



tdgasia.co™
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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

"TDG Asia'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。"



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。

TDG Asia Your Green Event Partner



TDG ASIA

Welcome to TDG ASIA, your premier green partner in event excellence. As a dynamic Event Agency, we transcend conventional boundaries, placing sustainability at the forefront of every occasion. Committed to driving positive change, our mission revolves around seamlessly blending events with Environmental, Social, and Governance (ESG) goals, in alignment with the global Sustainable Development Goals (SDGs).

At TDG ASIA, we don't just plan events; we curate experiences that leave a lasting impact. By harnessing our expertise, we empower clients to seamlessly organize events that not only captivate but also contribute to a better world. With an unwavering dedication to ESG principles, we invite you to join us in crafting events that not only inspire but also champion a more sustainable and socially responsible future.

Welcome to a new era of events with purpose

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

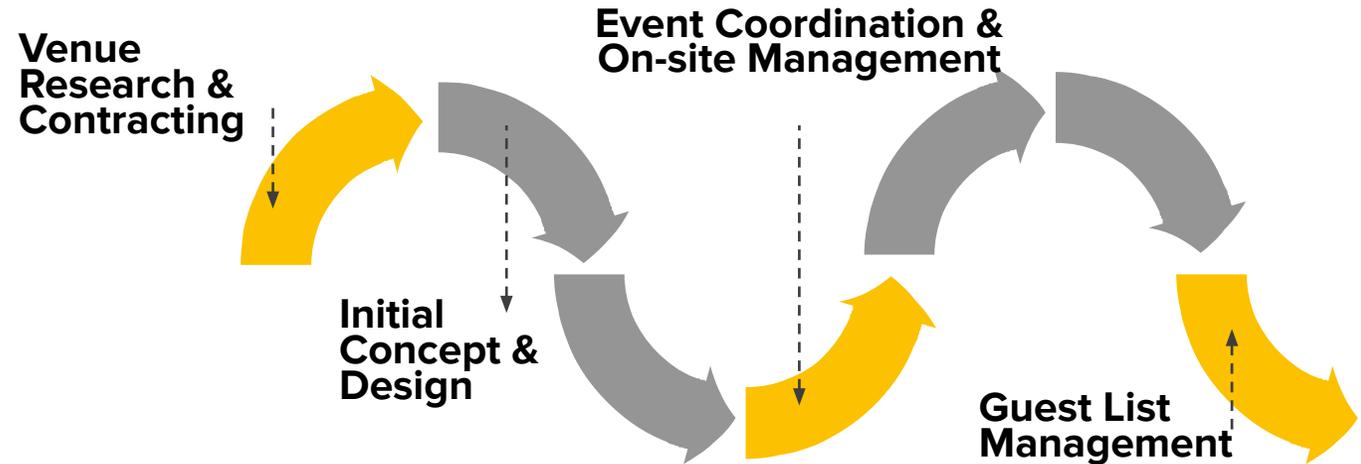


- 4 Scan your Check-in receipt



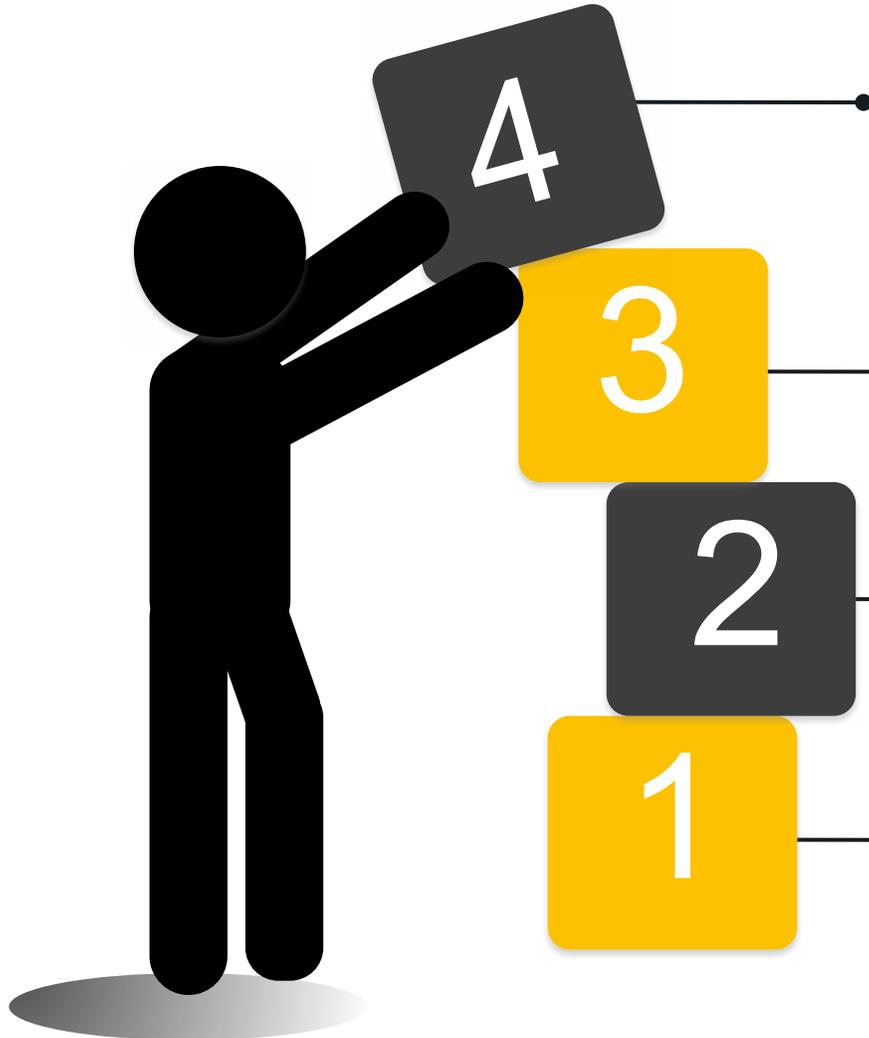
EVENT SPECTRUM

- 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

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.

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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EVENT PROFILE

