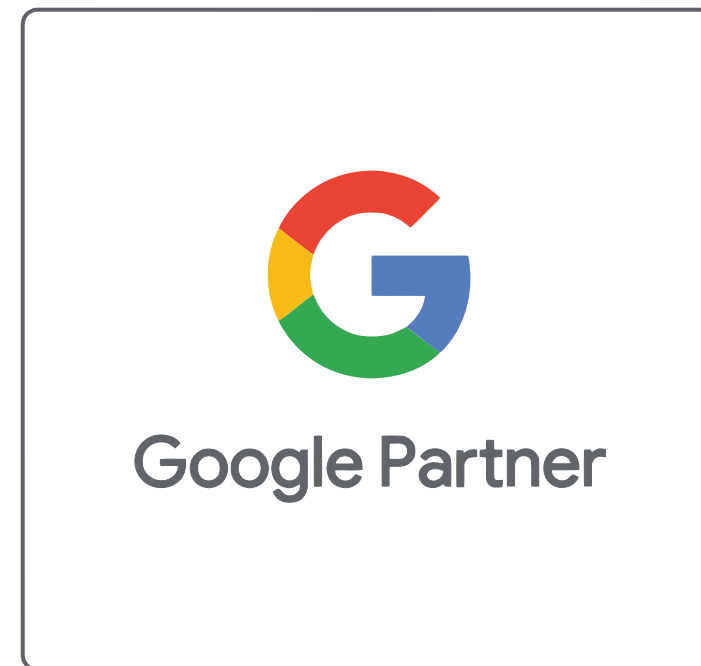
Hospitality



Other



# QUALIFICATION & PARTNERSHIPS







**Banura**  
Sooriyapperuma

Chief Executive Officer  
WYLD Global

Qualifications and Certifications  
International MBA (Birmingham City University)  
MCIM (UK)  
PADI Technical Diver



**Dilanjan**  
Seneviratne

Chief Brand Officer  
WYLD Global

Qualifications and Certifications  
BA (Hons) Business Management  
Master of Business Administration (MBA)



**Shanellie**  
White

Chief Creative Officer  
WYLD Global

Qualifications and Certifications  
BBA, International Marketing MA,  
Design Innovation  
Google Garage Certified  
Google Ads Certified



**Thisura**  
Jayasoma

Chief Operating Officer  
WYLD Global

Qualifications and Certifications  
BSc (Hons) Accounting and Finance, Chartered Marketer (ACIM)  
Digital Diploma in Professional Marketing, SOSTAC® Certified Planner  
Certificate in Professional Marketing (Digital Marketing)  
Meta Certified Community Manager and Digital Marketing Associate (Blueprint)  
Eskimi ads certified, Google ads certified



**Bashana**  
Wijekoon

Head of Performance Marketing  
WYLD Global

Qualifications and Certifications  
BSc Financial Mathematics & Actuarial Sciences  
Chartered Marketer (ACIM) - Digital Diploma in  
Professional Marketing  
Meta Certified Community Manager  
Google Ads Certified  
SEMRUSH SEO Fundamentals Certification  
Eskimi Programmatic Certification



 #it'swyld

# \ CASE STUDIES




## \ Client Overview

As a trailblazer in the finance industry, Mastercard has consistently introduced cutting-edge technologies that have transformed how Sri Lankans conduct their financial transactions, ensuring unmatched security and convenience. Recently, Mastercard partnered with us to amplify their digital initiatives, leveraging our expertise to bring their visionary concepts to life. Together, we're setting new standards in the digital economy, driving a future where connectivity and inclusivity are at the forefront.

## \ Scope of work



Strategy



Digital



Creative

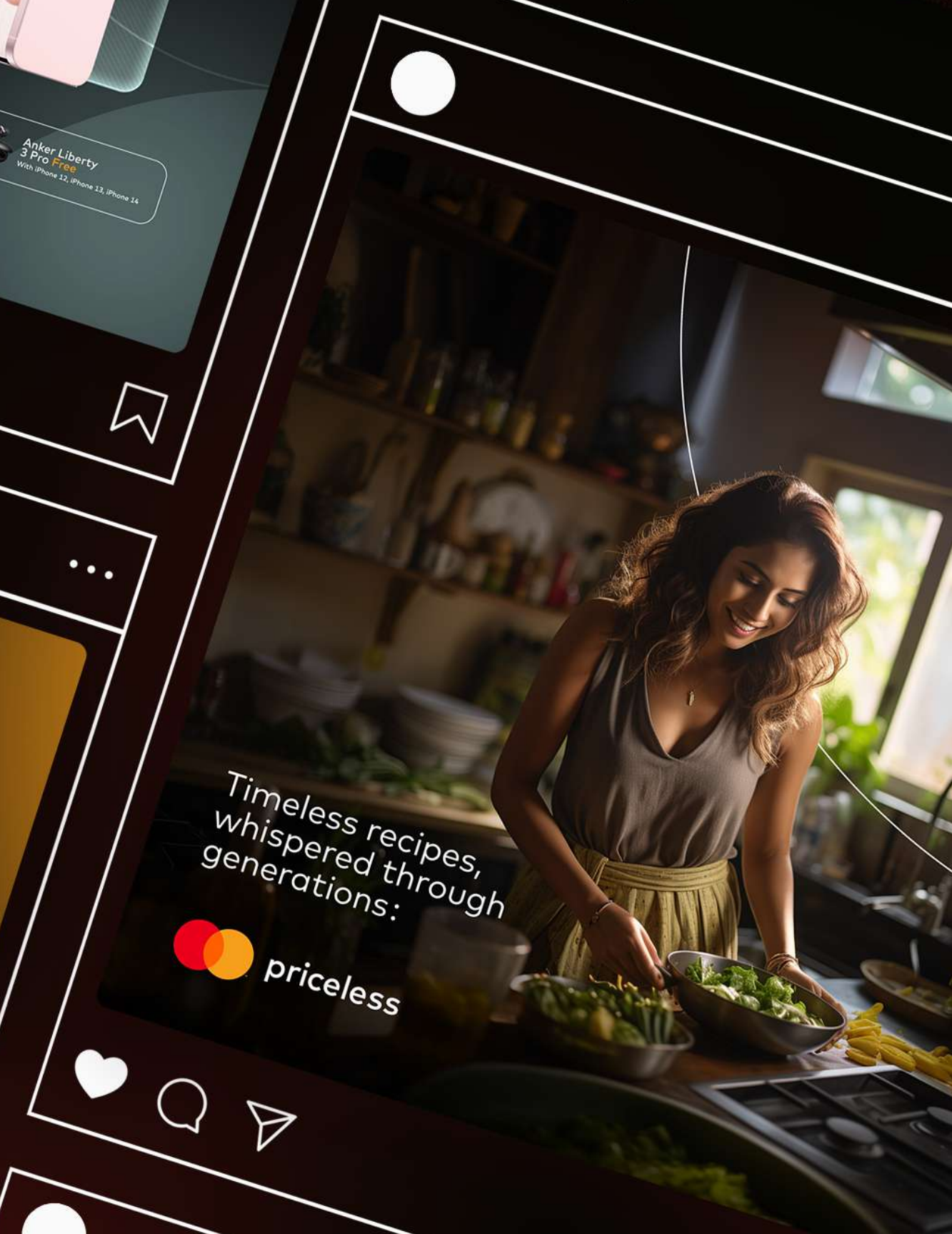
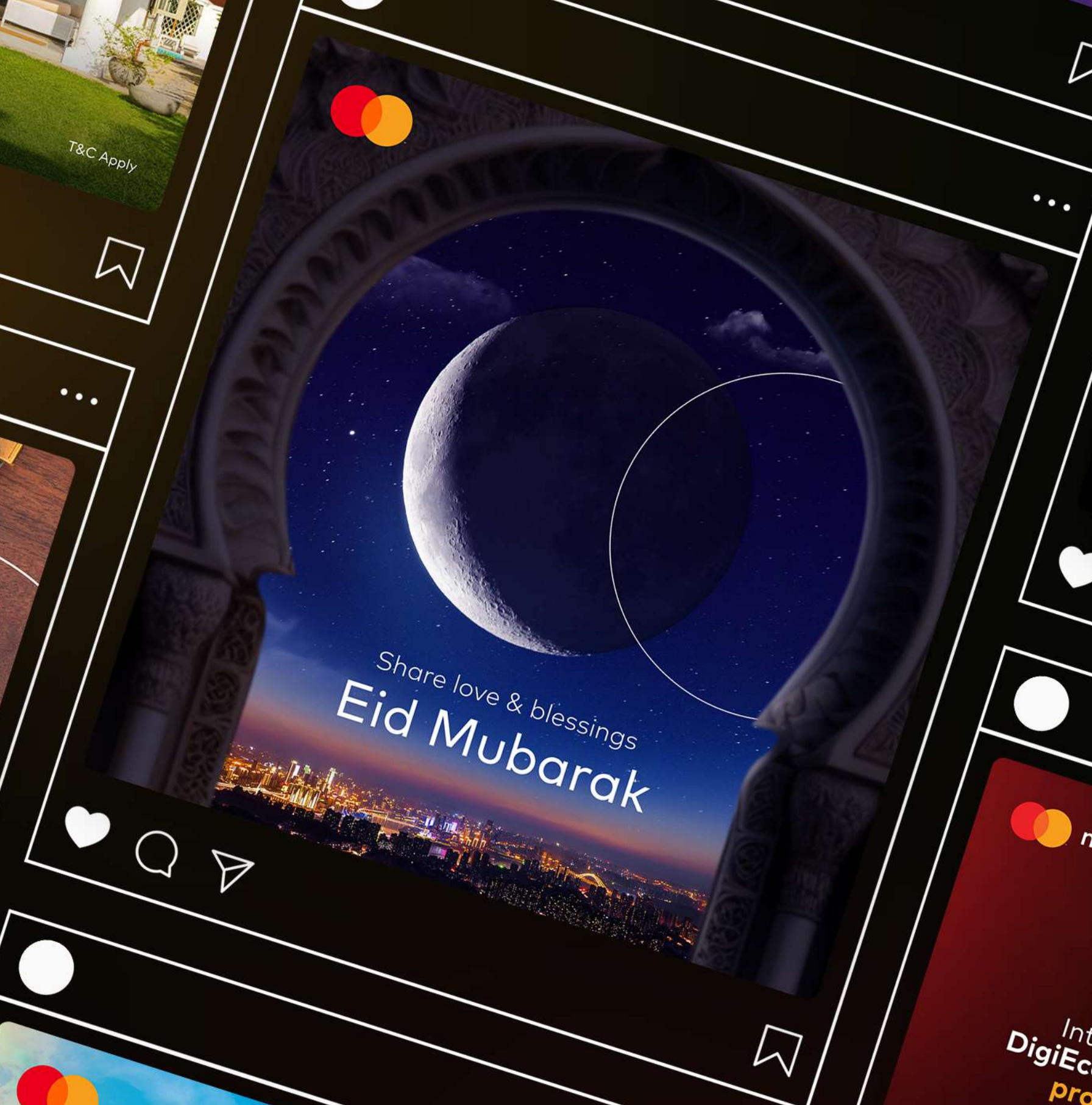
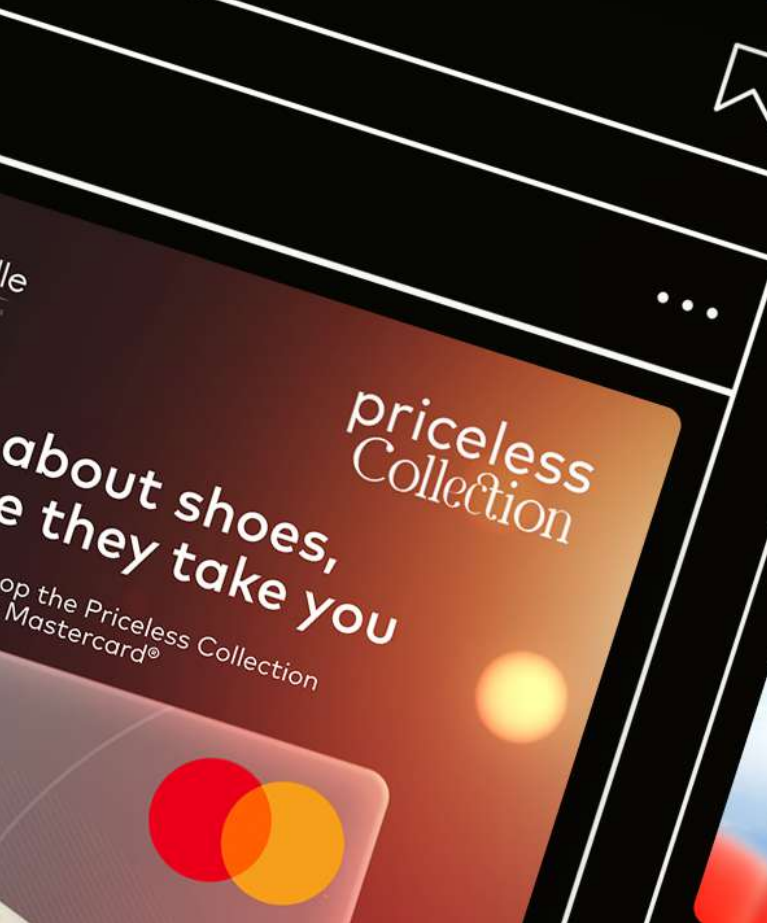
## \ Testimonial



Collaborating with the WYLD team has been a consistently positive experience. Their creativity, dedication, and expertise have been invaluable in delivering high-quality outcomes. Their support enables us to bring together innovation, sophistication, and impactful solutions, reinforcing our commitment to excellence.

Sandun Hapugoda  
Country Manager - Sri Lanka & Maldives  
Mastercard









## \ Client Overview

A leader in modular construction, ModDsys boasts a 650+ technician team and a daily production capacity of 12,000 square feet. Through strategic branding and client education, they've transformed from a brand with no digital presence to a partner on multi-million dollar giga projects in the MENA region, including a construction village for Saudi Arabia's NEOM project.

## \ Scope of work



Strategy



Branding



Tech Solutions



Digital



Creative

## \ Testimonial

As the Group CEO of Moddsys, overseeing a diverse range of businesses within the Built Environment Industry, I must express my appreciation for WYLD Global. This dynamic and talented marketing agency has been an invaluable partner in our journey toward modernizing our ventures. WYLD Global has excelled in developing unique brand identities for each of our subsidiaries, crafting websites that stand out, and creating compelling company profiles. Their adept social media management and marketing collateral development have been integral to our success. WYLD Global's commitment to delivering value is evident in their consistent efforts, which have significantly enhanced the brand image of Esadore's business ventures across all platforms. We are pleased to have them as our partners, helping us thrive in the ever-evolving modern business environment.

Ebrahim Malekzadeh  
CEO | Moddsys Inc  
Esadore International Investments









## \ Client Overview

The Brands for Less (BFL) Group, a leading off-price retailer of fashion and homeware founded in Lebanon in 1996, has grown from a single store concept to serving seven markets across the Middle East and Europe. Their "Treasure Hunt" model with deep discounts on designer brands and the acquisition of the Tchibo franchise in the MENA region exemplifies their customer-centric approach. BFL has recently expanded its reach further by taking its e-commerce platform global, demonstrating their commitment to digital inclusivity alongside physical stores. The company is also exploring and diversifying into the web3 space, positioning itself for the

