



# CARTE DU JOUR

OF **EVERYTHING**  
THAT WE DO  
AND **ANYTHING**  
**THAT YOU WANT**  
US TO DO



**FIRST THING, FIRST**

**A BIT**

**ABOUT US**

WE ARE A COMMUNICATIONS & CONTENT BOUTIQUE AGENCY THAT CATER YOUR NEED TO PROPEL YOUR BRAND IN THE MARKET-PLACE.

WE BELIEVE EVERY GREAT BRAND NEED A LITTLE PUSH TO MAKE THEM GREATER, HENCE BECOME A CATEGORY LEADER IF NOT A WORLD BEATER, OF SORTS.

IT TOOK US MORE THAN 10 YEARS TO SET UP THE AGENCY AND WE HAVE SPENT MORE THAN 10 YEARS FLEXING OUR EXPERIENCE AND TRADING OUR EXPERTISE IN THE MARKET AS CIPTA ASIA GROUP OF COMPANIES.

OUR BRAND WORKS EXTENDS FROM CREATIVE DEVELOPMENT, BRANDING, ADVERTISING, PROMOTION, PUBLIC RELATIONS, EXPERIENTIAL ACTIVATIONS, SOCIAL & MEDIA DEVELOPMENTS AND ANYTHING THAT IS POSSIBLY DOABLE TO EXTEND YOUR BRAND SUCCESS.

IN OTHER WORDS,

**"CHIEF  
ONE LEG  
KICK ALL"**



OUR ARRAY OF SERVICES STARTS FROM

# BUILDING BRAND ECO-SYSTEM

## DISCOVERY

### AUDIT

#### DESK / RESEARCH

- QUALITATIVE
- QUANTITATIVE
- VOX-POP

### INSIGHTS

## CRAFTING

### FOOTPRINT

- ATTRIBUTES & ESSENCE
- BUSINESS & MARKETING PLAN
- AUDIENCE
- DIFFERENTIATORS

## DISTINCTION

- BIG SELLING IDEA
- BRAND ROLE

## EXTENSION

- NAME & LOGO
- IDENTITY & TAGLINE
- LOOK & FEEL
- TONE & MANNER

## ROLL OUT

### INTERNAL & EXTERNAL MANIFESTO

- BRAND & PLAN STRATEGY

### ONLINE & MOBILE

- WEBSITE
- EMAIL
- VIDEO
- SOCIAL MEDIA
- APPS

### MARKETING KIT

- BROCHURE
- MAILERS
- STATIONERY

### PERVASIVENESS

- LIVERY
- SIGNAGE & WAYFINDING
- BOOTH DESIGN

### ANALOG

- TV / RADIO / PRINT

### EXPERIENCE

- EVENT ACTIVATION





# OUR SPECIALTY BRAND ANTHOLOGY

## PRODUCTION VIDEO INDIE

- Basic video Production
- A videographer with a full HD DLSR Camera, basic audio package and basic lighting kits. Small unit of crew.
- Shooting days depended on concept/ storyline of the video
- Minimum graphic and free royalty music
- Professionally edited to specification
- Minimum changes allowed

## BOX-OFFICE

- Standard video production
- Our standard rates include a DOP with a broadcast quality production and basic grip package, audio technician with live and dedicated audio recording.
- 4 - 5 crew members including Scriptwriting by professional scriptwriter/ researcher.
- This packages makes corporate video production simple, pain-free process, with professional video editing, supported with a professional voice over talent

## BLOCKBUSTER

- Cinematic video production
- Complete package with cinema/ film quality production
- Delivered in 4K experience with immerse colour and sharp images.
- Full production team with specialist equipment and storyboarding.
- A touch of 3D animation and graphic title provides additional value.
- Edited professionally and driven by music composition
- Colour graded to deliver a vivid film finish.

