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owned by TDG Global USA

# BRAND ACTIVATION

We are THE DREAM GROUP  
You Dream It, We Build It

BRANDING & GRAPHIC DESIGN | DIGITAL MARKETING STRATEGIES | WEBSITE DEVELOPMENT  
CORPORATE CONTENT WRITING | PRINTING | PHOTO & VIDEOGRAPHY | EVENT MANAGEMENT |  
VIRTUAL EVENT | EVENT STYLING

TDGASIA品牌集团合伙人

 **SLPR** | worldwide™  
a perception transformation company



# Intellectual Property Clause

- *This proposal (“Proposal”) is strictly confidential. It is made available to prospective, current or new clients (“Client”) for the sole purpose of pitching for the event stipulated on the strict understanding that the information contained in this document shall not be disclosed directly or indirectly to any other party without the expressed prior written consent of TDG Asia (“TA”).*
- *This Proposal has been developed in view of the Client’s event objectives, target audience and target attendance. It remains the sole property of TA and as such its contents shall not be disclosed by the Client to any third party, nor may any original concepts devised by TA be varied, amended, used commercially, implemented or otherwise. TA reserves the right to request return of this Proposal together with the assurance that no photocopy of this Proposal has been made if the Client decides not to engage TA as the appointment organizer.*
- *Should a breach of confidentiality occur at any time before or after the stipulated event date, TA reserves the right to seek prosecution and may choose not to participate in any future events pitches from the Client.*



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ABOUT US

# WE ARE THE DREAM GROUP

As an international Brand Communication Agency origin from TDG Global USA, TDG Asia blends strategic branding, digital marketing strategies, design and events to drive the full potential of your brand. Collaborating with clients of all industries and sizes, your brand is in good hands with us as we help you achieve more with less in times of challenges and roadblocks. Whether you are budding entrepreneurs in the early stages of launching your new product or a developed enterprise looking to reconnect with consumers that have dropped off the radar, we elevate your business goals with impactful messages, strategies and roadmaps that position your business for success and transition. We tug the heartstrings of your audience who eventually becomes your brand believers, making your brand stand the test of time.

作為 TDG Global USA 的國際傳播機構，TDG Asia 整合了戰略、公用策略、數字營銷策略、品牌設計、活動策劃，以充分發揮您的品牌潛力。通過與所有行業和規模的客戶合作，您的在的幫助，因為我們可以幫助您在遇到挑戰和障礙時加倍。無論您當時是什麼時候已經推出了新產品的最新產品，我們已經與近期的女消費者一起展示了新產品，還是希望被觀察的消費者重新建立企業，我們的城市實現戰略通過影響力的信息、和路線圖來實現目標，明確企業成功和轉化為您的基礎的業務。我們拉拉成為品牌擁護者的觀眾心弦，讓您的品牌經久不衰的預算。



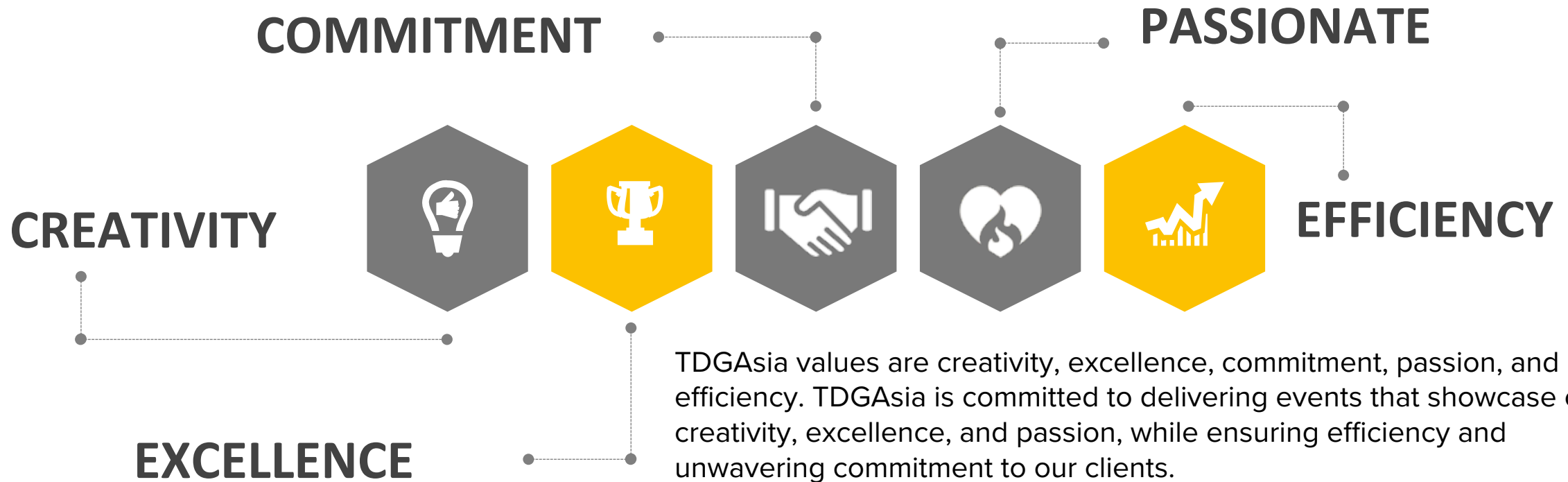
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## **MISSION & VISION**

"TDGAsia's mission is to be the premier global event management solution, providing cutting-edge service delivery that exceeds client expectations. We are the Dream Group, dedicated to making your dream event come true."

