

ANANA

Who Are We?

Ananta is a media and narrative consultancy working at the intersection of strategy, culture and public influence

We partner with institutions, leaders, brands, and initiatives that view media not simply as content, but as a tool for positioning, trust, and lasting credibility.

We at Ananta focus on building communication systems designed to endure across platforms, audiences, and periods of change.

At Ananta, we prioritize strategy, creative direction, campaign design and media execution. From shaping a brand at its inception to guiding public-facing initiatives or managing long term communication efforts, Ananta treats media as a discipline which is defined by clarity, intention, and restraint.

We do not chase visibility

We build presence.

Our Story

Having worked extensively on media campaigns and collaborated closely with multiple advertising agencies, I gained first-hand insight into the operational challenges that often arise - particularly around development timelines, creative alignment, and cost structures.

While these experiences were valuable, they also revealed inefficiencies that frequently slowed execution and diluted strategic intent. This led to a clear realization: a more agile, integrated, and outcome-driven approach to media strategy was not only possible, but necessary.

In response, I assembled an independent, highly focused team designed to move faster, think more strategically, and deliver with greater precision. This marked the foundation of our work - built on efficiency, clarity, and a commitment to doing things better, not just bigger



Kavisha Ratnayaka
Founder

Our Mandate

Strategy & Narrative Architecture

We define the underlying logic before any creative is produced. This includes message frameworks, positioning, tone, and narrative hierarchy—ensuring that communication is coherent, credible, and aligned with long-term objectives.

Our strategic work often informs brand direction, campaign architecture, reputation management, and crisis response.

Creative & Brand Systems

We design visual and conceptual systems rather than isolated assets. From brand identities and logos to campaign concepts and creative direction, our focus is on consistency, recognisability, and refinement across all touchpoints.

Every output sits within a broader system—designed to scale and evolve.

Media Execution & Amplification

We execute selectively and deliberately. This includes social media management, campaign rollouts, content ecosystems, and performance-led amplification. Execution is guided by strategy, not volume.

We prioritise precision over noise

The Ananta Formula

a. Diagnosis

We begin by understanding context—audience, power dynamics, reputational risk, and strategic intent. This phase defines what must be said, what should not be said, and where communication must sit.

b. Architecture

We design the narrative and creative system: positioning, visual language, message hierarchy and platform logic. This forms the foundation for all downstream work.

c. Execution

We produce and deploy content, campaigns, and media interventions in line with the agreed architecture. Output is tightly controlled and purpose-driven.

d. Sustainment

Where required, we monitor performance, refine narratives, and maintain consistency over time—ensuring that communication remains credible and aligned as contexts evolve.

Luxury and lifestyle brands, including fine jewellery

Sports and leisure, including golf and premium sporting initiatives

Public policy, governance, and institutional communication

NGOs and development-focused organisations

Political communication and campaign environments

Sectors & Focus Areas

Working With Ananta

We work through three primary engagement structures:

Retainer-Based Advisory

Ongoing strategic and creative support for brands, institutions, or leaders requiring sustained narrative control and media management.

Campaign-Based Engagements

Ongoing strategic and creative support for brands, institutions, or leaders requiring sustained narrative control and media management.

Curated Media Systems

Bespoke communication systems designed from the ground up. These engagements focus on architecture—brand, narrative, creative, and platform logic—handed over for long-term use or internal deployment.

Each engagement is tailored.

Scope follows strategy, not the other way around.

Why Pick Ananta?

Ananta operates at the intersection of media, strategy, and influence in a landscape where visibility is often mistaken for impact. In an environment driven by speed and volume, clarity is easily lost.

We approach media as a problem to be understood before it is expressed. Through careful analysis of context, intent, audience, and risk, we build strategic frameworks that guide every creative decision. Our work is not reactive or attention-seeking; it is precise, structured, and grounded in purpose.

Creative direction emerges from clarity. We do not amplify noise—we shape narratives that settle naturally into their space, building credibility and presence over time.

Media, when executed well, does not announce itself.
It resonates quietly, and it lasts.

Let's Get in Touch!



+ 94 77 733 9119



kavisharatnayaka@gamil.com



@ananta.ig