

WYLD



WYLD crafts narratives that propel brands, blending knowledge, creativity, and strategy **since 2017**.  
We set trends to help clients surpass goals via innovative campaigns and transformative strategies,  
building lasting impact, shifting culture, and elevating brands globally.

**3 Global offices**

**Services provided across 8 countries**

**50+ team members**

# Services & Strengths



## Strategy

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

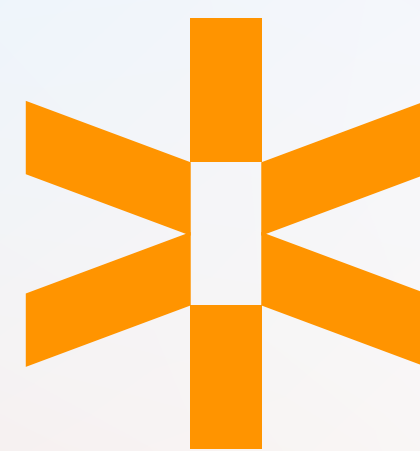
- Market Research & Planning
- Campaign Strategy & Analytics
- Brand Strategy Development
- Customer Journey Mapping
- Funnel Creation



## Branding

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

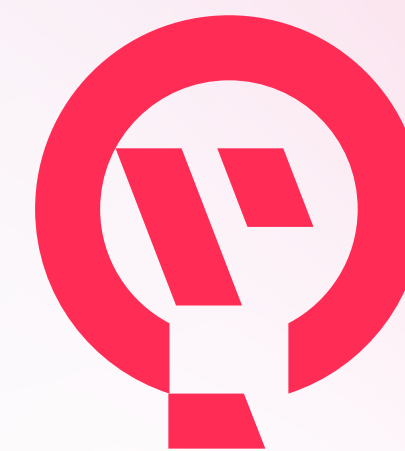
- Identity Creation & Messaging
- Positioning & Guidelines
- Collateral Design & Activation
- Brand Experience & Partnerships



## 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

# Clients

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

Retail



Travel & Logistics



Information & Technology

virtusa

Construction



Spirits Industry



EAST  
INDIES

EquaDel  
Equatorial Deliveries LTD

PORT O' VINO

PROVIDENCE  
WAREHOUSE CO. LTD



Hospitality



VAST  
RETREATS

TINTO  
LIVIO

Web 3.0



Food & Beverages

GARNISH



Authentic  
Ceylon

# Clients

Sri Lanka

## Financial Service



## Information & Technology



## Apparel



## Manufacturing



## Construction



## Food & Beverages



## Education



## Automotive



## Retail



## Travel & Logistics



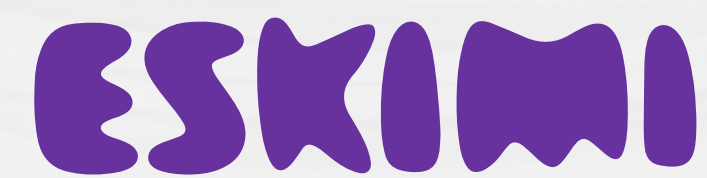
## Hospitality



## Other



# Qualification & Partnerships



# Management



**Banura**  
Sooriyapperuma

Chief Executive Officer  
WYLD Global

**Qualifications and Certifications**  
Master of Business Administration CIM



**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



**#itswylid**



# 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

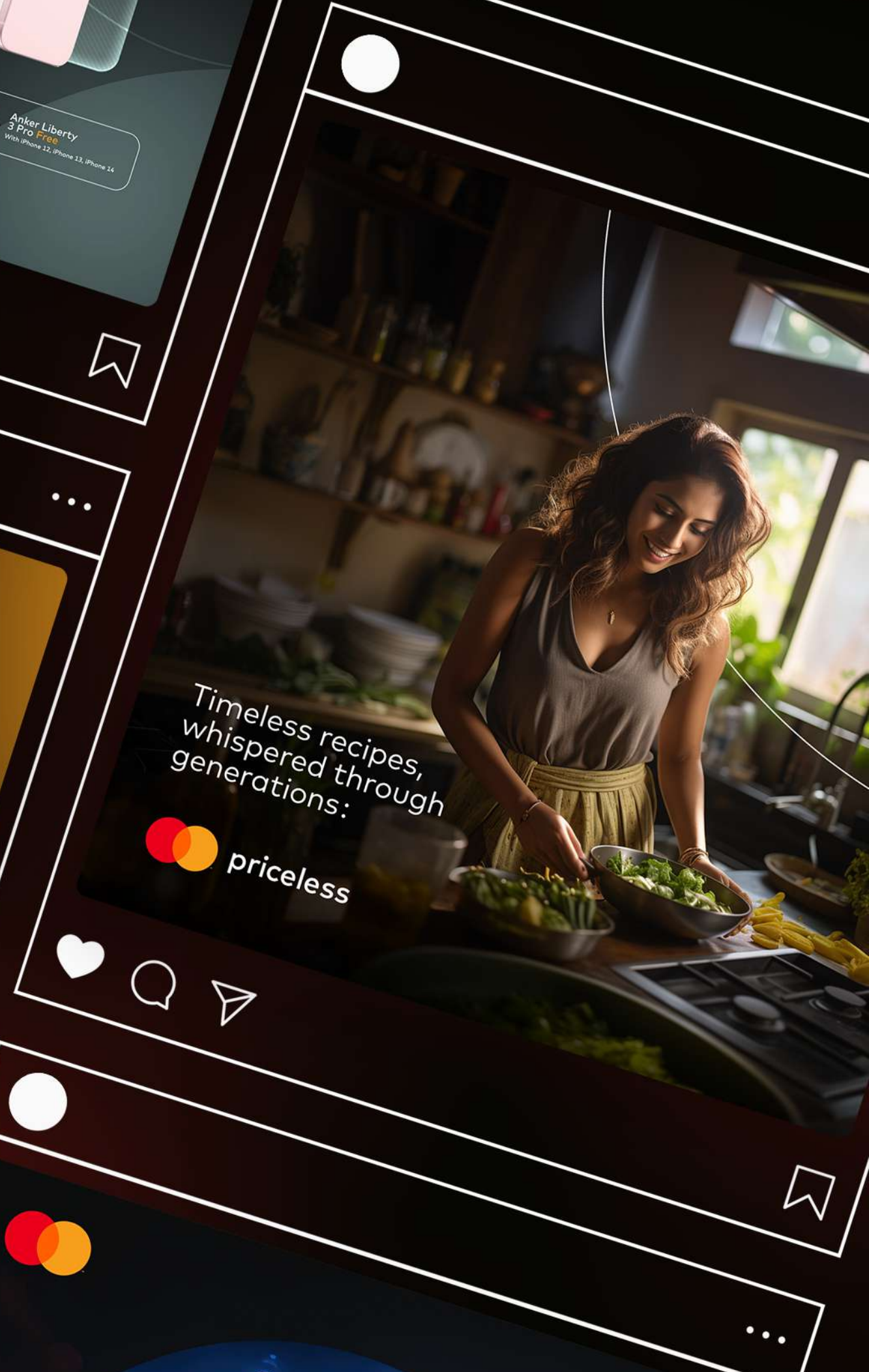
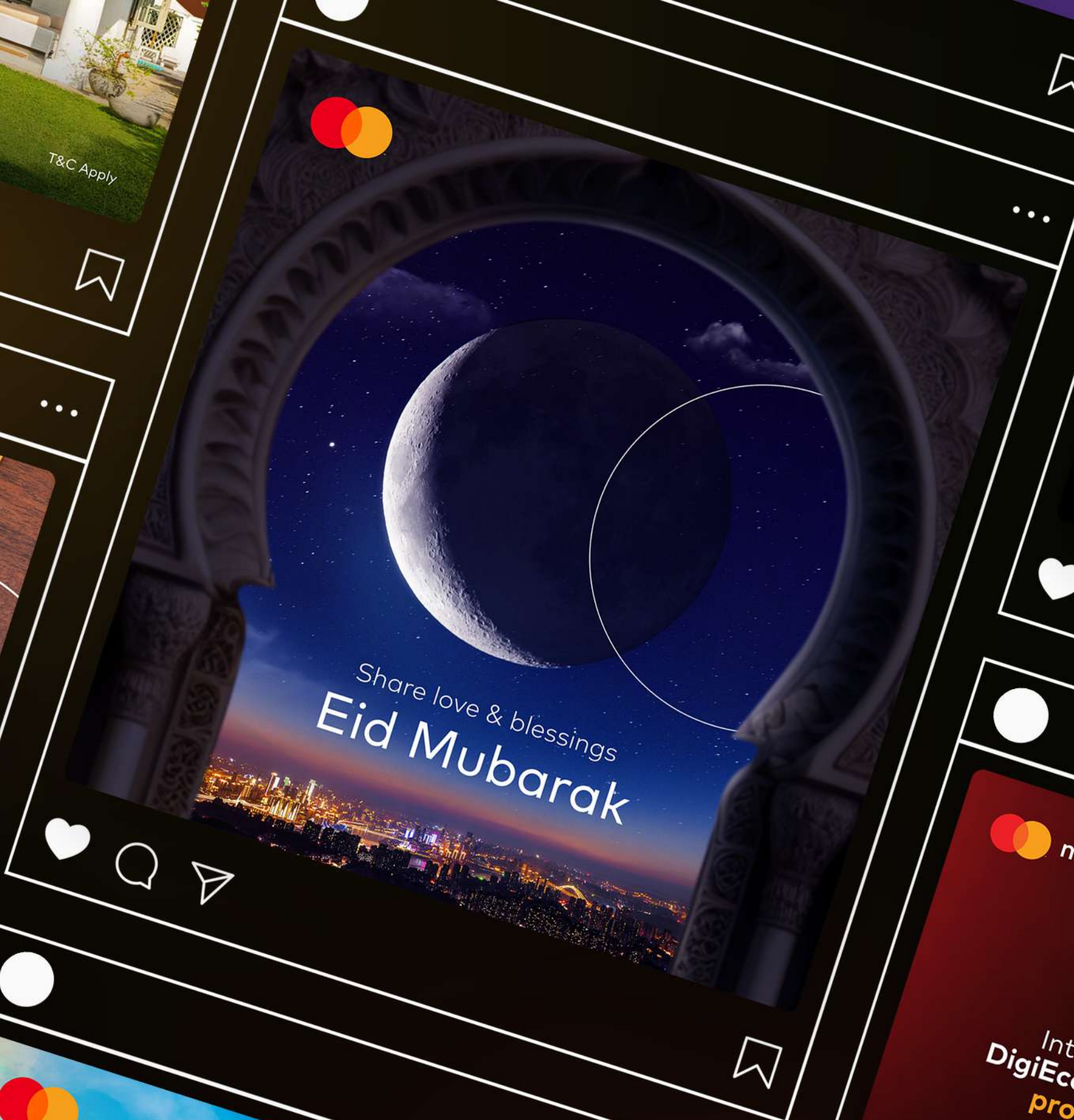


Creative



with Mastercard® blessings & preserve tradition. & Tamil New Year

priceless Collection  
t about shoes, re they take you  
shop the Priceless Collection  
our 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