"TDGAsia是一家活动策划公司，致力于成为全球领先的活动管理解决方案提供商，为客户提供超越期望的尖端服务。我们是Dream Group，致力于让您的梦想活动成为现实。"

# VALUE



TDGAsia values are creativity, excellence, commitment, passion, and efficiency. TDGAsia is committed to delivering events that showcase our creativity, excellence, and passion, while ensuring efficiency and unwavering commitment to our clients.

我们的企业价值包括创意、卓越、承诺、热情和效率。TDGAsia致力于为客户呈现充满创意、卓越和热情的活动，同时保证高效服务和始终如一的承诺。

# OVERALL SERVICES SPECTRUM



## PHYSICAL & HYBRID EVENT

Tailored to meet the unique needs of every client, ensuring seamless planning and execution.

- Annual Dinner
- Conference
- Award Ceremony
- Seminar
- Exhibition / Roadshow
- Virtual Run / Walk
- Streaming
- Concert



## GUEST LIST MANAGEMENT

We offers digital and on-site event registration, lucky draw mechanisms, & full-service guest list management for a hassle-free experience.

- Invitation for internal
- Invitation for external
- Fast Check-in with QR code
- Lucky draw mechanic
- Onsite check-in



## BRANDING

At TDGAsia, we craft branding strategies that capture the essence of our clients' brand and deliver compelling brand experiences.

- Corporate Branding
- Personal Branding
- Corporate Profile
- Brand Mission
- Brand Manifesto
- Brochure
- Leaflet
- Flyer
- Corporate Website



## PRODUCTION

TDGAsia's production services bring ideas to life with precision and creativity, producing events that leave a lasting impression.

- Product shooting
- Corporate profile shooting
- Event shooting



## PR & DIGITAL

TDGAsia's PR & Digital services help our clients amplify their brand messaging and engage their audience through strategic PR campaigns and innovative digital solutions.

- Event media management
- Social media management

# PERSONALIZES ATTENDEE PORTAL (PAP)

## Fully Paperless

- 1 Click the PAP link sent via sms / email / whatsapp



## With Physical Passport

- 2 Scan your own wristband



- 3 Scan your own lanyard

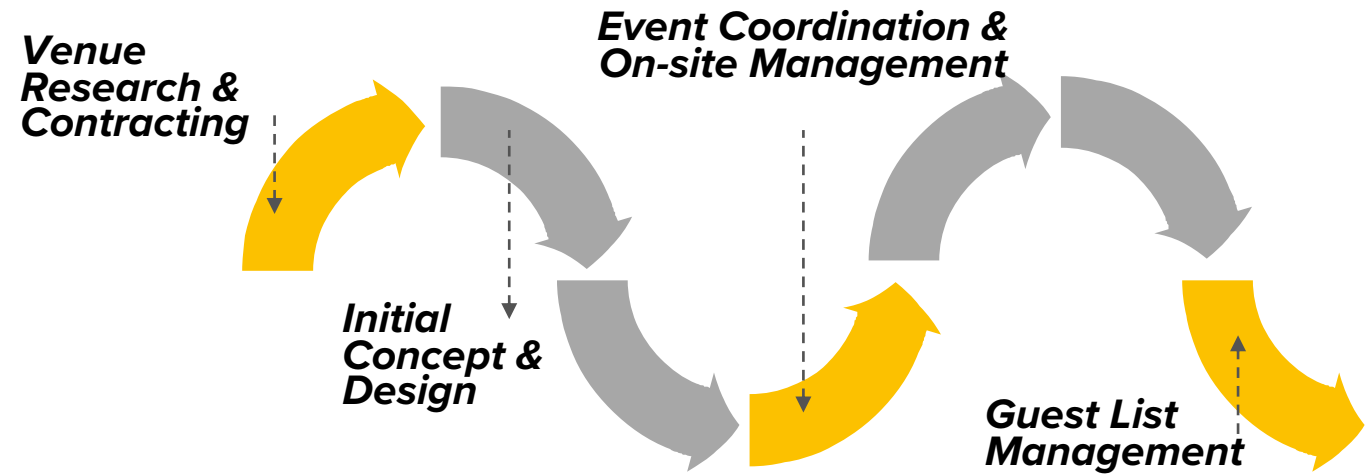


- 4 Scan your Check-in receipt



# EVENT SPECTRUM

- PRINT & GRAPHIC DESIGN
- DECOR DESIGN & FABRICATION
- LIGHTING DESIGN & PRODUCTION
- TABLE DESIGN & EXECUTION
- FLORAL DESIGN & INSTALLATION
- SOUND DESIGN
- INVITATION & RSVP MANAGEMENT
- BUDGET DEVELOPMENT
- CRITICAL PATH DEVELOPMENT
- VENDOR CONTRACT NEGOTIATION