MEETING & CONFERENCE



LAUNCH EVENT

De Lettuce Bear Launch



AWARD SHOWS



Sports Events

IHH My Sports Carnival 2023

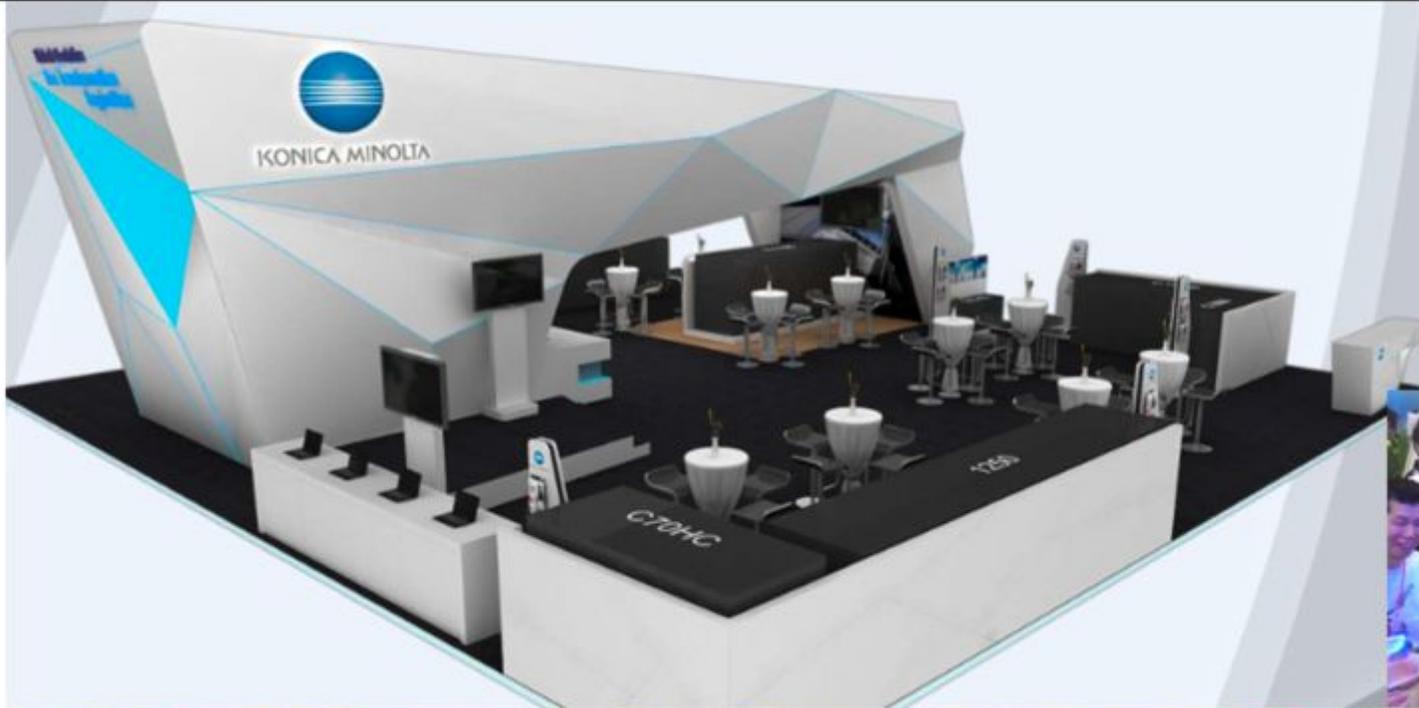


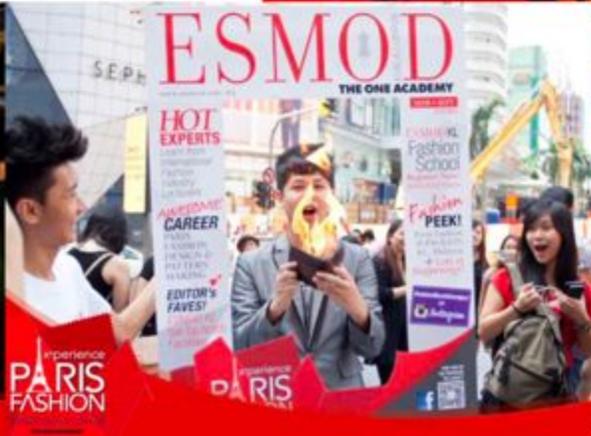
PHYSICAL EVENTS



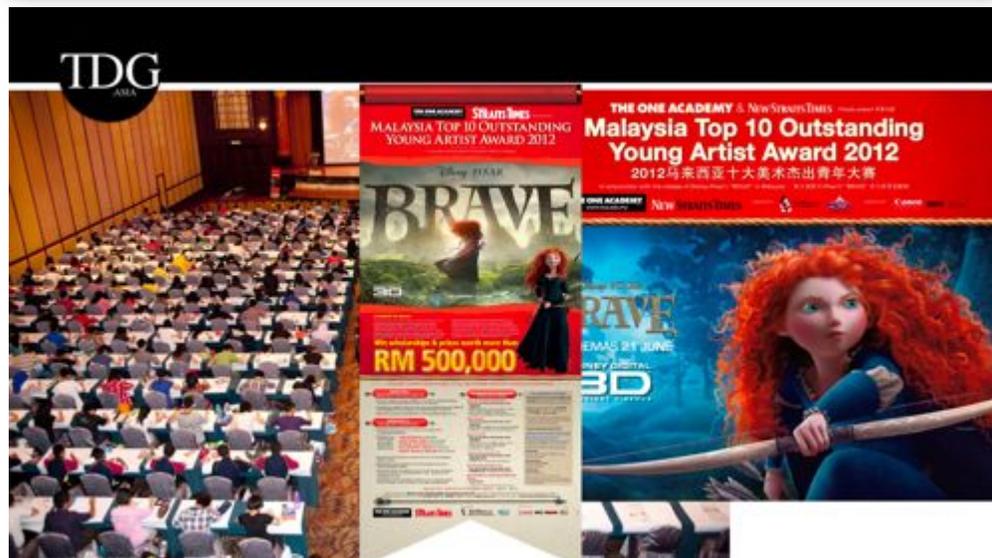
VIRTUAL/HYBRID EVENTS







DISNEY COMPETITION





Virtual Stage

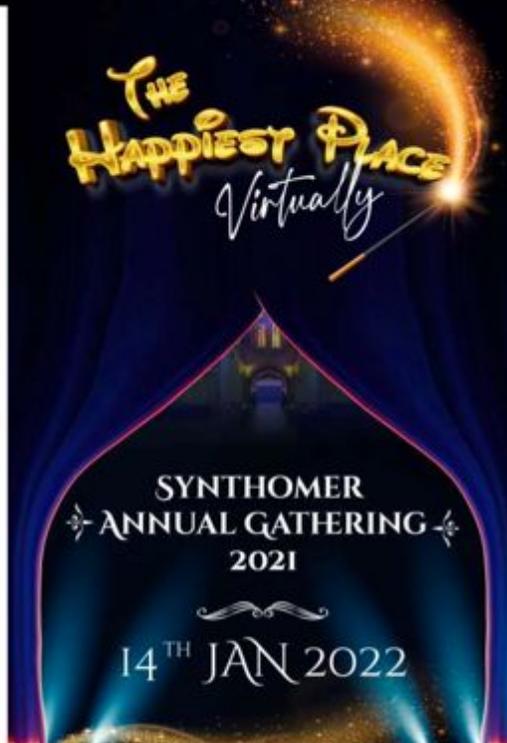


TDG
ASIA

VIRTUAL/HYBRID EVENTS

synthomer

content development



Teaser



Web banner

synthomer



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

A ROARING

2022



PropNex
Service You Trust
KOTA KINABALU

UNLEASH YOUR INNER TIGER

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

collaboration with:
aeropod
by Sema

The main event poster features a woman in a black and gold tiger-print qipao, holding a vintage microphone. She is surrounded by large pink and red orchids. Below her, a tiger is depicted in a dynamic, leaping pose. The background is a deep red with a subtle pattern of Chinese lanterns. The PropNex logo is in the top left, and the Aeropod logo is in the bottom right.