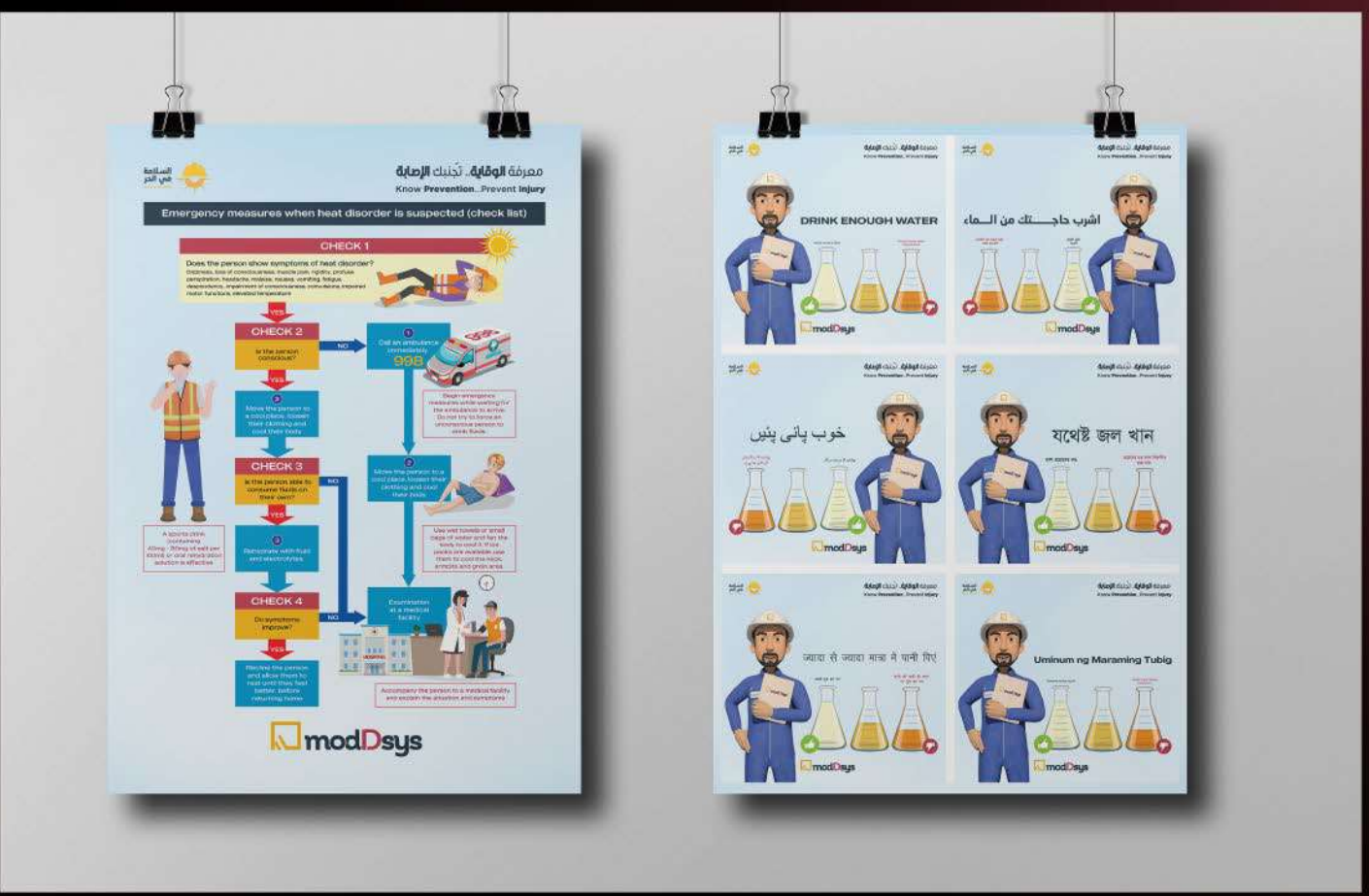
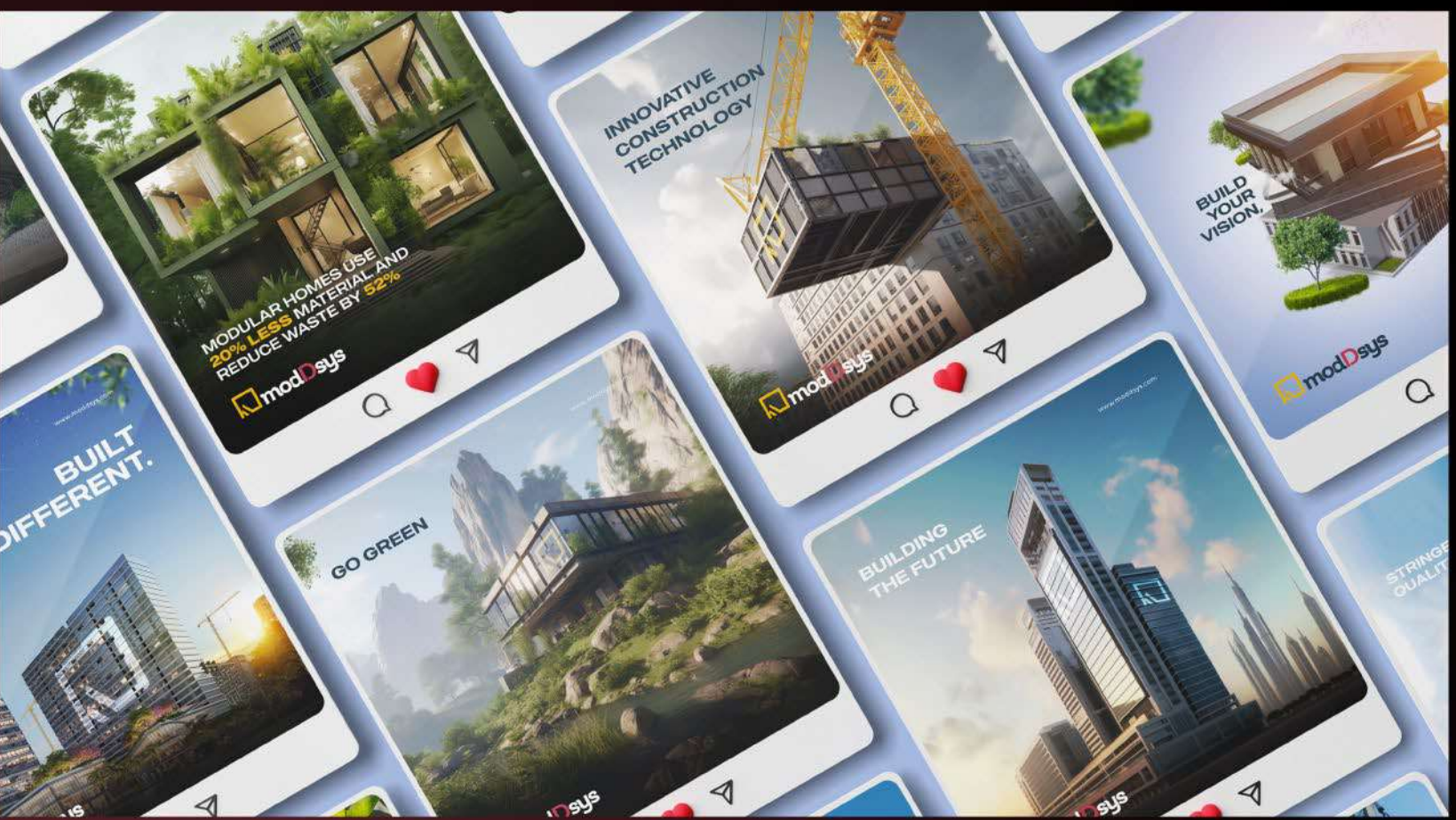


Creative

## \ 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





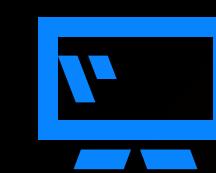
## \ Client Overview

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 future of retail.

## \ Scope of work



Strategy



Branding



Tech Solutions



Digital



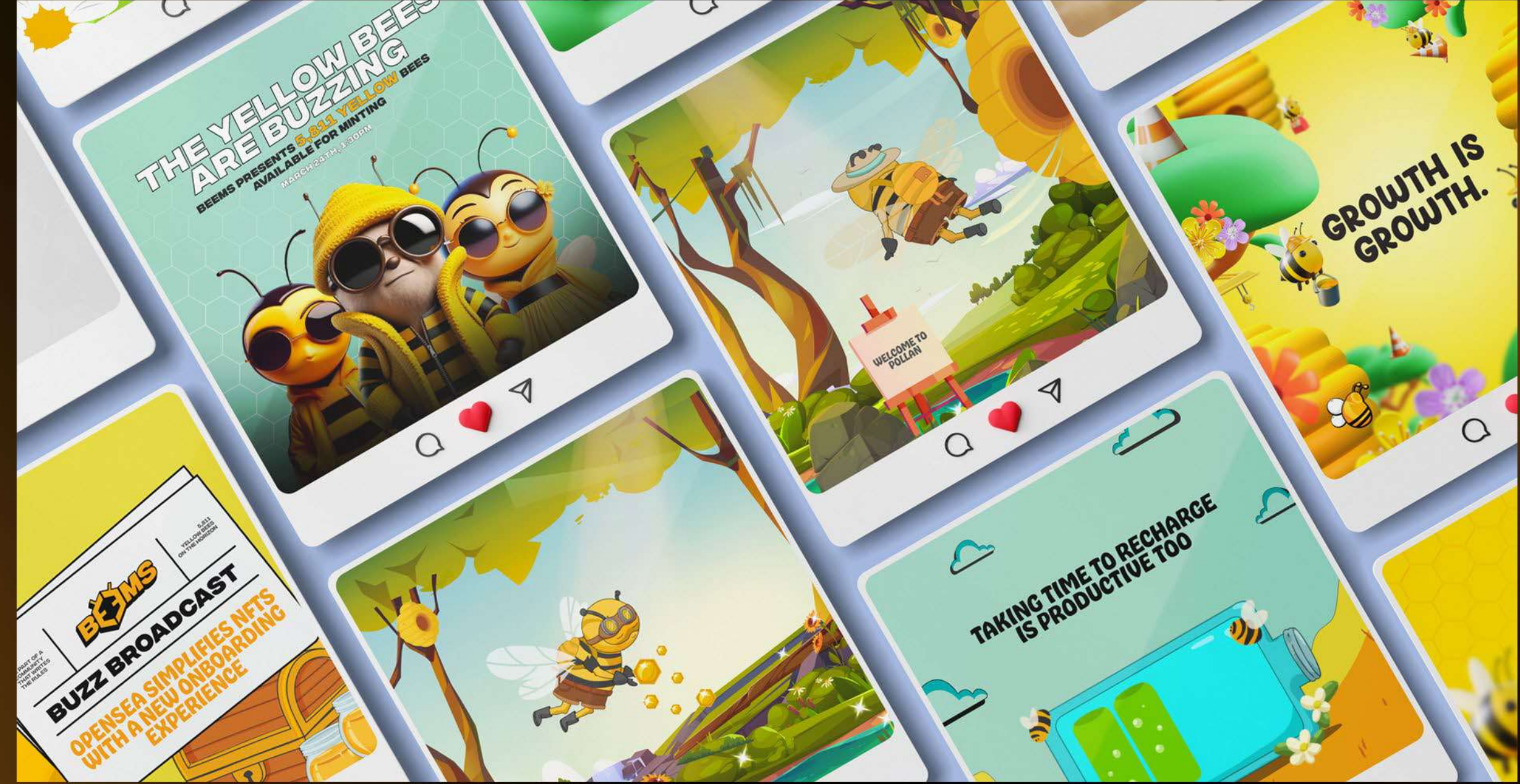
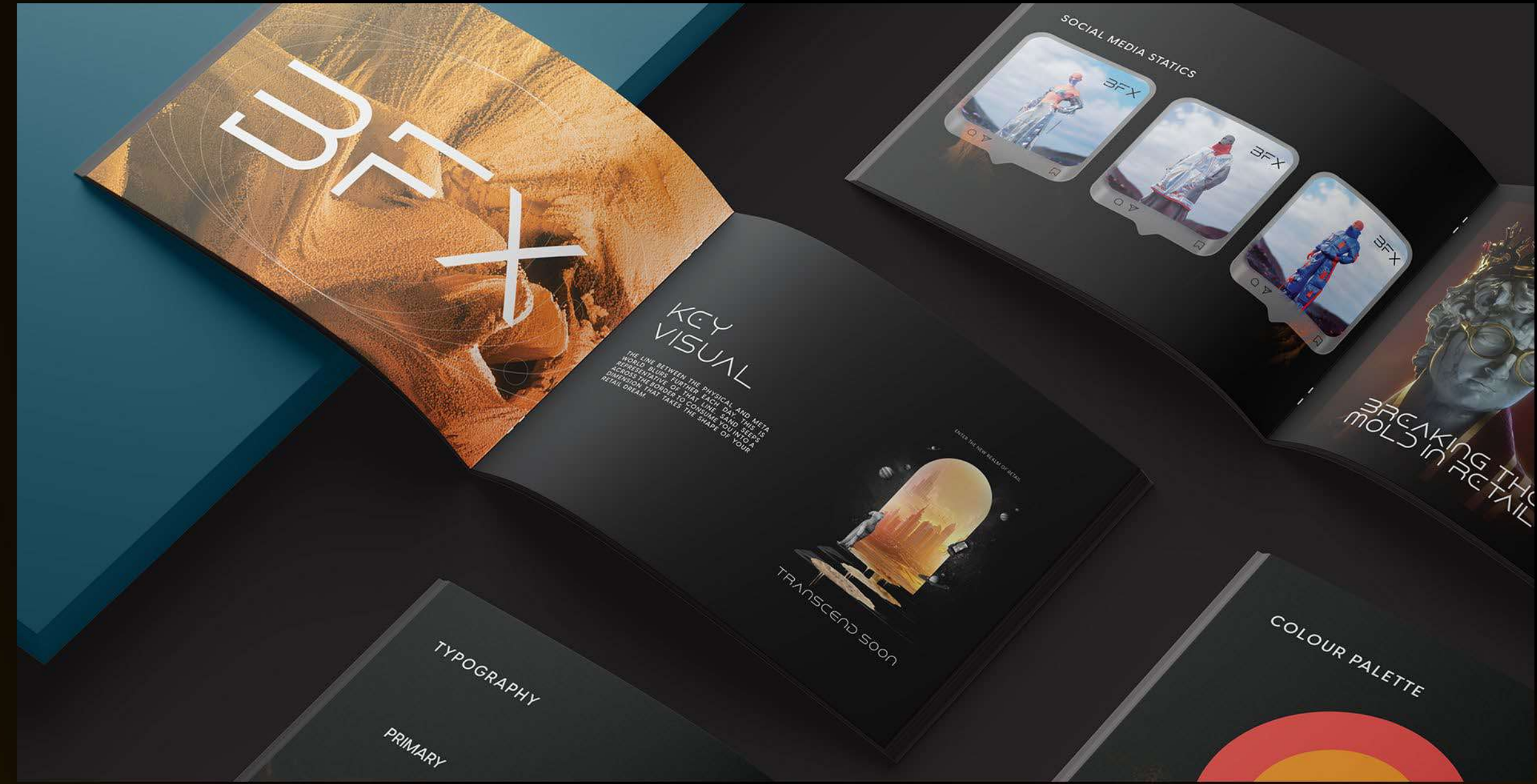
Creative

## \ 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



# virtusa

## \ 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)

**Great Place To Work. Certified**  
NOV 2022 - NOV 2024

**virtusa**  
Engineering First

**We are talented individuals with multiple skills**

JAVA MS, JAVA FSD, JAVA GCP, Pega CSSA, Performance testing, OBIEE, DOT NET React, Servicenow

**Gurgaon**

To refer potential candidates, please log on to the referral portal.

