



www.brandtailor.asia

THE BRAND TAILOR

FINEST ALTERATIONIST FOR BRANDS

by **TBT Creative Agency**

Co. Reg. No. SA0558148-W

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THE
BRAND
TAILOR



& CO

WHAT WE NEED YOU TO KNOW

Building a brand requires sheer discipline. Building a strong brand requires resilience, creativity, courage, foolhardiness, staying power, conviction, and the ability to have a vision for the future. None of these traits have the word "short" anywhere in their descriptions.



RESEARCH

The development of your brand is seriously the most exciting phase. Many businesses take the shortcut to avoid invest more times and money to build a strong base for their brand.



DIRECTION

Now is the time to figure out the core of your brand-your brand foundation. This entails getting clarity on your brand values and what the brand stand for, as well as researching the market position.



DEVELOPMENT

It's time to do your brand design, building a voice and brand strategy planning. These are the elements of your brand people will recognize you by. There are no shortcuts in branding.

THE JOURNEY BRANDING

Building long lasting relationships with your audience and gaining their trust is tough. It's important to stay relevant yet rejuvenate as always.

Your brand needs to evolve and to adapt to changes in your niche.

Be innovative and regularly come up with new things to keep your audience interested.

To end with the words of the imitable Philip Kotler: "Don't buy market share. Figure out how to earn it."

THE JOURNEY OF BRANDING

Here's why building a strong brand is a journey, not a destination

There is an aspect of brand building that makes it simple but equally complex: knowing that it is a journey and not a destination. Brand building is a journey. There are no doubts about it. If you believe you have reached your destination, your brand stagnates or starts becoming irrelevant.

BRANDING DEVELOPMENT



CREATIVE DESIGN



BRAND PROPOSITION



MARKET PLACEMENT
RESEARCH & DEFINITION



BRAND MARKETING

PRODUCT MARKETING



BRAND BOOK &
PRODUCT MARKETPLACE



BRAND ADVERTISING

PRODUCT ADVERTISING

**"Your brand needs to evolve
and to adapt to changes in
your niche. Be innovative and
regularly come up with new
things to keep your audience
interested."**



THE BRAND TAILOR *by TBT Creative Agency*

*We Take Your Ideas A Step Further.
We Craft Stories That Speak Volumes About Your Brand.
We Integrate Interactivity and Communications.
We Use The Latest Technologies to Increase Engagement with Your Audiences.
We Take Fun To The Next Level During Your Events.*

BRANDING

We Take Your Brand Seriously

We believe the right branding strategy makes a huge difference to a brand's success or failure. There's many branding outfits in the market, but the difference is whether the companies are just purely out to perform a service and whether they are passionate about making your brand succeed.

Over here at The Brand Tailor, we care for our brands and we'll walk with you every step of the branding journey to make sure that you're getting the advice you'll need, and all the tools and ammunition to make your foray out into the great wide world of consumers and business dealings.

CREATIVES

Content Is The Voices

Brand communications is best done through a series of creative visuals and content like videos which help provoke emotion, tell meaningful stories and engage audiences.

Visual content especially video is getting more crucial in helping brands to send the right messages to consumers about their brand experience, their products or their services. Just one minute of video alone is equivalent to 1.8 million words and a simple sharing of a visual image is worth a thousand words.





THE
BRAND
TAILOR



MARKETING OUTREACH

Targeted Audience & Market

Any form of product or service has its own target audiences, and it is important to understand both the psyche and the motivations of your target audiences when crafting a marketing campaign.

At The Brand Tailor, we take special care in ensuring our campaigns help showcase the value of your products and services to their target audiences. A step at a time, we build up audience engagement, interest as well as goodwill so potential customers and customers alike continue to share their love for the brand and their products and services.

EVENTS

Direct Exposures & Corporate Impression

Events are the best place to get to know people's thoughts, feelings and also to engage them in constructive communication. TBT Creative Agency utilized each event carefully to maximise your brand's exposure, create the right brand communications and most importantly engage your audiences with the right activities as well as leave them with memorable experiences.

Holding an event allows companies to be able to network with the right mix of people, get consumer or partner insights and also build important relationships with their key stakeholders. The Brand Tailor done events with promising publicity for the brand, promotes positive word-of-mouth sharing and also helps promote good brand presence and brand recall.

MARKETING & RESEARCH

The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face.

