



# Bespoke Marketing & Branding for the Global Brand Leader

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Colombo, Sri Lanka

*Quire Marketing*



Quire Strategic Marketing Agency: Founded 2016



# About Us

Quire aims to provide the perfect balance between efficiency, performance-based marketing and innovation in creativity whilst staying ahead in an ever-evolving industry.

## Agency Expertise

Quire offers bespoke marketing services globally, aiming to create endlessly, utilising industry and creative expertise from consultants based in Sri Lanka, the UK and UAE.

Our members have previously worked in Real Estate, Travel & Tourism, Retail, Education and Media - as the "Client".

With us in the driving seat, now, as the "Agency" - rest assured, your professional and creative needs and urgencies are just as important to us.

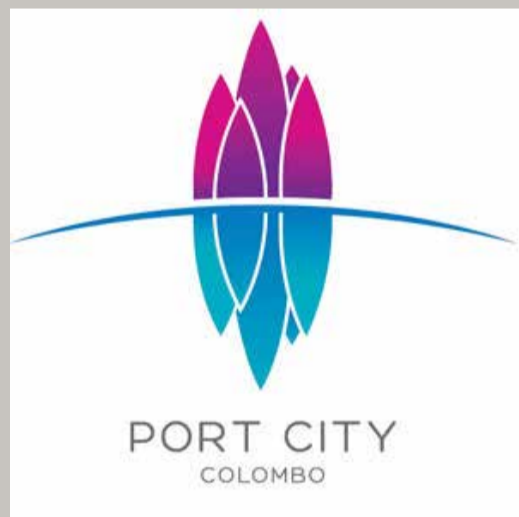
## Agency Core Beliefs

We offer clients strategic marketing focused on content to boost brand equity and credibility in the long-term, creating an immediate impact in the short-term.

We find the key to our successful client relationships is our impeccable customer service and marketing approach based on ROI.

**We achieve this by working as an extension of your brand, rather than a third party agency.**

Brands We  
Work With





**SUIT & TIE**  
BY RAPHAEL



Robert Meeder  
Co-Founder,  
Educators Summit

Thank you for the exposure so far! Brilliant job! The exposure and the way you responded and handled my request was really top-notch! Better than some of the key leading agencies in the UK/US!

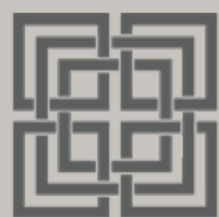


PL. MTT.  
Muthukaruppan Chettiar  
Jewellers 1937



Jeevith Senaratne,  
Senior Manager -  
Business Analysis,  
Star Garments Group

Quire handles Star's Facebook and LinkedIn pages and thus far their service has been excellent. I'd highly recommend engaging Quire for any PR or social media handlined needs your firm may have.



**ROME HOTELS & RESORTS**  
WHERE LUXURY MEETS RELAXATION



Strategic  
Brand  
Marketing

**Expertise**

Logo Development  
Brand Creation  
Brand Collateral

**Creative Ads**

Corporate Ads  
Advertising Collateral  
Brochures & Magazines

**Value Added Services**

Strategic Guidance for  
all Marketing Avenues



ROME HOTELS & RESORTS

WHERE LUXURY MEETS RELAXATION

Harmony in Design

# SORTS TION

Rome Hotels & Resorts  
Boutique resort hotel chain offering immersive, authentic luxury experiences for global clientele.



