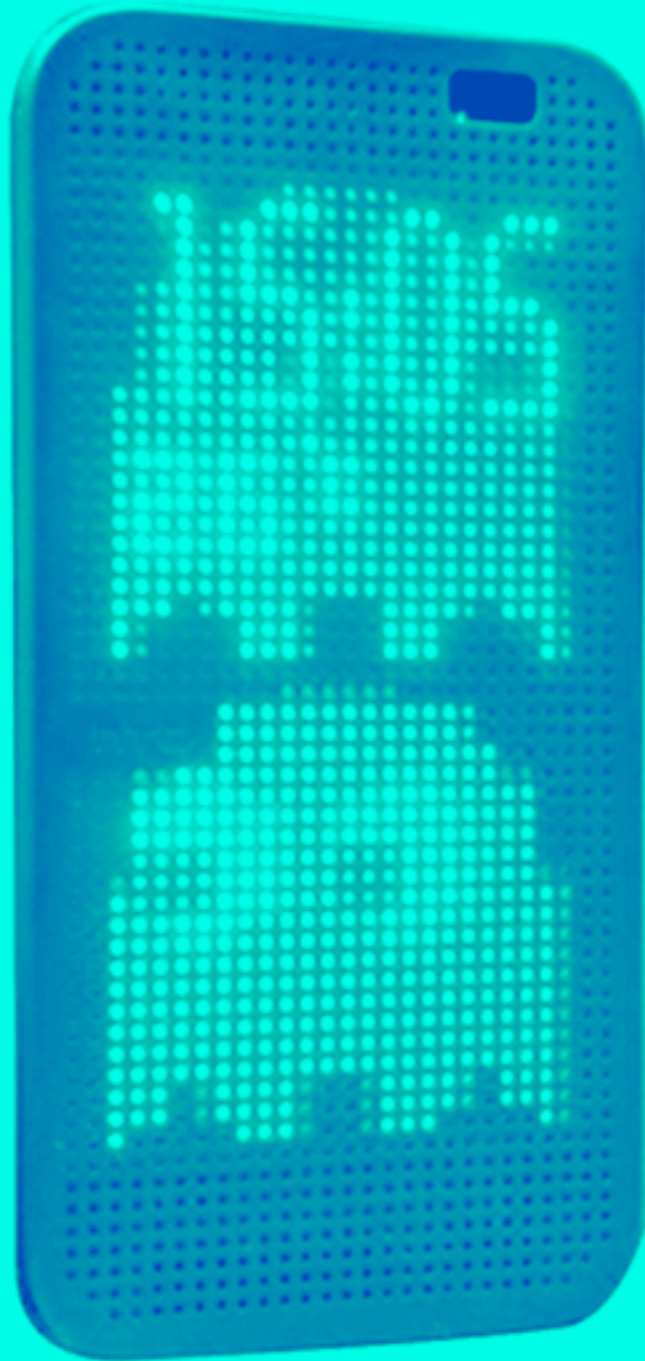




Only Conjuring Goodness

OCG is an integrated digital marketing agency with strong business understanding and localised market knowledge. Lead by the founders, the agency strive on nimble work flow and strong strategic alliances from all disciplines to create creative and unbiased marketing work since 2004



Association of
Accredited Advertising
Agents Singapore



MARKETING MAGAZINE'S
MARKETING
EXCELLENCE
AWARDS 2016



Key Team Leaders

The conjuring minds of strategy, design, devs and problem solvers

Only Conjuring Goodness

Offices

(Singapore)

12 New Industrial Road
Morningstar Centre #03-05
S(536202)

(Malaysia)

A1-3A-12, Level 3A, Block A, Arcoris
Business Suites, Arcoris Mont
Kiara, No.10, Jalan Kiara, 50480 KL

Creative Studio

33 Jalan Limau Kasturi S(468433)

Warehouse (Singapore)

7030 AMK Northstar S(569880)

**Sales | Strategy |
Speaker**

Business Development /
Strategy

Rachel Pang



**Dev | IT | Interactive
Installation**

Development Lead/
20 years of agency experience in digital
marketing

Alex Chong



Jason Low

**Creative | Strategy |
Implementation**

Creative / Project Lead / Gate Keeper
15 years of agency experience in digital
marketing

AGENCY KEY SERVICES

BRANDING | INTEGRATED CAMPAIGNS | SOCIAL | VIDEO |
SEARCH | EXPERIENCE | MOTION | WEBSITE | E-COMMERCE &
FULFILMENT | OUTREACH & PR

Since 2004



AGILE &
MULTI DISCIPLINED



EFFECTIVE
MARKETING



BRAND
SCRAPING



MARKETING MAGAZINE'S
MARKETING
EXCELLENCE
AWARDS 2016



Association of
Accredited Advertising
Agents Singapore

BRAND KEY PERFORMANCE ISSUES



Social lingo & new consumer funnel means brands have to take the leap of faith to venture into unconventional marketing techniques

Conversations with you are beyond just website nowadays. Be the brand that dares to stand out differently today.