## \ Scope of work



Strategy



Branding



Tech Solutions



Digital



Creative

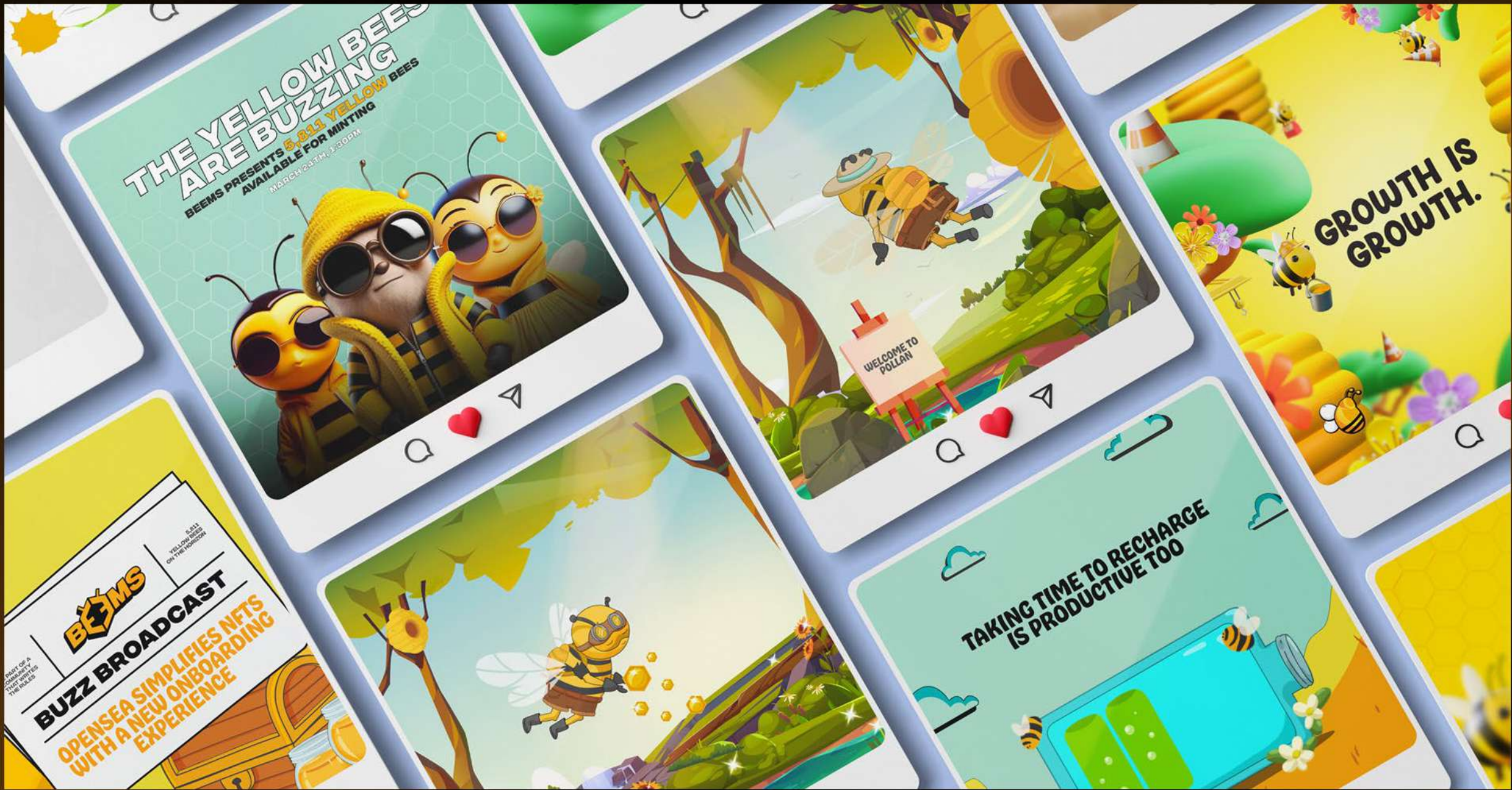
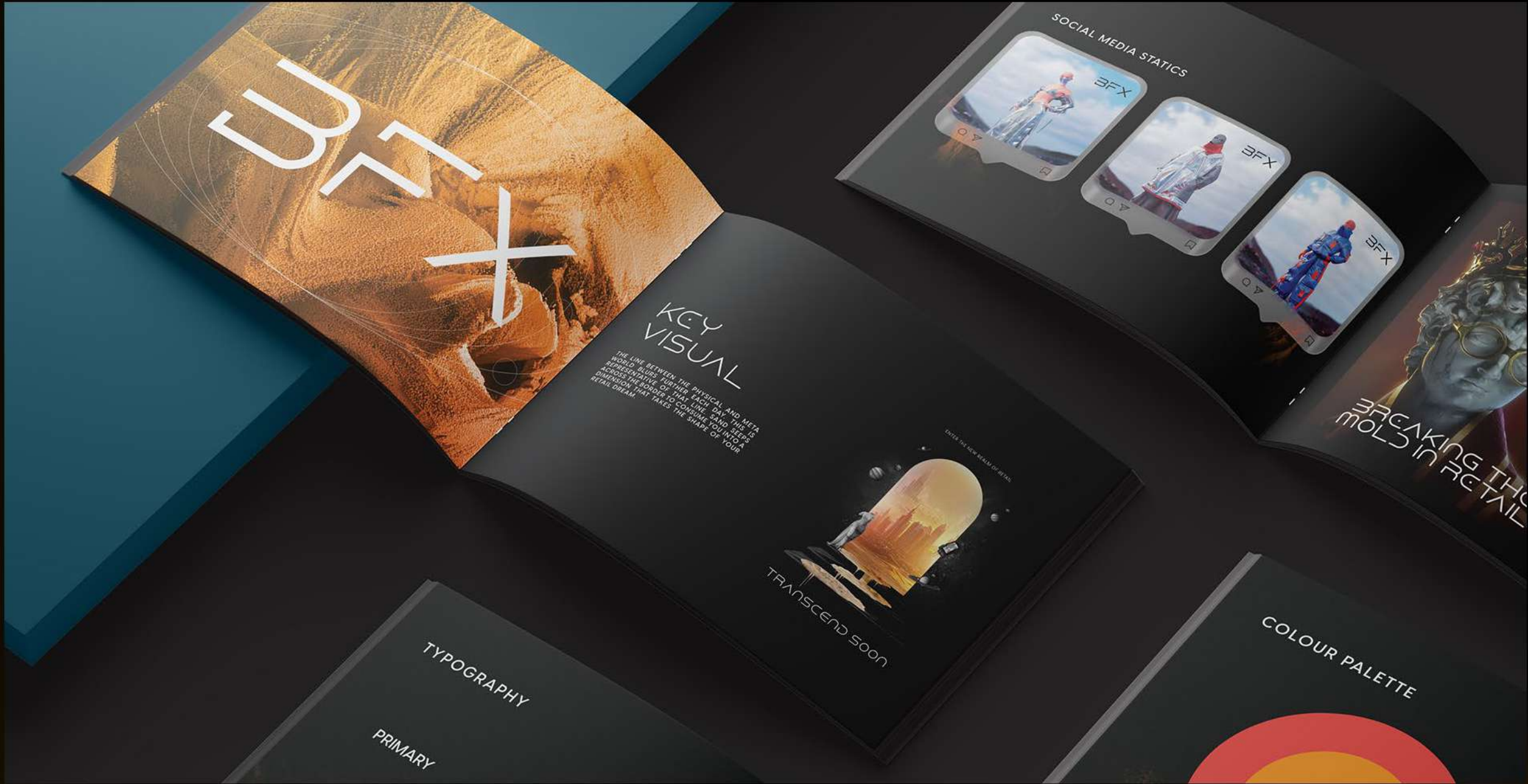
## \ Testimonial



I extend my deep appreciation to WYLD Global, our exceptional marketing agency. Their contributions to the WEB 3.0 arm of the BFL Group Dubai's success have been truly remarkable. WYLD Global's expertise in brand positioning, web development, digital marketing, and content creation have significantly boosted our presence in the Web 3.0 and NFT space. Their creation of marketing collateral has further elevated our brand image. Their profound knowledge of Web 3.0 and NFT trends has been instrumental in achieving remarkable results. WYLD Global is more than an agency; they are a trusted partner in our journey to excellence. Thank you for your unwavering dedication and expertise.

**Shakeeb Nazer**  
Strategy & Marketing in Web 3.0  
BFL Group - Dubai





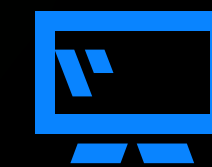




## \ Client Overview

A giant in Sri Lanka's IT landscape, Virtusa stands as the nation's top IT employer with a global workforce exceeding 35,000. This powerhouse combines industry expertise with agile teams to deliver innovative solutions and drive seamless digital transformations for clients across various sectors like finance, healthcare, and communications. Their leadership in technology and industry solutions solidifies their position as a top-tier business consulting and IT outsourcing firm.

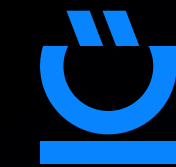
## \ Scope of work



Branding



Digital



Creative

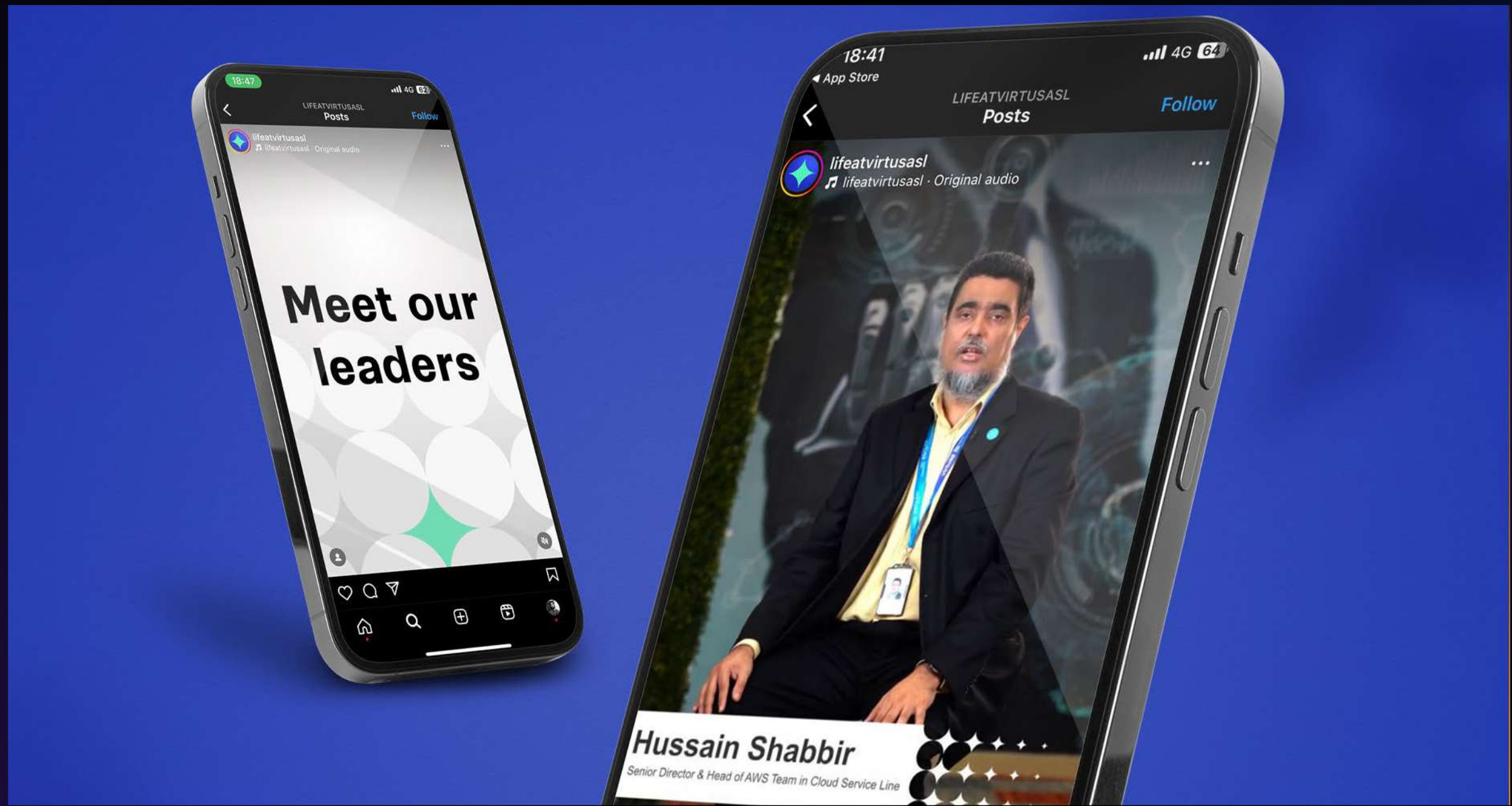
## \ Testimonial



WYLD Global has been our creative partner in addressing critical talent marketing and employer brand development challenges at our 35,000-strong global tech company. Our primary concerns were the constant influx of job openings and high employee turnover, common in large organisations. WYLD Global not only understood these challenges but also strategically provided solutions. Their expertise in social media management, support for recruitment and referral campaigns, and various communication tactics elevated our employer brand to engage our current staff and effectively attract potential employees. WYLD Global's invaluable contributions have been pivotal in enhancing our talent acquisition and employee retention efforts. They are more than an agency; they are a strategic partner in our journey to strengthen our workforce and global presence. Thank you for your dedication and remarkable results.

**Dilshan Senaratne**  
Head of Global Talent Brand &  
Corporate Communication (APAC & EME)









## \ Client Overview

Esadore International Investments, a Dubai-based company with a multi-million dollar portfolio, is a major player in the Built Environment Industry (BEI). Their diverse holdings span hospitality, wellness, F&B, AI, and innovative technologies, with brands like Kefi Hospitality, Vast Retreats, Nareta Wellness, Zadeh Technologies, and Innobuild under their umbrella. Wyld's work helped solidify their brand strategies, establish subsidiary identities, and create a strong digital presence, solidifying Esadore's position as a key industry influencer.