**It's time for a major career leap**

Virtusa presents **PEGA <hack2hire>**

4th November 2023  
Virtusa, Hyderabad

**talented individuals with skills in, with GCP & bug fix**



**Meet our leaders**

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Posts  
Follow

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lfeatvirtusas! · Original audio

**Hussain Shabbir**  
Senior Director & Head of AWS Team in Cloud Service Line





## \ 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

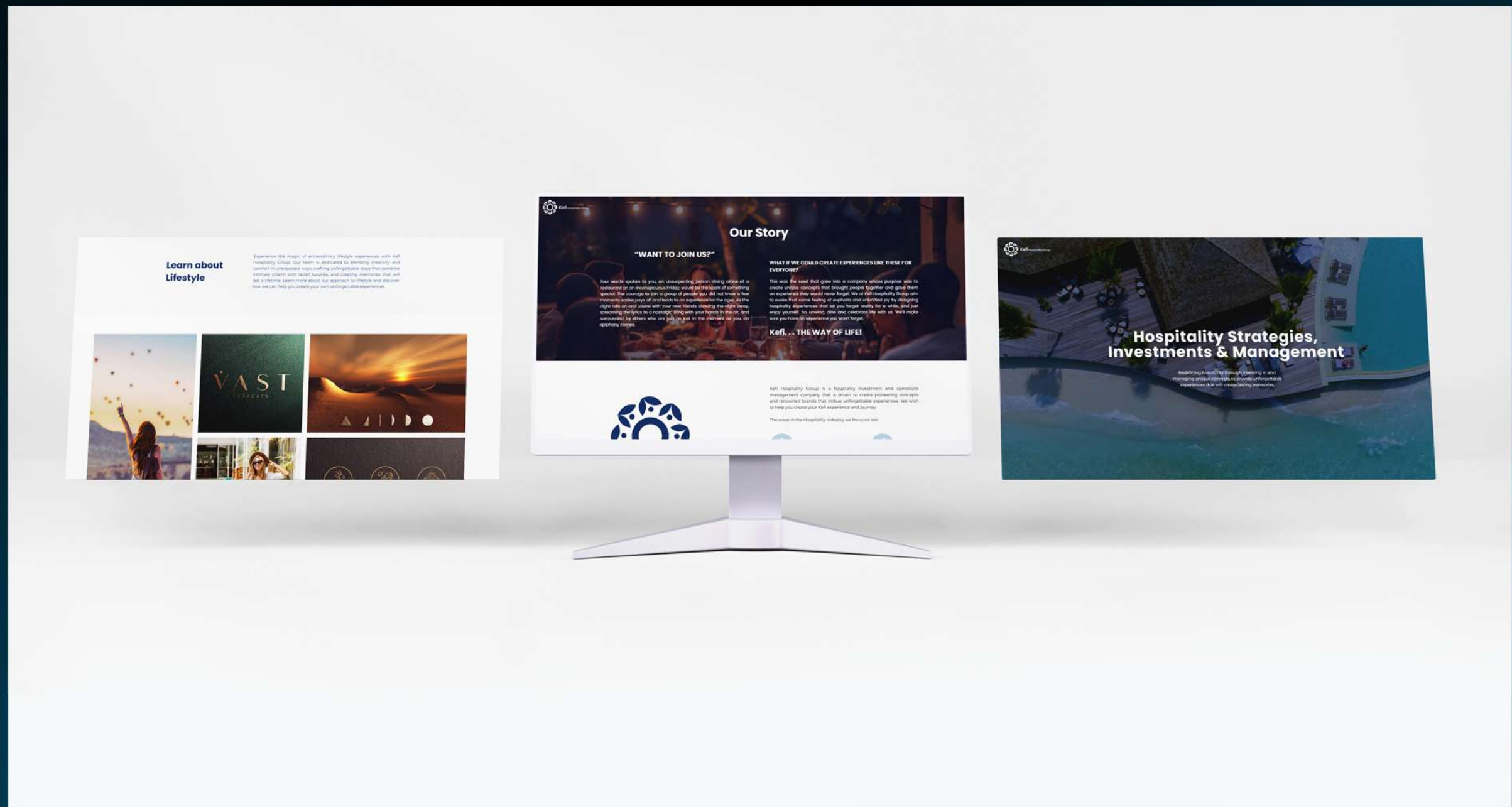


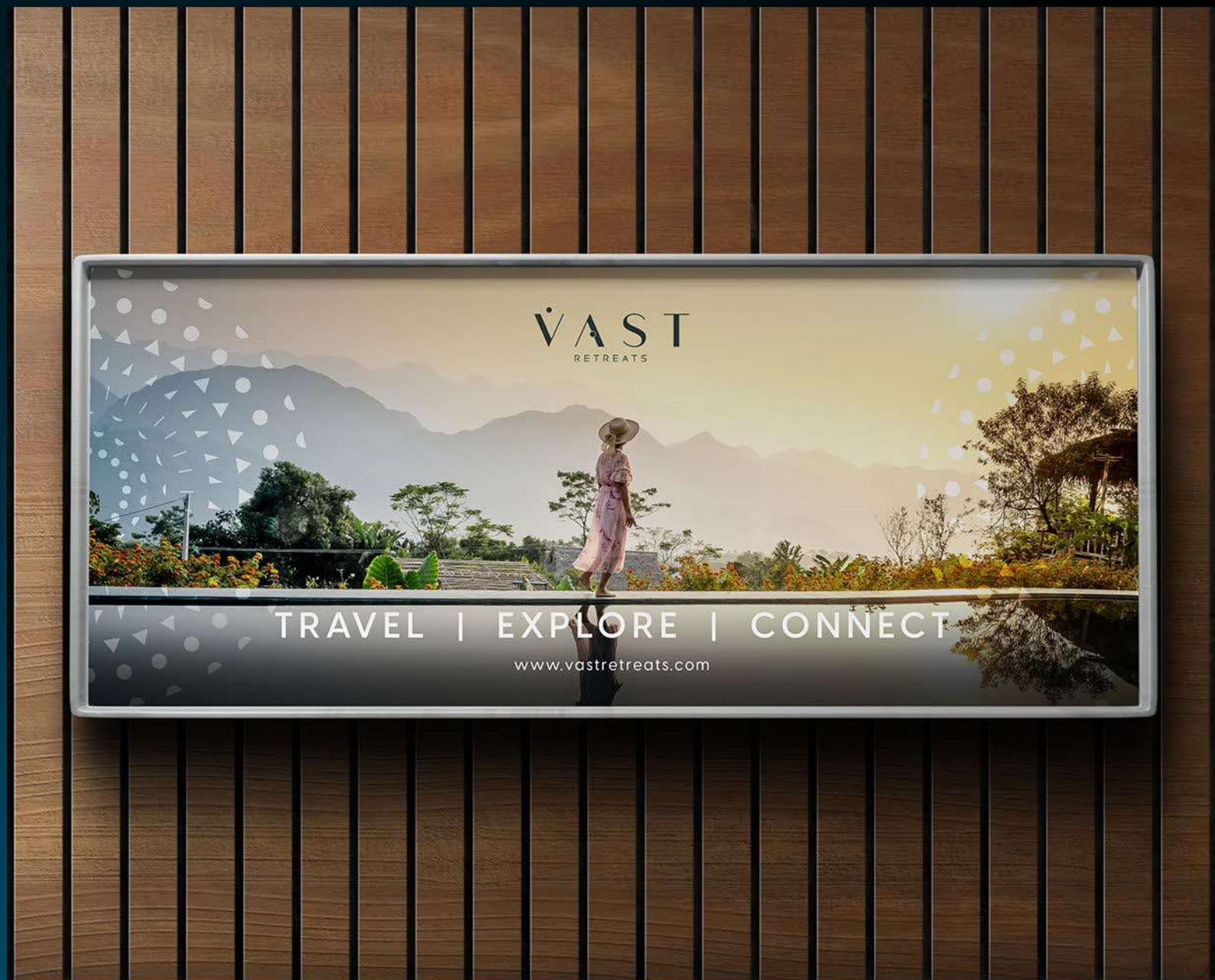
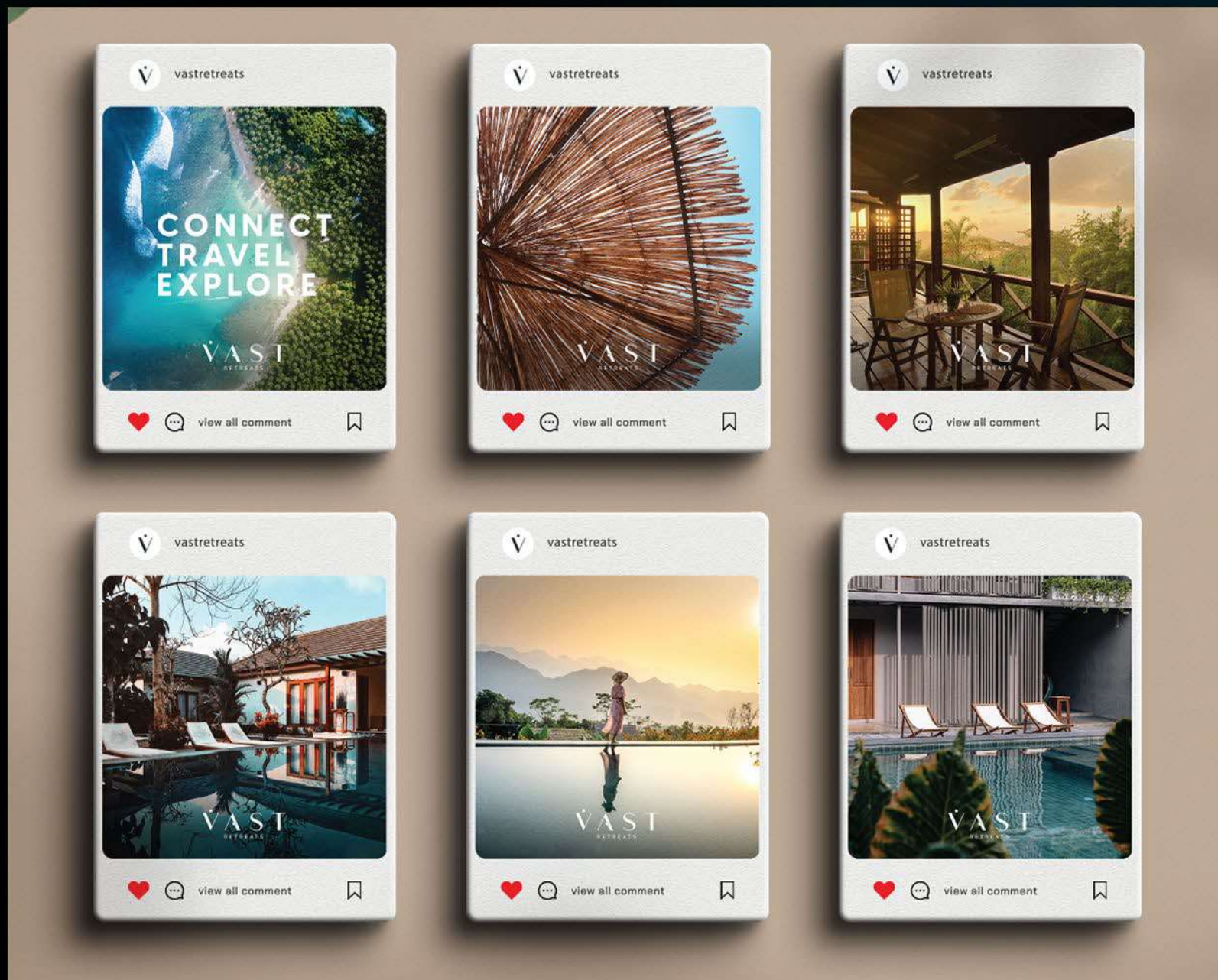
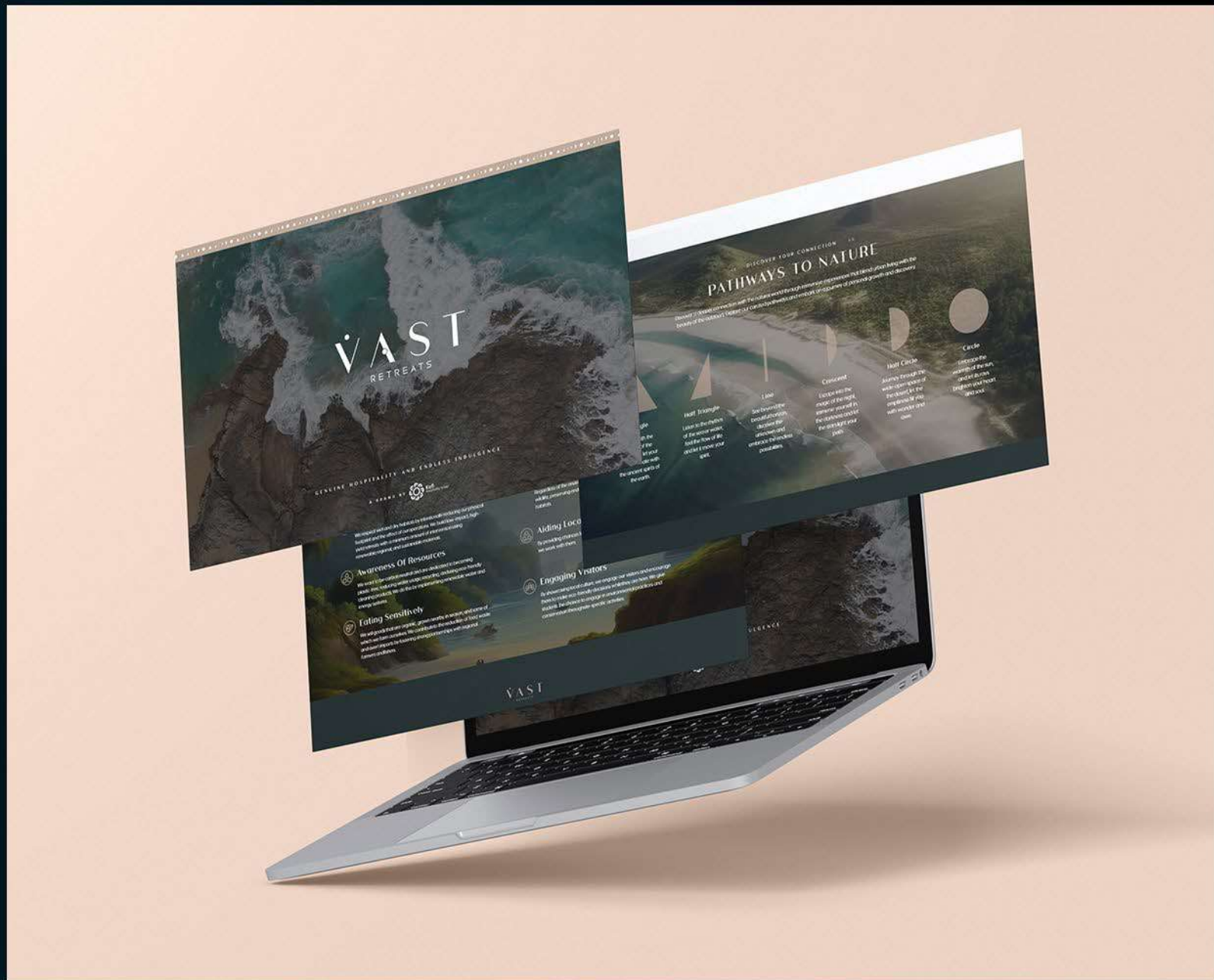
Creative

