

COMPANY PROFILE



WHO ARE WE ?

Go was founded in 2015 to provide brands with necessary marketing communication support to succeed in the marketplace through a mix of well thought out strategy, creativity and a cost-effective budget.

We believe in fair pricing and results for the monies invested. Based on what the client wants to accomplish, whether the brand needs to be known by customers or whether to get the customers to try the product or even generate sales, we can plan it out.



COMPETITIVE ADVANTAGE

In today's marketplace where the advancement in technology make a product's competitive advantage obsolete within a short time, the only sustainable competitive advantage is a **'Perceived Advantage'**. Proper management of the perception or image through branding tips the scale in favor of the brand. The more reason to work with a brand specialist than an ad agency.





To provide appropriate communication solutions that will build the brand and give it a communication edge.



To build brands with a long-term vision and enduring legacy that will ensure success to the client's business and give confidence to consumers who utilize the brand.

Core Services

- Strategic Planning
- Branding
- Advertising
- Digital Marketing

Extended Services

- Public relations
- Sponsorships management
- Events and exhibitions
- Direct marketing
- Experiential marketing
- Sales promotions



SERVICES

MARKETING COMMUNICATION

A top-down view of a wooden desk. In the upper left, a smartphone displays a logo for 'fittbee.com' featuring a bee and the text 'DRAG YOUR SCREEN HERE'. To its right is a black mug filled with a latte. Scattered across the desk are several sheets of paper with various business charts, including bar graphs, pie charts, and funnel diagrams. There are also several sticky notes in shades of green and yellow.

Strategy

Prepare the marketing communication strategy to address campaign objectives

Creative

Develop the creative campaign, do the designs required for the campaign.

Production

Produce the creative. Photo shots for ads or video for commercials to props or signage for events.

Media

Schedule the creative be it TV Radio or press with our media partners

BRANDING

Logo

Concept and logo development Based on your product we will develop

Brand guide

We can also develop the brand guidelines so that the brand is consistent whichever it appears in signage or advertising to stationary.

Communication guide

The brand position and message can be developed for the brand based on our experience.





DIGITAL MARKETING

Strategy

Prepare the Digital marketing communication strategy to address objectives

Content development

Develop the creative campaign, do the designs required for the campaign. Produce the creative. Photo shots for ads or video for commercials to props or signage for events.

Platform management

Use the appropriate Digital marketing tools/ platforms to communicate

Analytics

Measure the performances of the digital properties and improve

Why go with Go?

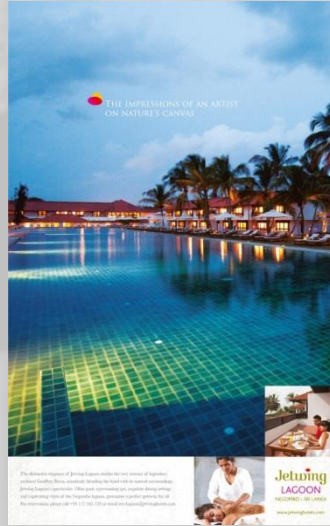
We have a wealth of experience working on leading Global and local brands from Coca-Cola, Nestle. All this experience and expertise will be there to guide your brand on its journey forward.

We will develop the communication strategy, design the campaign and use the most suitable media to take your brand to success. We will provide you with the best option based on YOUR objectives and budget.

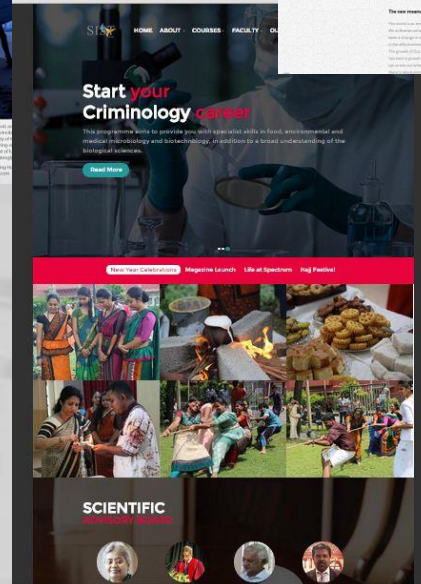
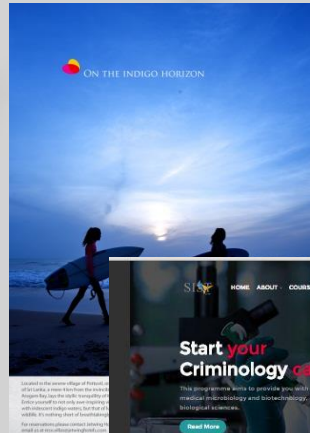




