

A woman in a bright yellow dress stands on a stone wall, looking out over a vast, green valley. The wall is made of dark, stacked stones and has a set of steps leading up to it. The valley below is lush with greenery, and a river winds through it. In the distance, there are rolling hills and mountains under a blue sky with scattered white clouds. The overall scene is bright and scenic, capturing a moment of quiet reflection in a beautiful natural setting.

Around the Island

The extensive marketing campaign promoting destination Sri Lanka.

An aerial photograph of the Sigiriya rock fortress in Sri Lanka. The rock is a massive, flat-topped granite outcrop that rises vertically from a dense, lush green forest. The top of the rock is covered with ancient ruins, including terraces, courtyards, and a central pond. The surrounding forest is thick and vibrant green, with some mist or low clouds hanging in the air around the base of the rock. The lighting suggests a bright, sunny day, casting shadows that emphasize the texture of the rock and the density of the trees.

Around the island campaign

'Around the Island' campaign comes alive as a result of an effort to present Sri Lanka, a fairly known tourism hotspot much sought-after by travellers world over, in a novel perspective. The campaign, executed in the aftermath of the most challenging period Sri Lanka faced, both in terms of the adverse effects of the pandemic as well as the subsequent political power shift, was aimed at unveiling the most enticing destination aspects, whilst providing an underlying assurance of Sri Lanka's safety and security for tourists. The 360 degree executions of the campaign are all aligned towards this intention, and the mediums and the time periods have also been selected, keeping in mind their effectiveness, visibility and the ability to reach the right audience.

Synopsis

Sri Lanka, an island that houses a country, a nation, and a populace, is also a landmass that encapsulates insurmountable experiences. This island contains magnitudes, with its ebb and flow different to any other island on any other ocean. 'Around the Island' is a visual poem that pays tribute to the quintessential beauty and vivacity of our homeland, by capturing her timeless youth, childlike playfulness, the tranquil depths, and the restless ripples. There is a definite rhythm in the visual presentation, signifying the island life in many manifestations, its perpetuity, and the timeless invitation to discover anew a land that has been synonymous with beauty and inherent warmth.



Objectives

In a world where, every traveller is a passionate content creator, footage is aplenty, and there is a nothing left for a grand reveal.

All available content however, carries a tone of monotony, that did little justice to the true beauty of the destination. This was partly due to the reason of following the beaten-track experiences, and mere recording for instant sharing—which had the authenticity— but lacked aesthetic sense. This was a long felt need for the Airline and the country to capture Sri Lanka, not just as a treat to the eyes, but also incorporating the echoes, the melodies and the innate music of the island, making it an ultra-visual experience.

As a prime promotor of tourism, the National Carrier SriLankan Airlines addresses a vast global audience of air travellers and potential travellers across its network spanning from the Europe to Australia, and it was only apt that we are in possession of the most up to date, enticing and never-before seen aspects of our island, to inspire travellers- both first-timers and repeaters.



A woman in a vibrant red dress is swinging on a rope that is attached to the trunk of a tall palm tree. She is positioned on a sandy beach, with the ocean waves crashing against the shore in the background. The sky is a dramatic mix of orange, pink, and purple, suggesting a sunset or sunrise. The overall scene is romantic and evocative of a tropical island.

Creative rationale

‘Around the Island’ is the Airlines’ celebration of its island home. Instead of words of praise, there are frames and frames of the island’s fascinating facets, artistically lined up in still photography and cinematography, with captivating music that changes tempo and rhythm, and sometimes pauses between notes to accommodate the island’s innate music, i.e- the crashing of waves, church bells, the famed train ride etc.,

The opening of the video captures the SriLankan aircraft cabin which is the onboard manifestation of the island nation. The journey that begins as a transition from the tea cup to the first glimpse of the country is the symbolic establishment to the Airlines’ role as a promotor of tourism into the country and the carrier of choice among Sri Lanka-bound travellers. The first transition, a sort of a deconstruction of the cup of trademark Ceylon tea- leading to the lush tea garden, is the beginning of dissecting the island’s metaphorical terroir- the scenic, the people, customs and beliefs, and cuisine.

Transitions that contrast and complement have been used right throughout the cinematography to bring out the zest and variety of the experiences, whilst the plethora of colours- relevant colour palettes- amplify the scenes.



Creative rationale

The quick successions (cut throughs) are a reminder that Sri Lanka is relatively small so that one can immerse her/himself in a range of experiences within a short time span.

Aerial cinematography is primarily used to bring out the novelty of perspectives, including attributes of enormity, vastness, the lushness, oneness with nature/terrain as well as action. (Eg- God's eye view of the blue Beetle Car crossing the long bridge and the spinning elevation shot of the hot air balloon).

