

## **Executive Summary**

The advertising industry in Sri Lanka is comprised of a vast range of agencies that provide advertising services on various platforms to a base of concentrated cliental. The major areas in providing services includes traditional media buying, planning and scheduling, digital media buying and planning, creative and content providing, BTL/ OOH media event management, PR event managing that is involved in press conferences, press releases etc. Out of all these areas the BTL/ OOH media event management has been a category which has taken major developments during the recent past. As a result this case study focuses on one such activation agency named GroupM esp that began three years ago and which is a business unit of a leading multinational agency called GroupM Media (PVT) Ltd. This highlights the successful transformation of GroupM esp since its inception.

This case study focuses on visionary leadership as the driving force behind GroupM esp and its success as at today. GroupM esp has made its way to gain into the third position of the overall activation industry capturing a market share of 16% during its period of operation. It has also been able to transform the business unit from a support function to a core function of GroupM Media contributing a significant amount towards the total revenue of the company. During the period GroupM esp achieved a growth in revenue above 30% year on year, whilst winning an award for one of its product launch campaign for Sunlight and accomplishing many other industry recognitions.

The objective of this case study is to highlight and understand the key variables that built business transformation success at GroupM esp around its visionary leadership traits. This also identifies and discusses the practical strategic insights used by the leader and his division by analyzing and critically evaluating on the success factors and variables of the case framework that was arrived by means of literature.

The transformation success of GroupM esp was achieved with the visionary leadership by managing the key aspects of corporate brand name and brand image, Client portfolio management, employee commitment and passion and the industry perception.

Both quantitative and qualitative research data was used through secondary and primary research methods in arriving at the key findings of the case study, which is evident that the successful transformation of GroupM esp was achieved via visionary leadership.