DISTRIBUTION

A local strong network of key opinion leaders and media support to help amplify your tactical campaigns.



PROFESSIONAL TA & KOL

- Seeding to personal who are target for UGC posting & WOM
- Seeding to KOLs who can contribute content & opinion sharing
- Acquire interviews, reviews and contents for feature

DIGITAL ADVERTISING

- Search Engine Optimisation
- Search Engine Marketing/Re-targeting
- Social Media Advertising

PARTNERSHIP & SALES

- Corporate Office Activation
- Co-marketing joint partnership
- Presences in related workshop, activities and events

SOCIAL CONVERSATION & SALES

- Social listening
- Talking to prospects
- Online discussions

DIGITAL MEDIA & PUBLISHERS

- Local online media sites & content publishers for features
- Joint Collaboration/Contributors
- Radio Station Giveaways
- Press Release & Media Drops
- Introduction of Editors
- Creation of media angles, movements & events
- Interview opportunities

Shopping Media Platform



Mainstream Media PR



Social Media Cells



and many more

OCG Digital Works

**ALWAYS
A LITTLE
DIFFERENT**



OCG Digital Works

MARKETING CONSULTANCY

Singapore - A CDG approved project by SPRING SINGAPORE, we were involved from digital marketing strategy & consultancy, implementation, training and review. The brand has won many accolades, awards and positive reviews regionally.



MARKETING STRATEGY, IMPLEMENTATION & REVIEW

DIGITAL IMPLEMENTATION

MEDIA & PRESS RELEASES

DIGITAL ADVERTISING



Click for Case Study



OCG Digital Works

BRANDING CONSULTANCY

Cryoviva Singapore : The new kid on the block

The fourth cord blood bank to arrive in the Singapore market, Cryoviva was a new kid on the block in the local market.

We were charged with conceptualisation and development of all visuals that goes inline with brand guidelines.



ENHANCING BUSINESS PROCESSES FOR PRODUCTIVITY

Global Market - Bata Heritage is a subsidiary of BATA which sells high-end collectable sneakers to international market. New seasonal collection are featured to their customers (traders, buyers and retailers) around the world through fashion and trade shows. Current business setup uses Excel to manage their inventory, sales records and orders creates human err.

These errors cost them hundred of thousands per year. Their objective is to create a digital platform that could assist their customers to order online and processed to warehouse automatically. Essentially B2B, they would also, like to reach out to end consumers as well. We were engaged to help provide marketing and technical expertise for setting up their online sales channel, as well as digitalise and automate their current wholesale process.



E-COMMERCE CONSULTANCY

PRESTA & API INTEGRATION

PRODUCT SHOOT

WAREHOUSING

CUSTOMER SERVICE

Global Wholesale Portal

Clients' Objective

Create a B2B Channel for Bata Heritage

Generate Sales via this channel

Build Customer Acquisition

Scope of Work

Analysis

- Understanding and analysing brand's current B2B model
- Key Stakeholders (Marketing, Production, Sales) Interview

Recommendation

- Brand Framing & Positioning
- CRM Flow & Process Definition
- UI/UX Recommendation

Project Management

Review

- Project Completion Review
- Project Enhancement

Key Finding

- Heavy dependence on external resources such as trade show partners & agents
- Non hygiene in data management
- Data are not used for re-marketing nor for analytical
- Mis-alignment in information provided to customers across departments (i.e. currency, size etc)
- Leakage of price sensitivity to different level
- Bad visual representation of their new season due to restriction in excel.