Portrayal of people are done in a manner to bring out the island's inherent warmth, friendliness, care, infectious smiles and positivity, whether it is between a cabin crew member and a passenger, two locals, two foreigners, locals and foreigners or simply a solo traveller, celebrating her singularity with nature.

A literal symbolization of 'Around' in the title, the final scenes bring you back to the airline cabin, in it is the same traveller, yet not the same traveller. This is someone who is transferred by the mesmerizing experiences, and the Airline's unspoken pledge that we are ready to take you back either home or to your next adventure.

Target Markets

- The campaign content carries a universally appealing message and a visual dialect to entice the travellers across the globe; primarily targeting the Airlines' direct connecting points in the Europe, the Middle East, Indian Sub Continent, APAC Region and Australia.
- It was premiered at SriLankan Airlines' Global Sales Conference 2022 in November last year, where over 250 representatives from the global travel trade industry representing the Airlines' network, were present.
- One other extension was to launch the campaign in the online markets in the SriLankan Airlines global network.
- The video was launched in the India market by tying it up with a tactical holiday offer 'Dil Full of Sri Lanka' in February 2023, where it was aimed to stimulate leisure tourism from India, the Airlines' single largest market in terms of frequencies and number of connecting points, and one of the top most tourism generating markets for Sri Lanka.

The campaign is yet to be launched in the other online markets of the airline, in the coming months based on the travel trends of each market.



A blue train is crossing a stone viaduct over a lush green forest. The train is moving from the bottom right towards the top left. The viaduct has several arches. The forest is dense and green, with some trees showing signs of being cut down. In the background, there are more hills and a cloudy sky. The overall scene is a scenic view of a train in a natural setting.

Evolution of the programme

“Around the Island” 360-degree campaign began with the official launch of “Around the Island” main video at the Global Sales Conference in Sri Lanka which was then tied up with the “Dil Full of Sri Lanka” - tactical holiday offer that was initially executed in the largest accessible in-bound leisure market- India, thereby to emphasize the aspirational aspect of destination Sri Lanka, curating exclusive destination experience. This campaign expressed the visual appeal of the idea in an amplifiable and extendable way.

Bloggers and Influencer marketing



Digital marketing



Promotional element



Social Media Marketing & Awareness



360° Creative execution

Celebrity endorsement



Online Promotional Activities



Travel Trade Collaborations





Evolution of the programme

- **Global Sales Conference in Sri Lanka:** “Around the Island” campaign was officially launched to a gathering of 150 leading international travel agents who predominantly market Sri Lanka and the airline’s General Sales Agents (GSAs) that represent the airline across the globe, B2B and B2C media representatives and leading travel content creators who have previously travelled with SriLankan Airlines to Sri Lanka.
- **Trade Event (Agents gathering event) in India:** Three events took place in New Delhi, Jaipur and in Mumbai officially launching the “Around the Island” campaign in India followed by the tactical holiday offer being made to the discerning gathering, with testimonials of bloggers who have already explored Sri Lanka
- **Digital and Social Media campaign:** A collection of vivid and attractive shorter edits of “Around the Island” campaign main video were created and distributed across Digital and social media platforms (for organic reach and as paid advertisements – skippable and non-skippable ads on YouTube and on META platforms) and Corporate website of SriLankan Airlines (www.srilankan.com) to garner interest, raise awareness and to create conversions from the campaign curated by SriLankan Airlines
- **EDMs:** A range of singular creatives were created using the imagery of the island, inspired from “Around the Island” campaign main video to be distributed via electronic mail to audiences in the Indian market both Business to Consumer (B2C) and Business to Business (B2B)

Evolution of the programme

- **Bloggers and Influencer posting campaign** : the main video of “Around the Island” campaign was promoted through well-known bloggers and influencers in India through their social media channels and adding their personal experiences in Sri Lanka to make it more appealing and authentic to the viewers and followers.
- **Celebrity posting campaign** : Cricketing legends, Kumar Sangakkara, Mahela Jayawardena and Lasith Malinga, to name a few, posted the main video of the “Around the Island” campaign on their social media pages, as an endorsement to the National Carrier, whilst reaching out to their respective, globally spread fan base.
- **On-board & Digital Avs**: video of the “Around the Island” campaign is available on Inflight Entertainment Screens (IFE) onboard SriLankan Airlines fleet and is played before take off and landing where every passenger who is boarding the aircraft witnessed the video
- **Digital brochure** : a digital brochure containing “Around the Island” campaign video and the EDMs of “Dil full of Sri Lanka” tactical holiday offer was shared with B2B clients for awareness purposes and to be shared with relevant stakeholders and databases.