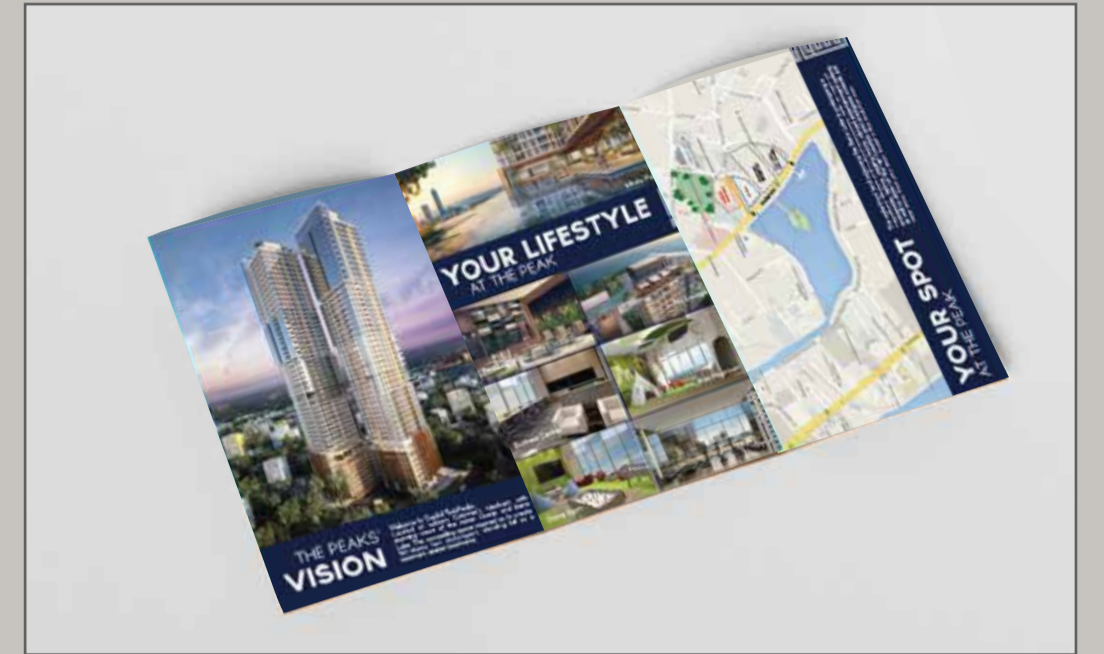
**Vittoria Confectioneries**  
Importer of high-end, luxury Food & beverage goods



**P L MTT Jewellers**  
One of the oldest luxury jewellers that cater to South Asian audiences



**Capitol TwinPeaks**  
High-end residential property development, priced in USD.



**Josephian-Peterite OBA**  
Joint Committee for Sri Lanka's two most premier Catholic Boys' Schools



**Star Garments**  
Global apparel manufacturer headquartered in the US

Welcome to a world  
of digital possibilities

## Expertise

Facebook, Instagram, Whatsapp  
Backend Set-Up  
Strategic Content Development  
Social Media Marketing  
SEO Caption Writing

