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# Developing Your **Brand Awareness** In Southeast Asia

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# ence

MARKETING GROUP

*Experiencing New Customer Engagements*

[www.encemarketing.com](http://www.encemarketing.com)



## Intelligence (About ENCE)

ENCE Marketing Group works intelligently to deliver. When you work with ENCE, you are assured of a committed, efficacious and efficient strategy and implementation.

ENCE Marketing Group Pte Ltd was established in 2007 and is involved in a range of branding and marketing initiatives for our clients, in these areas:

- Branding
- Market Positioning
- Target Market Definition
- Marketing Budgeting
- Public Relations
- Digital/Social Media Campaign Management
- Marketing Research
- Marketing Copywriting

ENCE is a KPI-driven marketing agency group that puts our assurance on every marketing dollar you spend. Using Measurable Marketing Matrices (M3)<sup>™</sup> and our Marketing for Return<sup>™</sup> framework, get results or your money back, guaranteed.

*ENCE is a KPI-driven marketing agency group.*



# What ENCE stands for?

## ▀ VISION

To be the integrated marketing agency of choice for clients in the industries we serve.

## ▀ MISSION

To consistently garner the best possible public awareness for our clients by being the foremost marketing experts in the industry in each country we operate in.

## ▀ CORE VALUES

### **Excellence**

– We uphold the spirit of excellence in every aspect of our work and communications.

### **Nurturance**

– We nurture clients, colleagues and co-working partners; through understanding and respect of each other and each other's work.

### **Confidence**

– We have great confidence in our expertise and abilities to help companies market better.

### **Experience**

– We learn from and share our experience in order to do better; we create personal experiences with every person we meet.

Influence,  
not acceptance.  
Change  
perceptions,  
change  
your business

# ENCE Service Channels

## 1 EFFECTIVE EMAIL MARKETING

ENCE helps businesses generate solid leads through email marketing through our own database of more than 200,000 business professionals.



## 2 PERCEPTIVE PUBLIC RELATIONS/INVESTOR RELATIONS

ENCE helps businesses get recognition in all forms of mainstream media to influence the way the public perceives them.



## 3 SUCCESSFUL SOCIAL MEDIA MARKETING

ENCE helps businesses get recognised on digital platforms and their own social media channels to enhance their viral appeal.



## 4 CONCRETE COPYWRITING/ COPYEDITING

ENCE concretises and creates compelling content for our clients to better position their unique value propositions and help them communicate with their customers.

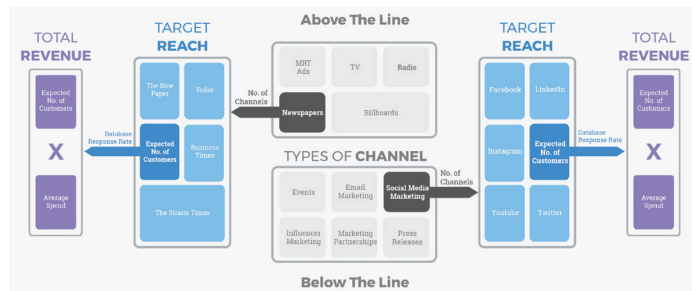


# Marketing for Return™ | Measurable Marketing Matrices (M3)™

All companies want to know where their money is. More accurately, companies need to know where every dollar has gone. We understand the pain points companies face in tracking their marketing spend and in being able to get an ROI on their marketing investment.

After years of industry insights and case studies, we have created a system to help companies track and turn every dollar spent into viable sales revenue. Our ROI system is a value proposition made up of 2 integrated phases. The first phase is our trademarked conceptual logic called Marketing for Return™ Framework, the second is our proprietary formula called Measurable Marketing Matrices (M3)™.

Marketing for Return™ Framework drives the strategic value behind collecting, calculating and analysing data into smart metrics. This framework is interested in first examining the big picture of marketing reach, then zooming in on how many will become customers.



After the Marketing for Return™ Framework is mapped out for each client, we devise an algorithm to calculate the exact return each marketing dollar needs to generate in order to reach industry benchmarks.

## STEP 1



Channel Reach

X



Database Response Rate

=



Expected No. of Customers

## STEP 2



Expected No. of Customers

+



Conversion to Repeat Customers

=



Total No. of Customers

## STEP 3



Expected No. of Customers

X



Average Spending Per Customer

=



Sales Revenue

## STEP 4



Sales Revenue

÷



Marketing Investment

=



ROI



# Key Performance Indicators

ENCE Marketing Group is a suite of KPI-driven agencies. Too often we have encountered clients who tell us that they have forked out money for zero returns from their marketing investments.

At ENCE, it is very simple. We **GUARANTEE** our clients a **MINIMUM DELIVERABLE** based on the amount you are investing, thereby assuring you of a base return to cover your marketing investment.

So you know that we are as vested in delivering our work, as you are in your business.

The ENCE Marketing Group is made up of  
**DISTINCT SPECIALIST MARKETING COMPANIES**  
to help clients deliver  
**MORE FOCUSED AND PRECISE**  
marketing value work.