TRUCK ROADSHOW



OUTDOOR EVENTS



FOOD FEST EVENT

SINGHA FEST 2023



ROADSHOW



TOWNHALL & EXHIBITION (HYBRID)



EMBASSY EVENTS



THEME EVENTS



BUSINESS LAUNCH EVENTS



PRIVATE TALK SHOW



VR LAUNCHING





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BRANDING PROFILE

CORPORATE BRANDING



CORPORATE BRANDING



MONARCH AESTHETIC



Corporate Profile

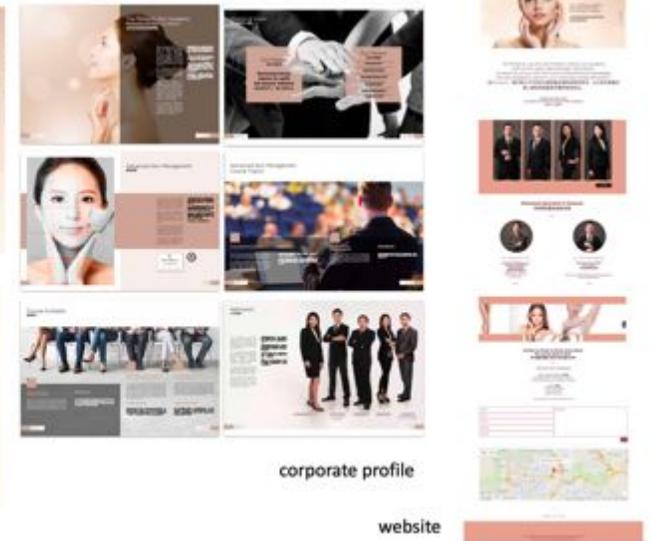


FRONT



Corporate Profile

CORPORATE BRANDING

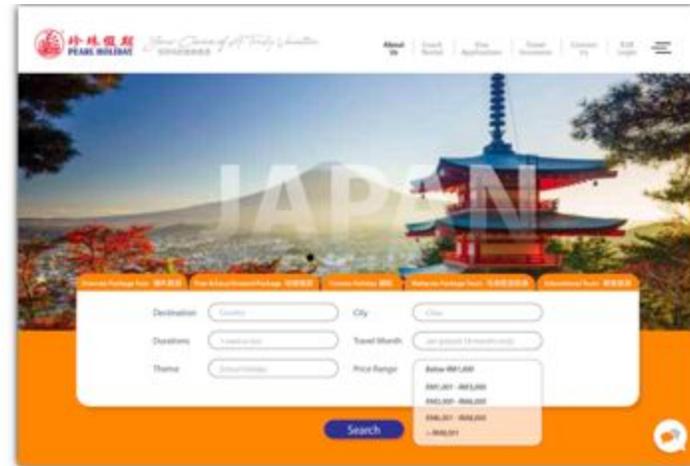


CORPORATE BRANDING



corporate identity, uniform, hotel materials, marketing materials, website, corporate profile

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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Total coverage garnered: **340** news coverage from print and online with a total PR value of **RM 3,525,297.**