Evolution of the programme

- **Leaflet :** Leaflets containing the “Dil full of Sri Lanka” tactical holiday offer were distributed at the Trade Events held in New Delhi, Jaipur and Chennai on 30th January, 31st January and 01st February 2023 in India
- **Pull-ups :** Pull ups showcasing the island paradise was placed at the Trade Events held in New Delhi, Jaipur and Chennai on 30th January, 31st January and 01st February 2023 in India
- **Trade Fairs and corporate events:** The main video of the “Around the Island” campaign was played at events, trade fairs, corporate, promotional and social events, exhibitions, conferences that took place around the world where the corporate brand was present.

To name a few : Global Conference in Sri Lanka, Chasse Au Tresor Au (Treasure Hunt) in liaison with Cinnamon Hotels, Raid Amazonas 2023, Ride Sri Lanka cycling event, Arabian Travel Market (ATM) and Great Ocean Road running festival 2023 etc

- **Partnering with 5* hotels:** Promoting of the shorter edits of the main video of “Around the Island” campaign and the “Dil Full of Sri Lanka” tactical holiday offer through well renowned 5* hotels in Sri Lanka such as Santani Wellness Resort, TAJ Samudra – Colombo and Shangri-La Hambantota

Promotional element

- SriLankan Airlines' Global Sales Conference 2022

The main video "Around the Island" is our latest take on the island's timeless ecological and cultural richness, through never-before explored perspectives - blending sights, sounds and the rhythm of motion, thus extending it to a multi-sensory experience to the viewer.

Premiered the video on 19th November 2022 at Sigiriya, Sri Lanka with the presence of agents from across the airline's extensive network ranging from Europe; the Middle East; Indian subcontinent; Asia-Pacific; and Australia. The invitees consisted over 150 leading international travel agents who predominantly market Sri Lanka and the airline's General Sales Agents (GSAs) that represent the airline across the globe.

The premier of the video was well received by everyone who was present at the conference which led to the agents pledging support to sell the destination.





Promotional element

- Ride Sri Lanka 2023

As a part of the campaign Ride Sri Lanka 2023, held from January 23-28, 2023, was an international cycling adventure from Sri Lanka's North to South, featuring a star-studded line up of 15 cyclists, including the current Mountain Biking World Champion. The cycling tour ran through some of Sri Lanka's most iconic landscapes and sites, crossing different terrain. Here, the campaign played a vital role as a prelude and a guide to the cross-country experience and invoked excitement in riders on the variety of sensorial gems that the island would be offering them through the journey. The key event was followed by Ride Sri Lanka, UK Influencers' Edition which was held from June 13-23, 2023, to which the campaign was extended to achieve the same objectives.

Promotional element

- Trade Event (Agents gathering event) in India: Three events took place in New Delhi (Taj Palace) on January 30, Jaipur (Mariott) on January 31, and in Mumbai (Jio World Centre) on February 1, 2023 officially launching the “Around the Island” campaign in India to the discerning gathering, with testimonials of bloggers who have already explored Sri Lanka
- The campaign video was also displayed at events, trade fairs, corporate, promotional and social events, exhibitions, conferences that took place around the world where the corporate brand was present.

To name a few : Global Conference in Sri Lanka, Chasse Au Tresor Au (Treasure Hunt) in liaison with Cinnamon Hotels, Raid Amazones 2023, Ride Sri Lanka cycling event, Arabian Travel Market (ATM) and Great Ocean Road running festival 2023 etc



Results generated

Digital and Social Media campaign



Reach

17,596,130



Engagement

178,675

Published on



 srilankan.com

Digital and Social Media static post campaign



Reach

19,147,300



Engagement

252,647

Published on



KPIs – Around the Island video promoted through celebrities



Kumar Sangakkara



2100 likes
74 comments
736 shares



9234 likes
53 comments



Mahela Jayawardene



265 likes
29 comments
34 shares



6167 likes
38 comments



42,700 views
739 likes
29 comments



Lasith Malinga



1590 likes
62 comments
154 shares



4700 likes
17 comments



20,300 views
532 likes
13 comments

KPIs - Around the Island video promoted through Indian bloggers and influencers



Blogger	Views	Likes	Comments	Reach
Deepan Chakkravarthi	17,886	680	9	19,886
Nivedith Gajapathy	63,950	345	78	78,109
Kanchi Singh		21,100	25	
Rohan Mehra		53,354	223	
Vahbiz Dorabjee		13,900	216	
Uditi Singh		2,098	25	
Vaishnavi Prakash		14,600	98	