## \ Scope of work



Strategy



Branding



Tech Solutions



Digital



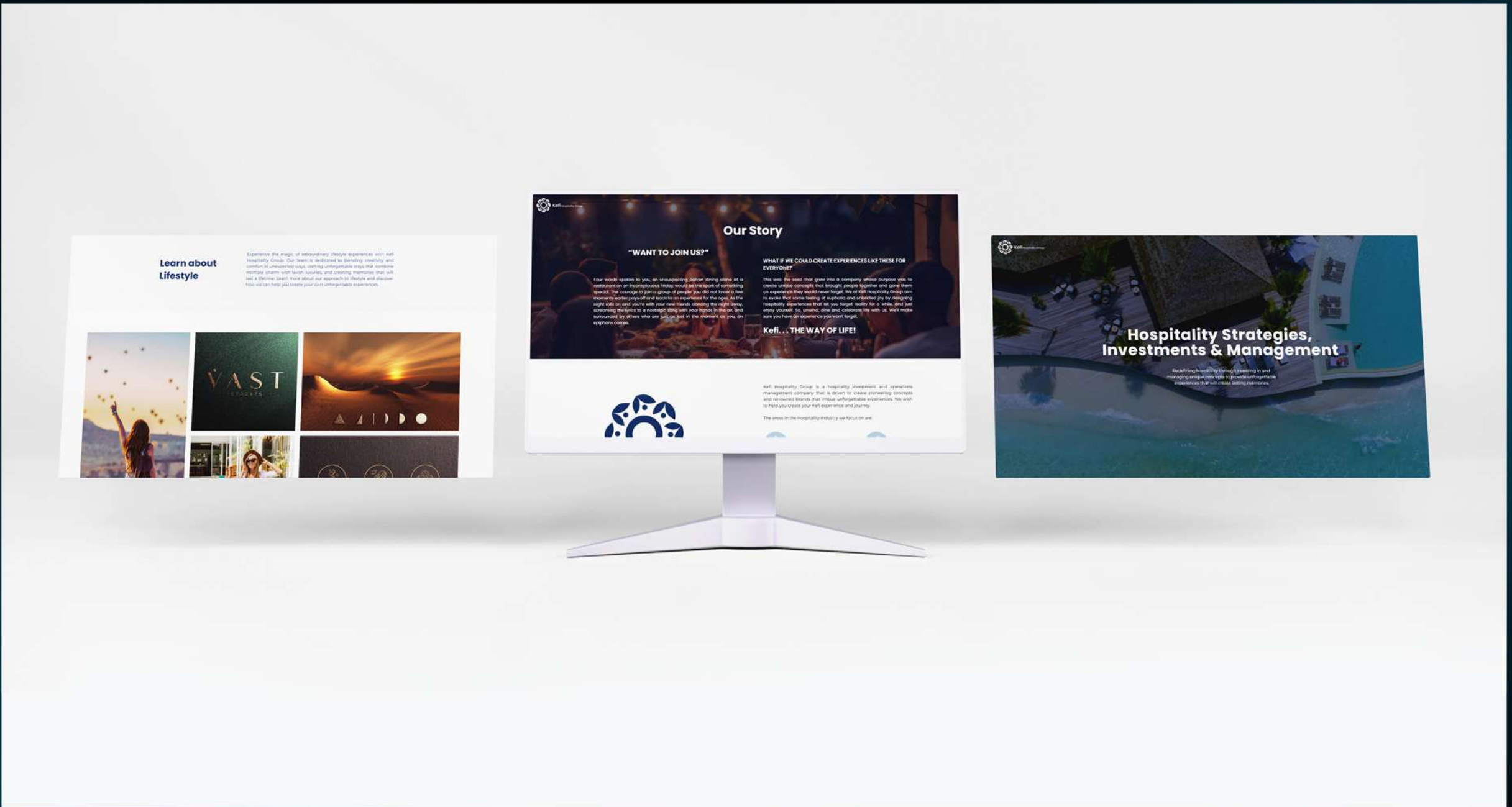
Creative

## \ Testimonial

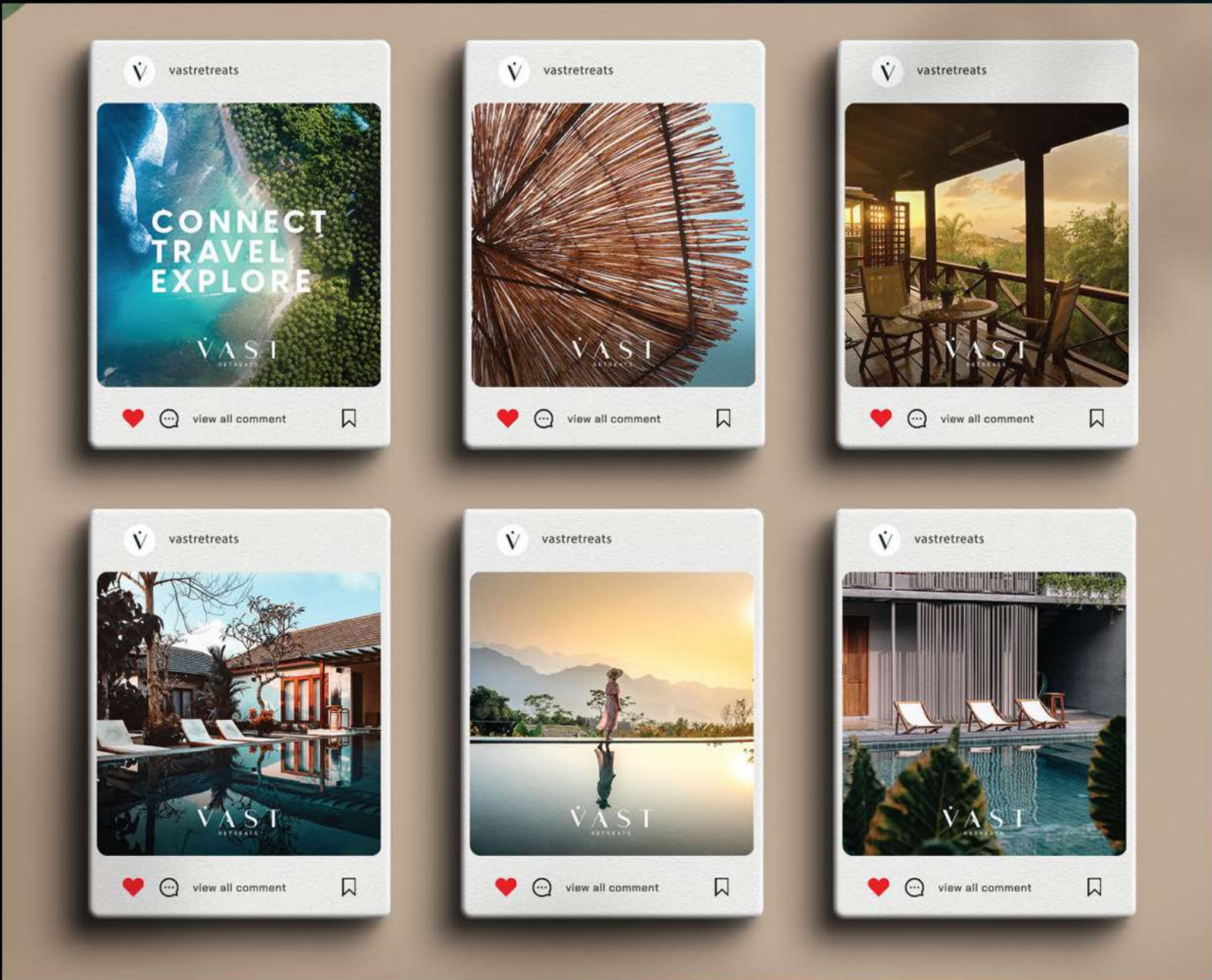
As the Group CEO of Esadore International Investments, overseeing a diverse range of businesses within the Built Environment Industry, I must express my appreciation for WYLD Global. This dynamic and talented marketing agency has been an invaluable partner in our journey toward modernizing our ventures. WYLD Global has excelled in developing unique brand identities for each of our subsidiaries, crafting websites that stand out, and creating compelling company profiles. Their adept social media management and marketing collateral development have been integral to our success. WYLD Global's commitment to delivering value is evident in their consistent efforts, which have significantly enhanced the brand image of Esadore's business ventures across all platforms. We are pleased to have them as our partners, helping us thrive in the ever-evolving modern business environment.

Ebrahim Malekzadeh  
Group CEO  
Esadore International Investments













## \ Client Overview

A global force in sustainable and ethical apparel, Sri Lanka's MAS Holdings transcends mere clothing manufacturing. They're a tech-driven leader, setting industry benchmarks and collaborating with top brands to revolutionize the way clothes are made. MAS' relentless pursuit of innovation extends to subsidiaries like Softmatter, a pioneer in wearable tech, and Femography, dedicated to women's health products. This focus on cutting-edge solutions, alongside their commitment to ethical practices, solidifies MAS as a truly progressive and impactful leader on the global apparel stage.

## \ Scope of work



Strategy



Branding

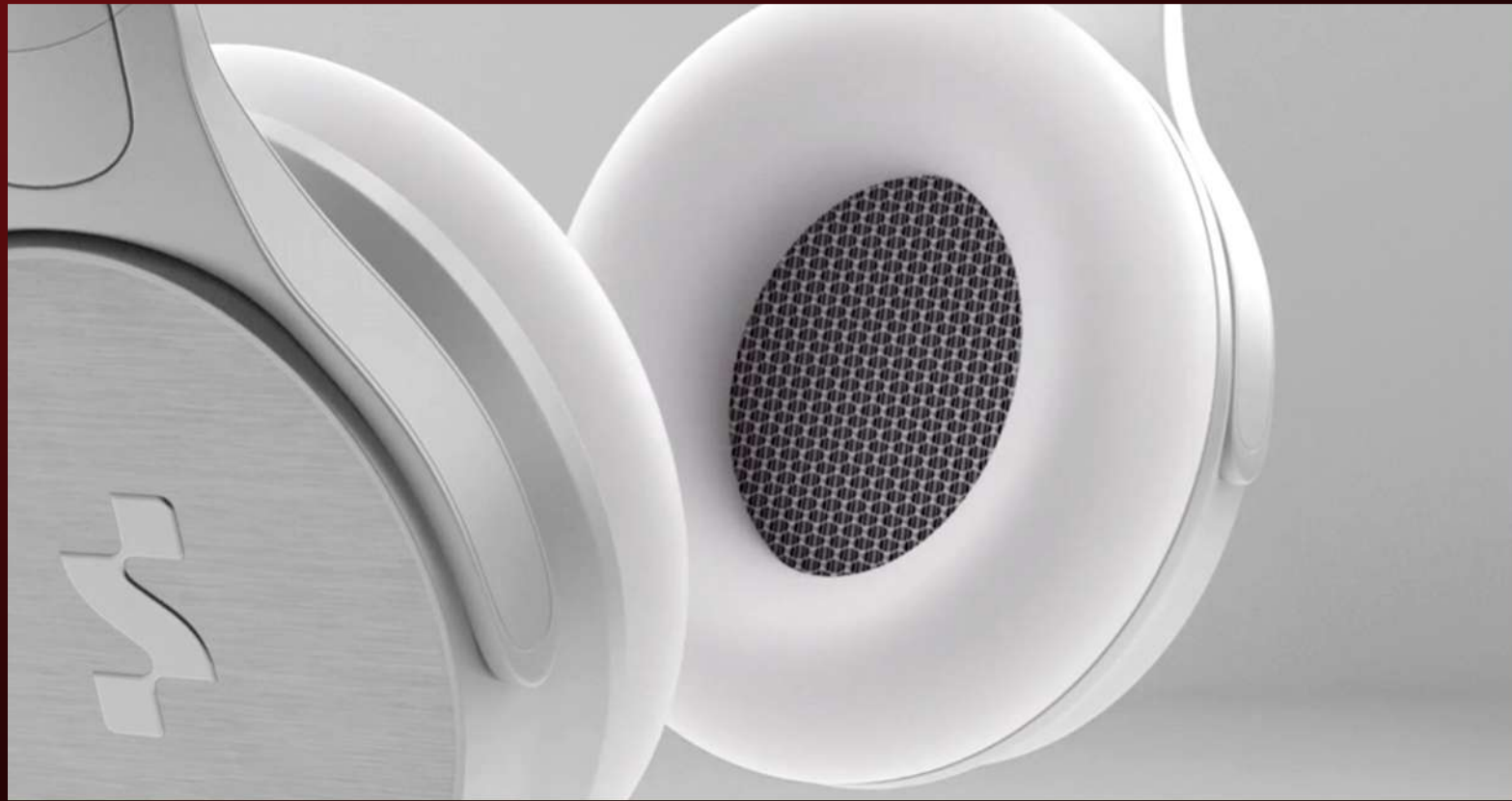


Tech Solutions

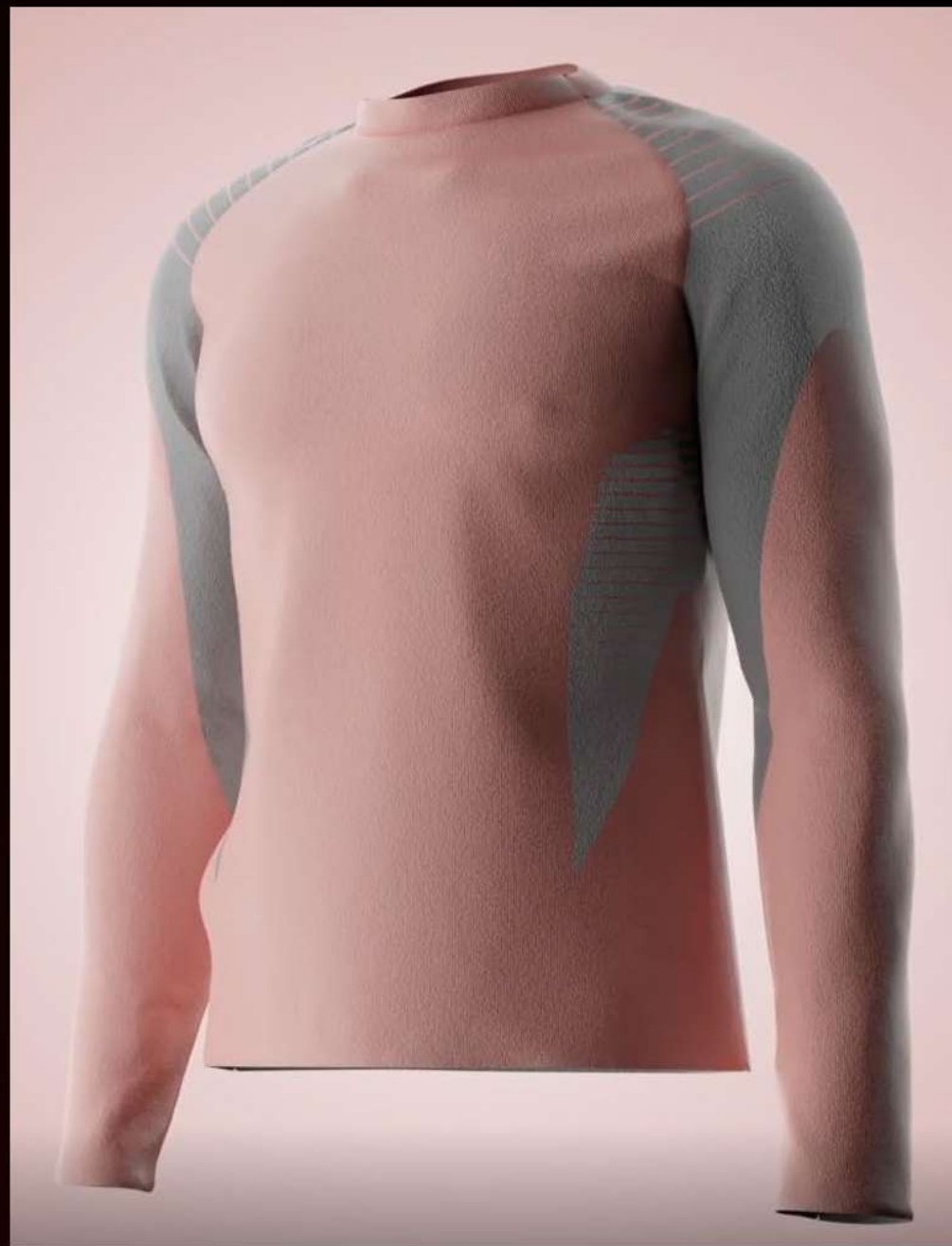


Creative













## \ Client Overview

GamerTech, an innovative gaming brand, approached us to launch their latest console skins with more than just a product push—they wanted a thematic, emotionally driven campaign that resonated deeply with gamers. In response, we crafted a compelling creative universe rooted in symbolism and storytelling, transforming the skins into expressions of identity and connection through powerful visuals, animation, and narrative-led content.

## \ Scope of work

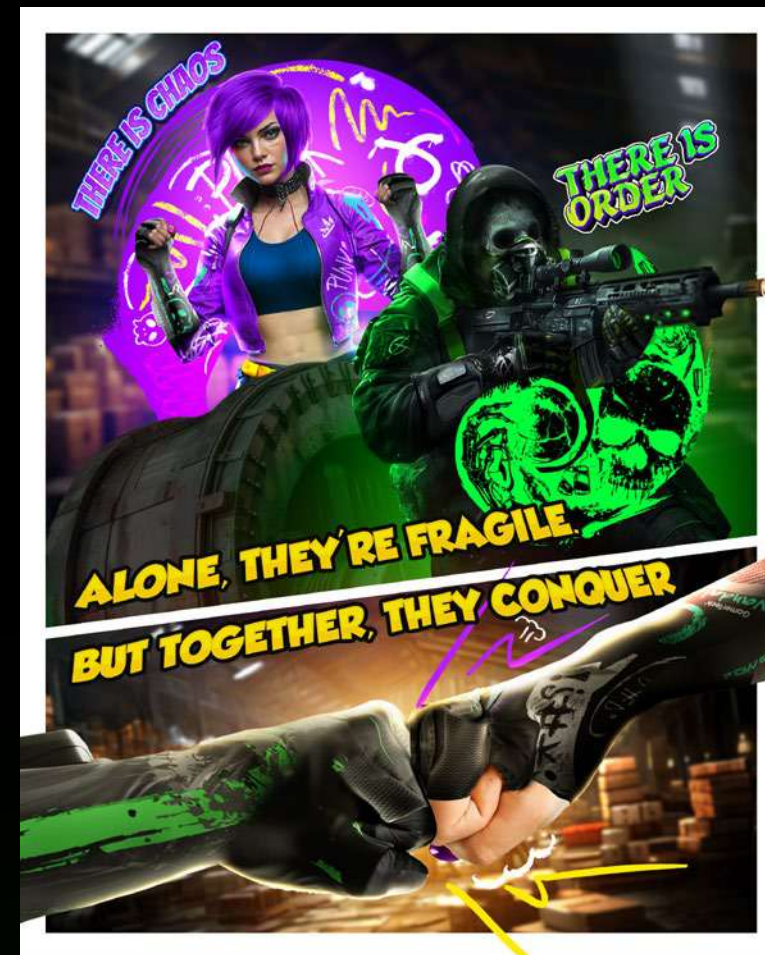
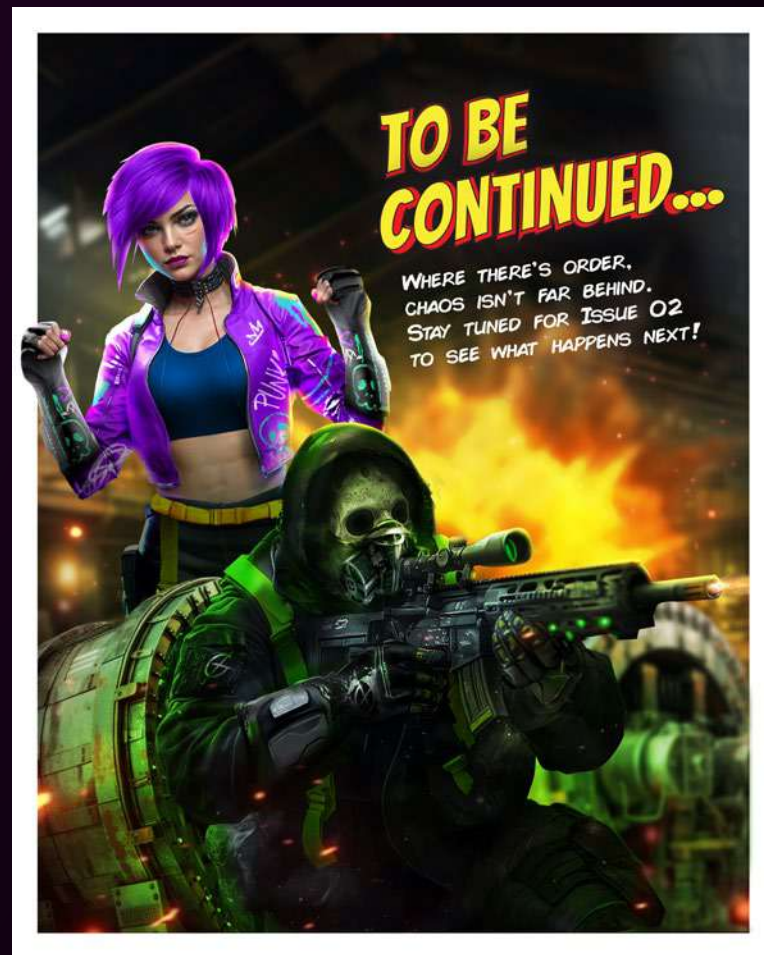
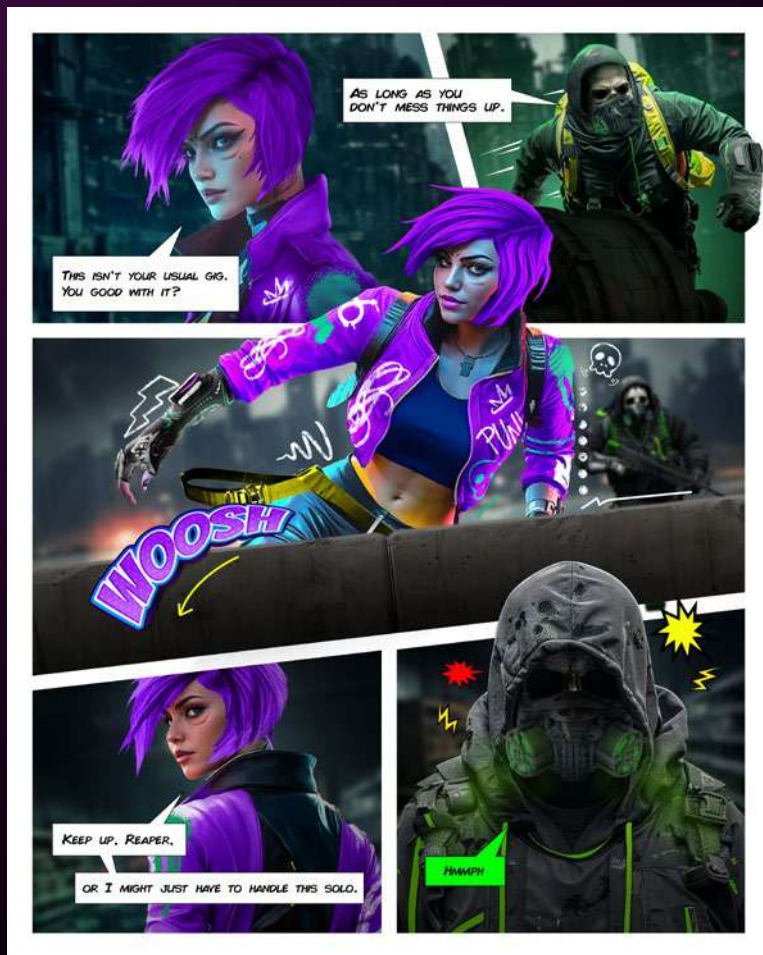
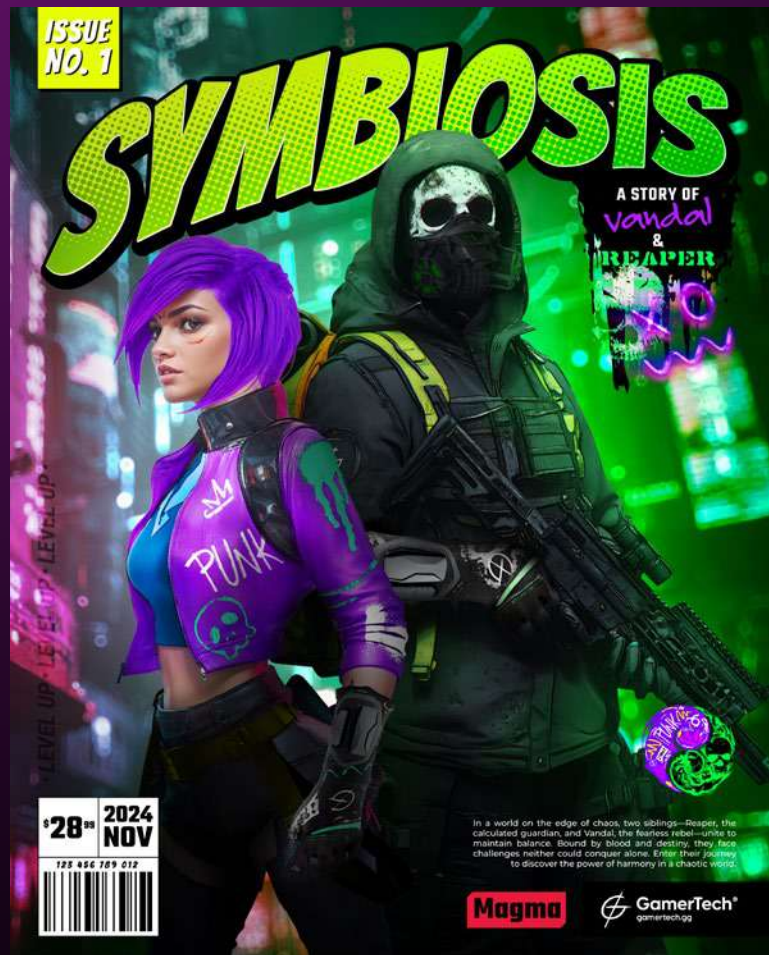