## \ 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





## PROVIDENCE WAREHOUSE CO. LTD

PORT  VINO

EAST  
INDIES

EquaDel  
Equatorial Distilleries LTD



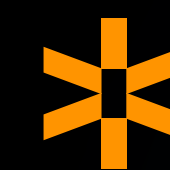
## \ Client Overview

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

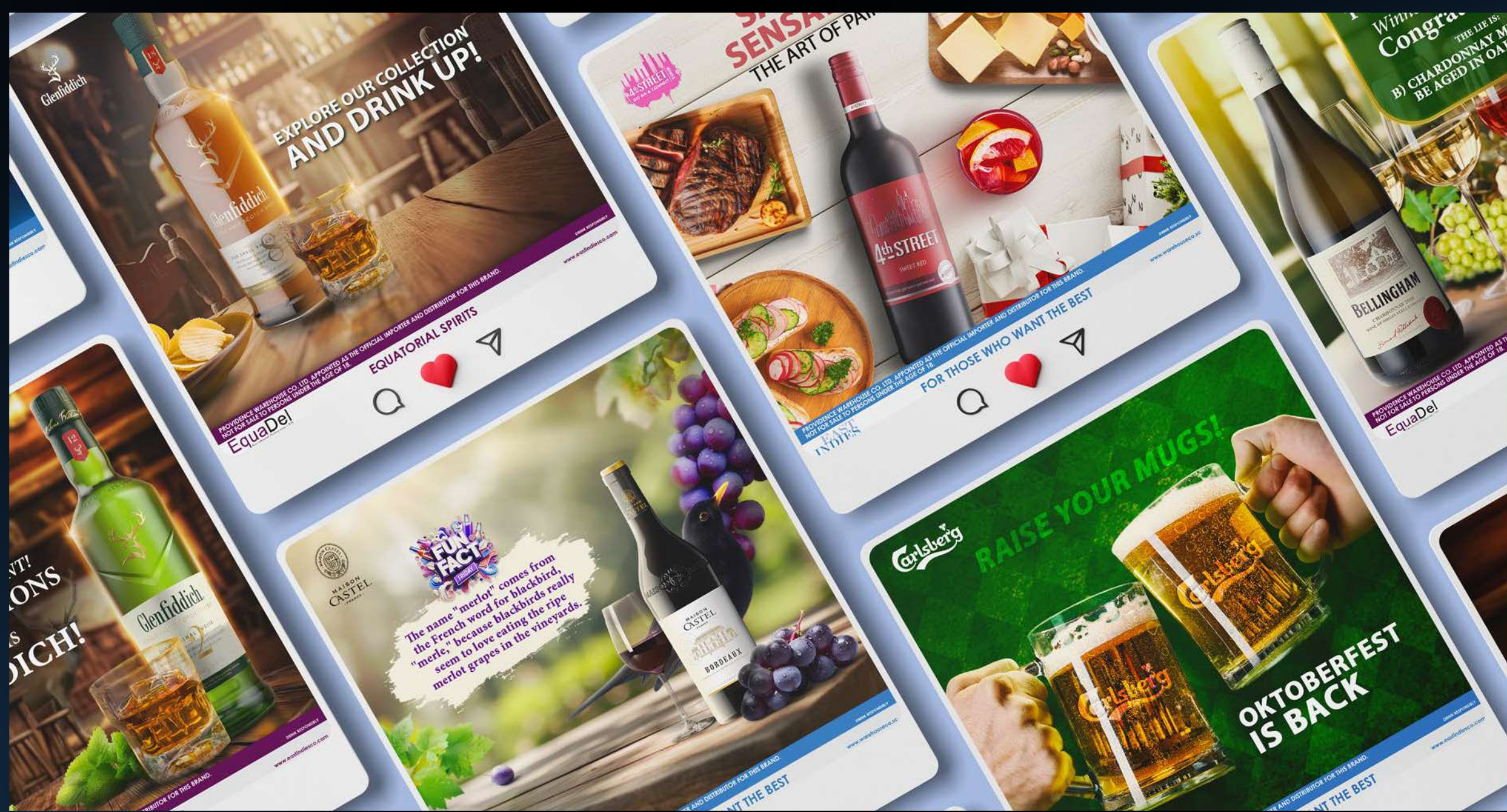
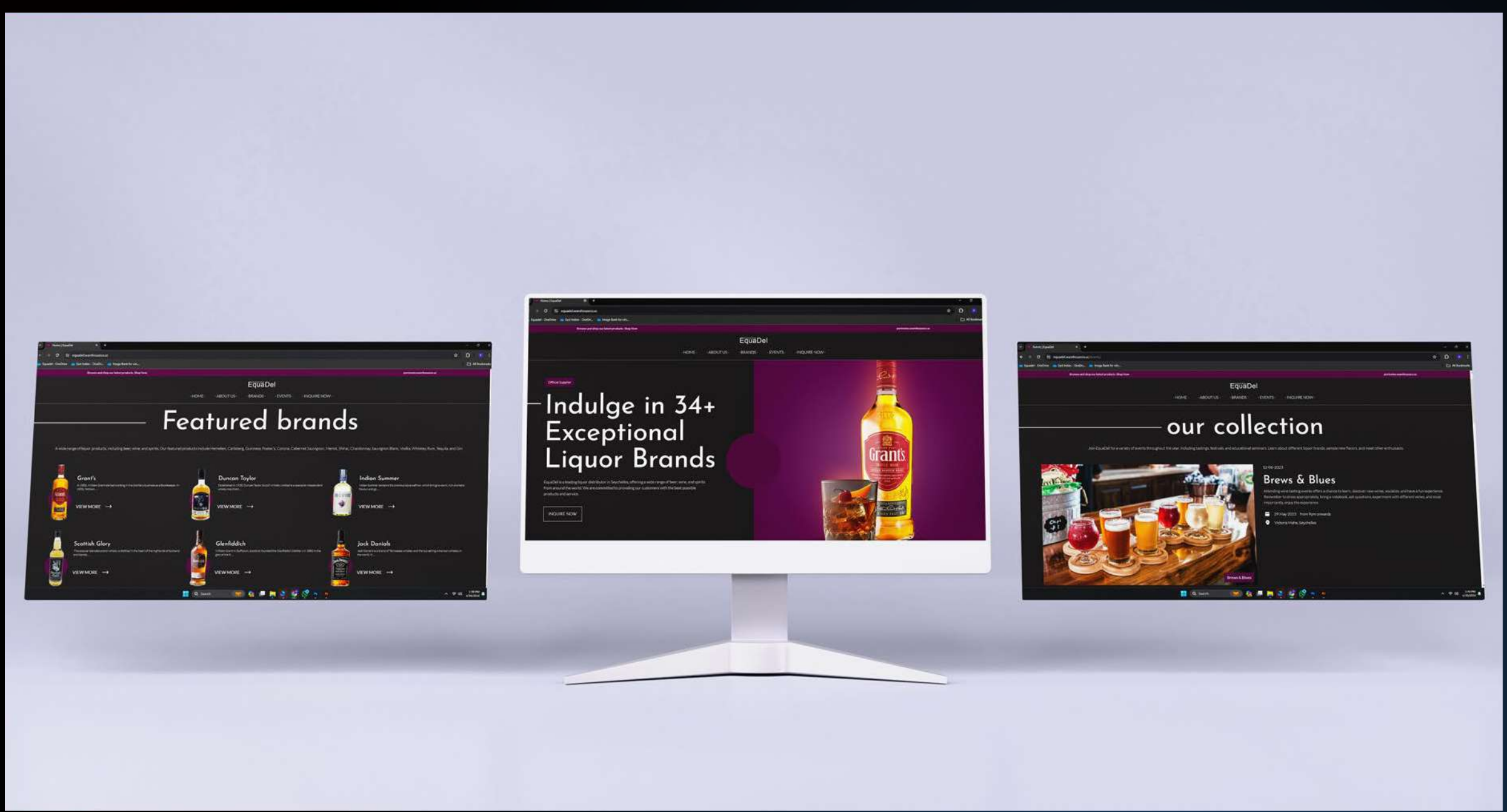
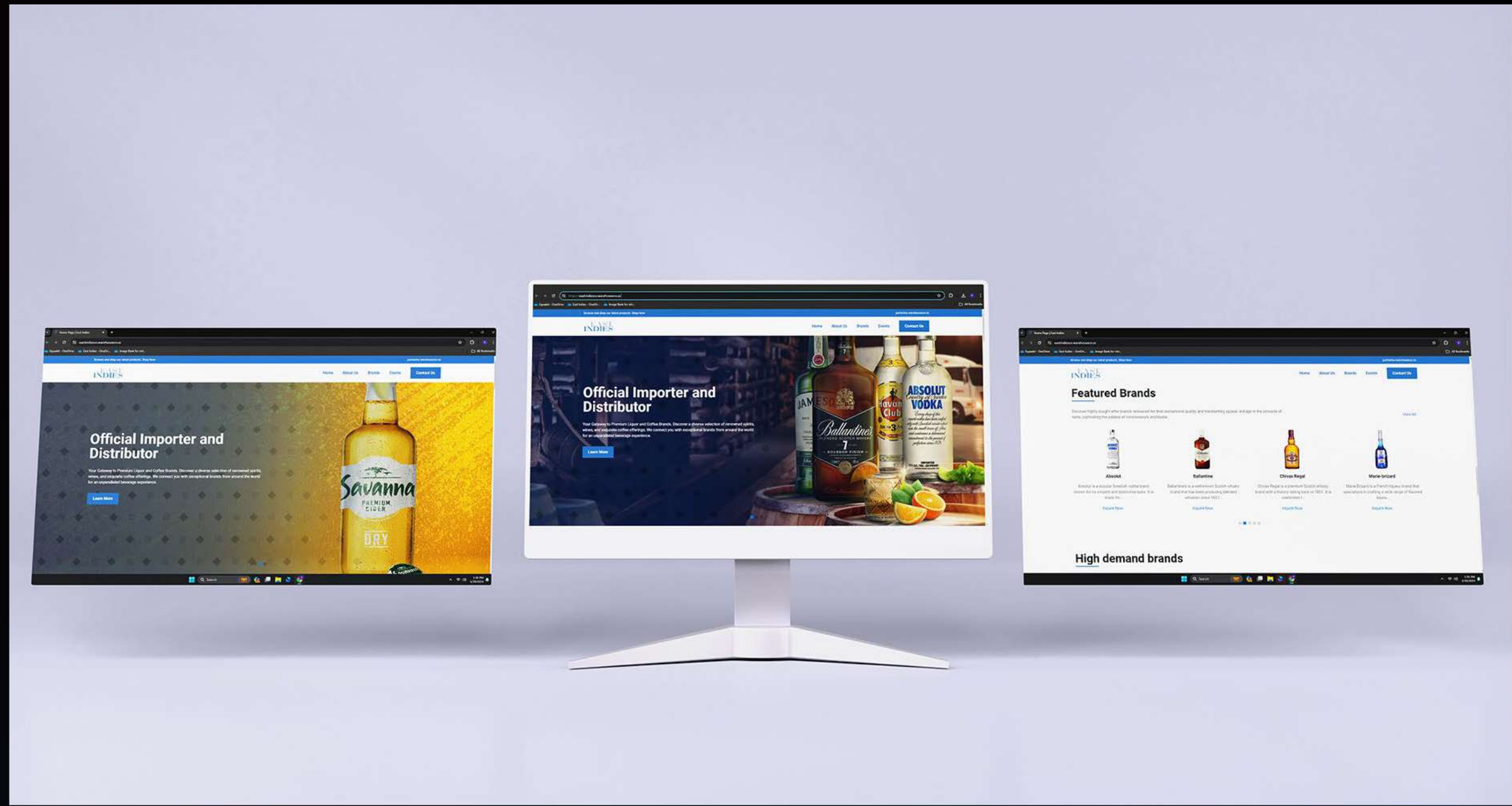
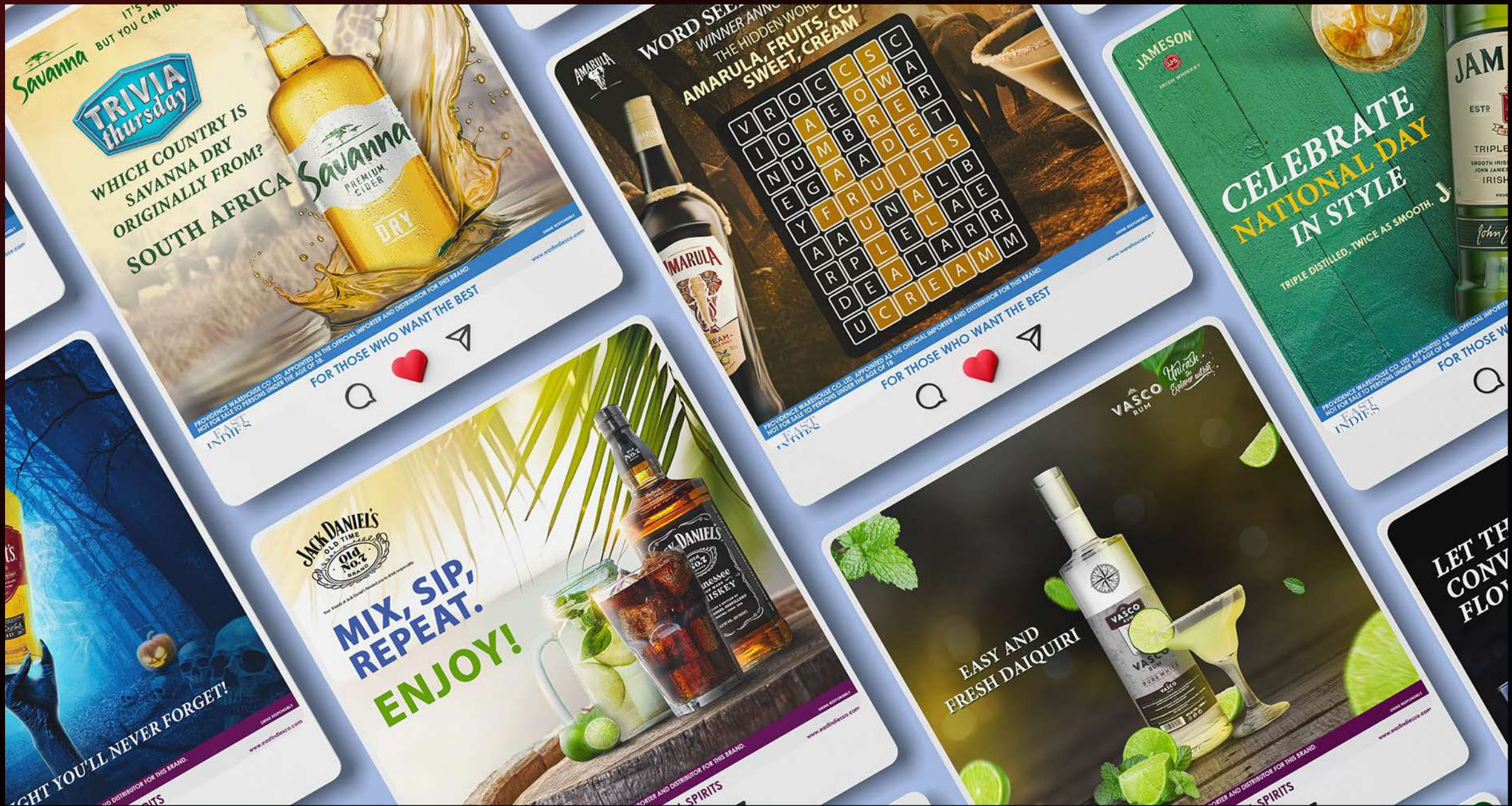


