

EXECUTIVE SUMMARY

The executive summary serves as a concise, yet comprehensive overview of the key information discussed throughout the report. It starts by highlighting the growing market of Digital Out of Home (DOOH) advertising in Sri Lanka and the challenges faced by GroupM Sri Lanka, a subsidiary of GroupM, in achieving industry norms of revenue. The summary emphasizes the importance of investing in future media and adapting existing offerings to meet clients' needs for sustainable growth in the DOOH advertising market. DOOH advertising involves the display of content on digital screens placed in public areas such as high traffic zones, bus stops, shopping malls, and airports. The report acknowledges the use of different technologies like LCD, LED, and projections, which have enabled the industry to deliver visually captivating and dynamic advertisements to target audiences. In Sri Lanka, the DOOH market is evolving and holds significant growth potential. However, organizations, including GroupM Sri Lanka, face hurdles in achieving the revenue levels observed in the Asia Pacific region. GroupM Sri Lanka operates in a challenging and competitive DOOH advertising market. Allocating media investments to DOOH advertising is crucial, as it currently falls short of the regional average. According to market information shared by MAGNA Global, the Asia Pacific region allocates 3.2% of media investments to DOOH advertising, whereas GroupM Sri Lanka only allocates 1.1% from TV medium budgets in 2022. This discrepancy highlights the need for improvement and a strategic approach to increase revenue generation in the DOOH sector. Address the challenges faced by GroupM Sri Lanka and improve revenue generation in the DOOH sector, the report employs a SWOT analysis. This analysis helps identify GroupM's strengths, weaknesses, opportunities, and threats in the DOOH market. By understanding these internal and external factors, GroupM Sri Lanka can develop effective strategies to enhance its performance and revenue generation. The analysis reveals that GroupM Sri Lanka has several strengths, including a strong brand reputation, international exposure, and dedicated employees. However, there are also weaknesses that need to be addressed, such as high employee turnover and low clients' media investments. Furthermore, a fishbone analysis is utilized to delve deeper into the problems related to people, process and strategic partnerships, which affect revenue generation in the DOOH sector.

Develop effective solutions, the report incorporates a comprehensive literature review. This review explores previous research, findings, and articles related to DOOH advertising, thereby

gaining valuable knowledge about the challenges and potential solutions. The literature review serves as a guiding framework for subsequent information analysis and decision-making, ensuring a comprehensive study of the topic. It provides a theoretical foundation for the project and ensures a well-rounded understanding of the issues at hand. The project analysis section presents a detailed examination of the different aspects and goals of the project. It begins by outlining the main elements of the project and establishing its objectives. The existing conditions for each project component are thoroughly examined, and proposed solutions are developed to address the identified problems. The report provides a resource allocation analysis. It also conducts a detailed benefit-cost analysis to provide a clear overview of the project's implementation process, weighing the potential benefits against the associated costs. This analysis helps in prioritizing and allocating resources effectively to maximize the project's impact. The anticipated outputs and outcomes for each project component are also outlined in the report. This section highlights the importance of connecting the findings from the literature review and the project plan. It demonstrates how the proposed solutions align with the identified challenges and how they are expected to generate positive outcomes. The report emphasizes the need for a phased approach to implementation, with clear milestones and performance indicators to measure the success of each project component. Moreover, the report discusses the short to mid-term guidelines and important aspects involved in executing the selected solutions. It outlines the necessary steps, responsibilities, and timelines for implementing the proposed strategies. This section ensures that the recommendations are practical and feasible, taking into account the organizational context and resources available to GroupM Sri Lanka. The report concludes by emphasizing the significance of the References section and the Appendix. The References section provides a list of all the sources cited in the report, ensuring credibility and acknowledging the sources consulted. This section contributes to the overall integrity of the report by demonstrating that the information presented is supported by reputable and relevant sources. The Appendix includes additional relevant information to support the findings and recommendations presented, such as supplementary data, charts, graphs and tables. These materials provide further insights and evidence to substantiate the report's claims and enhance the reader's understanding of the topic. Both the References section and the Appendix contribute to the credibility and completeness of the report. They provide supporting materials for further analysis and allow readers to access additional information if needed. Including these sections at the end of the report, following the main body and recommendations, the report ensures that all necessary information is readily available to interested parties.