

Grant Group Greets 2010 With Creative Genius



Grant McCann Erickson and Response Marketing, both members of the Grant group of companies, executed the SriLankan Airlines new product enhancement launch and the Tigo to Etisalat relaunch with success.

Conceiving the theme “We’re changing the way we fly” to communicate the new face of SriLankan Airlines, the agency delivered their communications campaign to create public interest around the national carrier’s new uniform and other service enhancements.

Priya Epitawela, Manager Marketing Communications, Sri Lankan Airlines said, “Grants has developed award winning work for us time and time again. The recent campaign on the enhanced inflight product offering along with the launch of the new uniforms saw them deliver results for us yet again; successfully connecting customers with our new focus to change their travel experience in a multi-dimensional manner and stretch the boundaries of airline hospitality.”

Dumindra Ratnayake, CEO, Etisalat Lanka said, “the launch of services under a new brand has offered us increased opportunity to revolutionise the local telecom space through state-of-the-art technology, ground-breaking innovations and a brand new customer experience. As such, our communications campaign had a big mission, with big objectives. Our agency partners Grant McCann and Response Marketing delivered an excellent communications campaign that is proving to be a resounding success; the Etisalat call centre is being flooded with calls, and we’re already seeing great sales results in less than a week of launch.”

Chairperson of the Grant Group, Neela Marikkar said, “these two revolutionary launches saw an integrated campaign that harnessed and brought together the best of the Grant Group pool of talent and resources in a culmination of brilliant conceptualisation and creative virtuosity. Russell Miranda and Alyna Haji Omar, two of our most senior creative heads for Grant McCann Erickson and Response Marketing, lead their respective teams for each campaign with ingenuity and passion; utilising new publicity mediums to deliver cutting edge communications solutions.”