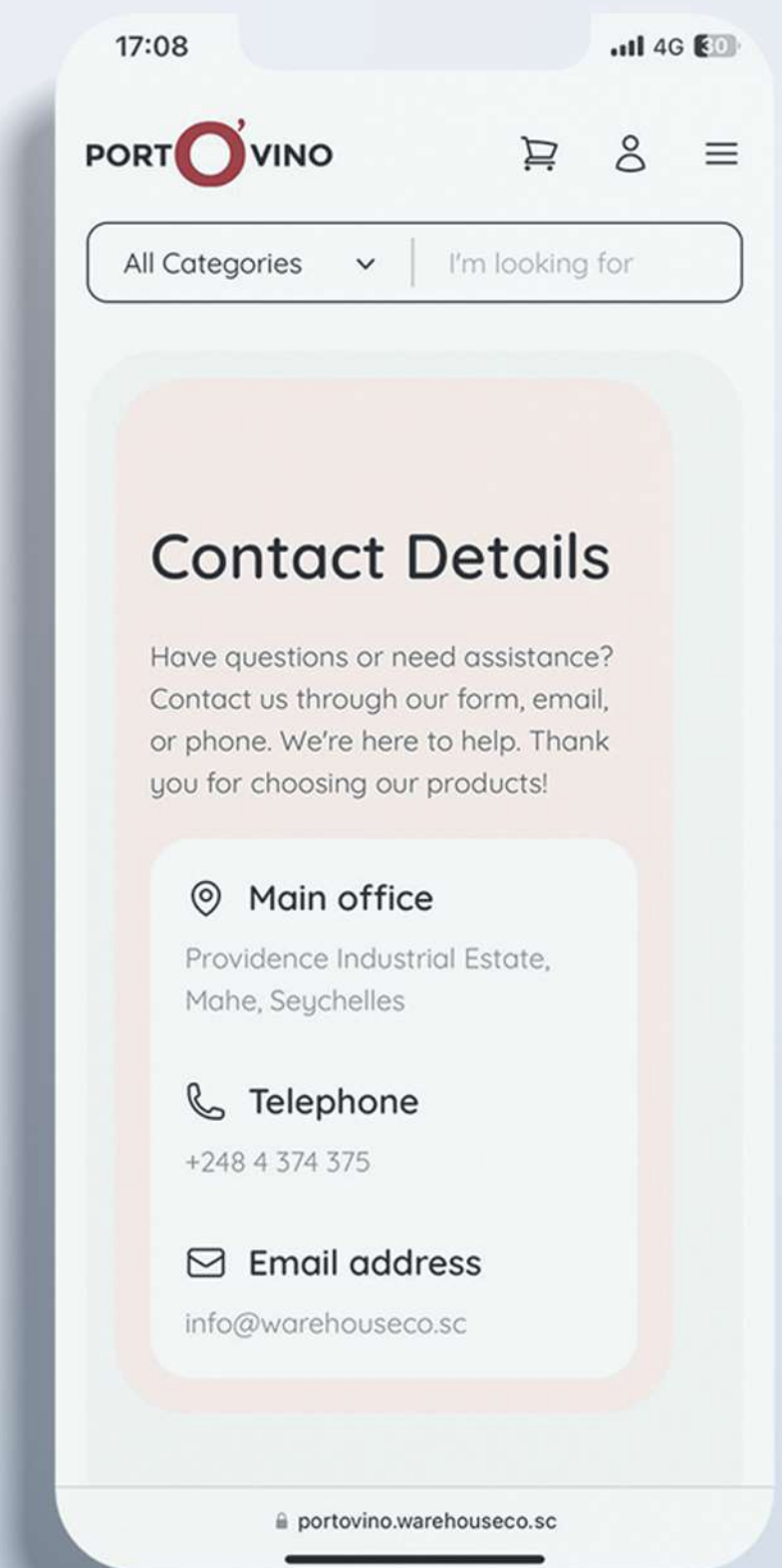
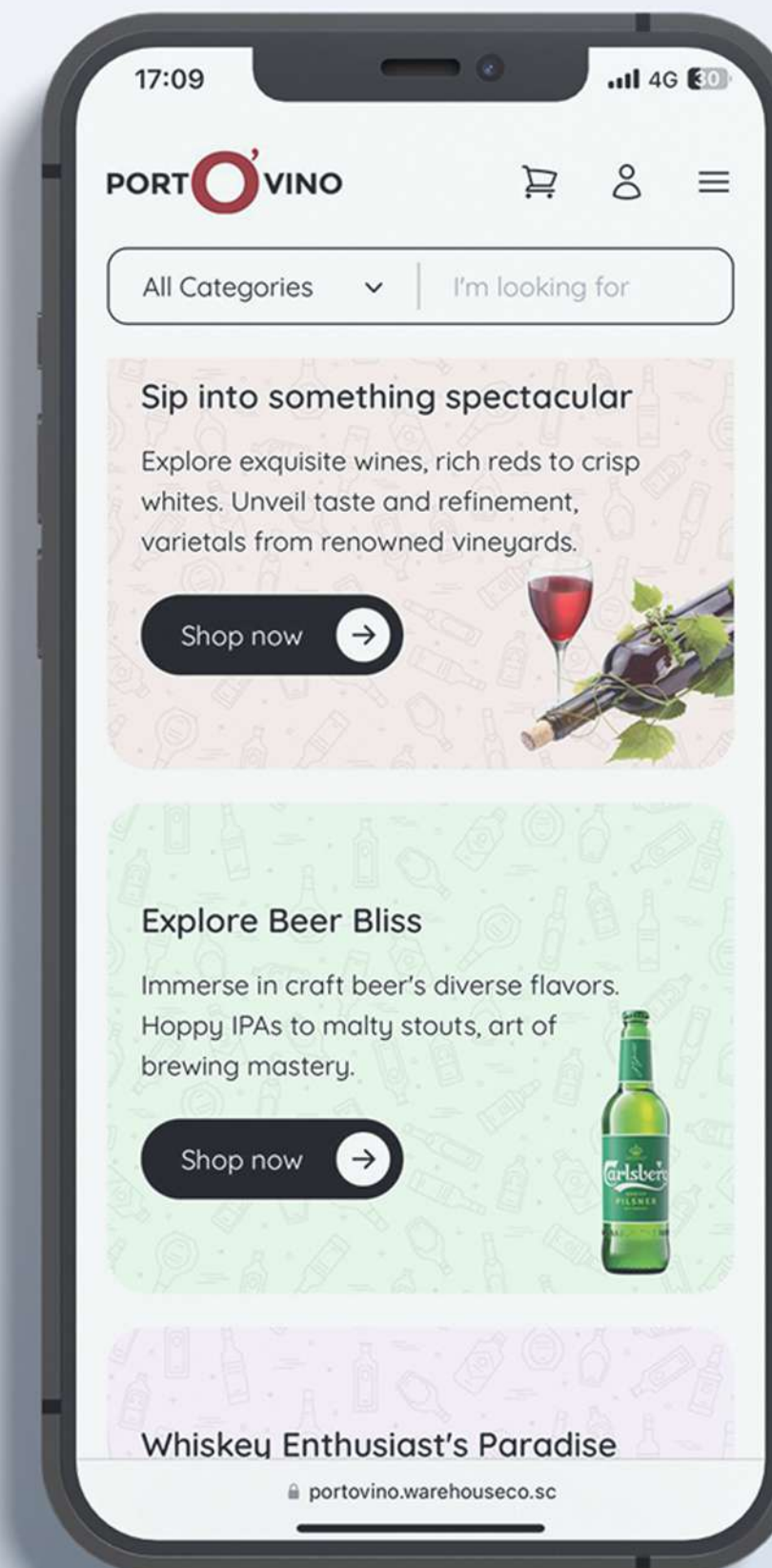
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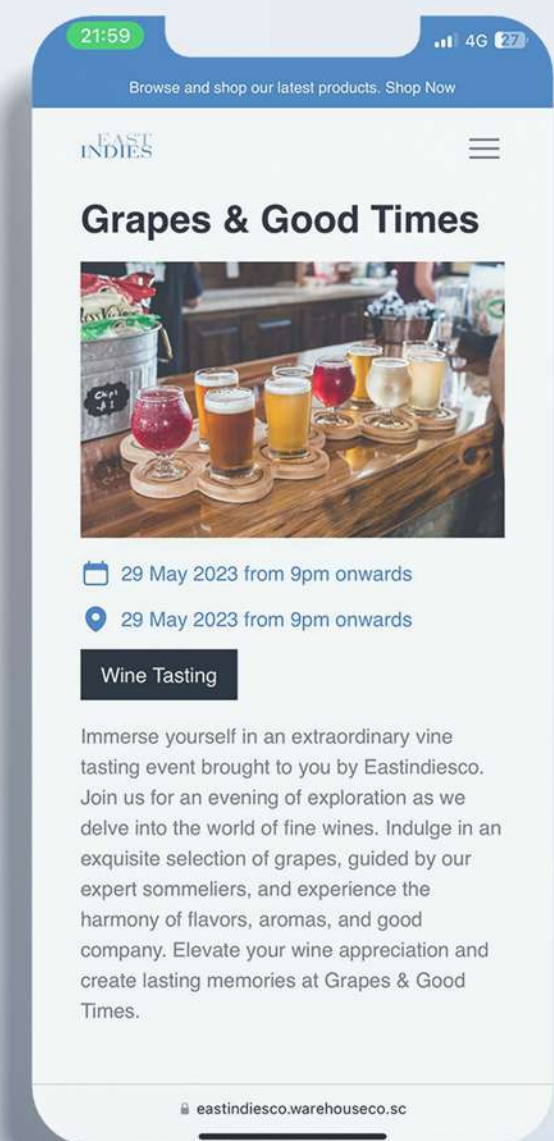
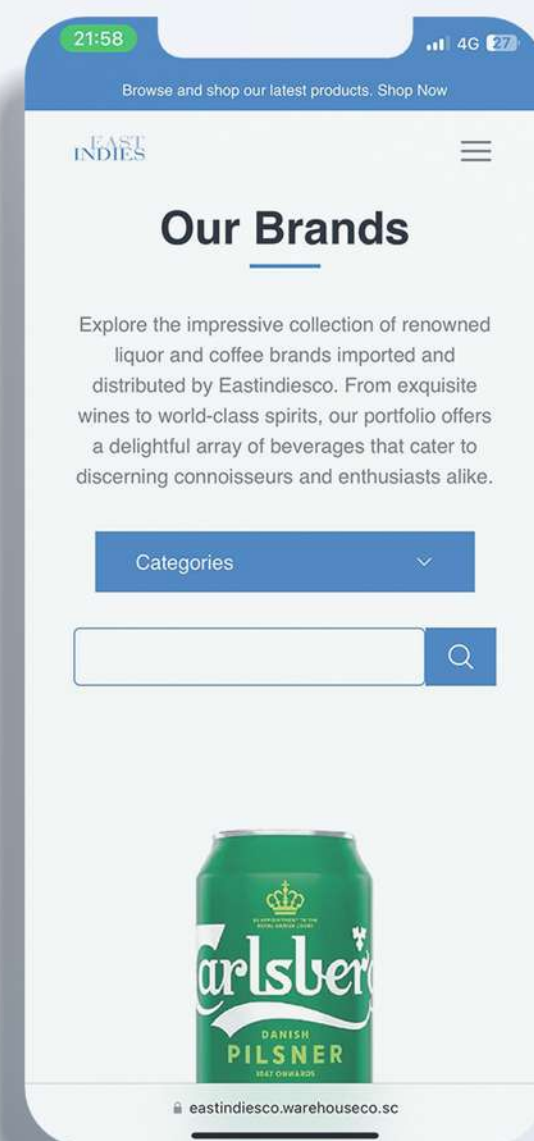
## \ Testimonial