Strategy



Creative







## PROVIDENCE WAREHOUSE CO. LTD

PORT  VINO

EAST  
INDIES

EquaDel  
Equatorial Beverages LTD



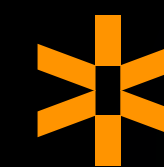
## \ Client Overview

Providence Warehouse Co. Ltd, a Seychelles-based beverage powerhouse, reigns supreme as a central hub for wholesale liquor distribution, and high-quality retail. Their impressive brand portfolio boasts four distinct labels: East Indies, Equadel, Porto'vino, and Bossy & Co., catering to a diverse range of customer preferences.

## \ Scope of work



Strategy



Tech Solutions



Digital



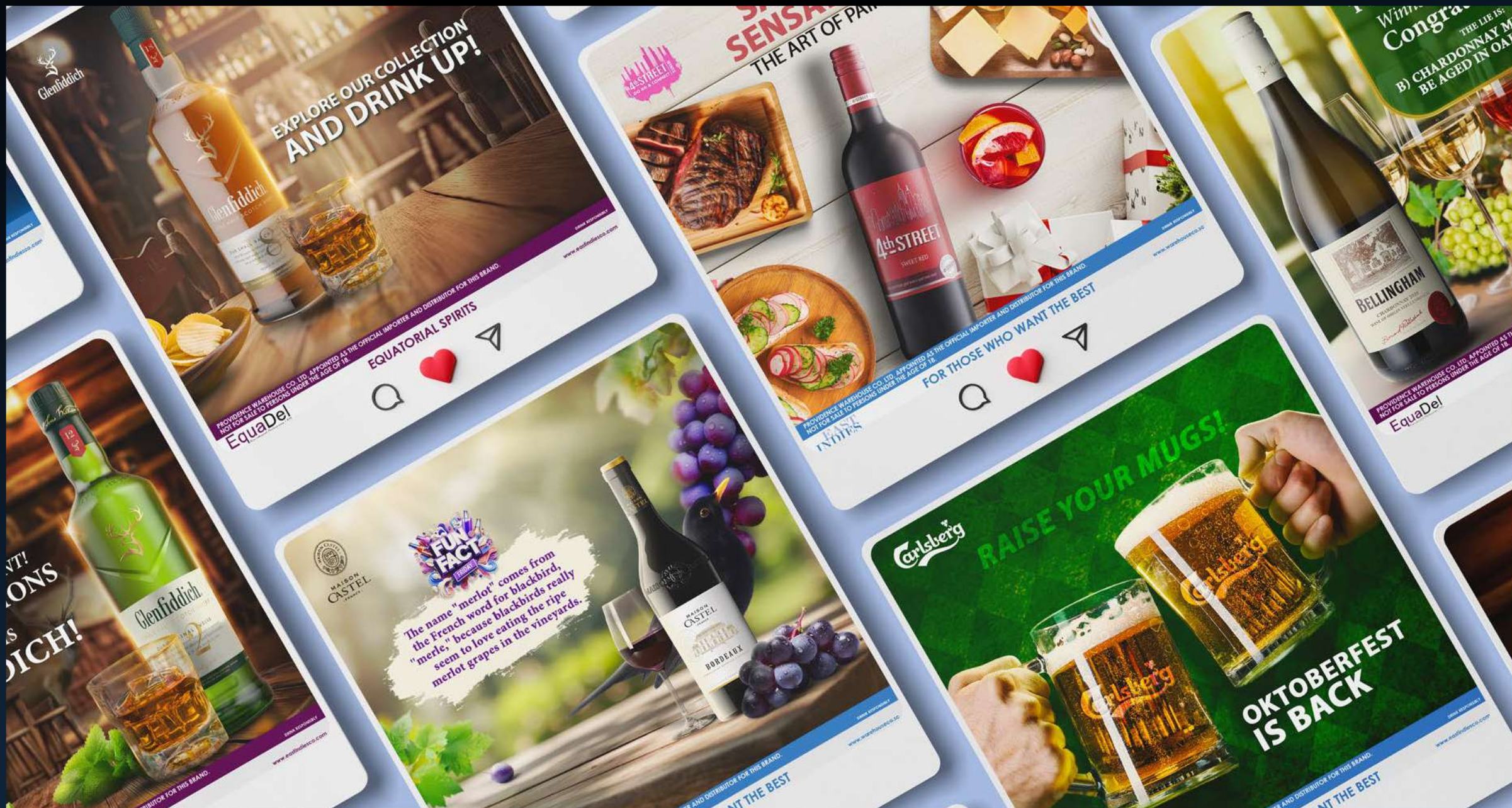
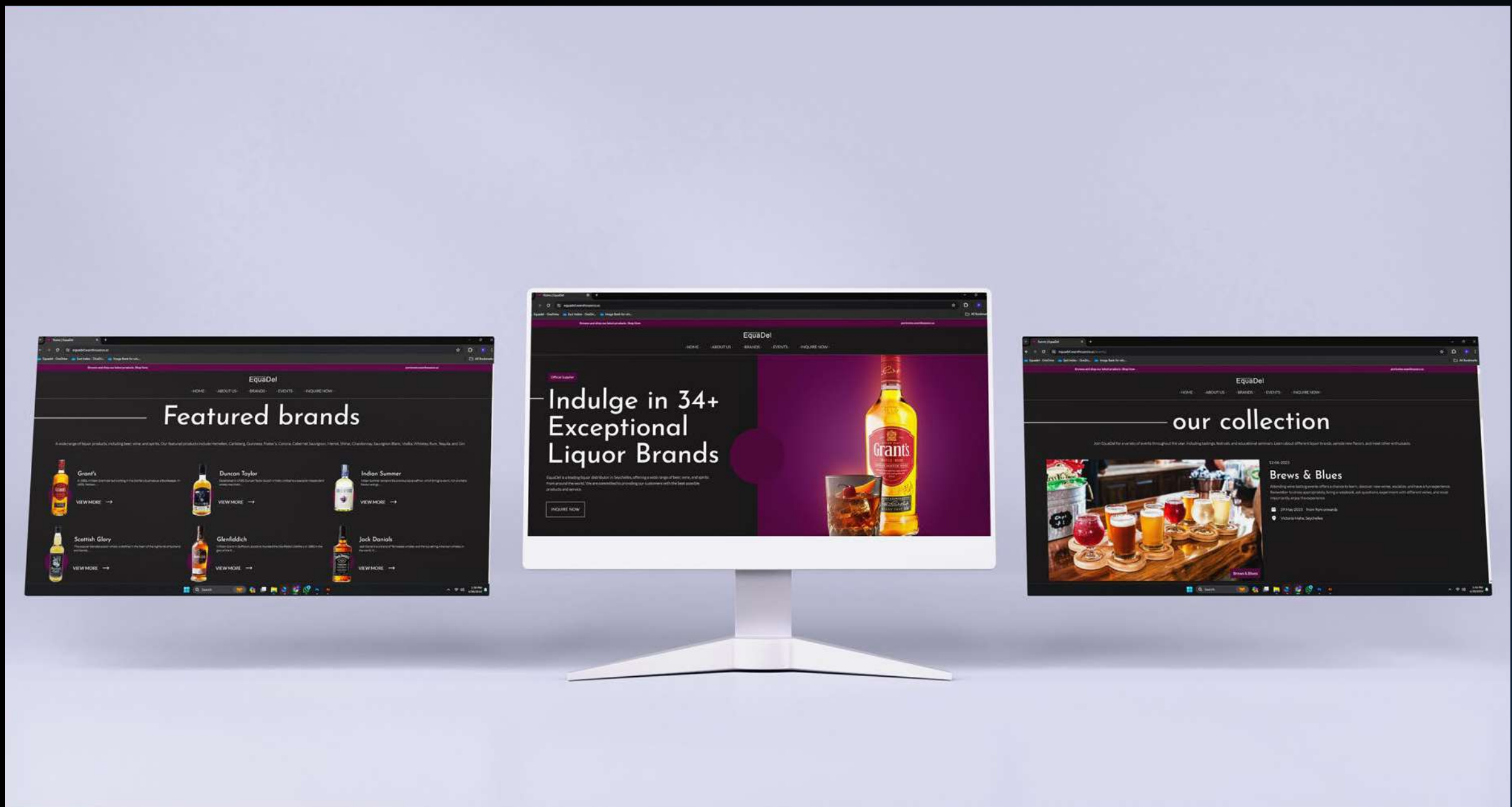
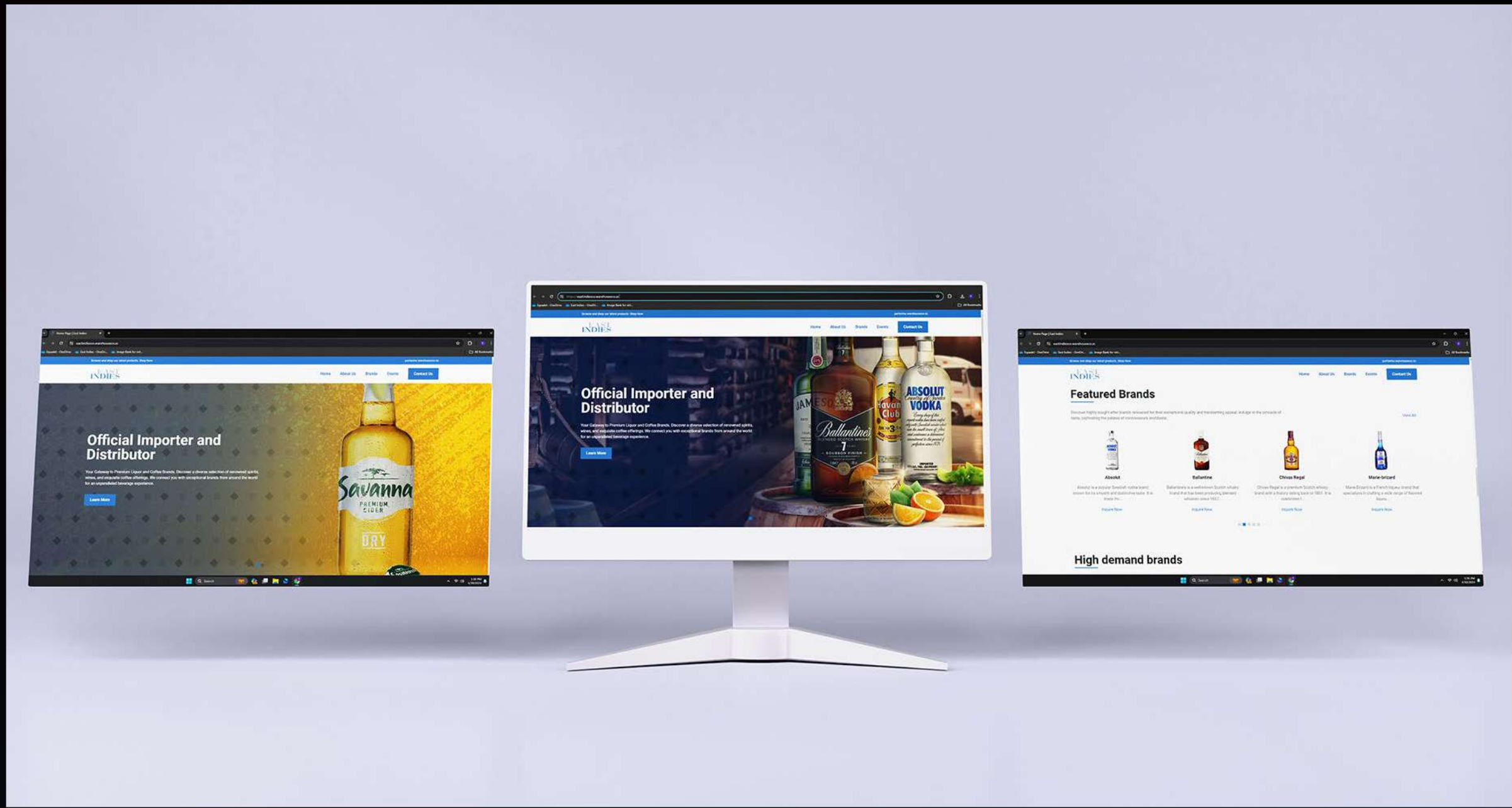
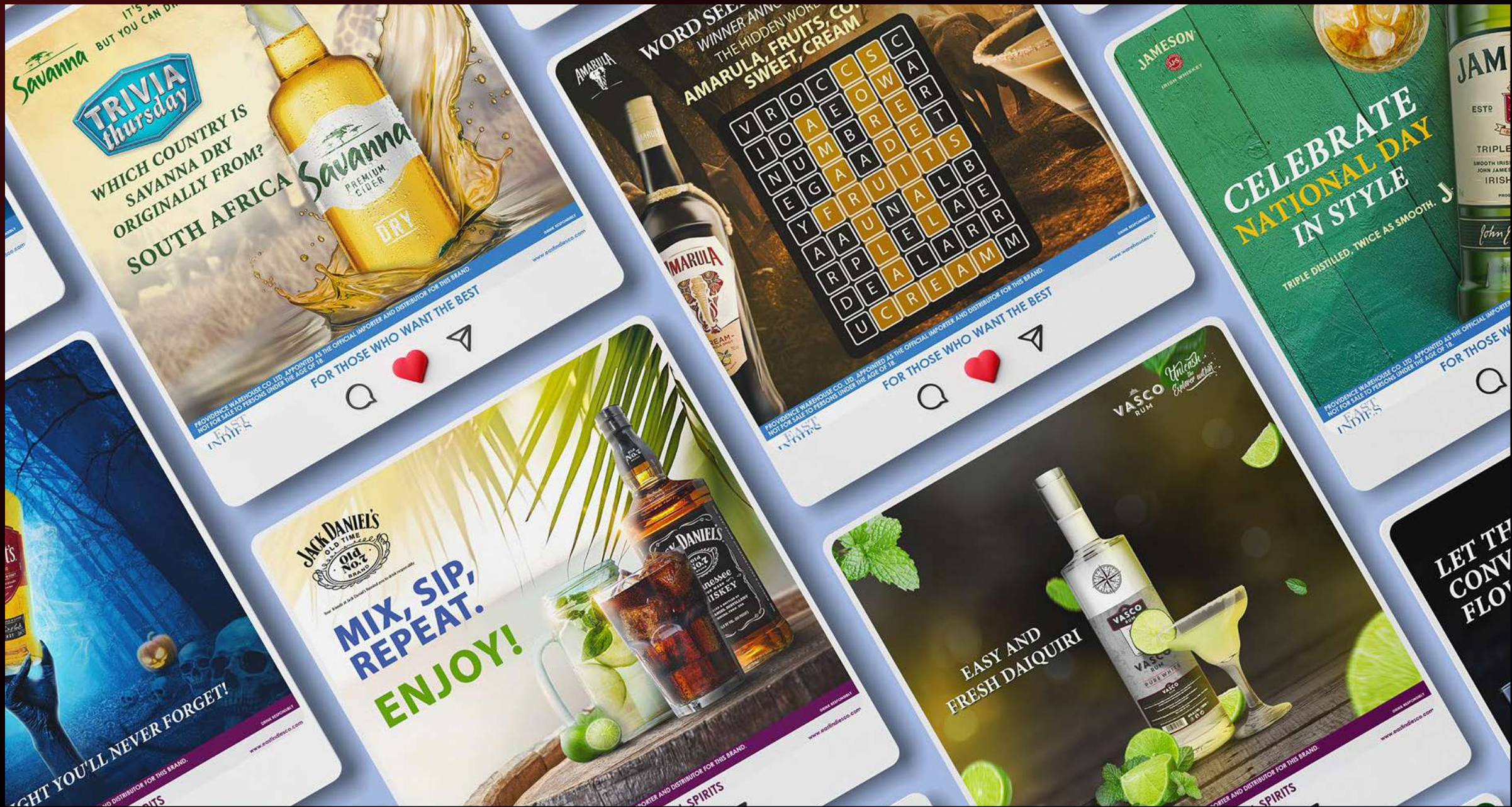
Creative