Social media



E mail marketing

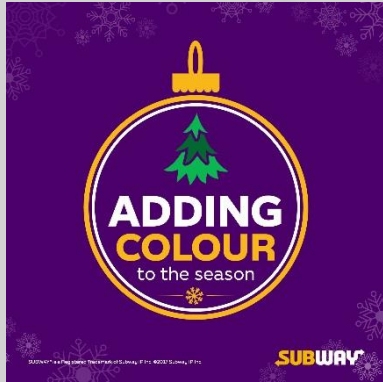


Web

OUR CLIENTS



OUR WORK



Client : Subway



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YOUR
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and **double** your points this Month.
*Terms & conditions apply.

**THE MORE YOU SPEND
THE **DOUBLE** YOUR REWARD**

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077224465**

Exclusive Lines
The Gift & Fragrance


**Guess the
Celebrity**



Guess the celebrity hidden by the pieces and stand a chance to win! The first 20 correct answers will be put into a raffle draw and a lucky winner picked. If no one has guessed correctly we will remove some pieces so there is a better chance of identifying the hidden celebrity.

You stand a chance to win an Exclusive Perfume from us. We will be putting up many celebrities so there are more chances to win. Hurry up and guess.

Exclusive Lines
The Gift & Fragrance




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CONGRATULATIONS!
THE THREE LUCKY WINNERS OF THE
EXCLUSIVE LINES
VALENTINE PROMOTION



- 1] Ms. Goki Ruwanpura
- 2] Ms. Harini Pemasiri
- 3] Ms. Rajitha Anthony

Please contact Tony on 0777223992 for details about your prize.

Exclusive Lines
The Gift & Fragrance

Client : Exclusive Lines

Make a purchase over **RS: 5000/-** and stand a chance to win a special gift and a weekend stay at Jetwing Yala

Sunny Aluth Avurudu
Let Your Pick Be The Right Pick... This Avurudu

Jetwing Yala

Sunny Aluth Avurudu

JUNE PROMOTION FOR ALL FATHERS
GIFT THE FRAGRANCE YOUR FATHER DESERVES

Guess all 5 Brand and Product Names correctly, and stand a chance to win the favorite fragrance for your Father. You also need to tell us why that particular brand and product you picked, is your Father's favorite choice very creatively.

Post your entries on our Facebook-"facebook.com/exclusivelines" or the Customer Care section on our Web Page-"exclusivelines.lk" with your Contact No.

Hotline: 0777 22 44 65

*Terms & conditions apply

Guess the Celebrity of the week

Guess the celebrity hidden by the pieces and stand a chance to win!

The first correct answer stands a chance to win a bottle of perfume courtesy of Exclusive Lines. Logon to Facebook to participate

Terms & Conditions apply

Guess the Celebrity of the week

Guess the celebrity hidden by the pieces and stand a chance to win!

Week 01

Terms & Conditions apply

Exclusive Lines
The Colors & Fragrances

FOR YOUR FATHER

Guess the 5 brands shown and if you are correct you can pick one for your dad. You need to tell us why you chose a particular fragrance for your dad on call.

Post your answers on our Facebook page or at the customer section on our website

- You must correctly identify the brand and the product name to qualify

www.exclusivelines.lk

Terms & conditions apply

Exclusive Lines
The Colors & Fragrances

Sunny Aluth Avurudu
Let Your Pick Be The Right Pick... This Avurudu

Make a purchase over **RS: 5000/-** & qualify to Pick the Avurudu Sun.

We will be passing out Avurudu Sun...
...on the 1st day of the Avurudu season, on our Facebook page (facebook.com/exclusivelines.lk) on the 1st day of the Avurudu season, you qualify to win a special gift from the online game promotion, during the month of April 2014. All winners will be notified on Facebook the following week.