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



**Jeep**

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**CONQUER 2024**  
DIMO WISHES YOU A HAPPY NEW YEAR

**DO YOU KNOW THE TRUE VALUE OF YOUR LUXURY VEHICLE?**

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**EVER REALISED THERE'S CASH STUCK IN YOUR LUXURY VEHICLE**

**UNLOCKING THE HIDDEN FINANCIAL GAIN IN LUXURY VEHICLES WITH PRECISION AND EXPERTISE**

**WHAT IS CARPIE**

**OUR SERVICES**

- COMPLIMENTARY EXPERT ADVICE
- REAL MARKET VALUE ASSESSMENT
- BEST VALUE FOR YOUR VEHICLE
- RE-INVESTMENT OPTIONS

**UNLOCKING THE HIDDEN FINANCIAL GAIN IN LUXURY VEHICLES WITH PRECISION AND EXPERTISE**



## \ 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

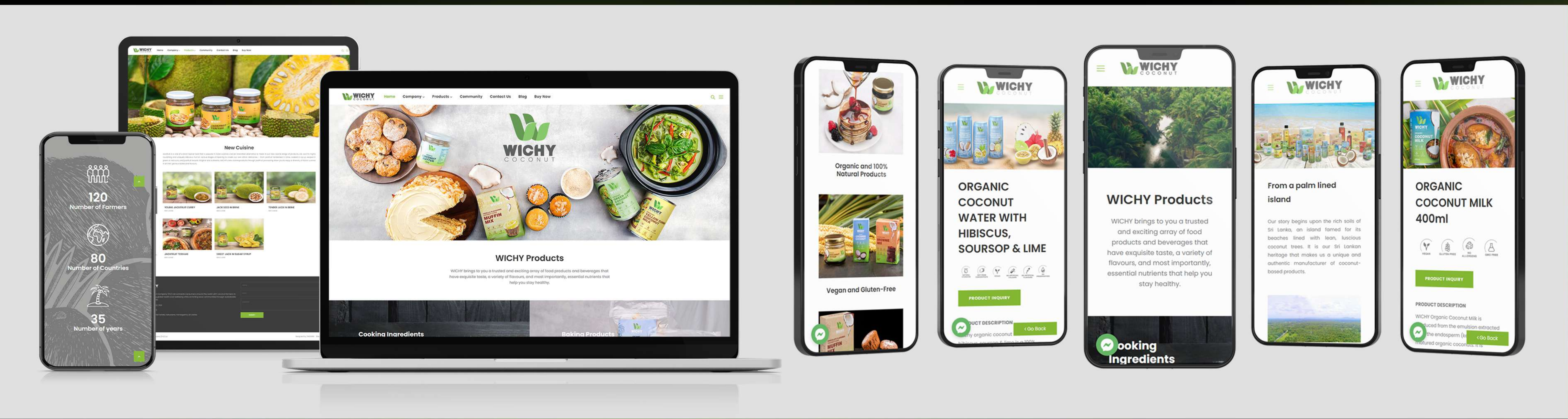
## \ Testimonial



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







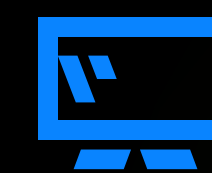
## \ Client Overview

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



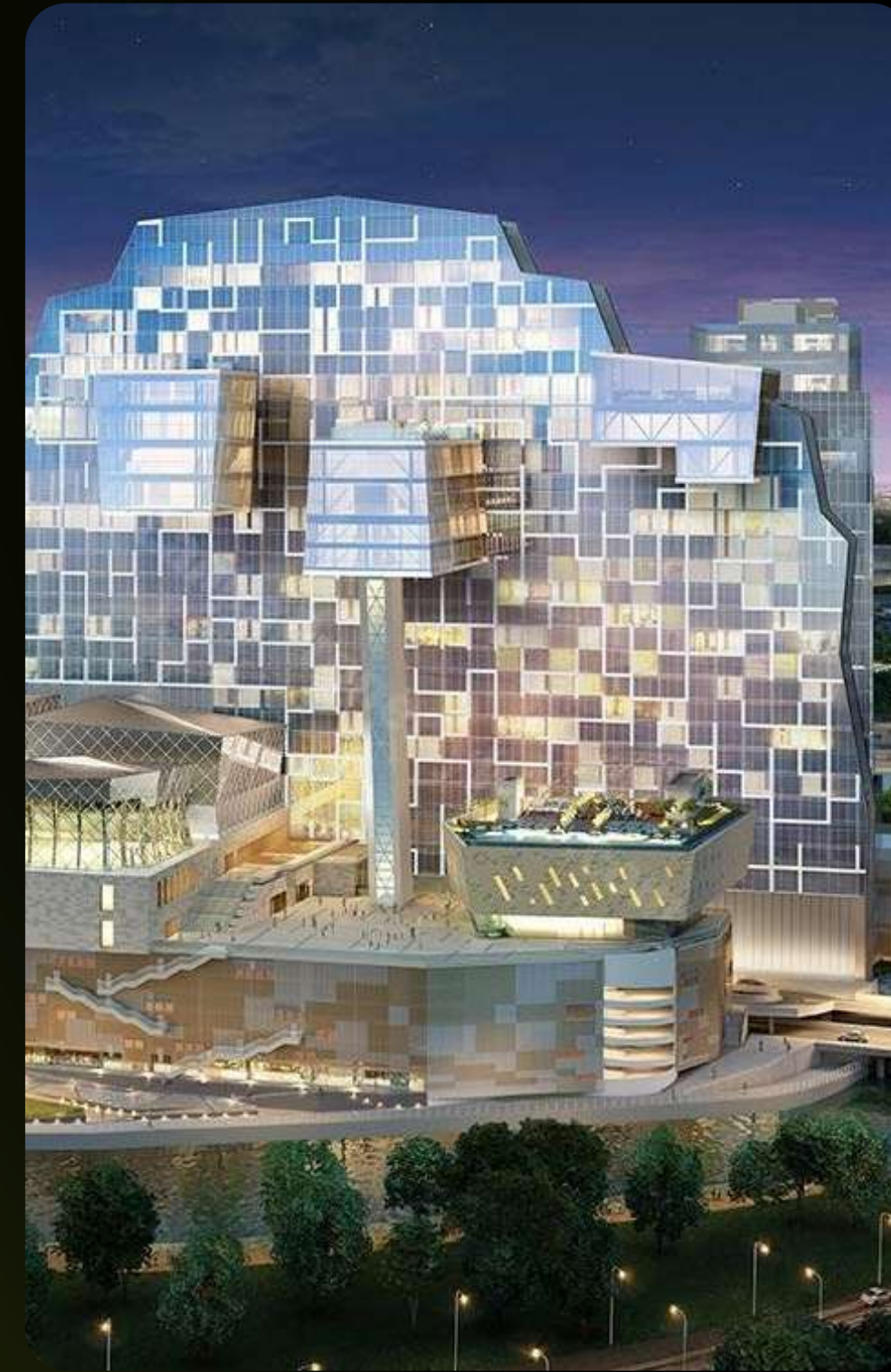