CONSUMER INSIGHTS turn consumers into customers	MARKET INSIGHTS be one stop ahead of the curve	PRODUCT INSIGHTS build products that people want
ADVERTISEMENT INSIGHTS create ads that go viral	BRAND INSIGHTS grow consumer love for your brand	CUSTOM talk to our experts to get started



ADVERTISING & PROMOTION

Here's why building a strong brand is a journey, not a destination

WHAT WE CAN DO FOR YOUR ADVERTISEMENT

ADVERTISING TRADITIONAL & DIGITAL	PUBLIC RELATIONS	DIRECT MARKETING TRADITIONAL & DIGITAL	SALES & PROMOTIONS IN STORE & ONLINE
PRINT MEDIA DIGITAL RADIO TV OUTDOOR (EVENTS)	LOCAL MEDIA COMMUNITY PUBLICATIONS SOFT LAUNCHES ONLINE LAUNCHES	FLYER DISTRIBUTION ONLINE E BANNER SOCIAL MEDIA BOOSTING EMAIL BLAST	DIGITAL CAMPAIGN BRANDS CROSSOVER ONLINE CONTEST ON GROUND ACTIVATION

WHAT TO EXPECT?

ADVERTISING TRADITIONAL & DIGITAL	PUBLIC RELATIONS	DIRECT MARKETING TRADITIONAL & DIGITAL	SALES & PROMOTIONS IN STORE & ONLINE
GREAT FOR BRAND BUILDING LARGE REACH TARGETING LIMITED	HELPS BRAND AWARENESS, CREDIBILITY LARGE REACH TARGETING LIMITED	BRANDING, AWARENESS, IMMEDIATE PURCHASE REACH LIMITED CUSTOMER LEVEL PERSONALIZATION	ENCOURAGES IMMEDIATE ACTION SHORT TERM TACTIC, UNST- STAINABLE LONG TERM RESULTS EASILY MEASURABLE

MEGA SALE

GREAT DEALS

NEW ARRIVALS

EVENTS

Every event is an opportunity to make an impression.

Events are the best place to get to know people's thoughts, feelings and also to engage them in constructive communication. Using each event carefully to maximise your brand's exposure, create the right brand communications and most importantly engage your audiences with the right activities as well as leave them with memorable experiences.

Holding an event allows companies to be able to network with the right mix of people, get consumer or partner insights and also build important relationships with their key stakeholders. When done right, events provide good publicity for the brand, promotes positive word-of-mouth sharing and also helps promote good brand presence and brand recall.

OPENING/ LAUNCHING

No matter is Opening Ceremony or Product Launching. We are excited to partner with your organization and bring energy and enthusiasm to your event. TBT Creative Agency are ready to curate a brand experience that speaks to and engages your audience. Allow us the opportunity to plan an innovative event that leaves

FESTIVAL CELEBRATIONS

(Parents day, CNY celebrates, Raya, Christmas, Mid Autumn)
Whether you are celebrating Christmas, mid-autumn or etc our team will help you celebrate life's incredible occasions with beautiful Designer Invitations, gift ideas, theme parties and chocolate arrangements.

ANNUAL DINNER

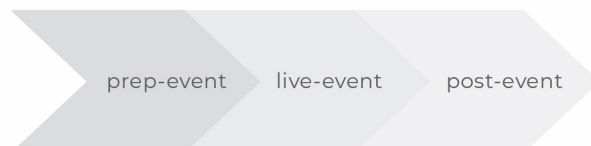
Remind your employees how valued they are. We offer you a list of full-services to choose from for all aspects of your corporate party: amazing ideas for decor, entertainment, and other creative elements to make your annual dinner event truly unique.

CORPORATE COMPANY EMPLOYEE TRAINING

Employee training is a process focused on communicating with and teaching an employee information and/or instructions. The purpose of employee training is to improve the employee's performance or to help the employee gain a necessary level of knowledge and skill to productively, effectively, and profitably perform his or her job. Our qualified HRDF trainers will make sure we bring your staff to another level after this training.

ROADSHOW PROMOTION

Mobile and promotional tours are a form of experiential marketing that can allow large brands to build much closer ties with their consumer than can be forged with traditional TV commercials or print advertising. People are more likely to buy your product if they can touch it or try it out. So how do you get more people to try out your brand or product? Mobile tours & Roadshows are a valuable marketing tool allowing brands to lay the groundwork to establish a positive reputation with their potential consumer base. We come up with and execute customized mobile marketing programs that take products off the retail shelf and into the consumer's hands.