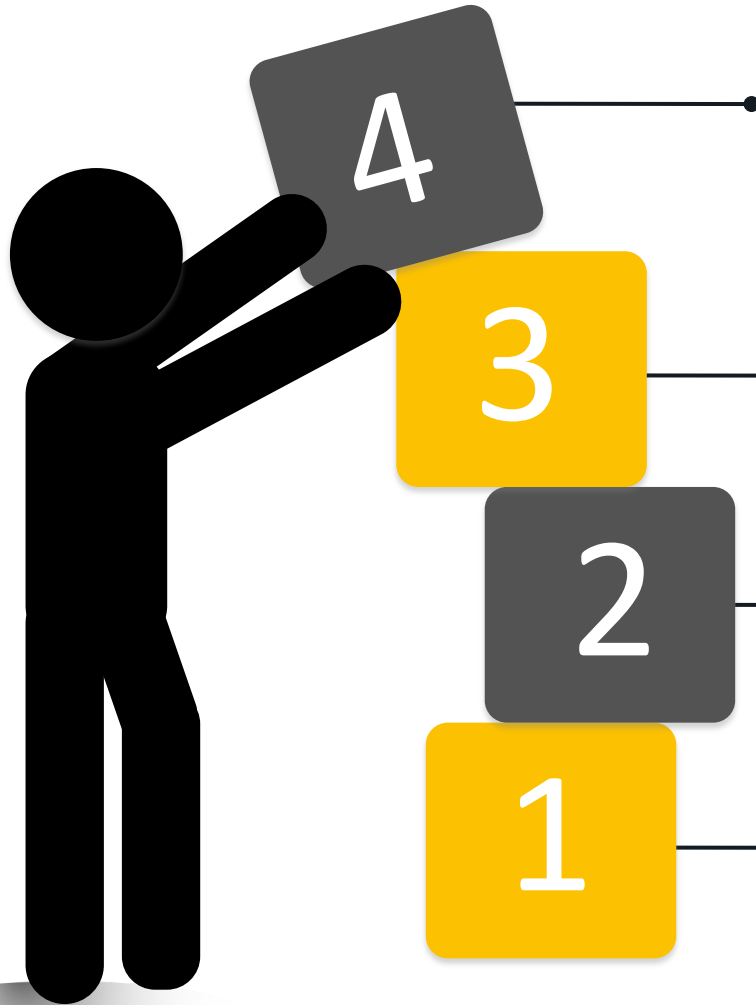
- CATERING CONSULTATION
- EVENT STAFFING
- MEDIA RELATIONS
- SPONSORSHIP MANAGEMENT
- TALENT PROCUREMENT
- VIDEO PRODUCTION MANAGEMENT
- MULTIMEDIA PRODUCTION MANAGEMENT
- HOSPITALITY & TRAVEL
- PROTOCOL & CONCIERGE ACTIVATION
- TOTAL EVENT LOGISTICS



# TRUSTED BY NATIONAL COMPANY



# 100% of SERVICE COMMITMENT



## EVENT/PROJECT EXECUTION

*Our event timeline and monitoring system ensures that every detail is accounted for, and our clients are kept informed every step of the way.*

## EVENT TIMELINE & MONITORING SYSTEM

*TDGAsia develops a customized plan of action for every event/project, tailored to meet our clients' unique needs and objectives.*

## CONCEPT & PLAN OF ACTION

*Our service spectrum includes a comprehensive range of services, from event design and production to logistics and vendor management.*

## SERVICE SPECTRUM

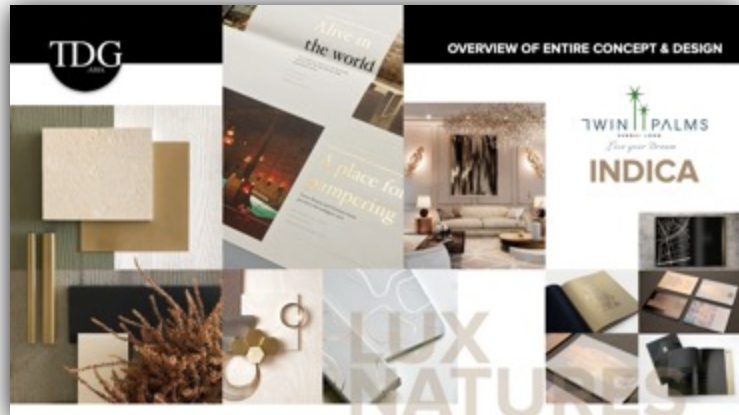
*TDGAsia is committed to providing 100% dedication to every event/project, from the initial concept and planning stage to final execution.*