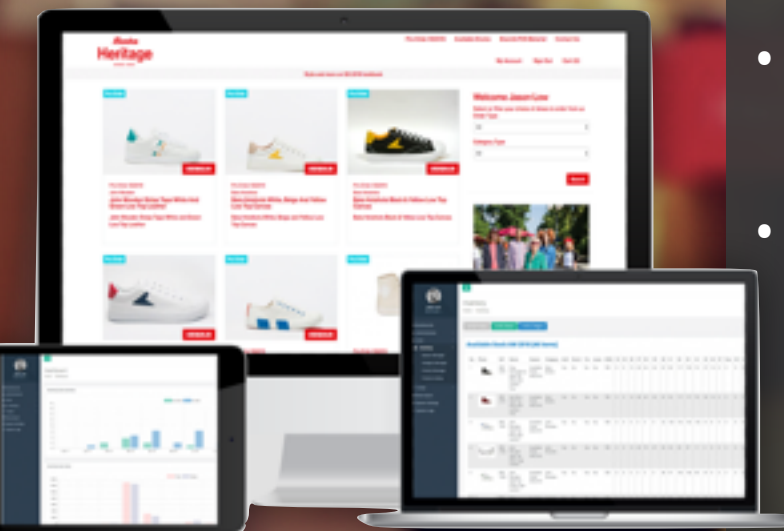
Consultant Recommendation

Process

- Define price structure & level of customers
- Automation of notification
- Ordering Process
- Purchase Order Process
- Warehouse Management

End Product

- Customer Relationship Module
- Wholesale Portal
- Responsive UI/UX
- Feedback System



OCG Digital Works

DESIGN

Changi Airport Terminal 4 KIOSK

We collaborated with French Interactive Kiosk development agency, Ad Active and Wincor to develop the interactive kiosk system in Terminal 4 between 2016-2017.

Terminal 4 is one of the only airport in the world to boast of a fully automated system from check in to transit.

DESIGN & PROOF OF CONCEPT

UI & UX



OCG Digital Works

DESIGN

BATA HERITAGE SEASON LAUNCH & DIGITAL WORKS

Bata Heritage was launched in 2014 to feature global collaboration between Bata & Brands. It is a great experience working with like-minded marketers who had strong understanding of their brand and marketing positioning. Our works in design and implementation span from Singapore, Malaysia and Europe market.

In 2017, we helped them launched their e-commerce platform and their wholesale portal to cater for their global customers.

SOCIAL MEDIA STRATEGY

VIDEOGRAPHY

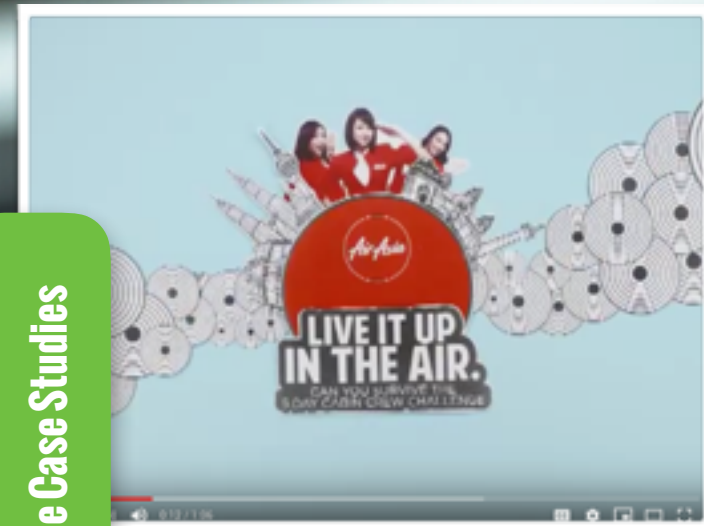
PHOTOGRAPHY

E-COMMERCE

CATALOGUES

DIGITAL INSTALLATION





OCG Digital Works

Motion Info Graphics

Motion Info speaks a thousand words

Over the years, Motion Info Graphics video has become part of our capabilities simply because your brands' thought process can be visually represented in 3 minutes.