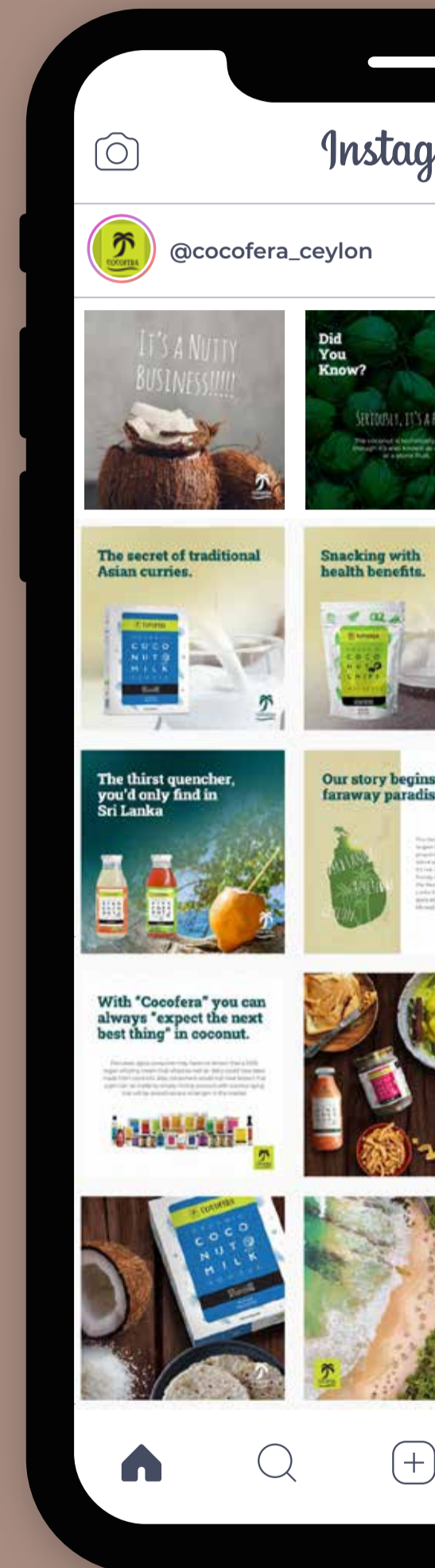
Shop Management  
Ad Management

Community Management  
Response Management  
Analytics and Insights

## Value Added Services

Direct Access to FB Support  
for troubleshooting

Holistic Strategic Guidance  
for all Marketing Avenues



On Trend, On Time





## Luxury Goods

**100** Av. messages generated per month  
90% related to sales queries

**12%** Av. increase in page reach,  
and followers per month

## Food & Beverage

**50** Av. messages generated per month  
100% related to sales and bookings

**20%** Av. increase in page reach,  
and followers per month

## Apparel Manufacturing

**20** Av. messages generated per month  
100% related to HR/brand awarness

**5%** Av. increase in page reach, and  
followers per month

## Retail

**50** Av. messages generated per month  
100% related to sales/ consultation

**10%** Av. increase in page reach, and  
followers per month

## Interior Design/ Architecture

**20** Av. messages generated per month  
100% related to consultation

**5%** Av. increase in page reach, and  
followers per month

## Import/ Export

**20** Av. messages generated per month  
100% related to sales queries

**8%** Av. increase in page reach, and  
followers per month

The power of the written word

Expertise  
Copywriting  
Creative Ad Copy  
Script Writing

SEO Content Writing  
Blog Writing

Digital PR Content  
PR Articles & News

Value Added Services  
Keyword identification

PR Content Plans

Media Relations &  
Crisis Management

# Kadugannawa to be South Asia's next serene

Kadugannawa, considered the gateway to the central highlands of Sri Lanka, is a scenic beauty spot to witness the forest transition to scrubland and a nature lover's paradise. The forest is a natural treasure trove of biodiversity and a source of inspiration for artists and writers. The forest is a natural treasure trove of biodiversity and a source of inspiration for artists and writers. The forest is a natural treasure trove of biodiversity and a source of inspiration for artists and writers.

## Cinnamon Hotels and Resorts launches rainforest restoration project

CINNAMON Hotels and Resorts proudly launched its latest sustainability initiative this week, "Cinnamon Rainforest Restoration Project" in collaboration with Ruk Rakaganno (The Tree Society of Sri Lanka), Forest Department Sri Lanka and John Keells Foundation, to restore a degraded 50-acre plot over a period of three years after which nature will take over the regeneration process.



Cinnamon Rainforest Restoration Project signage unveiled



Tree planting at Cinnamon Rainforest Restoration Project launch

The project also envisages encouraging employee volunteerism to clear invasive plants and prepare the ground soil to be ready for planting. Speaking on behalf of John Keells Foundation Head of CSR Carmeline Jayasuriya said, "We are delighted to be part of this collective mission to conserve critical ecosystems around Sinharaja Forest. Beyond our funding commitment, we plan to actively engage staff volunteers of John Keells Group as well as the community in clearing invasive plants, preparing the ground soil and planting trees which will add value to the project and also being personal fulfilment in being part of a sustainable reforestation effort."