Karthik Murali



18,207 views
14,224 reach
484 like
3 shares

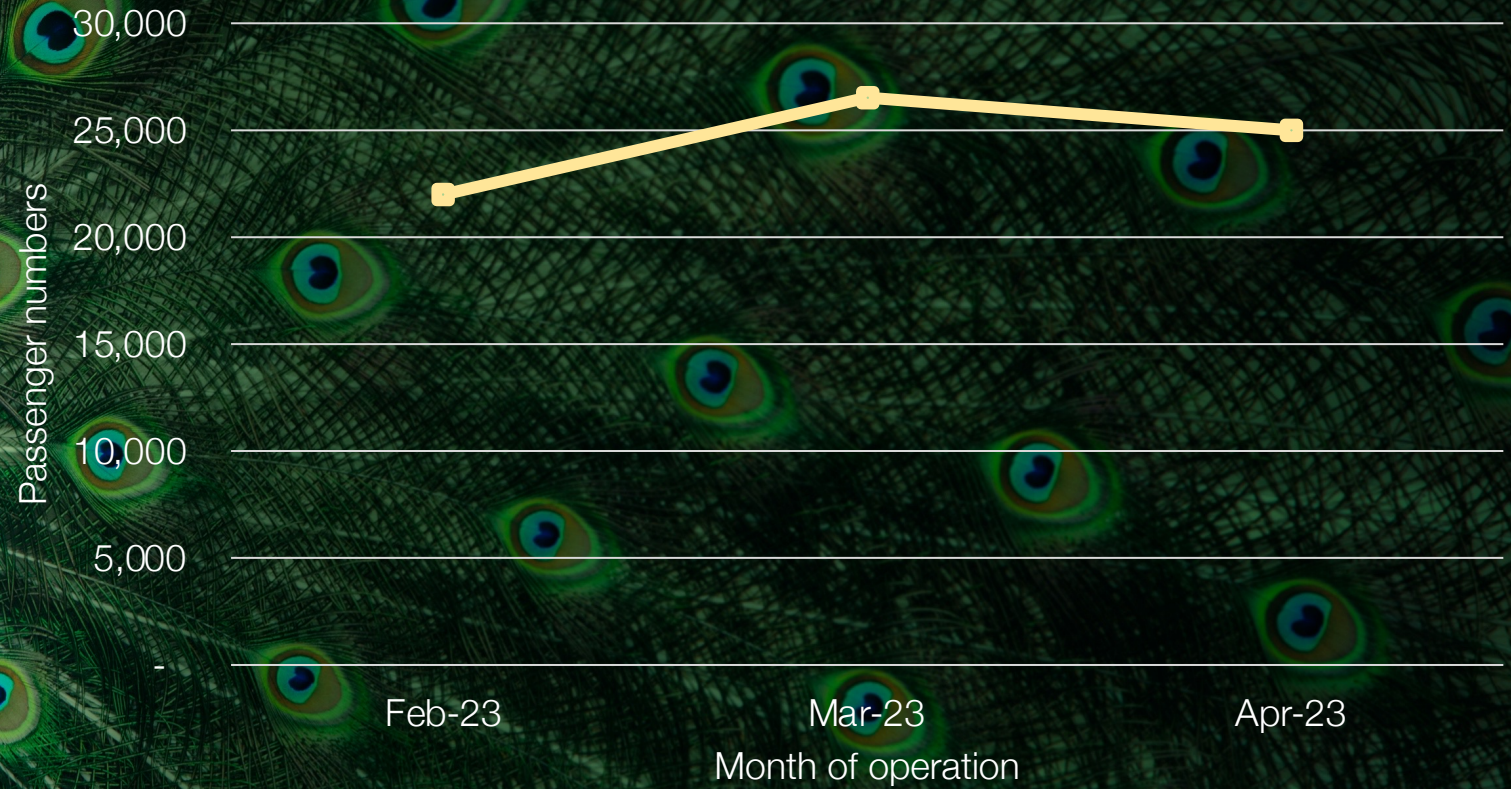


19,145 views
219 like
3 shares



185 views
3,800 reach
8 likes

Passenger numbers from India to Colombo during the campaign period (February - April 2023)



A woman with a backpack is sitting on a rock, looking out over a vast, green mountain valley. The scene is hazy and scenic, with a winding road visible in the distance. The overall tone is peaceful and adventurous.

Around the Island

To view the full campaign, please click the link below
<https://youtu.be/3csaQjOnfgo>