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



advertising +marketing

NEWS AGENCIES OPINIONS ANALYSIS MEDIA TIME 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

- MDCG investigates dating site Superbook for alleged marketing gimmick
- The Children Debate has expanded to Hong Kong
- Frankie's Hong Kong grandparent opens 10th location
- Italian appliance firm De'Longhi drops public branding and set partner for US and UK
- Facebook launches CNY stickers, avatars and AR filters
- Manulife UK launches MOVE for COVID challenge to support people in need
- Stamming parents founded the Star 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 TIME IN BRAND HIGHLIGHTS PARTNER INSIGHTS CONTENT HUB

Analysis: PR professionals label former Miss Universe Malaysia apologies insincere

JANICE TAN | 14 JUNE 2020

MOST RECENT

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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 sensitive



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

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

JANICE TAN | 12 NOVEMBER 2020

MOST RECENT

- MDCG investigates dating site Superbook for alleged marketing gimmick
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- Frankie's Hong Kong grandparent opens 10th location
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- Facebook launches CNY stickers, avatars and AR filters
- Manulife UK launches MOVE for COVID challenge to support people in need
- Stamming parents founded the Star in Singapore

RE RE

ANY SPICY CHICKEN LOVERS HERE?




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NEWS AGENCIES OPINIONS ANALYSIS MEDIA TIME 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

Fortune Burger

新春福運 福氣吉祥



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

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

JANICE TAN | 12 FEBRUARY 2021

Pizza Heart



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

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

JANICE TAN | 8 MARCH 2021

Wb Women Boleh

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)