Panel discussion (from left): Forest Department Sri Lanka Deputy Conservator of Forest Nishantha Edirisinghe, Ruk Rakaganno President Dusby Perera, John Keells Holdings Vice President and Nature Trails Head Chitra Jayatilaka, John Keells Holdings Head of CSR Carmeline Jayasuriya, and Cinnamon Hotels & Resorts COO and Deputy CEO Mohan Singhawansa

As part of the project's engagement plans, guests from Cinnamon properties will be escorted by a trained naturalist at the site who will show them around and explain the objectives of the project. Guests who wish to plant a tree will be able to do so at a pre-selected spot, bearing the cost of each plant as a donation towards the project, while also tagging the plant in a manner that links the planter to the tree to enable monitoring of the tree's progress over the years. Adding further Project Head and Team Biologist Vinukchi Weeraratunga said, "Sri Lanka is already witnessing an influx of tourists with the easing of travel restrictions and international tourism slowly rising. We are excited to bring interested guests to witness the project first-hand. I am proud to lead a team of qualified, passionate biologists who are committed to the success of this project."

The Cinnamon Rainforest project is an initiative implemented by Ruk Rakaganno (The Tree Society of Sri Lanka) in partnership with the Forest Department Sri Lanka and Cinnamon Hotels and Resorts, in memory of the Ruk Rakaganno Former President late Kamani Meedeniya Vitarana. The project is sponsored by John Keells Foundation and aims to restore 50 acres of degraded land in the wet zone of Sri Lanka by March 2024, in order to create a sanctuary to safeguard and preserve the biodiversity for future generations.

## Sri Lanka's voice to be heard globally via Educators Summit today



The Educators Summit is a global event that brings together educators from various countries to share their experiences and insights. The summit is a platform for educators to connect, collaborate, and learn from each other. The summit is a platform for educators to connect, collaborate, and learn from each other.



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## Connect Co. amongst Top 3 at 'She Loves Tech 2021'



Shenelle Perera, Co-Founder, Connect Co. Works and took place over a period of one month. Co-Founder, Connect Co., Shenelle Perera, stated "She Loves Tech" offered us an opportunity to showcase the innovative solutions and developers Connect Co uses throughout its business operations and in customer manage-

ment. I hope more females will continue to exploit these opportunities to showcase the immense talent we have in Sri Lanka and overseas. Founded in April 2020, Connect Co. has successfully identified and fulfilled a growing market gap in Sri Lanka for last-mile delivery service providers. Working with over 350 clients, Connect Co has aided retailers to reduce effort, cost and time, in turn increasing their business value, whilst gaining a competitive advantage. Founded on 15 April 2020, Connect Community Global Pvt Ltd (Connect Co.) offers custom WooCommerce, Shopify and Magento integrations to manage order acceptance and transfer to 3PL logistics providers.

# The tourist town

...enters and  
...the Eastern,  
...er local and  
...signed to  
... planning  
...nature with



...ary hotelier  
...studies with  
...light and of the  
...of (tourism)

# Local real estate regains momentum with int'l and hot markets

...ring recent  
...ing efforts by  
...business will  
...in Lanka  
...Development  
... (REDA),  
... Lanka's many  
... and industries  
...ing tourism, real  
... estate investment  
... gain to see  
... regain its  
... form.



Dr. Cornelius Boersch, European Business Angel of the Year (2009) and Certified Super Angel by the European Investment Fund (EIF), during his first visit to Sri Lanka this year, partook in a private event held recently at Hatch Works. The event welcomed a limited number of guests and was conducted in partnership with Hatch Works, Lion Ventures, and The Council for Startups.

...but within several  
...industries. However,  
...with the international  
...community, local  
...industry leaders and  
...the Lanka authorities  
...working together to  
...ensure safety and  
...necessity of tourism,  
...we have begun to see  
...the return of Sri Lanka's  
...real estate."