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# **BRANDING PROFILE**

# CORPORATE BRANDING



# CORPORATE BRANDING



## **MONARCH** AESTHETIC



Corporate Profile

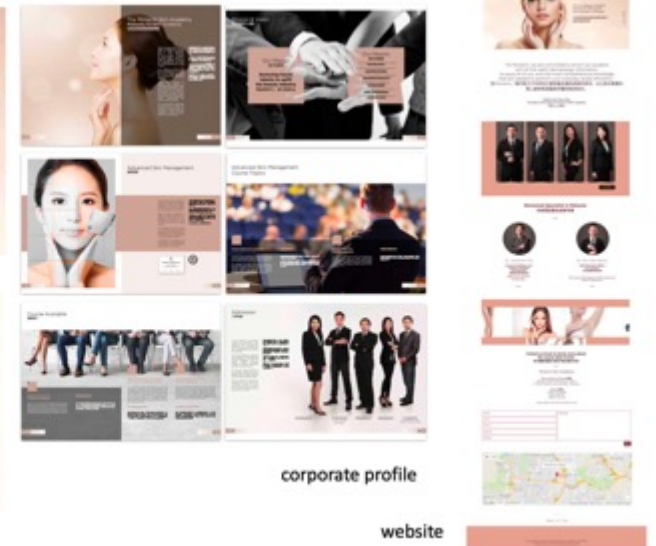


FRONT



Corporate Profile

# CORPORATE BRANDING



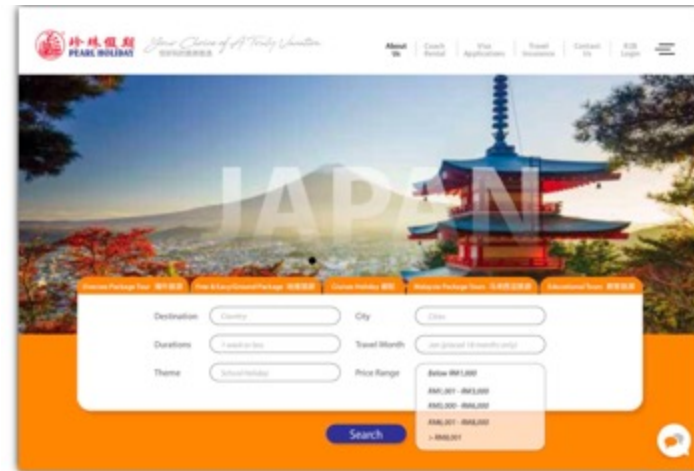
# CORPORATE BRANDING







# CORPORATE BRANDING



after



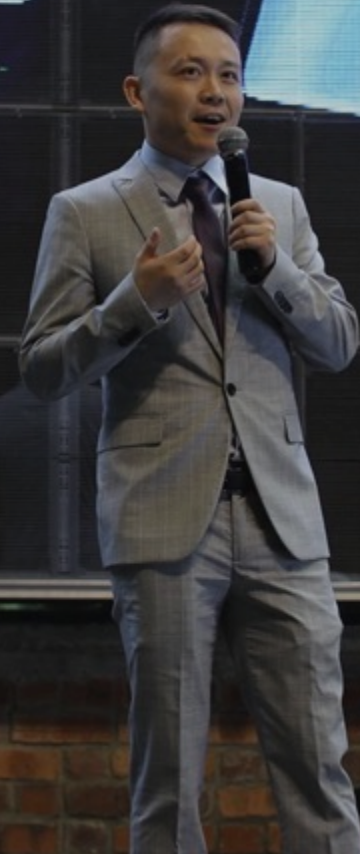


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# ***PUBLIC RELATION***

# PUBLIC RELATION

## NEX3 Future Beyond Edges



### LAUNCH CAMPAIGN RESULTS

**176** media guests from **107** publications attended the event.  
Total coverage garnered: **340** news coverage from print and online with a total **PR value of RM 3,525,297**.

# PUBLIC RELATION

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# ***PUBLIC RELATION***

EVOKE THE  
WORLD'S  
MASTERPIECES

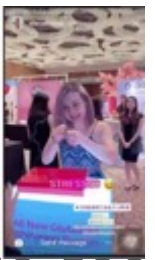
INSTANT BEAUTY AT YOUR FINGER TIPS



**SASA MALAYSIA**  
THE LAUNCH OF BEAUTY OF  
THE WORLD

PR VALUE: **RM 16,742,529 ++**  
Media Pax: 109 +

# PUBLIC RELATION



**PR VALUE: RM 16,742,529 ++**  
**Media Pax: 109 +**

# PUBLIC RELATION



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NEWS AGENCIES OPINIONS ANALYSIS MEDIA TUNE IN BRAND HIGHLIGHTS PARTNER INSIGHTS CONTENT HUB

## Turkish Tourism lifts off with SLPR Worldwide for PR and social duties


JANICE TAN | 14 OCTOBER 2020

**MOST RECENT**

- MDCB: Investigative dating site Superbook for alleged marketing gimmick
- The Children Debate: Lee capsules in Hong Kong
- Foodpanda Hong Kong pandemic opens 15th location
- Italian appliance firm De'Longhi Group joins branding and ad partner for US and UK
- Facebook launches 24/7 visitors, visitors and AI efforts
- Manulife HK launches MOVE for COVID challenge to support people in need
- Samungwon events launched film fest in Singapore

Leon Tang, senior partner and chief operating officer, Southeast Asia, said this is a great opportunity for the agency to demonstrate its expertise in various communication channels such as digital, PR and influencer strategy to educate the audience on safe tourism and the wonders of Turkey.

"This is a privilege for us to play our part in helping to rejuvenate the tourism industry for both Malaysia, Turkey and Southeast Asia counterparts by giving our target market something to look forward to or eager to explore once borders reopen," Leon said.

**advertising +marketing**

NEWS AGENCIES OPINIONS ANALYSIS MEDIA TUNE IN BRAND HIGHLIGHTS PARTNER INSIGHTS CONTENT HUB

## Analysis: PR professionals label former Miss Universe Malaysia apologies insincere

JANICE TAN | 14 JUNE 2021

**MOST RECENT**

- MDCB: Investigative dating site Superbook for alleged marketing gimmick
- The Children Debate: Lee capsules in Hong Kong
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Similarly, COO of SLPR Worldwide, Leon Tang, said James's apology did not convey sincerity and remorse, adding that if one has acted "in a harmful way", the individual needs to find ways to apologise without making excuses to his or her actions. "We need to make personal commitments to correct the situation in any way that we can, be it through social or individual change," he said.

Tang added that in her apology, James was still staunch in her opinion that people chose who they want to be in terms of their family place of birth and body. "This statement is not beneficial to anyone at all. Yet she ended her apology by stating her race and how she was adopted, that does not condone her behaviour in any way," Tang said.

**She has a choice of how to respond, and she chose to act in a passive aggressive manner.**

According to Tang, as an influencer holding a prominent title of Miss Universe Malaysia, James should have given thought and consideration to statements that she conveyed before posting it to the public, especially when it comes to sensitivity.