DISAHKAN HALAL

www.marrybrown.com

Mb Marrybrown

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

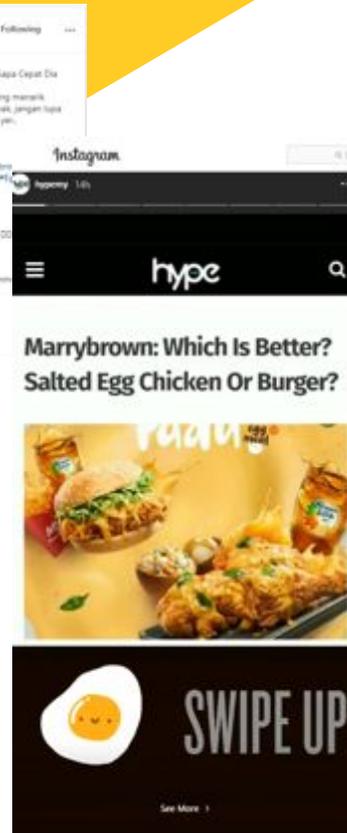


https://www.youtube.com/watch?v=aBQOn9U_HKM&t=5s

Views: 29k

PUBLIC RELATION

TACTICAL PR: SALTED EGG MEALS LAUNCH



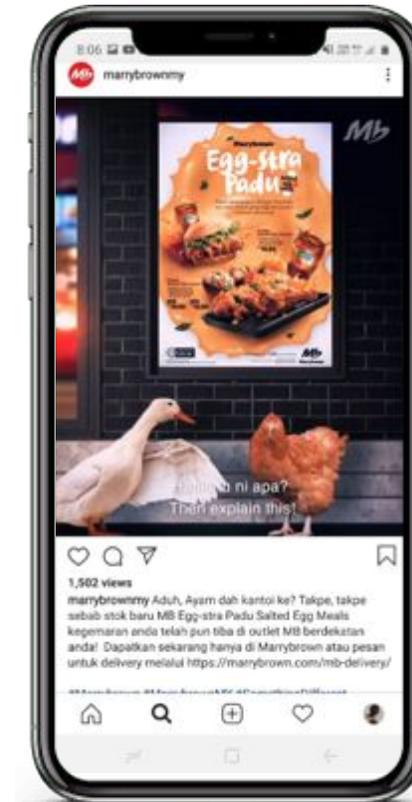
PUBLIC RELATION

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

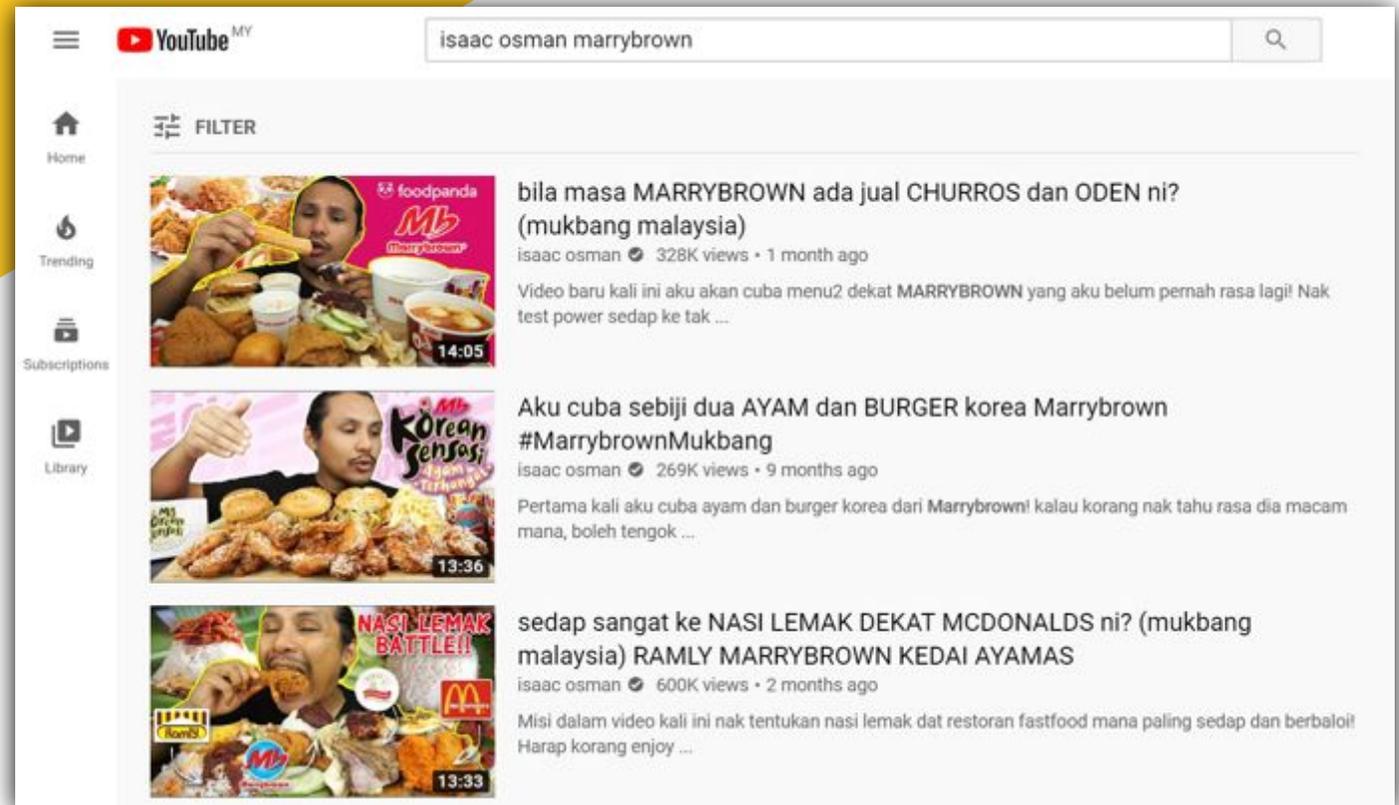


PUBLIC RELATION

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



The screenshot shows a YouTube search results page for the query 'isaac osman marrybrown'. The page displays three video results:

- Video 1:** "bila masa MARRYBROWN ada jual CHURROS dan ODEN ni? (mukbang malaysia)" by isaac osman. 328K views, 1 month ago. Description: "Video baru kali ini aku akan cuba menu2 dekat MARRYBROWN yang aku belum pernah rasa lagi! Nak test power sedap ke tak ..."
- Video 2:** "Aku cuba sebiji dua AYAM dan BURGER korea Marrybrown #MarrybrownMukbang" by isaac osman. 269K views, 9 months ago. Description: "Pertama kali aku cuba ayam dan burger korea dari Marrybrown! kalau korang nak tahu rasa dia macam mana, boleh tengok ..."
- Video 3:** "sedap sangat ke NASI LEMAK DEKAT MCDONALDS ni? (mukbang malaysia) RAMLY MARRYBROWN KEDAI AYAMAS" by isaac osman. 600K views, 2 months ago. Description: "Misi dalam video kali ini nak tentukan nasi lemak dat restoran fastfood mana paling sedap dan berbaloi! Harap korang enjoy ..."



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DIGITAL PROFILE

DIGITAL MARKETING





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PRODUCTION PROFILE

PRODUCT SHOOTING



Strengthening bonding through partnerships

Generating profit and brand awareness....

OUR TRUSTED CLIENTE





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THANK YOU

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