




GROWTH FACTORY

 PUBLIC RELATIONS CAMPAIGNS FOR POLITICIANS

WITH PROVEN EXPERTISE IN SHAPING PUBLIC OPINION AND DRIVING VOTER ENGAGEMENT, WE TAILOR OUR APPROACH TO HIGHLIGHT YOUR STRENGTHS, ADDRESS KEY VOTER CONCERNS, AND ENHANCE YOUR MEDIA PRESENCE.

ARE YOU A VISIONARY LEADER WITH A
POWERFUL MESSAGE BUT FINDING IT
CHALLENGING TO REACH YOUR AUDIENCE?

WE CAN SUPPORT.

WITH OUR DIGITAL MARKETING EXPERTISE,
WE'LL IDENTIFY YOUR IDEAL AUDIENCE,
ELEVATE YOUR PUBLIC IMAGE,

AND HELP YOU CONNECT WITH THEM
MORE EFFECTIVELY—BUILDING YOUR WAY
FOR DEEPER COMMUNITY ENGAGEMENT
AND STRONGER IMPACT.



1

ACCESSIBILITY: IT IS MUCH EASIER TO CONNECT WITH 10,000 VOTERS USING DIGITAL TOOLS THAN TO REACH 100 PHYSICALLY.

DIGITAL MEDIA ALLOWS FOR **QUICK AND EFFICIENT COMMUNICATION WITH A LARGER AUDIENCE.**

2

DELIVERABILITY: DIGITAL MEDIA PROVIDES US A GREATER CONTROL OVER WHAT AND HOW WE DELIVER OUR MESSAGE TO OUR TARGET COMMUNITY.

IT ALLOWS FOR THE USE OF VARIOUS FORMATS SUCH AS IMAGES, VIDEOS, AND TEXT **REDUCING THE LIKELIHOOD OF MISUNDERSTANDINGS AND MISCOMMUNICATION.**

3

AFFORDABILITY: UTILIZING DIGITAL TOOLS FOR COMMUNITY ENGAGEMENT IS MORE COST-EFFECTIVE THAN TRADITIONAL METHODS.

FOR INSTANCE, REACHING 100,000 INDIVIDUALS ONLINE IS SIGNIFICANTLY LESS EXPENSIVE THAN CONDUCTING A MEETING FOR 1000 PEOPLE, WHILE ALSO **SAVING EVERYONE'S VALUABLE TIME.**

PEOSL RECAP



THE 2024 PRESIDENTIAL ELECTION HIGHLIGHTED THE **POWERFUL INFLUENCE OF DIGITAL TOOLS** IN REACHING AND ENGAGING THE COMMUNITY.

CURRENT PRESIDENT **ANURA KUMARA DISSANAYAKE** SKILLFULLY HARNESSSED THESE PLATFORMS TO COMMUNICATE HIS MESSAGE, MOBILIZE SUPPORT, AND CONNECT WITH VOTERS, SHOWCASING THE **EFFECTIVENESS OF DIGITAL STRATEGIES** IN MODERN POLITICAL CAMPAIGNS.

TOTAL REGISTERED VOTES

17,140,354

AS OF OCTOBER 2024 THERE ARE

9,405,900+

SOCIAL MEDIA USERS IN SRI LANKA



Ceylon 404 Digital Youth Campaign

We initiated a trend on Facebook to combat political corruption in Sri Lanka, which became a key supporting factor for the **Gota Go Home movement in 2022**.



Citizen Power AKA ZoysaDotCom Campaign

We facilitated community discussions by translating content into Sinhala, focusing on **global perspectives of Sri Lanka's politics**. This initiative allowed us to explore the **positive aspects of international politics that could be adopted locally**.



SLPP Colombo District Parliament Election Campaign

We were assigned to support a new candidate, which presented significant challenges in securing votes due to their lack of established recognition. However, through targeted strategies and effective campaigning, **we successfully helped the candidate achieve 37,000+ votes**.



Sustainable Development Foundation Campaign

We launched a campaign to **promote the establishment of Sustainable Development Goals in Sri Lanka**, focusing on raising awareness and fostering community engagement.



Enhancing the Positive Image of Sajith Premadasa

We conducted a targeted supportive campaign to boost the positive perception of Sajith Premadasa by producing engaging hype videos. **Within two weeks, these videos successfully reached an audience of 450,000+ people**.

[CLICK HERE TO VIEW OUR CREATIVE PORTFOLIO](#)



[TAKE ME](#)

PLAN A

Unlimited Graphics
Unlimited Videos

CONDITIONS APPLY

LKR 75,000 MONTH

PLAN B

All in Plan A
+ Social Media Handling

CONDITIONS APPLY

LKR 95,000 MONTH

PLAN C

All in Plan B
+ Content Writing
+ Strategies

CONDITIONS APPLY

LKR 125,000 MONTH

PLAN D

All in Plan C
+ Content Creation

CONDITIONS APPLY

LKR 350,000 MONTH

PLAN E

All in Plan D
+ Web Site
+ Professional MoJo

CONDITIONS APPLY

LKR 650,000 MONTH

PLAN F

All in Plan E
+ Sub Campaign

CONDITIONS APPLY

LKR 950,000 MONTH

All the above packages are customizable, with each package designed to address your specific political objectives. The outcomes will vary depending on the package you choose.

If you require additional services, such as the development of a political manifesto, the formation of political parties or communities, or the creation of campaign theme songs, please feel free to contact us to discuss your vision in more detail.

WE ARE READY! CONTACT US WHEN YOU ARE...

W W W . B E R T Y P A T R I C K . C O M