## GALAXY

- Animatic video production
- Fully graphic montage/ video with 2D and 3D elements
- Combined with up-beat library music and SFX

## ADD ONS

- Professional consultancy
- Interactive Studio (Green Matte)
- Voice-over Recording Jingles
- Multi Camera Production (MCP)
- Extreme Shooting Gears
- Aerial videography / photography

## PRICE UPON REQUEST

## VALUE ADDED

- Free upload to Youtube etc
- Free DVD
- Free Conversion to any video format that suits to your need





OUR EXPERTISE

# BRAND SPACE

WEB DEVELOPMENT

FEATURES	WEB GO	WEB CONNECT	WEB DYNAMO	WEB SUPREME
Maximum HTML Pages	5	10	100	Unlimited
Slideshow Banner	Yes	Yes	Yes	Yes
Feedback Form	None	Send to email	Send to Email	Send to Database
Responsive Design	Yes	Yes	Yes	Yes
SEO Optimization	None	None	Yes	Yes
Web Space	1GB	5GB	20GB	Unlimited
FTP Access	No	No	Yes	Yes
Domains	1	1	1	Unlimited
Email Account	5	10	100	Unlimited
Content Management	None	None	CMS	Customizable CMS
E-commerce	None	None	Third-party	Customizable

OUR NEW HORIZON

**BRAND**

**MOBILITY**

**APPS DEVELOPMENT**



**FEATURES**

Delivery Platform  
Search Function  
API Dependencies  
In-App Adverts  
App Package Maximum Size  
App License

**APP MINI**

Single  
Yes  
None  
Yes  
5MB  
Open Source

**APP BASIC**

Single  
Yes  
Maximum 3  
None  
20MB  
Commercial

**APP PREMIUM**

Multiple  
Yes  
Customizable  
None  
Unlimited  
Commercial

# OUR MAINSTAY

# BRAND Extension

PR 2.0

## A. NEWS RELEASE

### NEWS RELEASE – SOURCED FROM GLOBAL / REGIONAL OFFICE

- Minimal localization (date, contact, location)
- Supervise translation
- Distribution and follow-up
- 1 month media monitoring
- Prepare news clips
- Update client
- News clip report

### NEWS RELEASE (2 PAGES)

- Develop and draft news release
- Liaison with client for information and approval
- Supervise translation
- Distribution and follow up
- 1 month media monitoring
- Prepare news clips
- Update client
- News clip report

### PHOTO NEWS RELEASE (2 PAGES)

- Manage photography session
- Brief photographer
- Develop and draft news release
- Liaison with client for information and approval
- Supervise translation
- Photo development/copy pictures on CD
- Distribution and follow up
- 1 month media monitoring
- Prepare news clips
- Update client
- News clip report

## B. MEDIA INTERVIEWS

### MEDIA INTERVIEW A (FULL PREPARATION, ONE-ON-ONE)

- Pitch to one print media
- Development of pitch and provide background information
- Follow-up with editor / journalist
- Prepare briefing document (i.e. media details, interview objective, talking points, Q&A)
- Brief spokesperson(s)
- Facilitate session
- Follow-up on coverage
- Update client 4,230.00 to be quoted based on target country
- Round-up report

### MEDIA INTERVIEW B (FACILITATION WITHOUT PITCH)

- On-site briefing document (i.e. pre-interview objective, talking points)
- Facilitate session
- Follow-up on coverage
- Update client
- Round-up report

### MEDIA INTERVIEW C (ATTENDANCE AND FACILITATION ONLY)

- On-site facilitation of interview session
- Note-taking of Q&As
- Post-interview debrief to client
- Follow-up on coverage
- Update client
- Round-up report

### MEDIA INTERVIEW (GROUP)

- Pitch to up to three print media
- Development of pitch and provide background information
- Follow-up with editor/journalist
- Prepare briefing document (i.e. media details, interview objective, talking points, Q&A)
- Brief spokesperson(s)
- Facilitate session
- Follow-up on coverage
- Update client
- Round-up report

### PHONE INTERVIEW

- Organise session with media and client
- Liaise with journalist on questions
- Prepare briefing document (i.e. media details, interview objective, talking points, Q&A)
- Brief spokesperson
- Facilitate session
- Follow-up with journalist
- Update client
- Round-up report