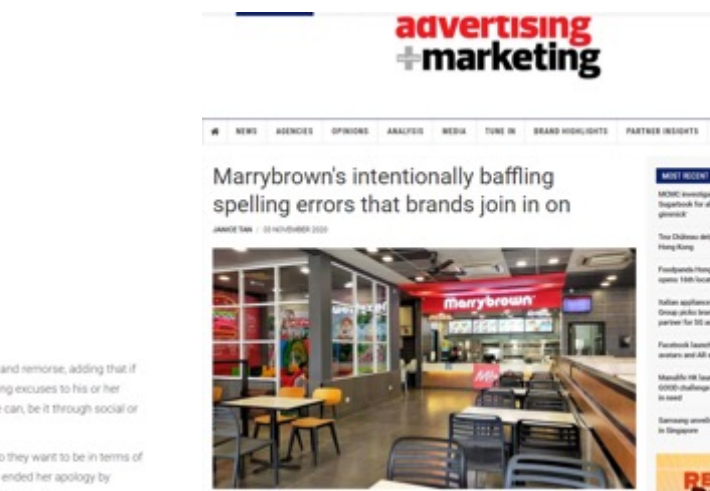


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NEWS AGENCIES OPINIONS ANALYSIS MEDIA TUNE IN BRAND HIGHLIGHTS PARTNER INSIGHTS CONTENT HUB

## Marrybrown stirs up a fiery rap game to drum up hype for CNY burger

JANICE TAN | 22 JANUARY 2021





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NEWS AGENCIES OPINIONS ANALYSIS MEDIA TUNE IN BRAND HIGHLIGHTS PARTNER INSIGHTS CONTENT HUB

## Marrybrown's intentionally baffling spelling errors that brands join in on

JANICE TAN | 11 NOVEMBER 2020



**MOST RECENT**

- MDCB: Investigative dating site Superbook for alleged marketing gimmick
- The Children Debate: Lee capsules in Hong Kong
- Foodpanda Hong Kong pandemic opens 15th location
- Italian appliance firm De'Longhi Group joins branding and ad partner for US and UK
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NEWS AGENCIES OPINIONS ANALYSIS MEDIA TUNE IN BRAND HIGHLIGHTS PARTNER INSIGHTS CONTENT HUB

## Marrybrown fusses about being left out by Pizza 'Heart' while BK and KFC play along

JANICE TAN | 14 FEBRUARY 2021




**advertising +marketing**

NEWS AGENCIES OPINIONS ANALYSIS MEDIA TUNE IN BRAND HIGHLIGHTS PARTNER INSIGHTS CONTENT HUB

## Marrybrown turns logo upside down in celebration of International Women's Day

JANICE TAN | 15 MARCH 2021




# PUBLIC RELATION

## MARRYBROWN THE LAUNCH OF 'SALTED EGG MEAL'

How we create hype and highlight how Marrybrown's Salted Egg is truly "Something Different" and a MUST-TRY for all.



**Marrybrown**  
**Egg-stra Padu** salted egg meal

Rasai kerangupan dengan limpahan sos telur masin yang egg-stra padu!  
Cubalah sekarang!

**Kombo Salted Egg Burger**

- French Fries (R)
- Heaven and Earth® Ice Lemon Tea (R)

**Kombo Salted Egg Ayam**

3-PC 2-PC

- Mashed Potato (R)
- Vegetable Salad (R)
- Heaven and Earth® Ice Lemon Tea (R)

DISANKAN HALAL

www.marrybrown.com

Mb Marrybrown



# PUBLIC RELATION



<https://www.youtube.com/watch?v=mmfUOVORheU>

Views: 13.6k



<https://www.facebook.com/watch/?v=202728937537038>

Views: 79k

# PUBLIC RELATION

## PR STUNTS MSTAR X MARRYBROWN VIDEO



<https://www.youtube.com/watch?v=mfmUOVORheU>

Views: 370k



<https://www.youtube.com/watch?v=yNDi47PWt-g&t=72s>

Views: 179k



[https://www.youtube.com/watch?v=aBQOn9U\\_HKM&t=5s](https://www.youtube.com/watch?v=aBQOn9U_HKM&t=5s)

Views: 29k

# PUBLIC RELATION

## TACTICAL PR: SALTED EGG MEALS LAUNCH



### Rasa sos telur masin 'padu'

Hidangan berasaskan telur masin sememangnya semakin menjadi pilihan ramai dan satu trend sejak kelahirannya ini. Dari hidangan berasaskan makanan laut, pastri hingga kepada kerdap-kudapan, semuanya ada diperkenalkan dengan perisa telur masin yang cukup melezatkan. Tidak ketinggalan, rangkaian makanan segera Marrybrown pun turut memperkenalkan menu terbaru iaitu Kerdap Burger dan ME Crispy Chicken dengan bantuan sos telur masin sebenar yang padu.

Ketua Pegawai Eksekutifnya, Datuk Joshua Lim berkata, pihaknya yakin bahawa sos yang diperkenalkan ini akan menjadi kegemaran kerana ia diperkayakan dengan serbuk 'egg-stra'.

"Kami menggunakan telur masin sebenar untuk menambahkan lagi rasa

ATAM goreng rangup dengan sos telur masin padu yang dihidangkan bersama kentang goreng dan salad.

Kerak bekrin selain menggunakan perisa sos telur masin sebenar ini.

"Nikmati sendiri hidangan bekrin untuk merasai sos telur masin padu yang penuh kelazatan, ia pasti memawan selera," katanya.

Terdapat dua pilihan hidangan enak boleh dicuba iaitu Salted Egg Burger yang

dihidangkan dengan kentang berjari atau Salted Egg Ayam dihidangkan dengan kentang bekrin dan salad.

Semua hidangan itu diperkayakan dengan sos telur masin sebenar gabungan sos yang bekrin, dan dari kari bekrin, suka meminati cita rasa tempatan.