Prep & Promotion → Event Execution → Event Follow Up



OUR MEDIA PARTNERS

We do believe in partnership as high volume means greater reliance can be placed on the movement in price. So we can always provide better price range for our clientele.

PRINT MEDIA & ONLINE ADVERTORIAL

malaysiakini
news and views that matter

MYTV
broadcasting

 **YouTube**

media prima

PI
PropertyInsight
For knowledge in Property Investing

BFM 89.9
The Business Station

THE Sun

Star
The people's paper

NEW STRAITS TIMES

明報

ONLINE MEDIA

ROJAK
呖拉!

VIRAL CHAM!

OH MY MEDIA

KL
KL NOW

VS MEDIA

Sb

Media

好吃好玩

吃喝玩乐
我最大

THE OH! MEDIA
MADE IN MALAYSIA BY MALAYSIAN

OUR CLIENTELES

Our clientele includes SMEs, international companies, public-listed companies and multi-national companies. We focus on growing businesses. Our involvement is one of working with them to promote the growth of their businesses.



& many more ...

SERVICES

A full-service advertising agency can handle all the marketing and advertising aspects of a business. This usually includes strategic planning, production, creativity, and innovations, as well as interactive marketing services via the internet.

BRANDING

CORPORATE IDENTITY DESIGN

- BRAND LOGO
- BRAND BOOK
- PRODUCTS DESIGN & RESEARCH
- CORPORATE COLLATERAL

CREATIVE DEVELOPMENT ON ART MATERIALS

- POINT OF SALE MATERIALS
- MERCHANDISING DESIGN
- PACKAGING & WRITES UP

COMPANY/ PRODUCTS WEBSITE

- COPYWRITING
- LAYOUT DESIGN
- PHOTO/ VIDEO SHOOTING
- CMS SYSTEM

MARKETING & PROPOSAL

ANNUAL MARKETING PROPOSAL

- 4 QUATER DIGITAL CAMPAIGNS
- BRAND ACTIVATION DIRECTION & PROPOSAL

DIGITAL MARKETING

- COMPANY/ PRODUCTS PAGE SETUP
- COMPANY/ PRODUCTS PAGE MAINTENANCE
- POST BOOSTING & ENGAGEMENT

ADVERTISING & PROPOSAL

- BUDGET PROJECTION WITH KPI
- MEDIA BUY ARRANGEMENT (ONLINE/ OFFLINE)
- SPONSORSHIP & PARTNERSHIP HANDLING
- MICE EVENTS CROSSOVER
- COMMERCIAL OR PROMOTIONAL VIDEO SHOOTING





EVENTS

PROPOSAL

- CONCEPTUAL EVENT WITH BIG IDEAS
- RETURN OF INVESTMENT PROJECTION
- ADD IN VALUE ON BRANDS & PRODUCTS
- CREATIVE ACTIVATION & ACTIVITIES

PLANNING & EXECUTION

- EVENT DIRECTION HANDLER
- TIMELINE CATCHER
- RELIABLE & COST EFFECTIVE SUPPLIERS
- EVENT LICENSING SOLUTION

MANAGEMENT

- SETUP & EVENT MANAGEMENT
- EVENT CREW SUPPLY
- EVENT FLOW HANDLER
- EVENT SAFETY PROTOCOLS

A QUICK NOTE

Ideas & services are not FREE, but they should not be expensive, we understand the value of cost saving and time effective are the core needs of our client. With us, we make sure your production & relevant execution are smooth sailing with no hiccup. Do trust our expertise; a little token will remove all your hassle & many unnecessary problems along of your branding journey.

PRODUCTION

PRINTING (OFFSET & DIGITAL)

- NORMAL & CUSTOMIZED PRINTS
- SALES OF SALE MATERIALS PRINTS

EVENT SETUP

- FOOD CATERING & BASIC SETUP
- EVENT DECORATION & FABRICATION
- SOUND SYSTEM WITH MACCP & PPM LICENSES
- LIGHTING SETUP WITH DESIGNS

MERCHANDISING

- CUSTOMIZED DESIGN
- IMPORTED PRODUCTION
- LOCAL PRODUCTION
- WITH RFID OR TAG CHIPS PRODUCTION



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