All customers who take part in the April Avurudu Promotion, will also qualify to enter the Grand Draw at the end of the month, where the winner will enjoy a Full Board weekend for Two at Jetwing Yala within a month from date of entry.

Terms & Conditions Apply

Exclusive Lines
The Colors & Fragrances

LANCÔME
PARIS

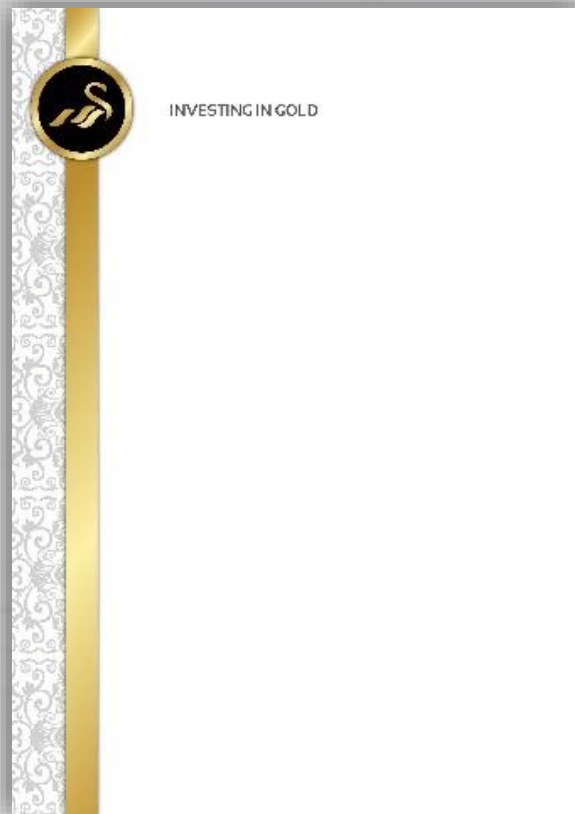
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Client : Exclusive Lines





Client : Gold Corporation

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Client : Volkswagen (Car Mart)



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Whether you are looking for a communications system, a laptop, networking support, smart card technology, office printers, copiers, scanners, lighting, air-conditioning or even a camera, chances are we've got what you are looking for. Whatever your business, whatever your workplace needs, Metropolitan has solutions from the leaders of each industry.

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No 85, Graybrooke Place, Colindale G2, Tel: 4 700 200
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Client : Metropolitan

Can you make a
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The answer is branding.

Proper branding is the difference between success and failure not only in business but in life. The Diploma in Brand management offered by SLIM covers the key areas in branding which will empower you with knowledge to create meaningful and strong brands from generic commodities. You will learn how to give your product, your company and yourself a winning edge.

The Diploma in Brand Management (DBM) is mainly focused for those in marketing and brand management. This program too intends to enhance their skills in the area of brand management. If you're not a brand manager but has an involvement with branding this would be very valuable to you as well.

Enroll now! Call Slim on 777 264 009



Sri Lanka Institute of Marketing

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We are Marks & Spencer a British based international multi-channel retailer. We sell stylish, high quality, great value clothing and home products, as well as outstanding quality food, responsibly sourced from around 3,000 suppliers globally.

We are searching for talented individuals to fit into the following vacancies

Merchandisers

Reporting to the Merchandising Manager the main job focus is to ensure sourcing, negotiating, planning and new product developing processes are of the highest standard in order to ensure that the right product is delivered at the right price at the time.

Minimum of 2 years' experience in merchandising in the apparel industry is required. Candidates with experience in factory environments is preferred. Professional qualifications to match up to industry expectations will be advantageous.

Product Developer/ Designer - Lingerie

Reporting to Senior Product Development Manager you are expected to be our direct design link between the UK based design team and factory product development team ensuring the Lingerie line samples are executed perfectly. A thorough knowledge on fabric and accessory trends, trend analysis and market intelligence on Lingerie are pre-requisites.

Lateral Thinking, sense of accountability, strong communication skills, work ethics and inter-personal skills and the ability to work effectively in a team environment are crucial ingredients to consider applicants for the above posts. Team players who are passionate about excellence and take pride in their achievements can apply within next 7 days to:

HR@slim.lk

Attractive remuneration packages await the chosen candidates



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CONTACT

For additional details or for a meeting please contact

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