...An Sri Lanka began  
...to rebuild, offering  
...potential buyers and  
...investors a host of  
...contemporary, class  
...contemporary, class  
...contemporary, class

...A + C category residential  
...and commercial real estate,  
...international and regional clients  
...has begun to return to Sri  
...Lanka. Properties particularly  
...in the Colombo 01 and 02 are  
...are expected to yield higher  
...investment returns, particularly  
...those located within the  
...immediate periphery of the  
...relocated hotel project. (The  
...First City) which are expected to  
...provide potentially high capital  
...gains and rental yields.

...Capital Town Lanka is  
...reimagined as a 'Class A'  
...residential property according  
...to international grading, as it  
...is located adjacent to the  
...Lanka in Colombo 02, becoming  
...one of Sri Lanka's leading  
...contemporary, class  
...contemporary, class  
...contemporary, class  
...contemporary, class  
...contemporary, class



## Could Cashew nuts improve your health?

(November 11th, 2021)

Cashews are cultivated in various warm climates across the globe and abundantly grown in places such as Puttalam, Galle, Hambantota and Kurunegala in Sri Lanka. For centuries,



## Sri Lanka: The home of the world's Superfoods

(June 11th, 2021)

The term 'superfood' refers to a nutrient-rich food considered to be especially beneficial for health and well-being. Whilst the world continues to be



## Why Ceylon Cinnamon is coveted, the world over

(May 11th, 2021)

Ceylon cinnamon is native to one region of the world and is considered a priceless commodity in the spice world. The cinnamon tree originally



## The Origins of Tea

(April 1st, 2021)

To truly ascertain the origins of tea, one must first traverse the history of tea. Tea is often thought of as being a quintessentially

Daily News

Very little risk for investors, given the potential of the market

# Dr Cornelius Boersch confident in SL as a haven for Global Venture Capitalists

Dr Cornelius Boersch - European Business Angel of the Year (2009) and Certified Super Angel by the European Investment Fund (EIF), during his first visit to Sri Lanka this year, partook in a private event held recently at Hatch Works. The event welcomed a limited number of guests and was conducted in partnership with Hatch Works, Lion Ventures, and The Council for Startups.

The event featured a session with Dr Boersch, led by Founder, Venesky AI - Jeewan Gunaratne, and later joined by Co-founder, Hatch Works - Nathan Sivaganathan and Managing GP, IOV Capital Ltd - Praveeth Balasubramaniam.

Speaking at the event, Dr Boersch noted "There is no shortage of knowledge, talent or passion in Sri Lanka. The biggest challenge here is the conservative mindset. When I started the largest food delivery company in Europe, many said the same would not work in India and Saudi Arabia, but we see that the food delivery companies are the most successful businesses in today's market. The world has become so similar that what works in London and Berlin can also work in Colombo. Sri Lanka has one great advantage, you are five (05) years behind. This means you don't have to make the same mistakes that others have, you can instead replicate models that have been tried and tested and developed to be successful."

After successfully deploying capital for the first round of funding, Lion Ventures is closing in on its second round of funding whereas 60% of its capital will go towards

General Partner, Lion Ventures - Love Yadav, the key personality behind the partnership with Dr Cornelius Boersch, noted "As early-stage investors, we look for new opportunities and it is apparent that Sri Lanka is ideal where the untapped potential is concerned. I would like to thank the EIF and its Chairman Mr. Sorajya Mohottala who has been integral in the success of this trip."

Investment Director, Mountain Partners - Jorge Perez Garcia concluded "Sri Lanka is at the inflection point of digital disruption as the Sri Lankan Startup ecosystem is ready to bloom. During this short but insightful visit to Colombo, we have been inspired by the talent of founders and managers alike, as well as by the new measures that the government will put in place in the coming months to support entrepreneurship. We are clear this is a pivotal moment for the country. Together with Lion Ventures, we aim to capture opportunities in the digital space through our Company Builder and Early Stage Fund, nurturing and boosting the local talent, bringing successful disruptive business models to the country and back some of the most promising local teams. We want to create every family office, investor, manager and entrepreneur to join in in this exciting journey that will boost the country's long-term economic growth and open the door to a brighter future for new generations to come."