## \ Testimonial

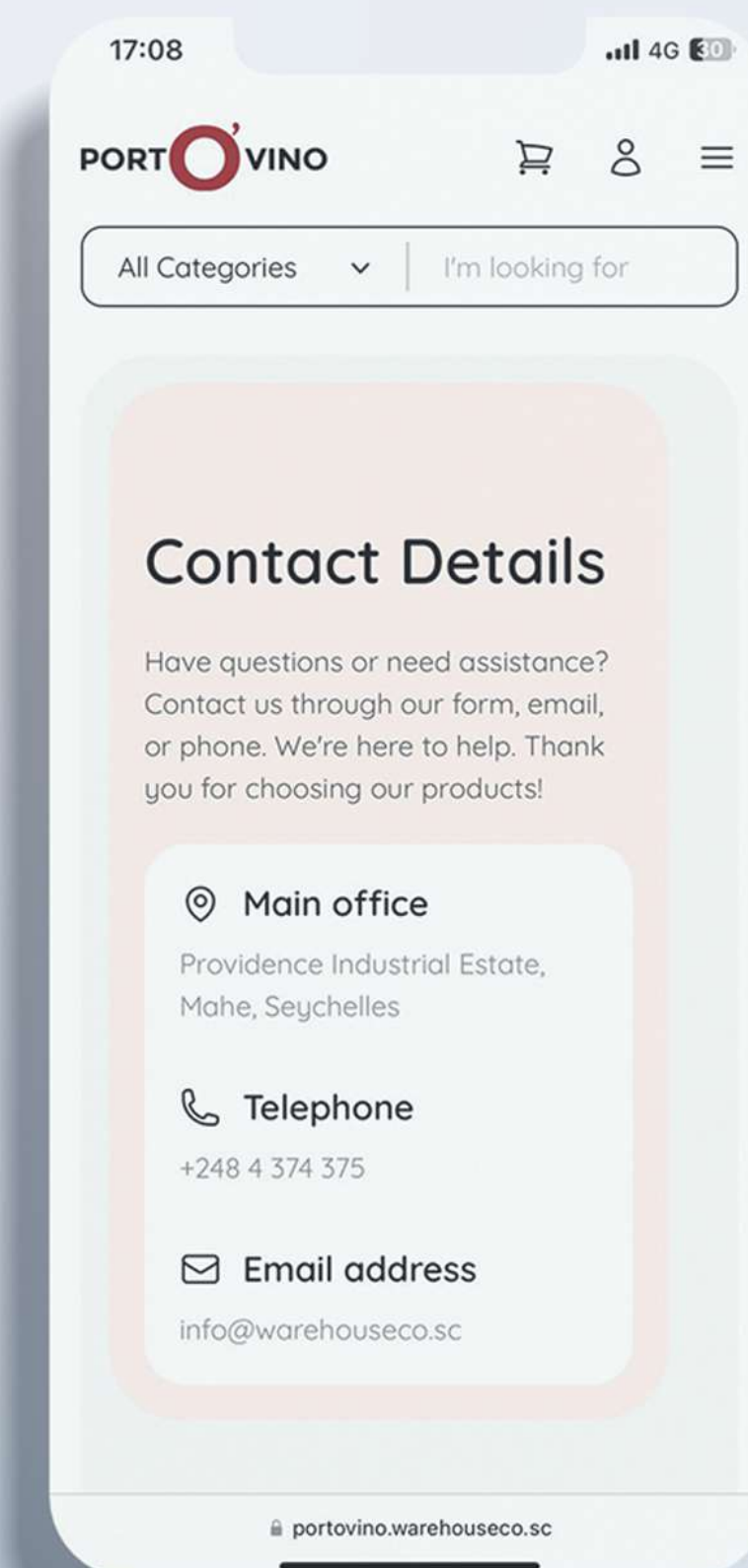
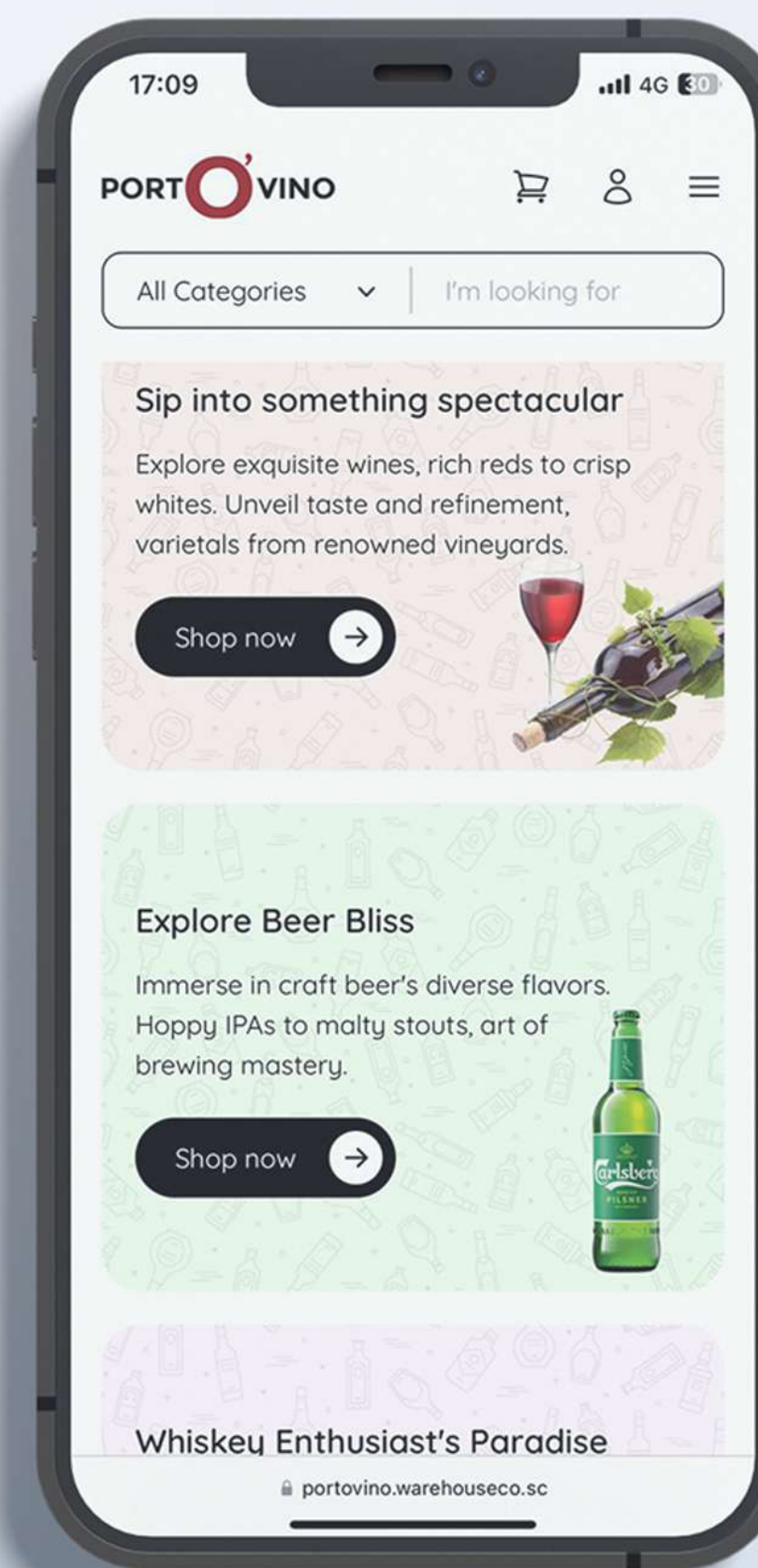
Wyld is a top-notch social media service management provider. They offer a wide range of tailored services, from content creation to community engagement – all handled with utmost professionalism.

Dorothy Asba  
Marketing Manager  
Providence Warehouse Co. Ltd

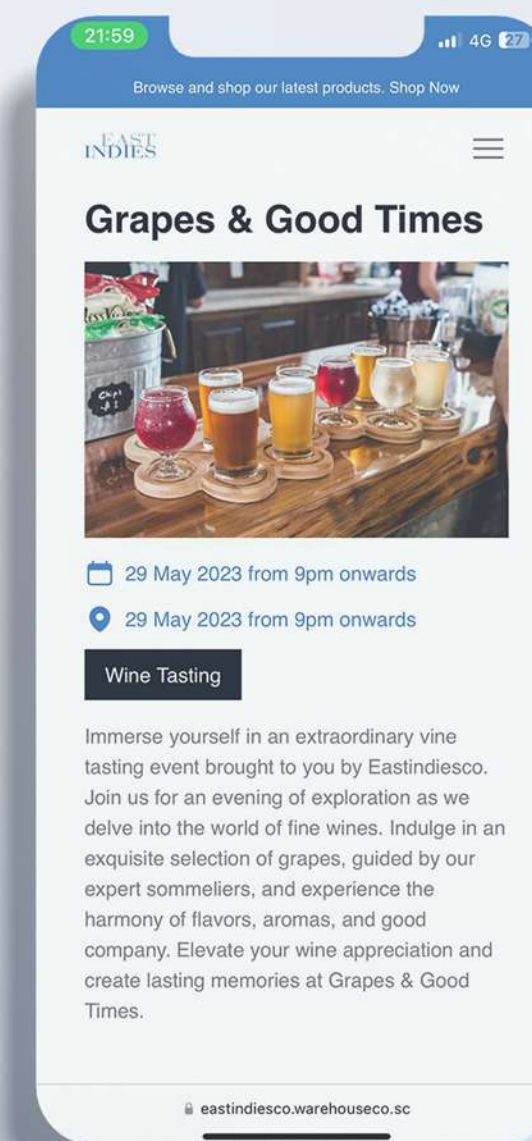
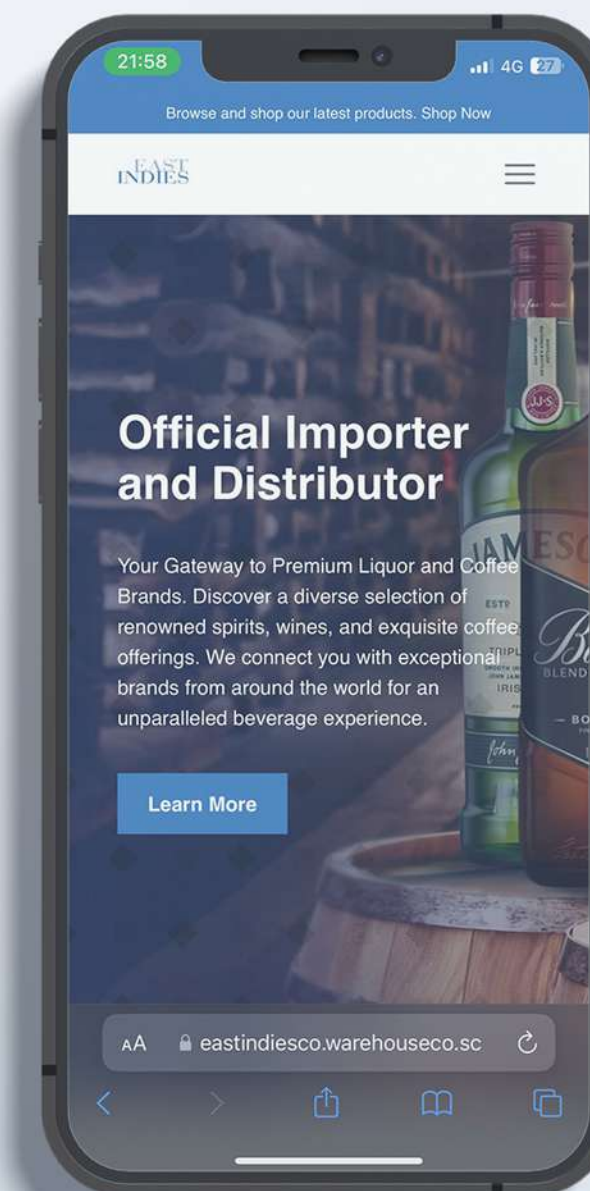
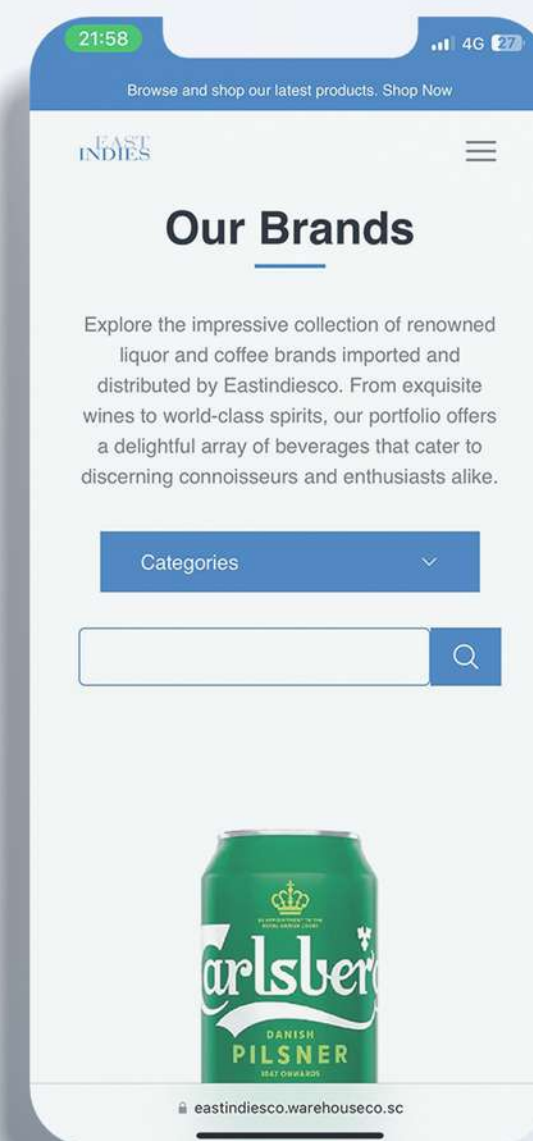
















## \ Client Overview

A Sri Lankan powerhouse, DIMO has transformed from a 1939 automobile startup into a leading diversified conglomerate. Spanning ten sectors, they're a major contributor to the nation's economy, enriching lives through their operations. DIMO is committed to responsible and ethical value creation. They represent globally renowned brands while fostering successful businesses under their own DIMO umbrella, solidifying their position as a key player in Sri Lanka's economic landscape.