Creative



**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

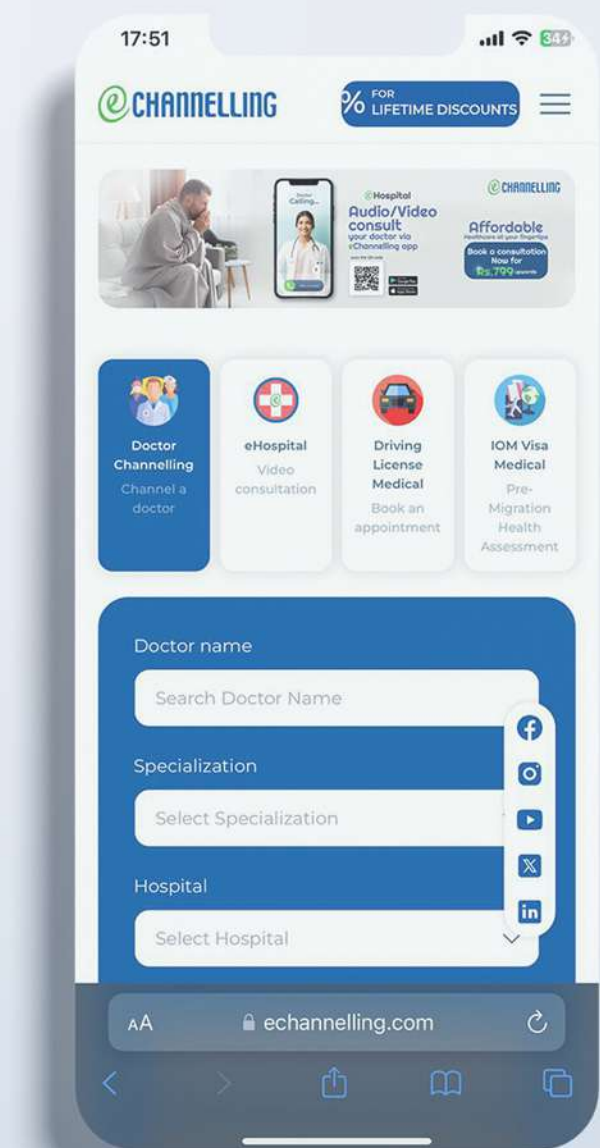
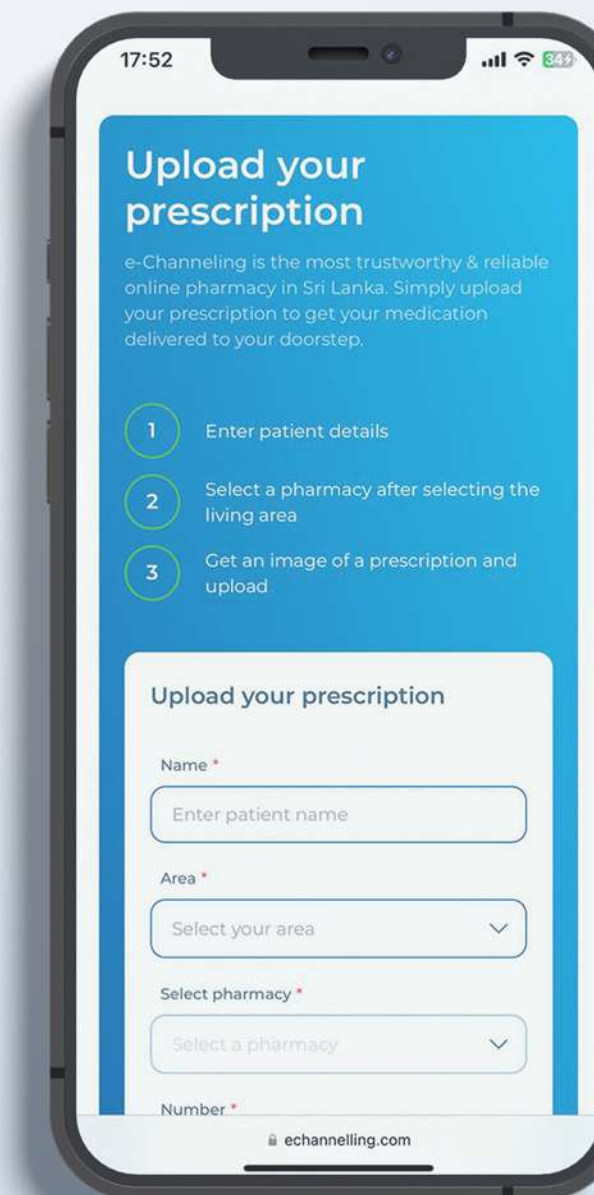
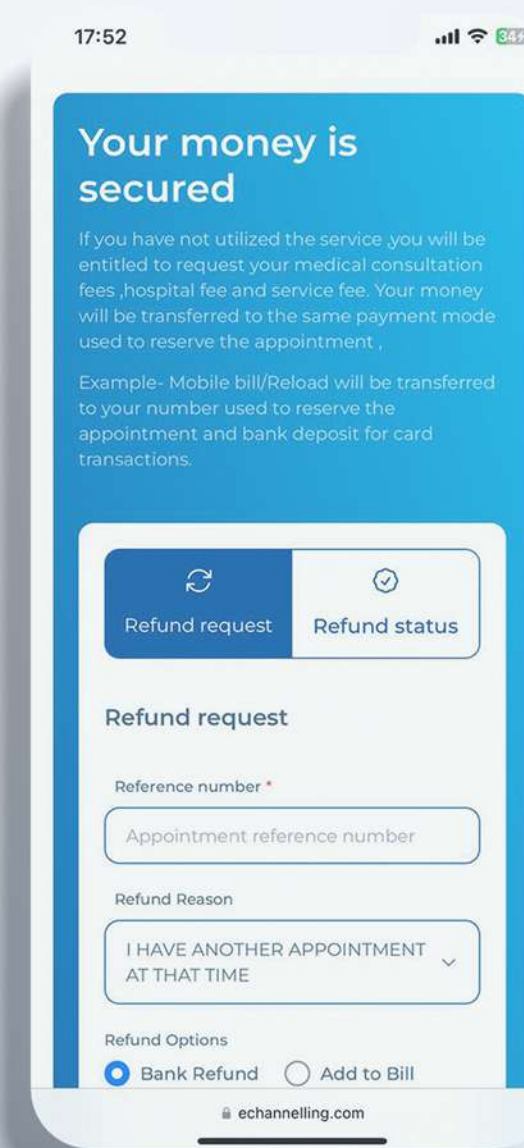
Creative

## \ Testimonial



Wyld Global revamped Sri Lanka's largest digital healthcare platform, e-Channelling, 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







# DigiEcon Global Investment Summit 2024

Organised by



Powered by



Strategic partners



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



## \ 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.





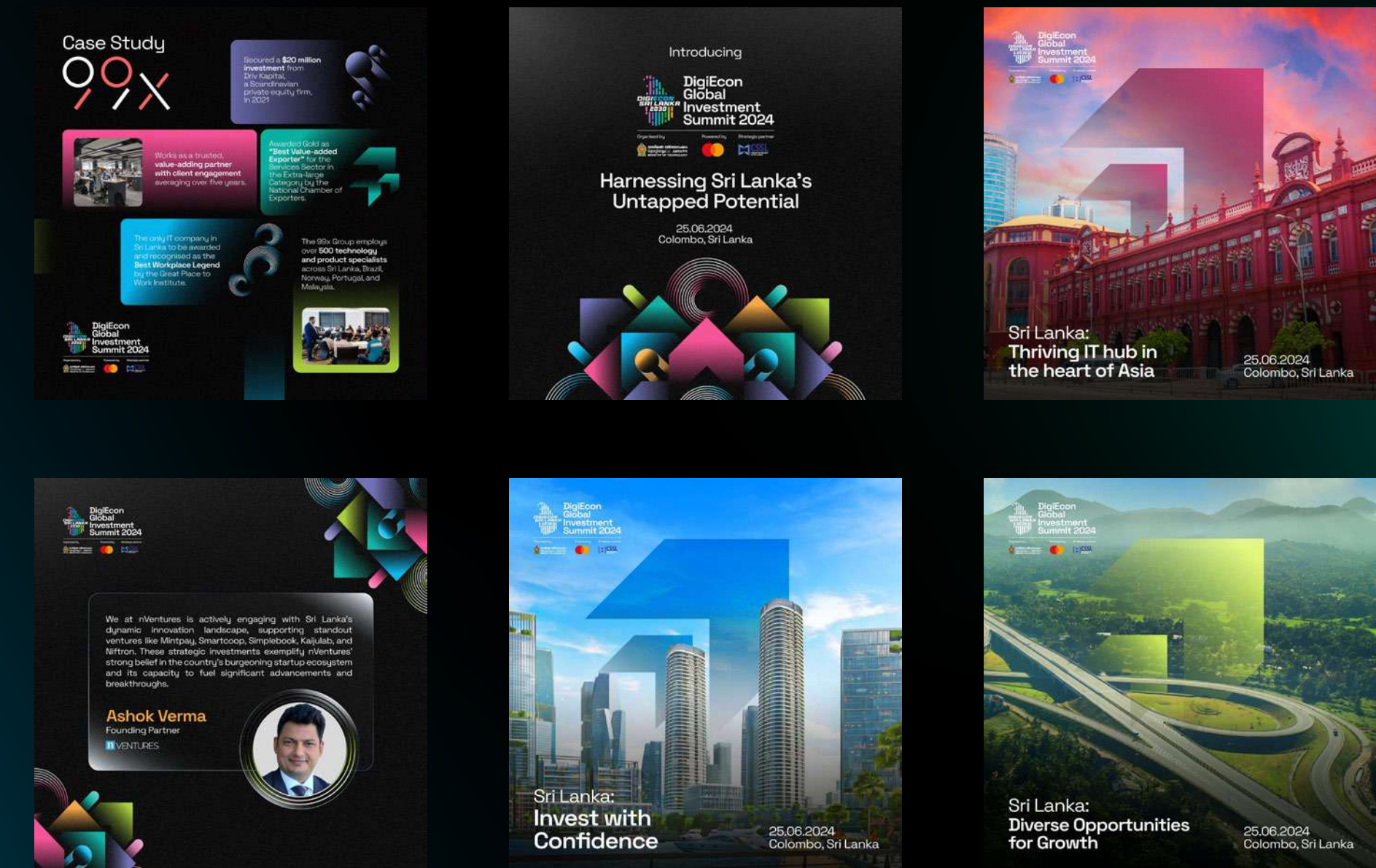
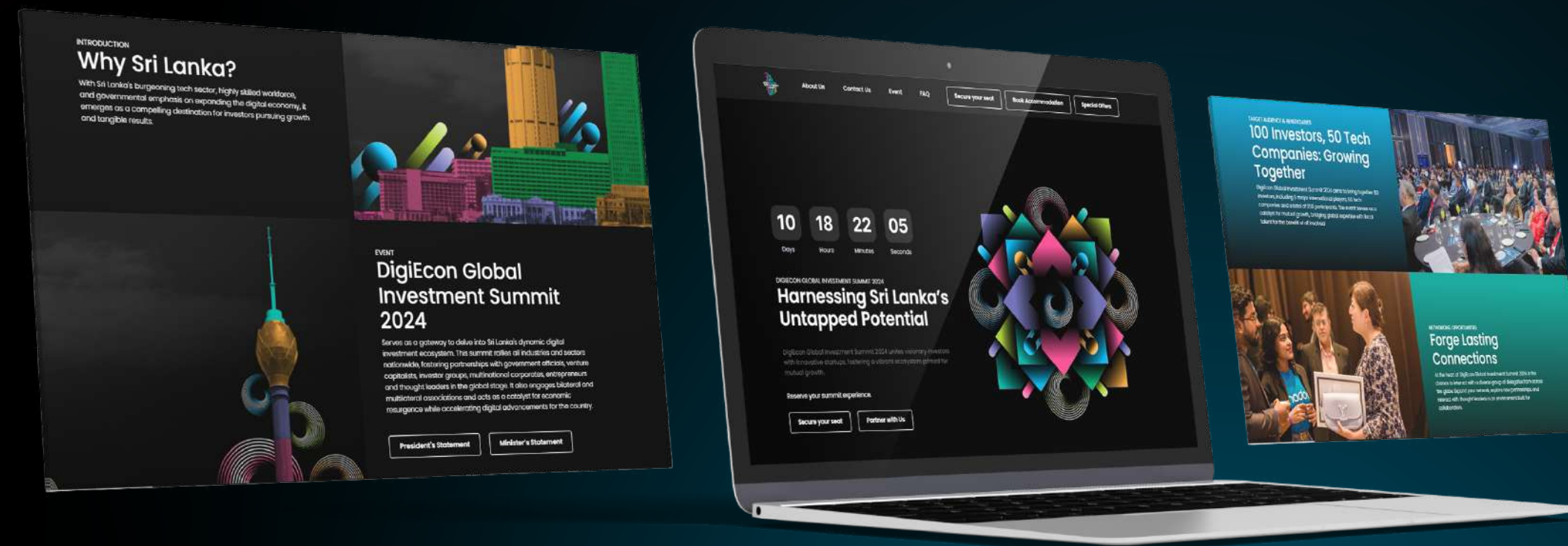
Aligned with the event's theme, we developed a comprehensive website that served as the primary hub for the summit and provided all necessary information about the event and its purpose. It included lead forms, enabling potential investors and participants to connect with the summit, and offered options 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