**美食讯息**

### 汉堡炸鸡咸蛋出击

经过无数次的尝试，Marrybrown 终于研制出最其当地风味的咸蛋炸鸡与汉堡——Marrybrown Salted Egg Meals。它包括蛋酱鸡柳汉堡套餐配菜条，及咸蛋酱脆香鸡搭配马铃薯泥和菜沙拉。

无论是炸鸡或汉堡都使用真材实料的咸蛋来增加酱汁的奶香味和蛋香味，同时为了更融入本地风味，此咸蛋酱内也含有少许香料和香气十足的咖喱叶。

两种套餐的价格都从 15.00 令吉起，套餐也包括一杯柠檬茶。

# PUBLIC RELATION

## TACTICAL PR: SALTED EGG MEALS LAUNCH



# PUBLIC RELATION

## MB SALTED EGG MEAL – THE GREAT EGG HEIST



# PUBLIC RELATION

## MB SALTED EGG MEAL –

SOCIAL MEDIA CONTESTS

TOTAL REACH:  
**5,476,904**

TOTAL IMPRESSIONS:  
**36,994,659**  
(+15,241,504 from GDN)

PERIOD:  
**26 May – 26 Jun**

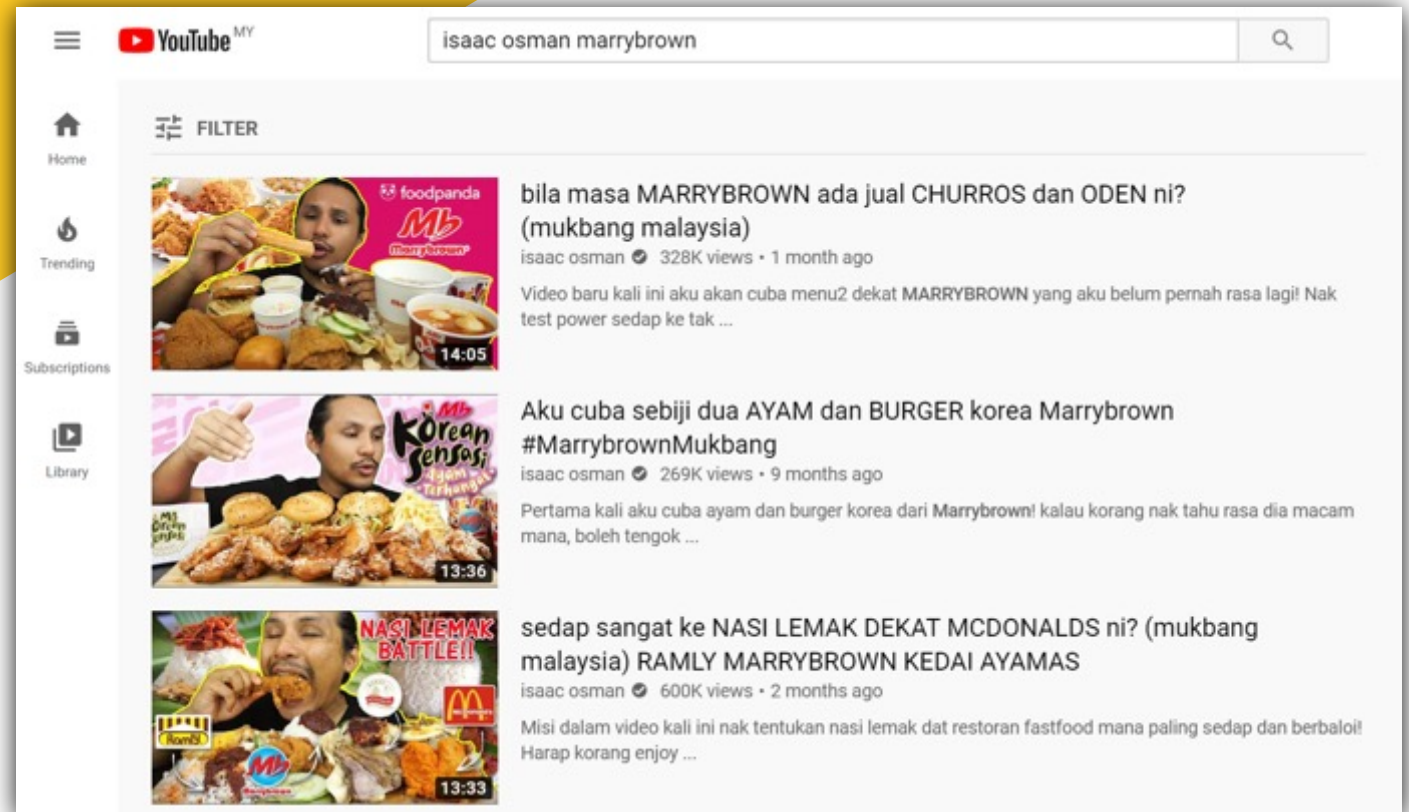


# PUBLIC RELATION

## TACTICAL PR: MARRYBROWN VS MCD? MB X MUKBANG

### INTERACTIONS . CONVERSATIONS . TRENDS

- Humanising brands and make it relatable to its audience.
- For example, interacting with competitors or the latest viral trend that is happening in Malaysia





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# **DIGITAL PROFILE**



# DIGITAL MARKETING





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# **PRODUCTION** **PROFILE**