## \ Scope of work



Strategy



Branding



Tech Solutions

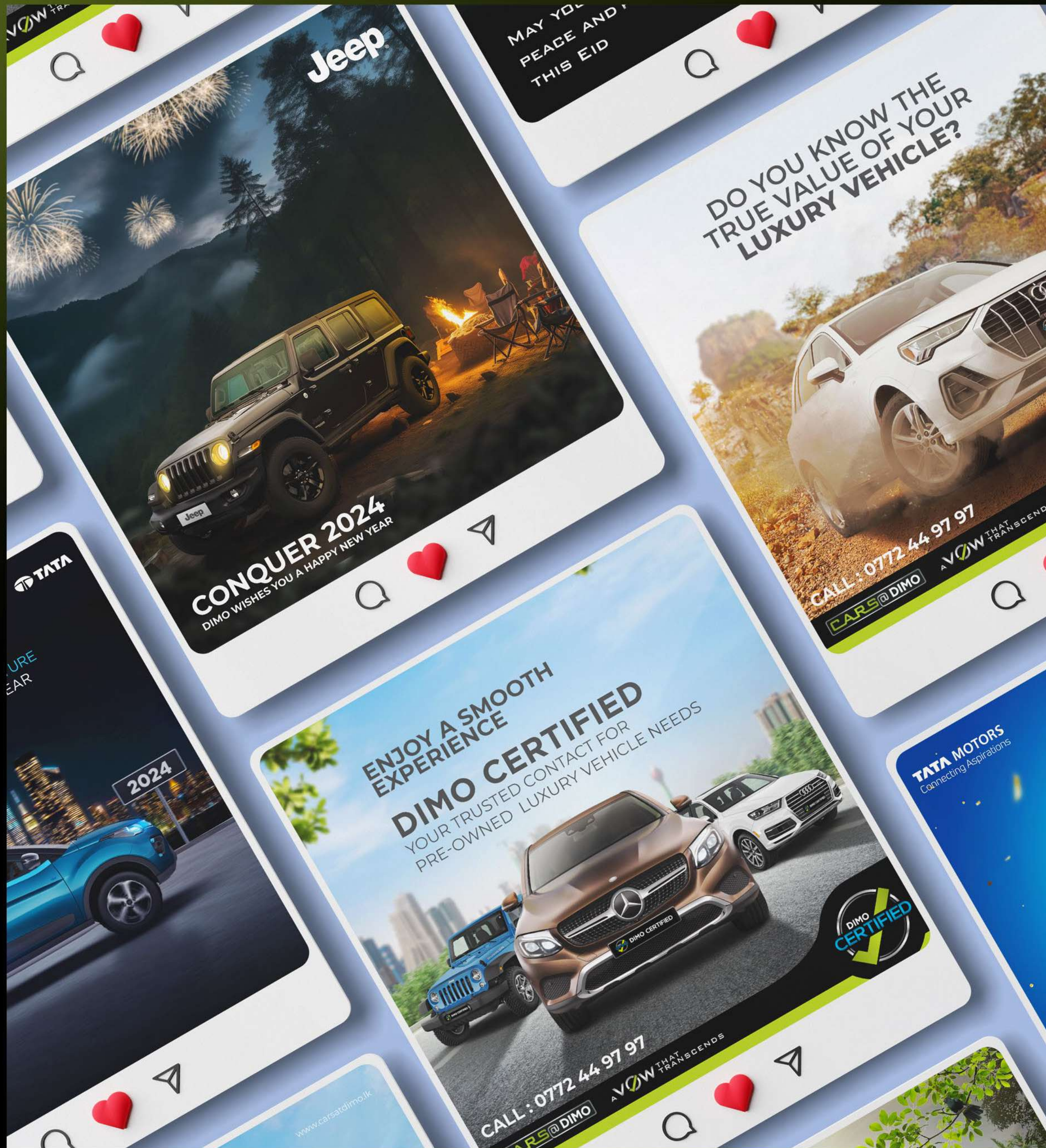


Digital



Creative







**TATA MOTORS**  
Connecting Aspirations



## \ Client Overview

In Sri Lanka, TATA's legacy is powered by DIMO, the only authorised general distributor for TATA Motors. Backed by DIMO's 85+ years of expertise in automotive excellence and after-sales care, the brand continues to deliver unmatched trust, service, and value to Sri Lankan customers. The TATA passenger vehicle range now available in Sri Lanka includes the stylish and compact Tiago, the bold and versatile Punch, the tech-forward and sleek Nexon, and the futuristic SUV coupe Curvv, which is available in both petrol and electric variants.

## \ Scope of work



Strategy



Digital



Creative

## \ Testimonial



I've had the pleasure of working with WYLD on several key campaigns across DIMO's brand portfolio, and most recently on the TATA Passenger Vehicle Launch Campaign in SL. Based on our past experience together, I had complete confidence that their performance marketing and creative teams would deliver—not just what was expected, but more. WYLD's ability to understand the brand's purpose and translate it into high-performing, insight-driven campaigns continues to make a real impact. Their ability to translate a strategic brief to a high performing campaign mapping is commendable.

**Chalaka Bogoda**  
Head of Marketing - Passenger Vehicles  
Diesel & Motor Engineering PLC



Through our campaign, TATA has generated **over 1,500 leads**—more than **800 of which are marketing-qualified leads (MQLs)**. The digital reach and engagement have been equally impressive:

**Meta Reach: 2,740,563 unique accounts**

**Meta Video Views (3 seconds): 2,077,175**

**YouTube Views (30 seconds): 1,049,616**

These results reflect strong campaign traction and a growing interest in the all-new TATA Passenger Vehicle range across Sri Lanka.

**TATA MOTORS**  
Connecting Aspirations

# Meet the new TATA range

**Petrol:** LKR 11 mn  
**EV:** LKR 12.4 mn

**Petrol:** LKR 10.4 mn  
**EV:** LKR 9.1 mn

**Petrol:** LKR 13.9 mn  
**EV:** LKR 16.9 mn

**Petrol:** LKR 12.9 mn  
**EV:** LKR 14.3 mn

**evolved**  
for the progressive age

**DIMO**  
THE PERFECT PARTNER

**85+ Years of Authority**  
in Automotive Excellence

Place your order now!  
☎ 0768 44 97 97

journey through the

Nexon.ev

— roads of Sri Lanka

**introducing Tiago.ev**  
— your everyday drive

A green Tata Punch car is shown from a front-three-quarter view, parked on a dirt road. The car is positioned in the lower half of the frame. The background features a scenic landscape with rolling hills, a large rock formation on the left, and a blue sky with scattered white clouds. The text 'Punch' is prominently displayed in the upper center in a large, bold, black font. Below it, the tagline 'Boldly crafted to punch ahead' is written in a smaller, bold, black font. At the bottom center, the 'evolved' logo is displayed, consisting of the word 'evolved' in a sans-serif font with a circular arrow around the 'e', and the phrase 'for the progressive age' underneath it.





## \ Client Overview

A Sri Lankan front-runner in coconut exports, Wichy Plantation Company (Pvt) Ltd is a leading manufacturer known for pioneering coconut milk exports. Their commitment to quality has garnered them a loyal global following, with distribution spanning the UK, USA, Canada, Europe, Middle East, Asia, and Oceania. Wichy offers a diverse range of coconut-based food products, solidifying their position as a key player in the global coconut industry.

## \ Scope of work



Strategy



Branding



Tech Solutions



Digital



Creative

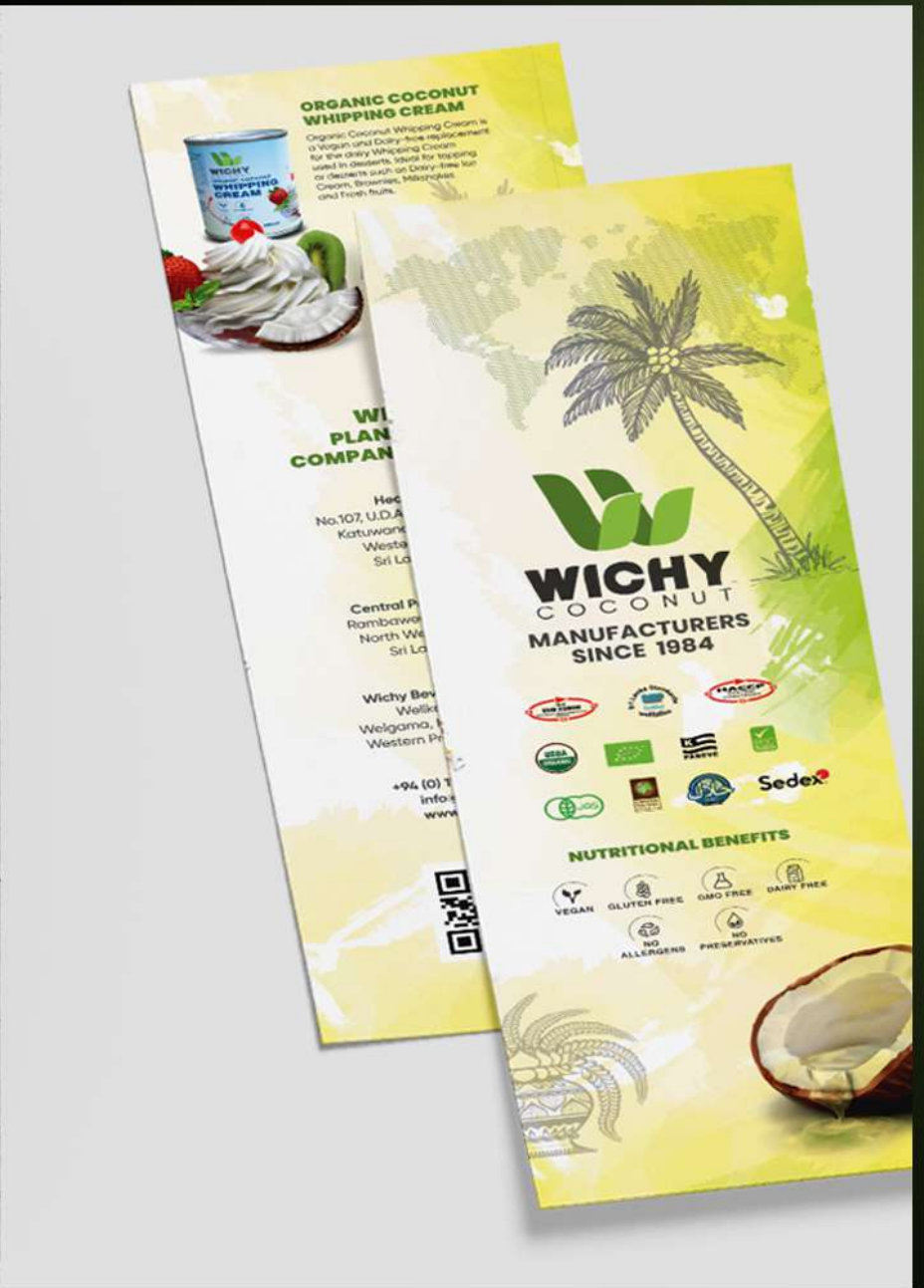
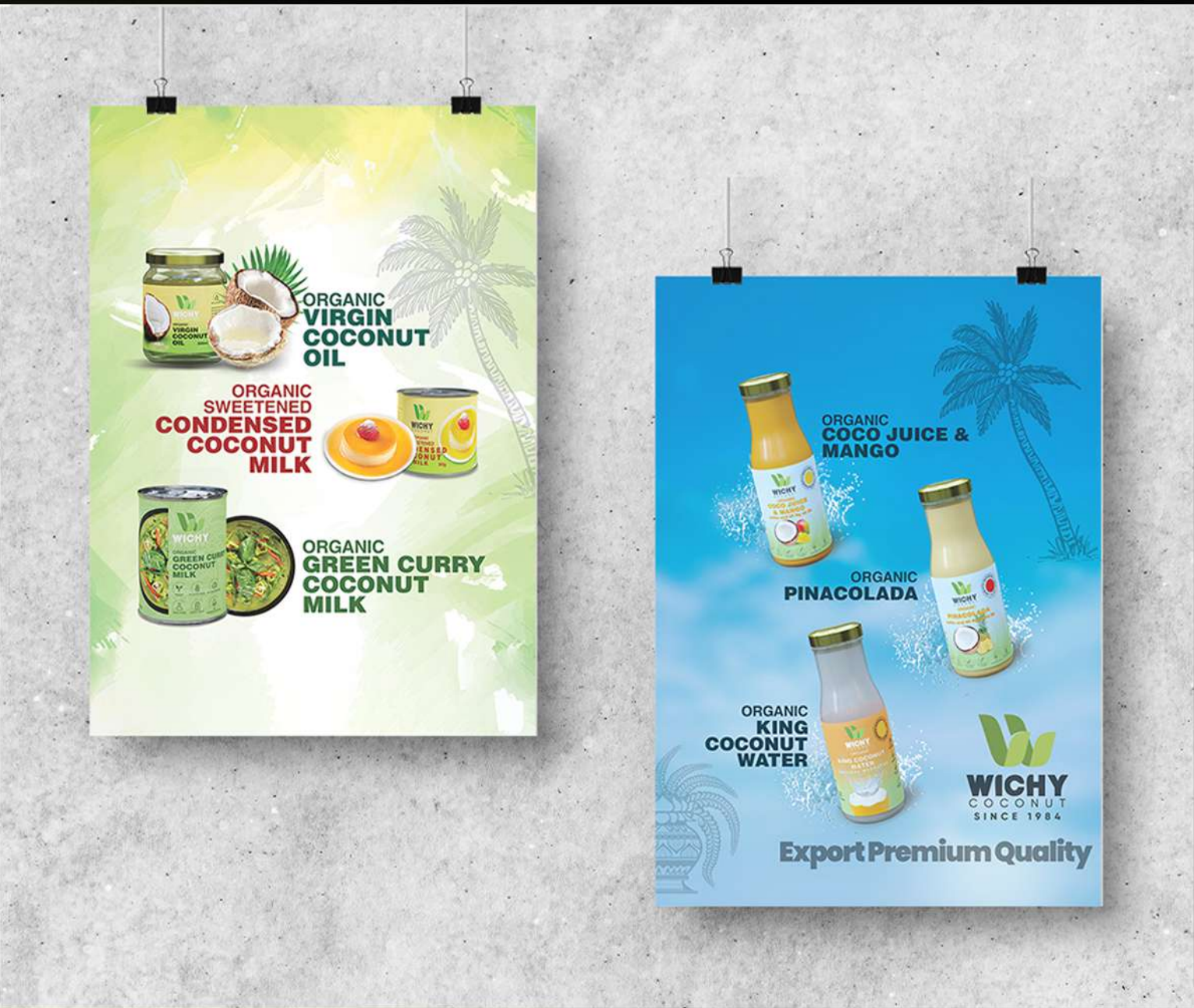
## \ Testimonial



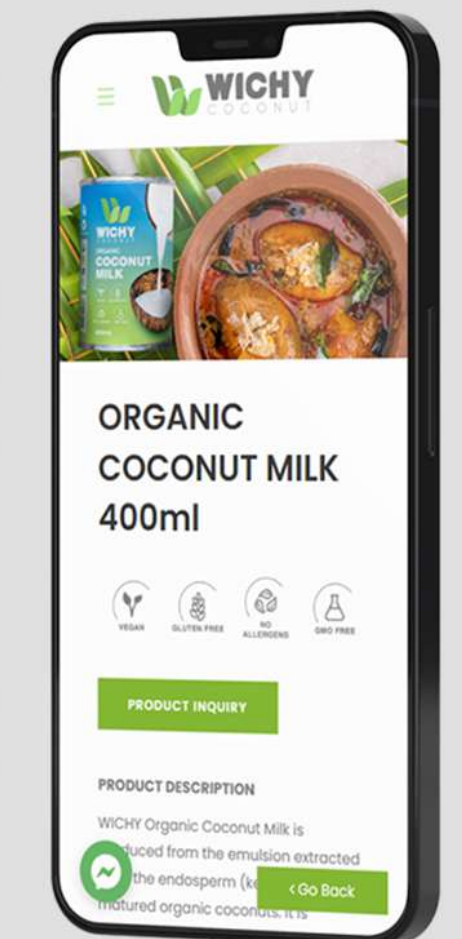
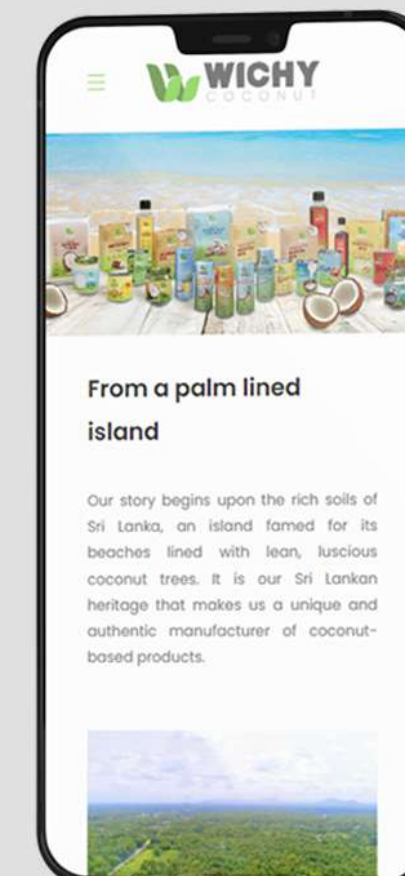
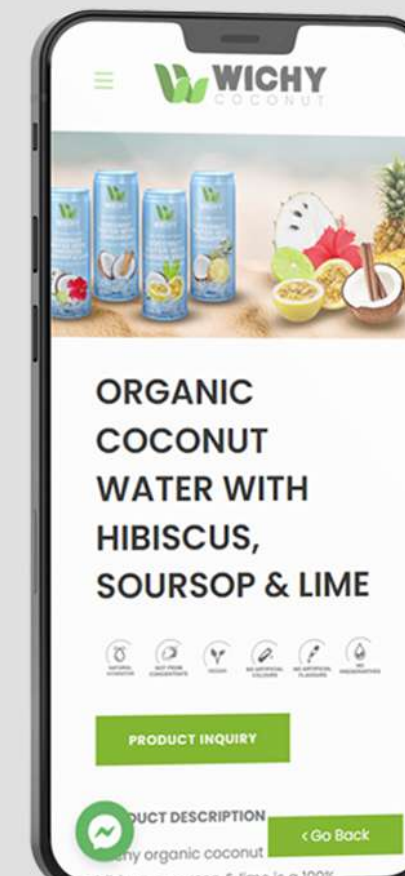
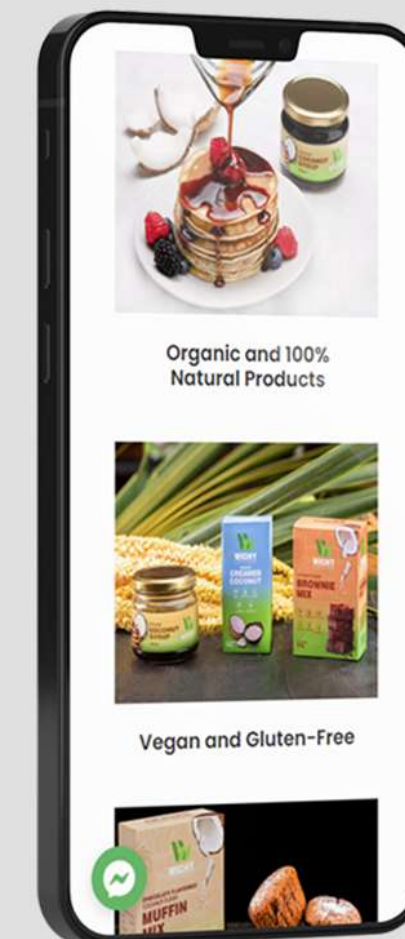
WYLD Global has been instrumental in transforming our 32-year-old coconut product export business into a modern brand. They came highly recommended, and our initial discussions with Banura and Dilanjan revealed their creative and ambitious approach. We took a calculated risk, and it paid off significantly. They not only refreshed our brand but also made it appealing to today's consumers. From logo design to visuals and website development, WYLD Global understood our vision and tailored their services to our needs. Our collaboration expanded to include packaging design, photography, videography, and even marketing innovative value-added products in over 40-50 countries. Their commitment to meeting tight deadlines was crucial for our exhibition participation. WYLD Global's creativity, dedication, and ability to capture our products' essence through stunning visuals have given us a competitive edge and elevated our brand's presence.