### BROADCAST (TV/RADIO) INTERVIEW

- Development of pitch and provide background information
- Follow up with editor
- Liaise with producer / journalist
- Prepare script, Q&A, sound bite
- Brief spokesperson(s)
- Facilitate session
- Follow-up on coverage
- Update client

## C. EDITORIAL SERVICES

### FACT SHEET (1) – 2 PAGES) BIO (1 PAGE) BYLINED ARTICLE (800 – 1000 WORDS)

- Research & drafting of article
- Proof reading
- Not inclusive of layout or typesetting

### ADVERTORIAL (1) A4 PAGE WITH DOUBLE SPACING OR A MAXIMUM 700 WORDS)

- Drafting using information provided by client
- Proof reading
- Not inclusive of layout or typesetting

### BROCHURE / MARKETING COLLATERALS (MAXIMUM 700 WORDS OR 1 A4 PAGE, DOUBLE SPACING)

- Drafting using information provided by client
- Proof reading
- Not inclusive of layout or typesetting

### NEWSLETTER PER PAGE (BASED ON 1 A4 PAGE, DOUBLE SPACING)

- Drafting using information provided by client
- Proof reading
- Not inclusive of layout or typesetting

### SCRIPTWRITING FOR CORPORATE / MARKETING VIDEO OR AUDIO RECORDING

- Taking client brief
- Drafting outline and script using information provided by client
- Up to two revisions
- Not inclusive of on-site facilitation for recording

### WEB CONTENT





## D. MEDIA ENGAGEMENT PREPARATION & SUPPORTING ACTIVITIES

### MEDIA MONITORING (PER MONTH)

- Prepare news clips
- Update client
- Monthly report

### PHOTO SHOOT / VIDEO RECORDING

On-site facilitation and supervision to ensure that client branding requirements and objective are met.

### MEDIA TRAINING

- One day session for up to three persons
- Professional trainers
- Develop and draft key messages and facts
- Develop programme and training materials
- Identify issues and develop scenarios
- Hire and brief video team and venue owner
- Facilitate session
- Post-training evaluation and report

### MEDIA LUNCHEON A (FULL APPROACH)

- Approach, obtain permission from media house and pre-luncheon co-ordination
- Pre-luncheon briefing to client (identifying key topics and issues for luncheon discussion)
- Facilitate session
- Post-event follow-ups
- Round-up report

### MEDIA LUNCHEON B (ON-SITE FACILITATION)

- Facilitate session
- Post-event follow-ups
- Round-up report

### MEDIA LUNCHEON C (ATTENDANCE)

- Attendance and note-taking at session
- Post-event follow-ups
- Round-up report

## E. MEDIA BRIEFING, LAUNCHES & PRESS CONFERENCES

### BASIC MEDIA BRIEFING

- Most press kit materials provided
- Provide localization
- Localisation of Q&A
- Supervise translation
- Brief spokesperson(s)
- Prepare media kit
- Develop and draft media advisory and welcome remark
- On-site media management
- Follow up on coverage
- 1 month media monitoring
- News clips
- Update client
- Project report

### NEWS CONFERENCE

- Develop and draft media kit materials (i.e. news release, fact sheet, programme)
- Development of up to two speeches
- Prepare briefing document
- Basic event organization (e.g. co-ordination for booking of function room, f&b, backdrop)
- Draft media advisory
- Onsite media management
- Facilitate news conference
- Follow up on coverage
- 1 month media monitoring
- News clips
- Update client
- Project report

### PRODUCT/SERVICE LAUNCH

- Launch concept
- Liaison with third parties and event organization
- Develop and draft media kit materials (i.e. news release, programme, fact sheet, bio)
- Development of up to two speeches
- Develop briefing document
- Draft media advisory
- On-site media management
- Follow up on coverage
- 3 month media monitoring
- News clips
- Update client
- Project report

### MEDIA FAMILIARIZATION TRIP (OVERSEAS)

- Up to three media
- Between 4-6 media



**CONTACT US**

**ANYTIME**

**ANYDAY**

**TO MEET UP ANYWHERE**  
**HEY, LETS'S HAVE SOME COFFEE ON US**

**WHY NOT?**

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