Darshan Maratanda, Jorge Perez Garcia, Love Yadav, EIF Chairman Sorajya Mohottala, and Dr Cornelius Boersch.

Praveeth Balasubramaniam, Love Yadav, Dr Cornelius Boersch, Jorge Perez, Founder, Jeewan Gunaratne, and Nathan Sivaganathan.

## Three Landmark LEED Certifications for Star Garments Group including Sri Lanka's first LEED (V4) Platinum building

March 17, 2021

Star Garments Group ("Star"), a leading global apparel manufacturing company announced LEED Platinum and Gold certifications for several of its facilities. The 3 facilities awarded, namely, Star Garments Koggala (LEED Gold), Star Garments Innovation Center (LEED Platinum), and Star Fashion Clothing...

## A Look Back at 2020

January 5, 2021

2020 has been a harrowing year for the greater community as a whole due to the prevailing COVID-19 pandemic, but throughout it all, Star's resilience to continue innovating and persevering through these unprecedented times has kept the company at the forefront of Sri Lanka's apparel industry.

## Why Work for An Environmentally Conscientious Brand/ Company?

October 29, 2020

In an increasingly socially conscious landscape, consumers are spending more of their time and money on businesses that reflect their values. Studies find that 90% of millennials would choose environmentally friendly businesses over their non-sustainable counterparts.