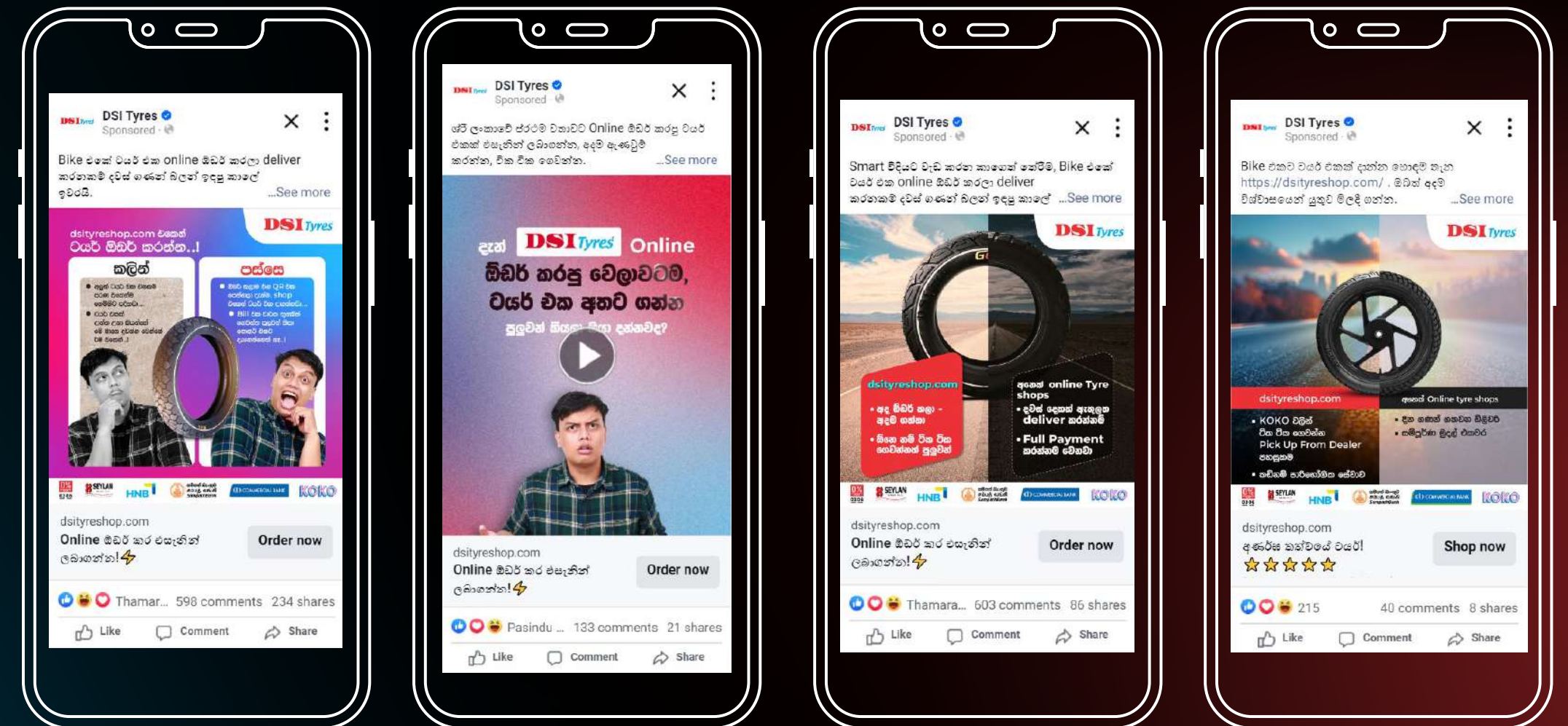
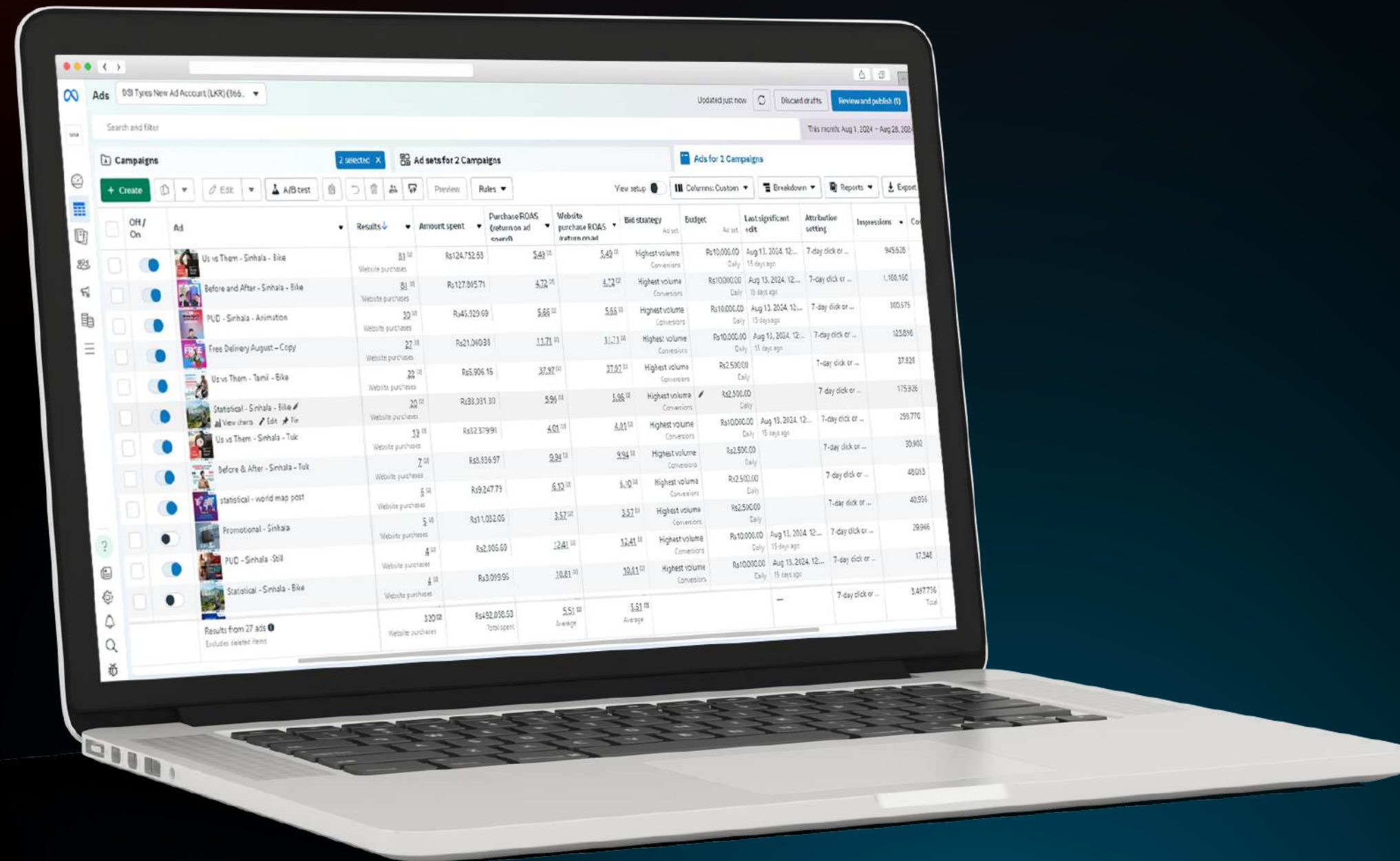


Creative

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.

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**





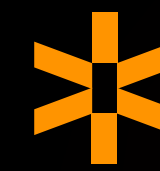
## \ Client Overview

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



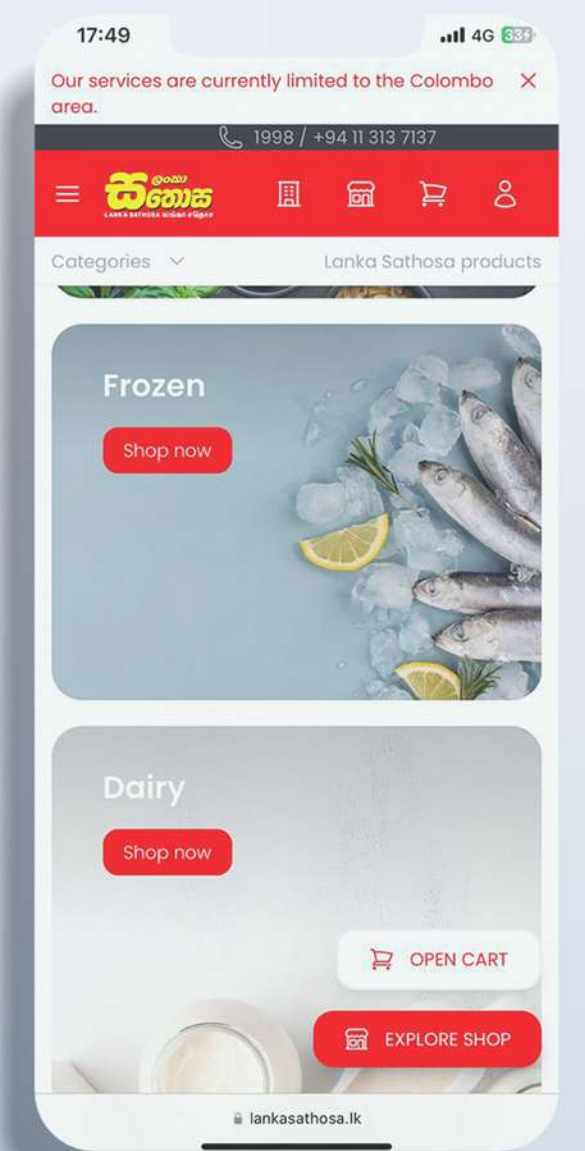
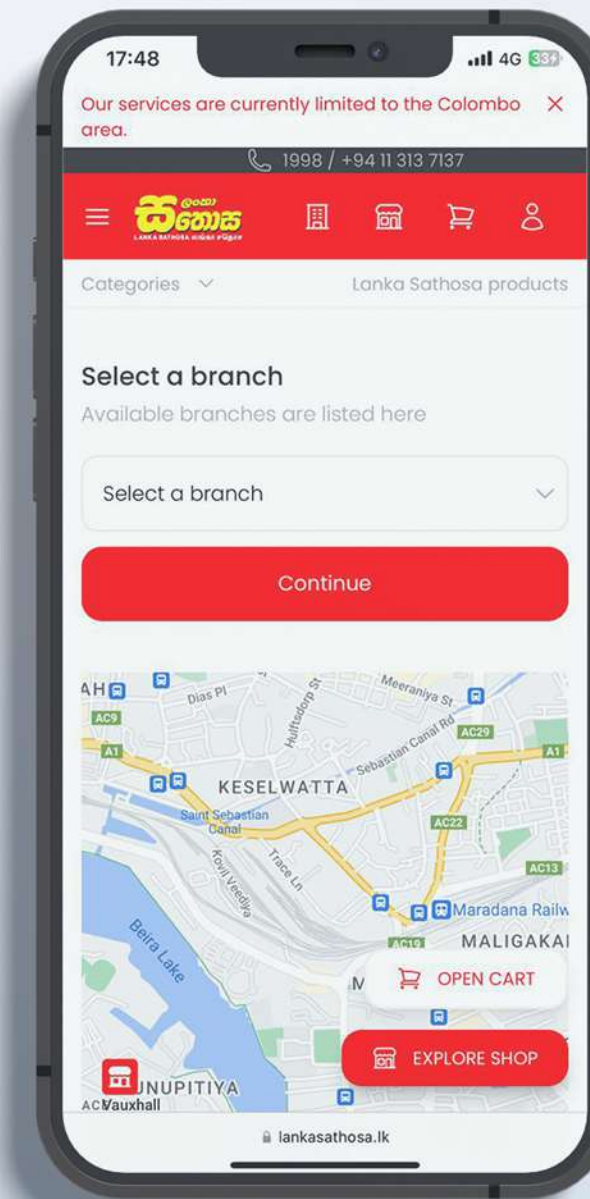
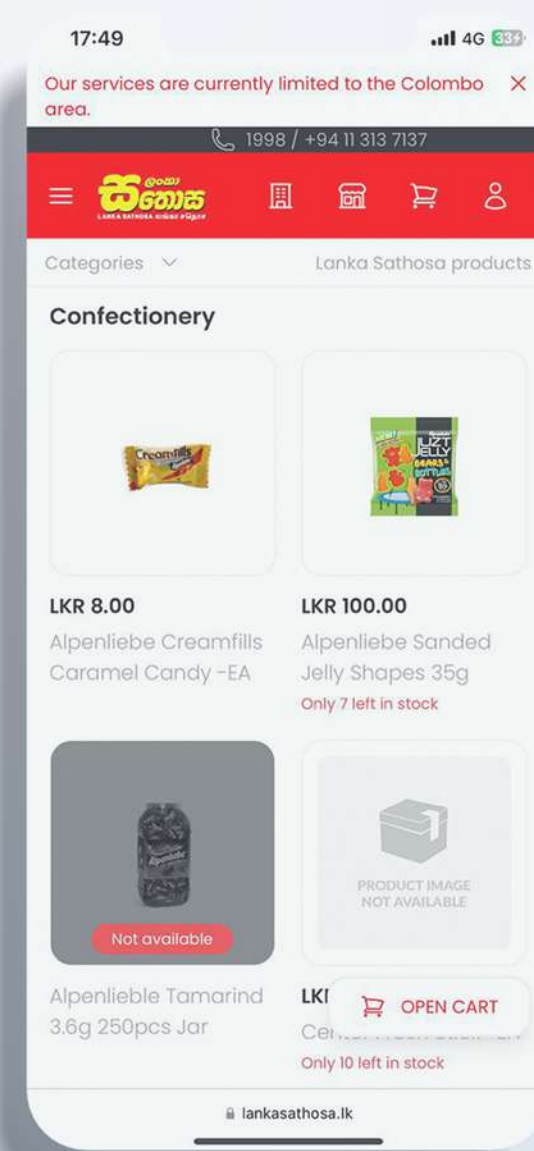
Strategy



Tech Solutions





Creative








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