**Praveen Siriwardena**  
Director Of Business Development  
Wichy Plantation (Pvt) Ltd













## \ Client Overview

Sri Lanka's real estate leader, John Keells Properties, a subsidiary of John Keells Holdings, boasts an impressive portfolio of developments. They're renowned for iconic projects like the Cinnamon Life Integrated Resort, Tri-Zen Apartments, and Victoria Golf Resorts. WYLD's strategic efforts successfully generated leads for property sales in these top projects, solidifying John Keells Properties' position at the forefront of Sri Lanka's real estate market.

## \ Scope of work



Strategy



Branding



Tech Solutions



Digital



Creative

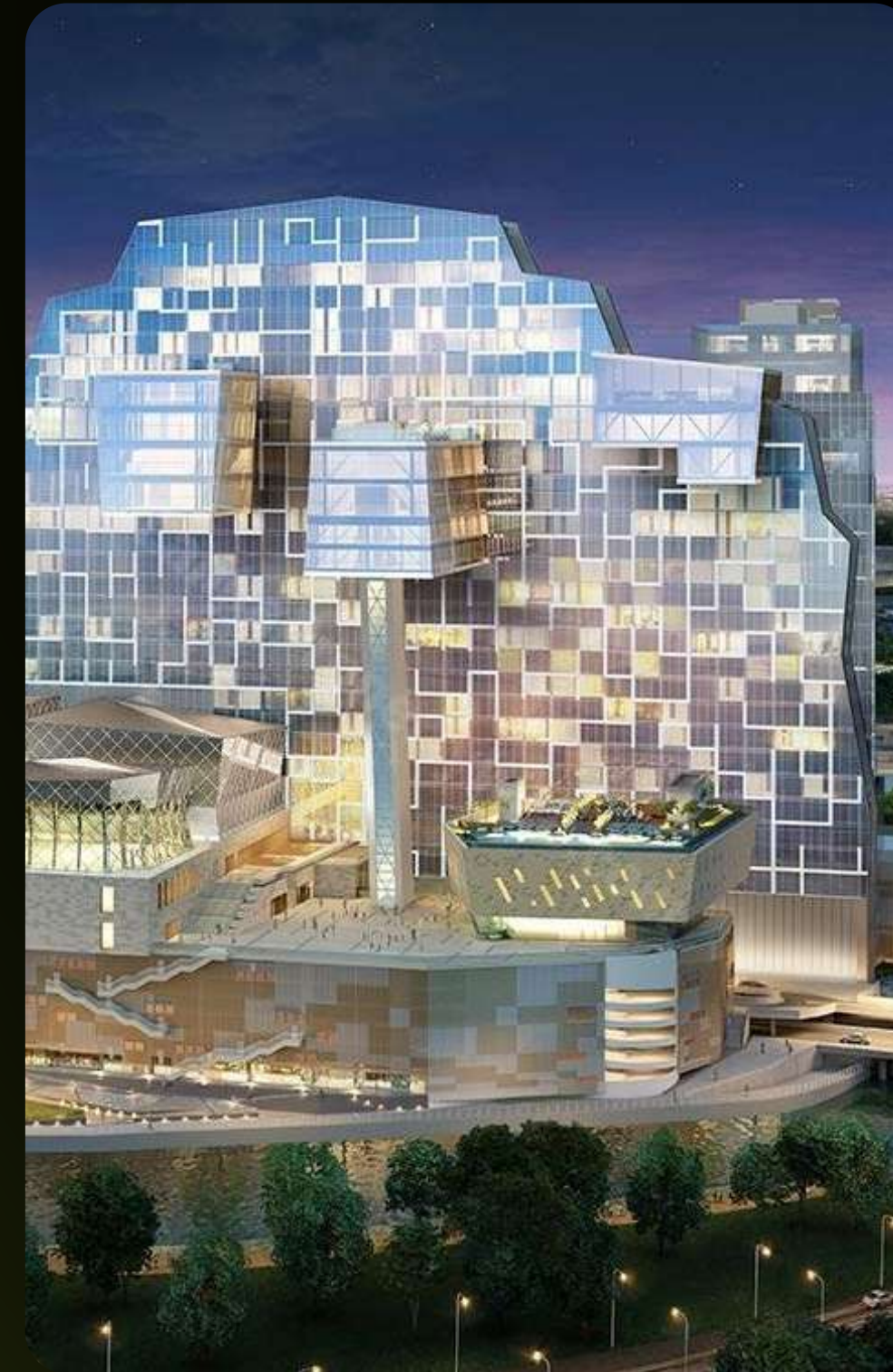




**Over 80% of apartments sold out** of 900+ in the Tri-Zen Apartments project (each worth over USD 195,000).



**13 out of 16 Golf Villas sold out** in Victoria Golf and Country Resort Sunrise Ridge Project.



**Growth of Cinnamon Life** Luxury Apartments project marketing efforts to **multiple countries around the globe successfully** (each worth over USD 400,000).



**More than 90% of Viman Project Phase 01 Sold Off** within 6 months.





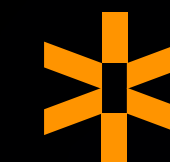
## \ Client Overview

A dominant force in Sri Lanka's ICT landscape for over 163 years, SLT-MOBITEL stands as the national provider. In the first three months of the WYLD SEO strategy for eChannelling, we improved their average website position from 10.6 to 8.4. Our enhanced eCommerce measurement implementations boosted website analytics and PPC ad results, leading to more online booking and we secured an absolute top-of-the-page impression share of 62% on Google search ads, despite fierce competition.

## \ Scope of work



Strategy



Tech Solutions



Digital



Creative

## \ Testimonial



Wyld Global revamped Sri Lanka's largest digital healthcare platform, e-Channeling, enhancing the user experience and driving substantial traffic with their SEO and marketing expertise, proving to be a top consultancy firm.

**Isuru Dissanayaka**  
Chief Commercial Officer - e-Channelling  
Senior General Manager - Mobitel





17:52

## Your money is secured

If you have not utilized the service you will be entitled to request your medical consultation fees, hospital fee and service fee. Your money will be transferred to the same payment mode used to reserve the appointment.

Example- Mobile bill/Reload will be transferred to your number used to reserve the appointment and bank deposit for card transactions.

Refund request

Refund status

### Refund request

Reference number \*

Appointment reference number

Refund Reason

I HAVE ANOTHER APPOINTMENT AT THAT TIME

Refund Options

☒ Bank Refund ☐ Add to Bill

echannelling.com

17:52

## Upload your prescription

e-Channeling is the most trustworthy & reliable online pharmacy in Sri Lanka. Simply upload your prescription to get your medication delivered to your doorstep.

- 1 Enter patient details
- 2 Select a pharmacy after selecting the living area
- 3 Get an image of a prescription and upload

### Upload your prescription

Name \*

Enter patient name

Area \*

Select your area

Select pharmacy \*

Select a pharmacy

Number \*

echannelling.com

17:51

## eCHANNELLING

FOR LIFETIME DISCOUNTS

Doctor Channeling  
Channel a doctor

eHospital  
Video consultation

Driving License Medical  
Book an appointment

ICM Visa Medical  
Pre-Migration Health Assessment

Doctor name

Search Doctor Name

Specialization

Select Specialization

Hospital

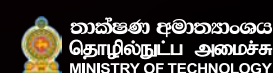
Select Hospital

AA echannelling.com



# DigiEcon Global Investment Summit 2024

Organised by



Powered by



Strategic partners



## \ Client Overview

DigiEcon Global Investment Summit 2024 is a gateway into Sri Lanka's dynamic digital investment ecosystem. It was initiated by the government of Sri Lanka and coordinated by the Ministry of Technology. This summit rallies all industries and sectors nationwide, fostering partnerships with government officials, venture capitalists, investor groups, multinational corporations, entrepreneurs, and thought leaders on the global stage. It also engages bilateral and multilateral associations and catalyses economic resurgence while accelerating digital advancements for the country.

## \ Scope of work



Strategy



Branding



Tech Solutions



Digital



Creative

## \ Testimonial



It has been a pleasant experience working with the WYLD team. I've seen their creativity, potential, and hard work, and we were able to really make this a successful event with a lot of creativity, colours, glamour, and innovation because of their support. I thank the WYLD team for extending their fullest talent to this project and making it a huge success.

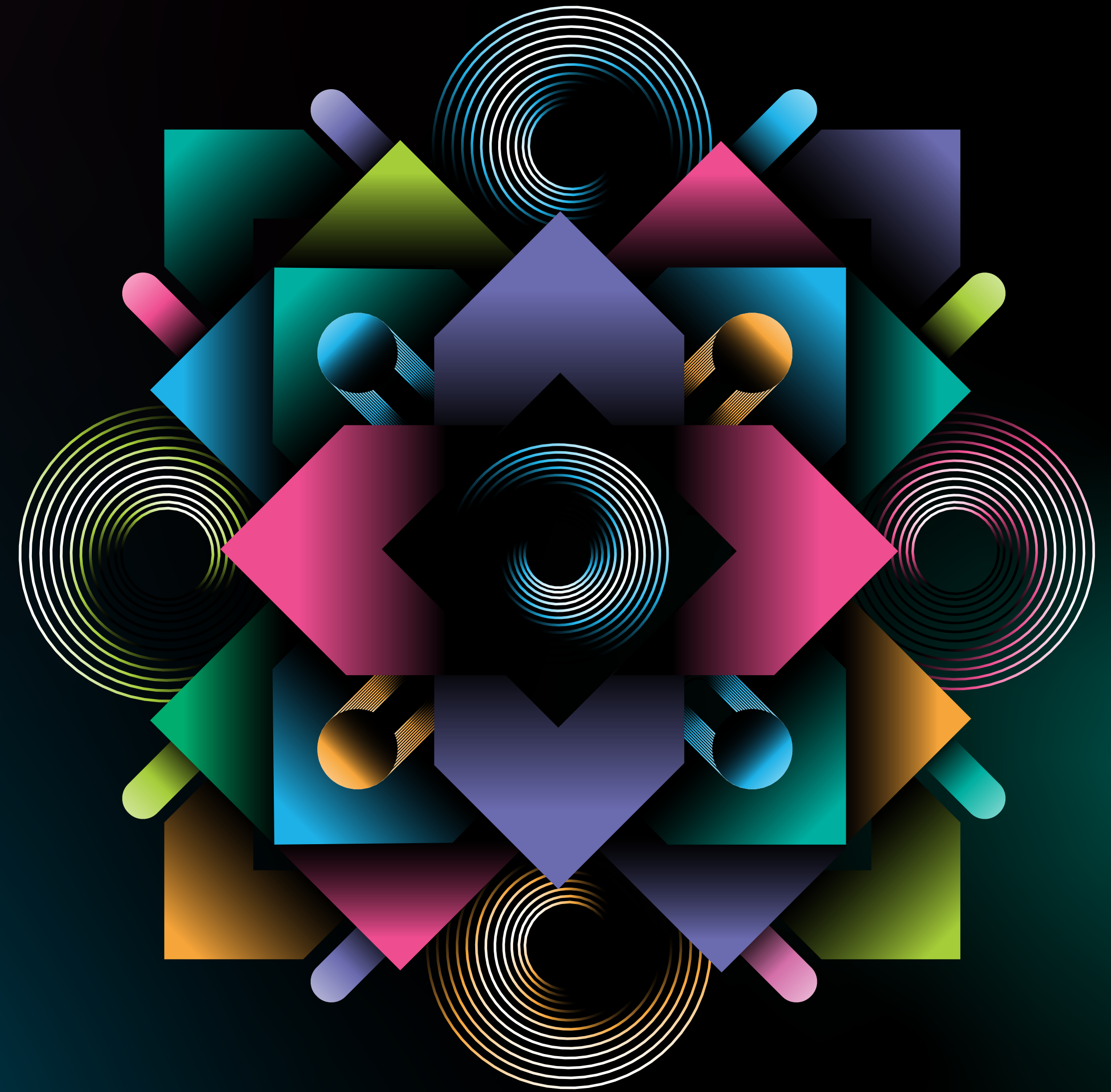
**Sachindra Samararatne**  
Associate Chief Digital Economy Officer  
ICT Agency of Sri Lanka



These elements combine to create a flower in bloom, inspired by the intricate details of traditional wood carving, echoing the artistry of past Sri Lankan generations. Sri Lanka has always been ahead of its time, and our handiwork is a hallmark of it, and this still rings true today.

It is also a nod to something inherently Sri Lankan - our national flower, the blue water lily.

The flower speaks to the fertility of the oasis - Sri Lanka and compares its blooming to the growth and subsequent blossoming of the Sri Lankan technology industry.









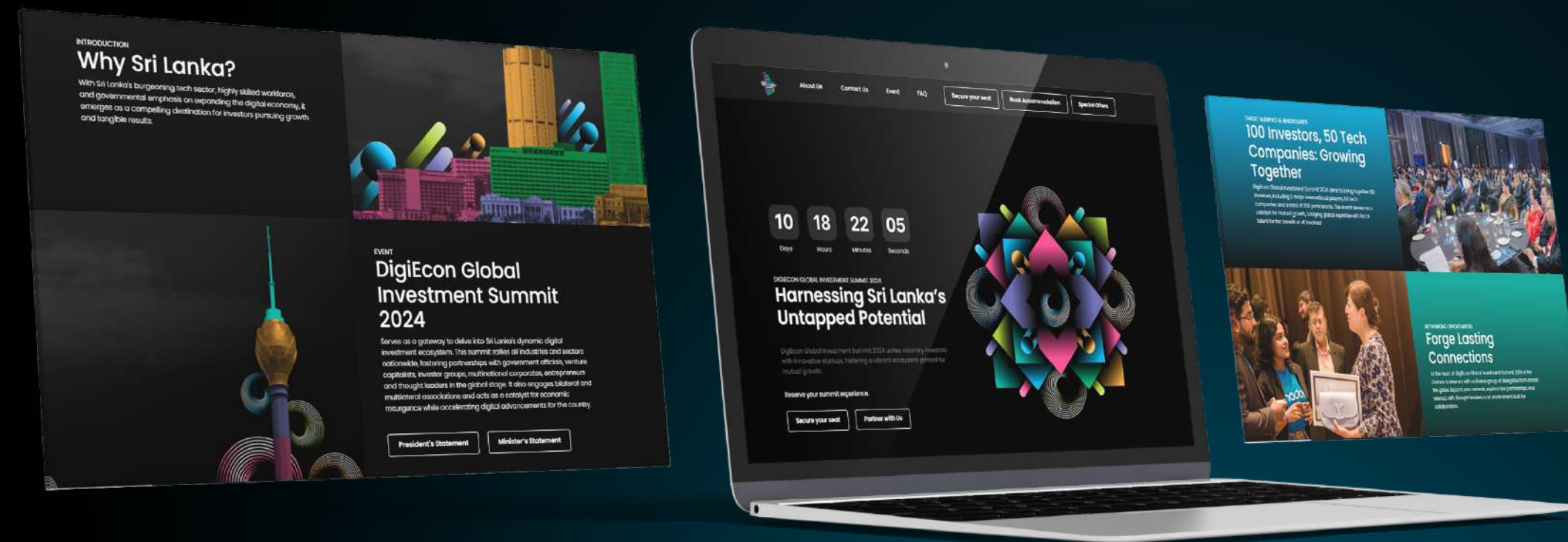
Aligned with the event's theme, we developed a comprehensive website that served as the primary hub for the summit and provided all necessary information about the event and its purpose. It included lead forms, enabling potential investors and participants to connect with the summit, and offered options for booking travel and accommodation. The site was also equipped with tracking codes to enhance paid media targeting. The website attracted over 10,000 visitors, with users from various countries, including Sri Lanka, India, Bangladesh, the UK, the USA, and Singapore.

We managed their social media platforms and engaged with the audience to promote the event. Additionally, we created and optimised digital ads for various platforms to generate a customer funnel to attract more investors, venture capitalists, and government and private sector stakeholders internationally.