1000+ PR articles written for publication in Sri Lanka

20+ Industries covered

100+ Blog posts written for SEO purposes

30+ Clients hailing from Sri Lanka, Europe, the US, India and Dubai

# Building your digital infrastructure

## Expertise

Dynamic Web Design  
Website Maintenance  
Website Structure

SEO Content Writing  
Blog Writing

Google Analytics

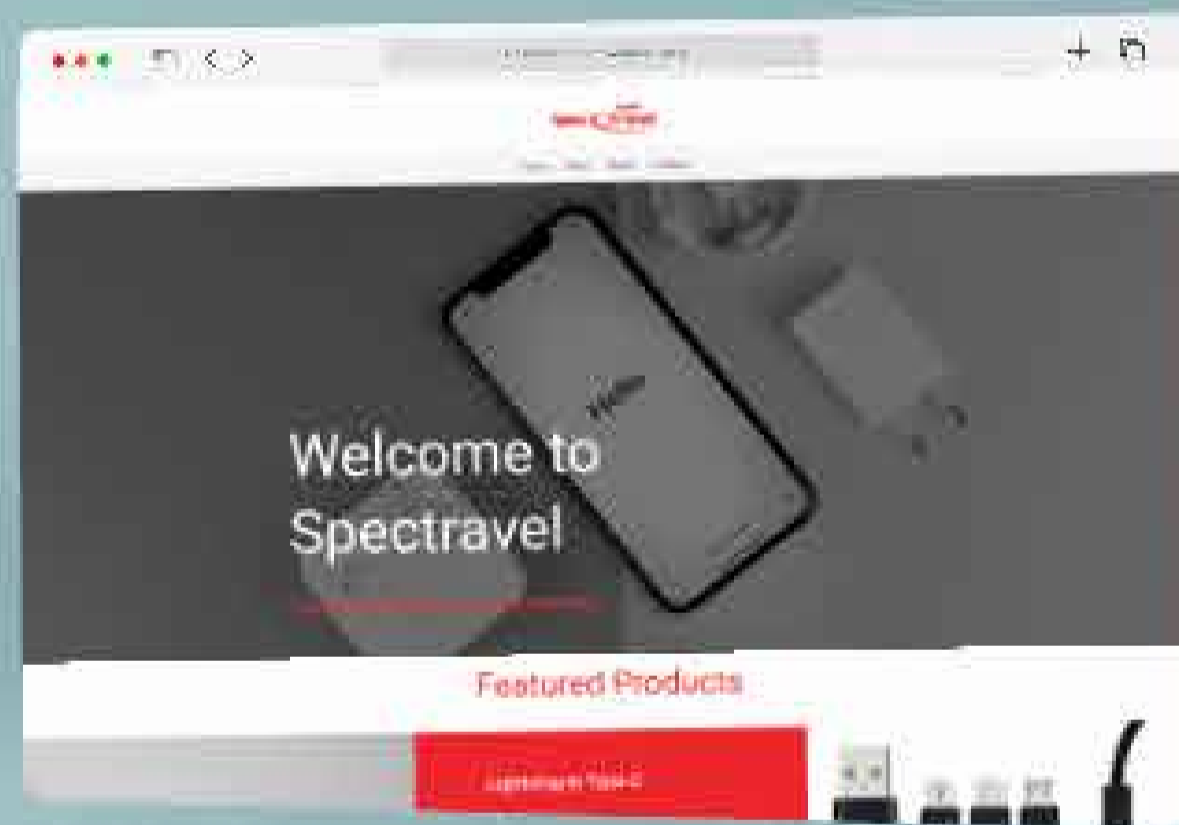
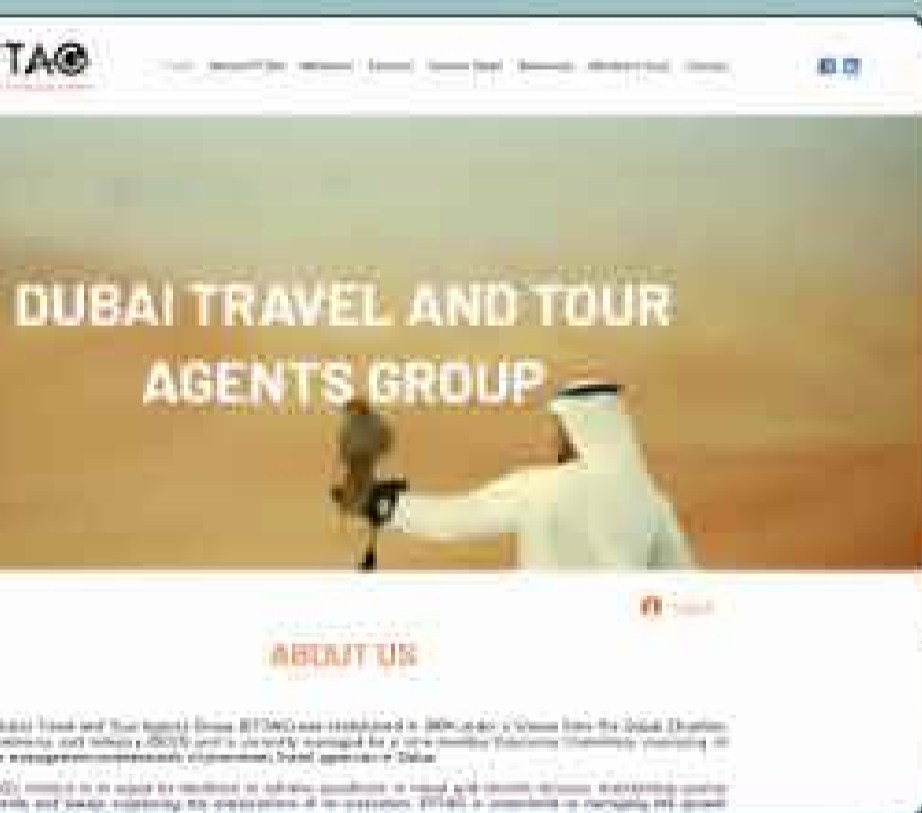
## Value Added Services

Keyword identification

Holistic Strategic Guidance  
for all Marketing Avenues



Endlessly Evolving





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*Quire Marketing*

Strategic Advisory | Social Media | Web Design | Content Writing | Brand Marketing