See Video

OCG Digital Works

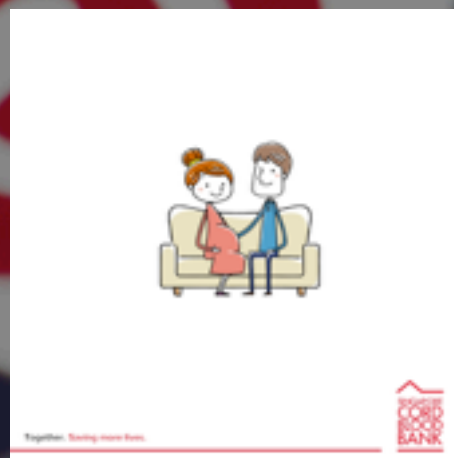
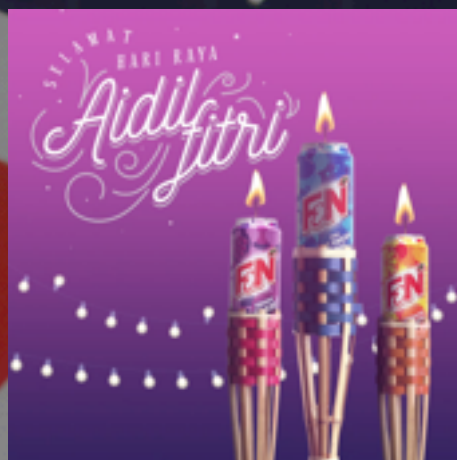
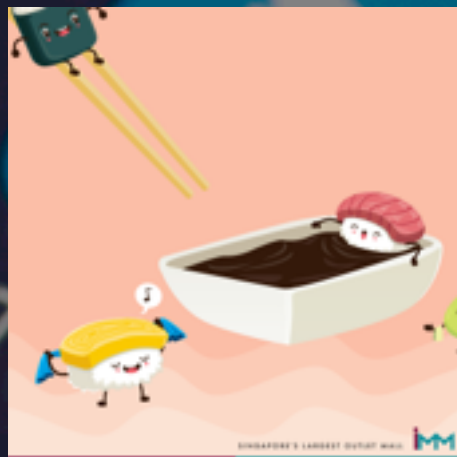
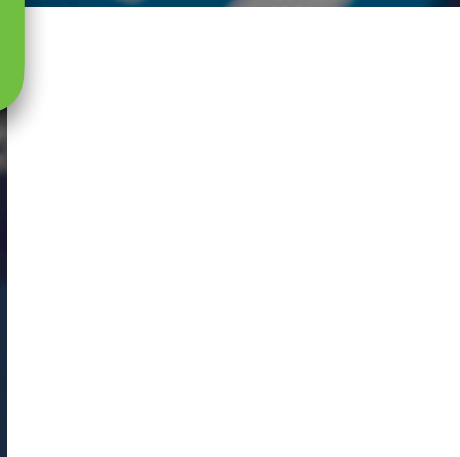
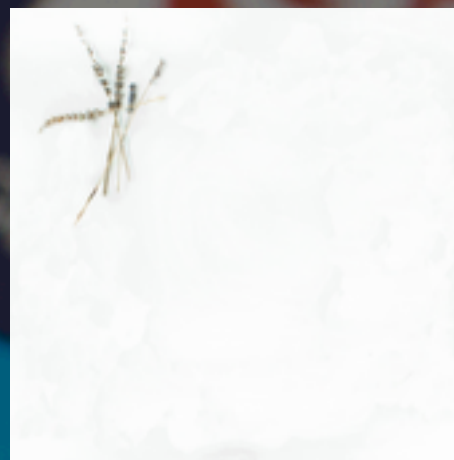
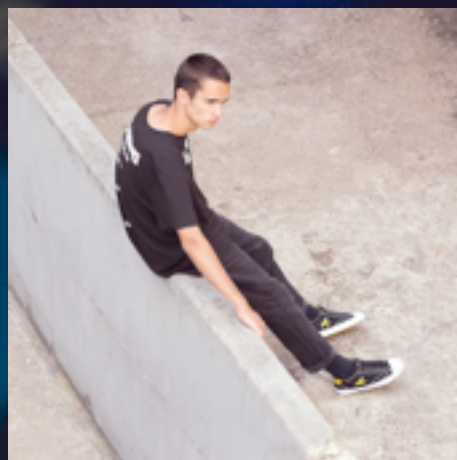
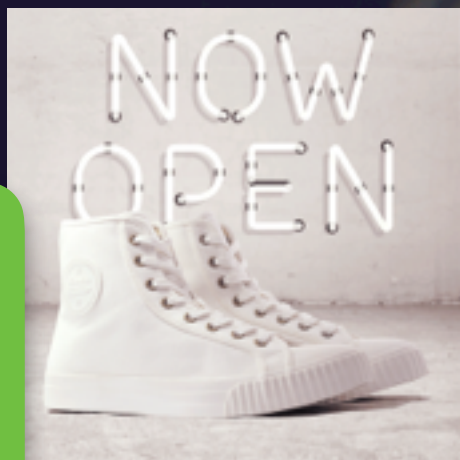
Rich Media Production

Digital marketing + Art Direction

Brand story telling in the digital sphere has become our obsession many years ago. We constantly work with creative directors to explore different emotive, techniques and forms to relate visuals to brand's personification.

Bata





OCG Digital Works

Social Media Production

Content Marketing +
Creative Development

We worked with many top brands in the region to create impactful social media content on their platforms, constantly engaging consumers with interesting and unique creatives to better relate their products and services.



OCG Digital Works

Below the Line

Campaign & Production

Branding + Product Development

Birth from advertising background,
our team are constantly defining
best practices for consistency in
brand application across media and
platforms. This comes 2nd nature to
our team.



CLIENT SERVING