# PRODUCT SHOOTING





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# ***EVENT PROFILE***

# PHYSICAL EVENTS

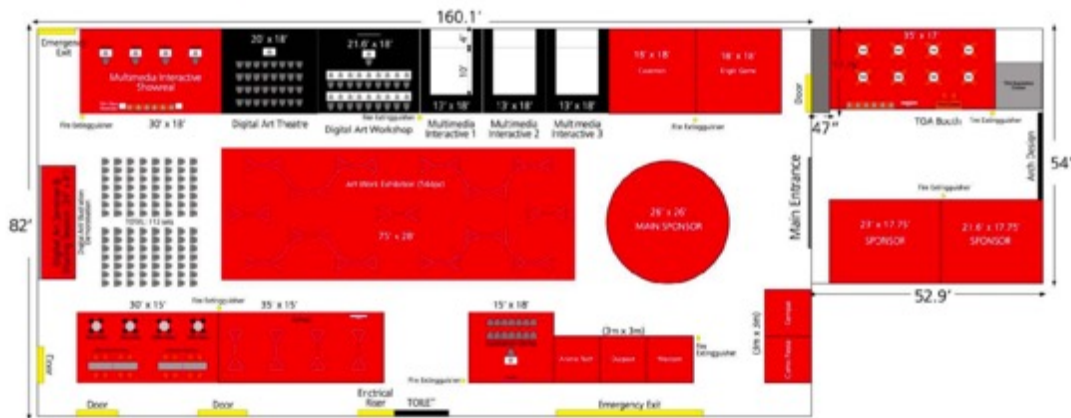


# VIRTUAL/HYBRID EVENTS



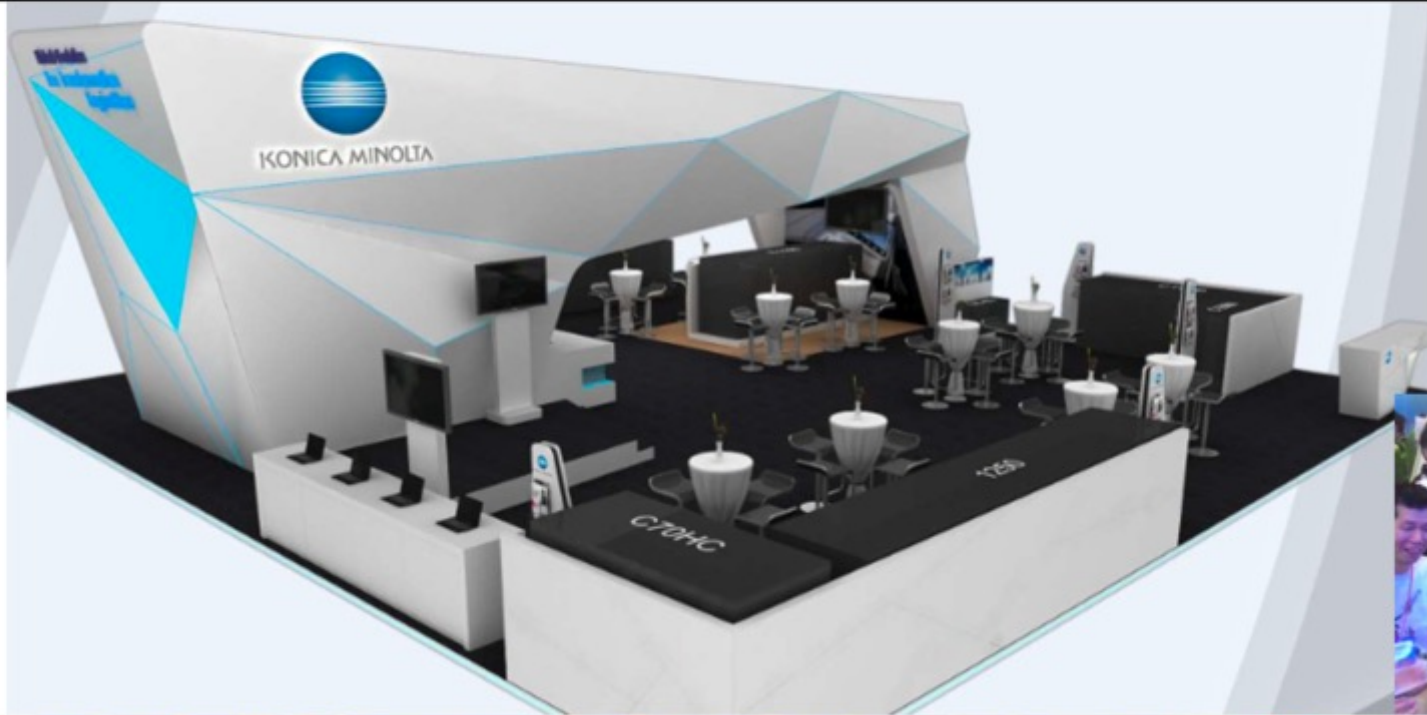


## INTERNATIONAL CG & DIGITAL ART Exhibition & Convention



TOTAL SQUARE FIT: 15984.8'