**Reach : 613,711+**

**Markets: India, Bangladesh, Singapore, Sri Lanka**

**Leads : 225+ high-quality leads from potential investors from the countries mentioned above eager to join the summit**







## \ Client Overview

DSI Tyres, a flagship brand of Samson Rubber Industries (Pvt) Ltd, has been a market leader in Sri Lanka since 1983, specializing in high-quality tyres for motorcycles, bicycles, scooters, and three-wheelers. Proudly 100% locally produced, DSI Tyres caters to a wide customer base, offering performance-driven and affordable options. With exports to over 70 countries and partnerships with major retailers like Decathlon, Tesco, and Halfords, DSI Tyres is an award-winning brand that continues to excel in both local and international markets.

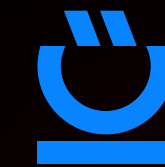
## \ Scope of work



Strategy



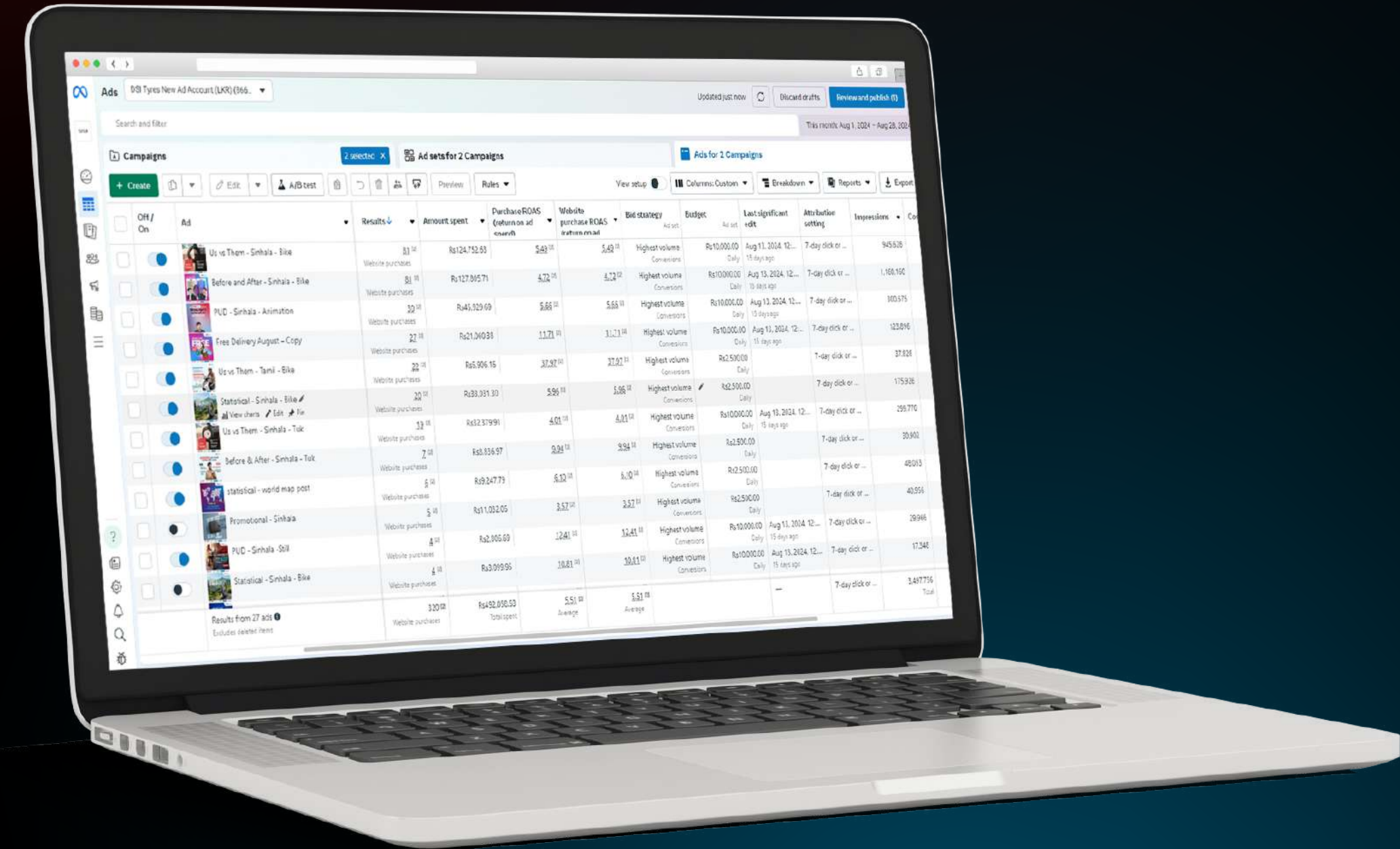
Digital



Creative



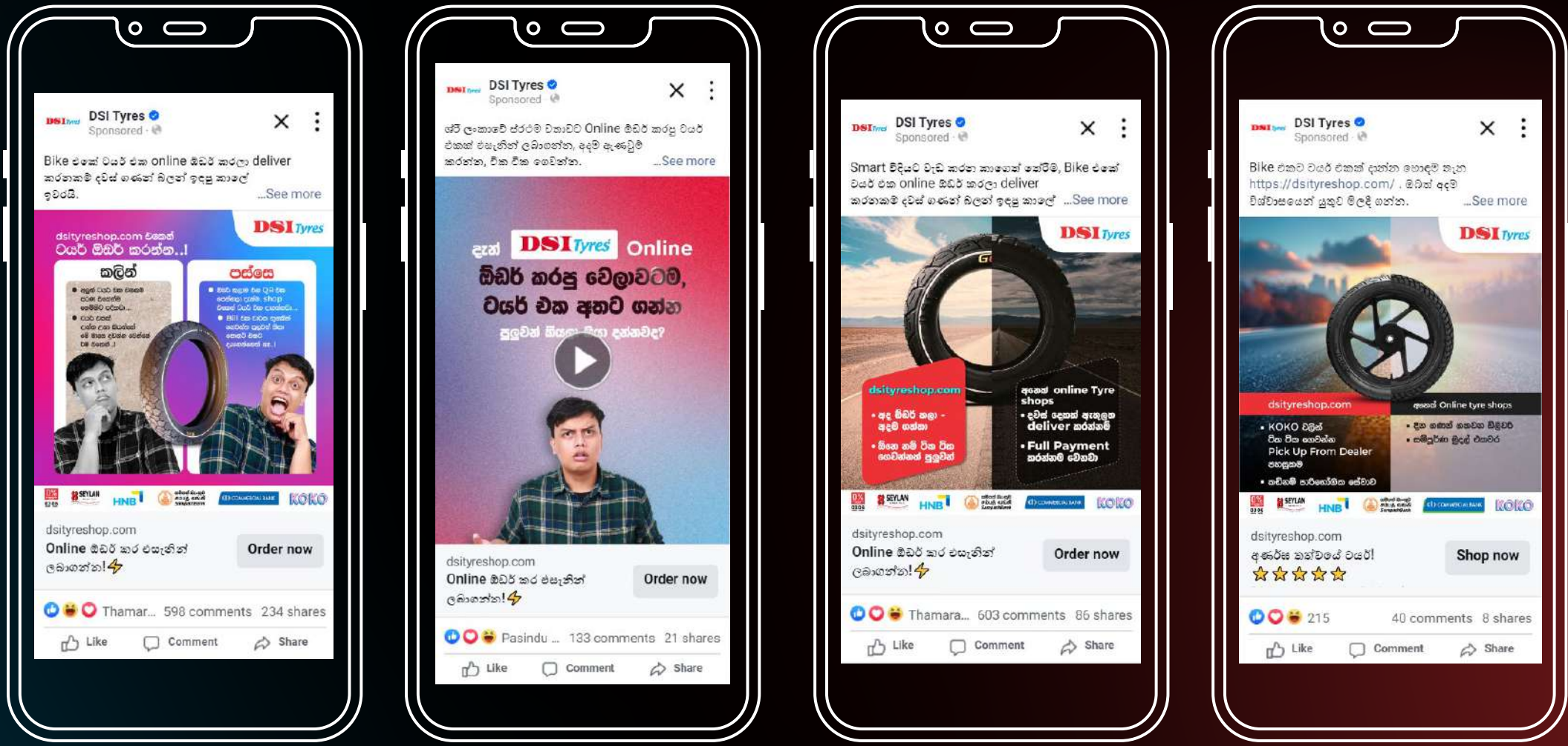
DSI Tyres, was seeking to enhance its market presence and boost sales through improved marketing strategies. Our team was tasked with conducting comprehensive brand research, implementing a new content strategy, and leveraging performance marketing to drive measurable results.



Ad	Results	Amount spent	Purchase ROAS (Performance max)	Website purchase ROAS (Performance max)	Best strategy	Budget	Last significant edit	Attribution setting	Impressions	Cost
Up us Them - Sinhala - Bike	31	Ru124,753.83	5.83	5.83	Highest volume	Ru10,000.00	Aug 11, 2024, 12:00	7-day click or...	945,528	
Before and After - Sinhala - Bike	81	Ru127,915.71	6.32	6.32	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	1,105,104	
PUG - Sinhala - Animation	30	Ru41,529.49	5.88	5.88	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	385,075	
Free Delivery August - Copy	22	Ru21,300.81	11.71	11.71	Highest volume	Ru10,000.00	Aug 11, 2024, 12:00	7-day click or...	32,816	
Up us Them - Tamil - Bike	22	Ru5,906.16	37.87	37.87	Highest volume	Ru10,000.00	Aug 11, 2024, 12:00	7-day click or...	37,838	
Statistical - Sinhala - Bike	20	Ru33,331.30	5.99	5.99	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	175,926	
Statistical - Sinhala - Bike	23	Ru2,579.99	4.02	4.02	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	235,770	
Up us Them - Tamil - Bike	2	Ru1,135.97	0.24	0.24	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	35,862	
Before & After - Sinhala - Full	5	Ru9,247.79	6.30	6.30	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	40,013	
Statistical - world map post	5	Ru11,032.05	3.57	3.57	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	40,056	
Promotional - Sinhala	8	Ru2,305.69	12.41	12.41	Highest volume	Ru10,000.00	Aug 11, 2024, 12:00	7-day click or...	28,988	
PUG - Sinhala - QR	4	Ru3,019.95	18.81	18.81	Highest volume	Ru10,000.00	Aug 13, 2024, 12:00	7-day click or...	17,342	
Statistical - Sinhala - Bike	120	Ru432,895.02	5.51	5.51	Average			7-day click or...	1,447,754	Total

We launched a high-impact omnichannel performance marketing campaign incorporating Meta (Facebook and Instagram) and Google Ads.

- 144% Sales Increase in the First Month
- Reached Year-End Sales Targets by Month Two
- 200% Sales Growth by Month Two
- 433% ROAS in the first month
- 600% ROAS in the second month







## \ Client Overview

Lanka Sathosa Ltd, established in 2005, is Sri Lanka's largest state-owned retail network. With over 443 island-wide outlets and 4,500 employees, they play a vital role in ensuring food security for the nation's lower and lower-middle-income households. As a price setter for essential goods, Lanka Sathosa is guided by trusted leadership and actively contributes to the sustainable development of Sri Lanka's food industry.

## \ Scope of work



Strategy

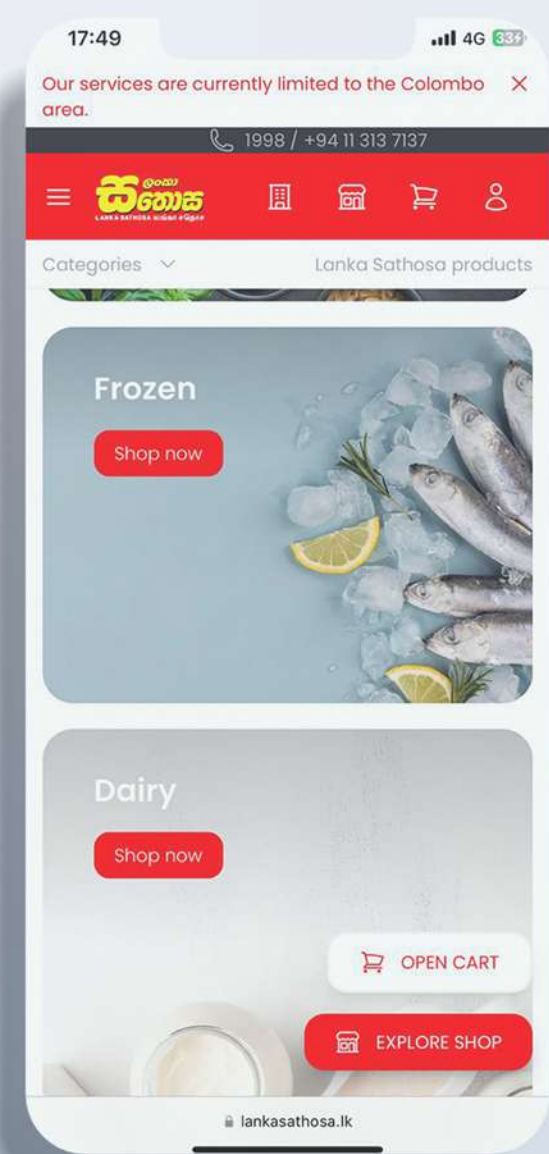
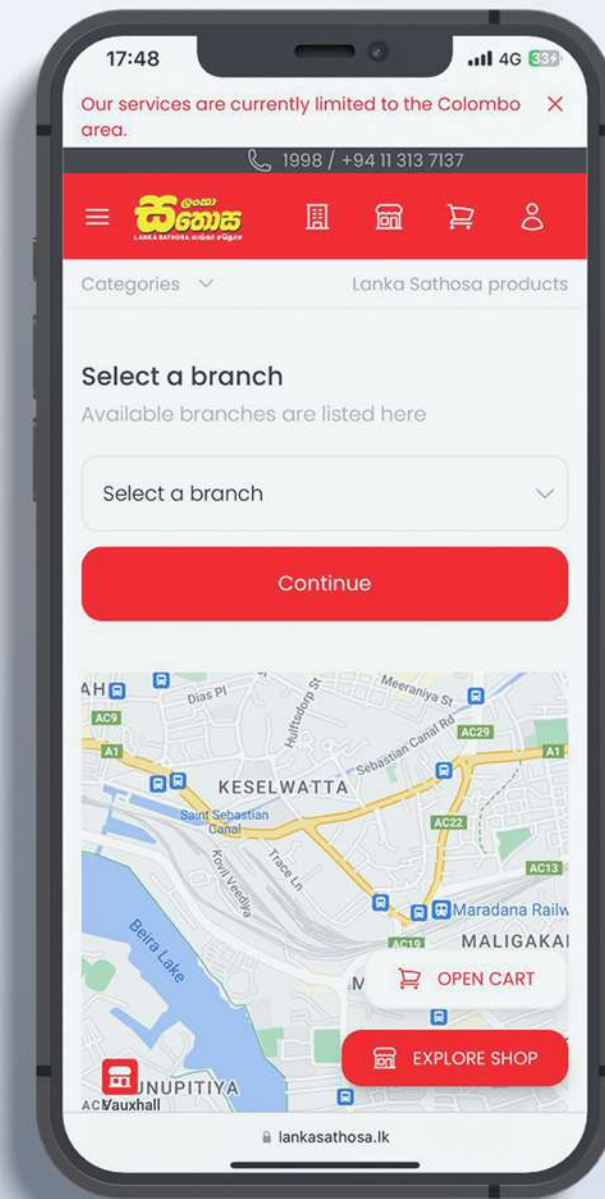
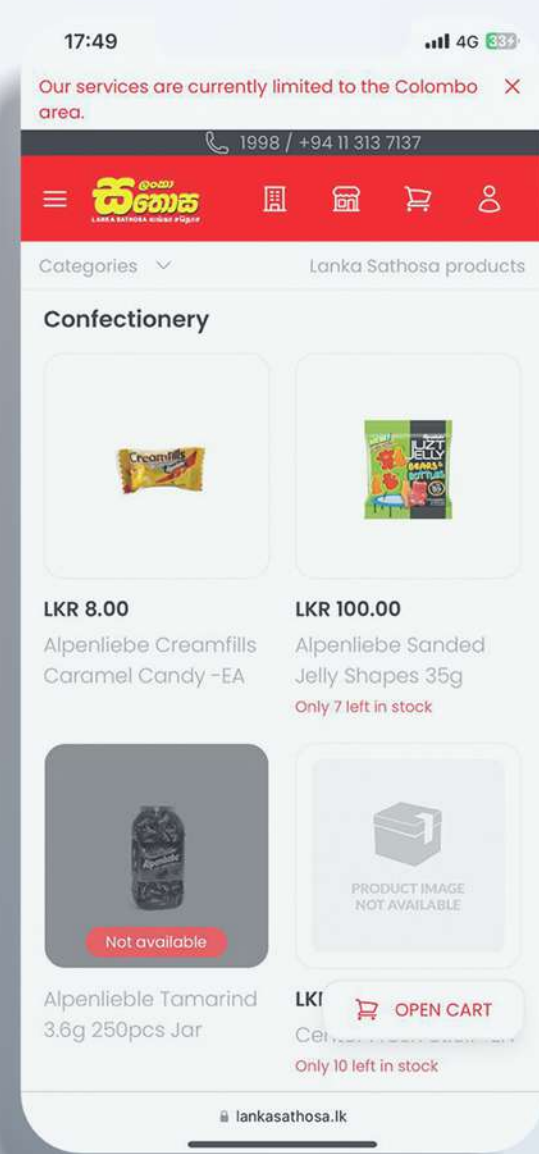


Tech Solutions




Creative











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