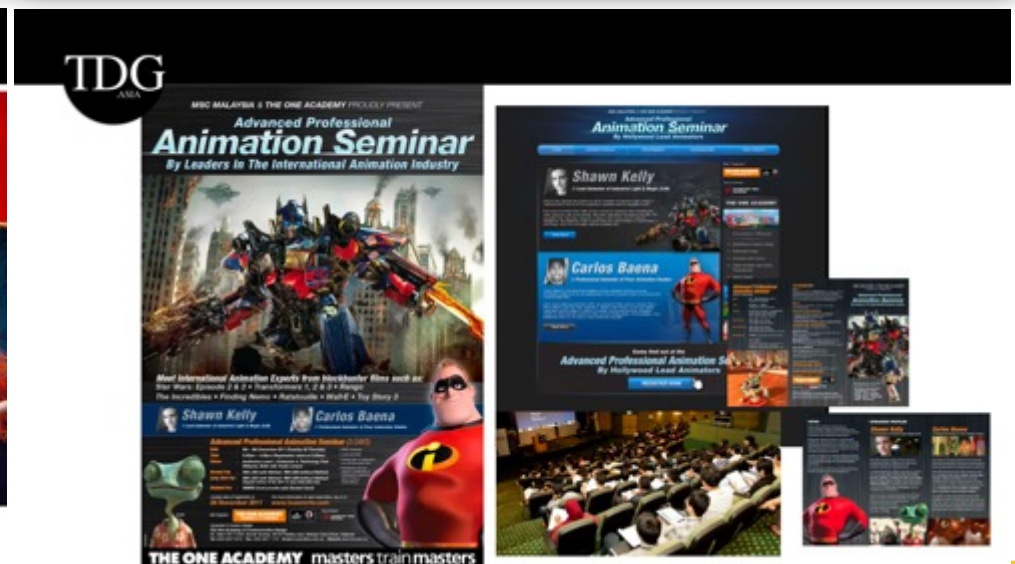




x'perience  
**PARIS FASHION**  
ESMOD KUALA LUMPUR  
THE ONE ACADEMY



# DISNEY COMPETITION



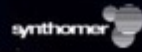


*Virtual Stage*

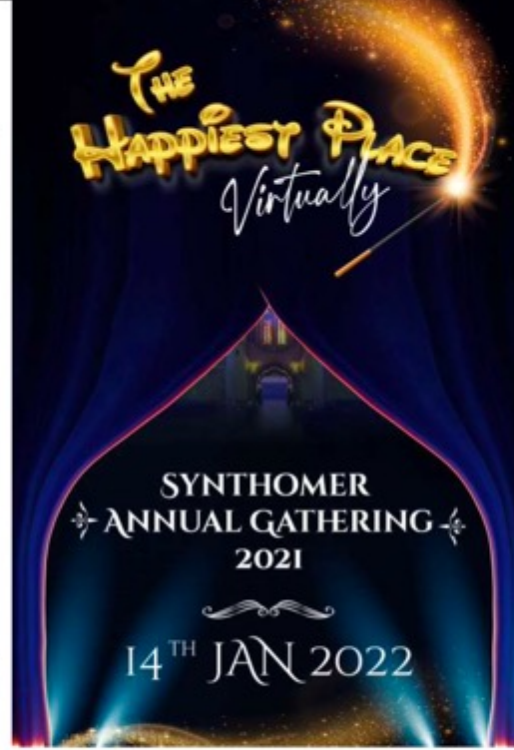


**TDG**  
ASIA

# VIRTUAL/HYBRID EVENTS



content development



Teaser



Web banner



## SYNTHOMER ANNUAL GATHERING 2021

### 14<sup>TH</sup> JAN 2022

**TDG**  
ASIA

# VIRTUAL/HYBRID EVENTS



content development

**BASF**  
We create chemistry

## VIRTUAL APPRECIATION EVENT 2021

Service Hub Kuala Lumpur

### ANCIENT DYNASTY

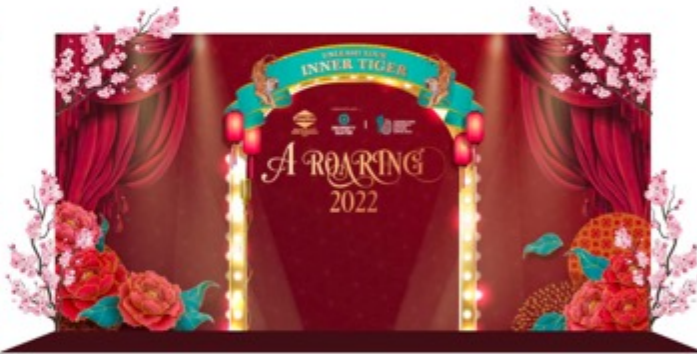
**10 DEC 2021**  
**4PM(FRI)**

SAVE YOUR DATE

#VAE2021

PropNex  
Service You Trust  
KOTA KINABALU  
Sabah

# A ROARING 2022



PropNex  
Service You Trust  
KOTA KINABALU  
Sabah

## UNLEASH YOUR INNER TIGER

DATE: 16.1.2022  
THEME: SHANGHAI  
VENUE : AEROPOD PODIUM  
LEVEL 3 .

collaboration with:  
**aeropod**  
by Sema

A large vertical poster for the 'A Roaring 2022' event. The background is a deep red with a subtle pattern. At the top, the PropNex logo is visible. The central focus is a woman in a black and gold tiger-print qipao, holding a vintage microphone. She is surrounded by large, vibrant pink and red orchids. Below her, a large tiger illustration is shown in a pouncing pose. The text 'UNLEASH YOUR INNER TIGER' is written in a bold, serif font. Below that, the event details are listed: 'DATE: 16.1.2022', 'THEME: SHANGHAI', and 'VENUE : AEROPOD PODIUM LEVEL 3 .'. At the bottom, it says 'collaboration with: aeropod by Sema'. The entire poster is framed by a decorative border with traditional Chinese motifs.

# 舞虎 Waihu 扬威



# TRUCK ROADSHOW





# OUTDOOR EVENTS



# ROADSHOW



# VR LAUNCHING





**tdgasia.co**<sup>TM</sup>

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## ***THANK YOU***

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