**ence**   
MARKETING GROUP

*Experiencing New Customer Engagements*

**Affluence**  
Public Relations



RETAIL • F&B

*Media influence for your prominence*

**Eminence**  
Events



*Effective event evolution*

**Decadence**  
Design



*Devilishly Delicious Designs*

*ENCE is a KPI-driven marketing agency group.*





# Affluence Public Relations

RETAIL • F&B

*Media influence for your prominence*

[www.affluencepr.com](http://www.affluencepr.com)

## Developing Fulfilling Media and Consumer Engagements

Affluence PR is an expert in Public Relations for upscale retail and restaurant brands in Asia.

We

- Generate good public relations
- Help brands share their stories
- Help brands to connect with people
- Impact the world

## Why Affluence PR

Why focus on PR for retail and restaurants? Retail indulges all 5 senses through which we experience the world.

We believe that retail allows brands to:

- Distinguish themselves through the creation of **memorable** customer experiences.
- **Engage** their customers through all 5 senses

When you work with Affluence PR, our consultants will also advise on these 5 touch points within your outlet, to bring them to a distinctive level for greater impact.

Let our past work speak for us:

# NATIONAL HERITAGE BOARD

Speak Mandarin Campaign

Affluence PR was engaged as the agency for the National Heritage Board for the 35th year of the Speak Mandarin Campaign. From media pitching to media strategising and personality profiling and sourcing, we handled multiple PR events for the campaign on an ongoing basis.

*"We are thrilled to see the community come alive with arts in the heartlands and we thank Affluence for their help in spreading the word for our PassionArts Festival 2014."* – **Jeffrey Tan, Assistant Director, Community Arts and Culture, People's Association**



MEDIATEK



## MEDIATEK

Taiwanese Listed Fabless Semiconductor Company

Affluence was contracted the second time for the company's 10th Anniversary launch after a successful introduction of the company's new tie-ups with EDB to Singapore 4 years before.

*"Affluence has helped us achieve new possibilities in our marketing reach we didn't expect before and we are definitely happy with the results."* – **Jason Wu, Corporate Manager, Mediatek**

# MEN-TEI RAMEN

Japanese Ramen Made With Precision

Men-Tei Ramen is a popular eating spot along Robinson Road in our busy Central Business District. Recognised for their Japanese-like meticulous dedication to food preparation and quality, the fast service is also a draw with the time-strapped regulars. We reintroduced this restaurant to the media who then did a series of ramen features.

*"Through the efforts and hard work of our PR agency, the festival has garnered in excess of USD6 million worth of coverage year on year, giving the festival the publicity it needs. Running a large week-long festival like this was a real challenge, but we managed it as a team!" - Shweta Asnani, Director, Teamwork Productions, producer of Asian Festival of First Films*



Channel News Asia  
Primetime  
Morning  
East Asia Tonight

## BREADTALK Retail Bakery

Affluence handled the PR offsite, from Singapore, for the Shanghai office of Breadtalk. The overseas bureaus of the news agencies covered the story from Shanghai.



# MINISTRY OF MANPOWER

## Inaugural Harmony @ Workplaces Facebook Photo Contest

Affluence PR set up the contest platform on a new Facebook page, and managed the contest throughout a 3-week period. We also designed and featured interesting Facebook posts on a daily basis, and identified various platforms for media publicity to garner more than 2000 fans and 80 participating entries.

*"There are far too many PR agencies who promise and do not deliver. I would say that my experience with Affluence has been a good one. So far, they have delivered what they said they would. I have and will continue to recommend their service to others."* - **Isaac Goh, Director, Archer Logic Pte Ltd.**



# AZIMUTH WATCH COMPANY

## X-Treme Challenge at Ngee Ann City – Contest sign ups

In 3 weeks, Affluence PR raised Azimuth's Facebook fan base from 1,000 to 2,305. For the inaugural Azimuth Xtreme challenge, Affluence used Facebook advertising strategies for the sign-ups which generated a reach of 70,000. The company spent SGD 25,000 on radio advertising, and garnered only 3 registrants at their boutiques. We helped them to re-strategise and use social media to promote the event to garner another 93 sign ups.

*"We enjoy working with the team at Affluence. We have definitely seen an increase in consumer awareness since Affluence started doing our PR."* - **Alvin Lye, Managing Director, Azimuth Watch Company Pte Ltd.**



**AZIMUTH**  
fabrique en suisse



# Eminence Events

*Effective event evolution*

[www.eminence-event.com](http://www.eminence-event.com)

## Creating Events that Generate Marketing Returns

Eminence Events specialises in helping companies create brand-name events and memorable retail and product launches in Asia.

We

- Create high value events that drive ROI
- Help brands develop experiences on the ground
- Help brands to connect with people
- Change the way events are managed

## Why Eminence Events

As part of the ENCE team of marketing professionals, we proudly profess that we are able to:

- **Integrate marketing know-how** with efficient events management
- Ensure that your event **presents your brand holistically** in the right manner to the right audience

When your clients enter an Eminence-engaged event, it is our aim to deepen their relationship with your brand through the experience of the event.

Let our past work speak for us:

# INAUGURAL SINGAPORE RIVER FESTIVAL

Bacardi Martini

Our team conceptualised the Fiesta and 5 large-scale events, and pitched for funding for Bacardi to make this a larger scale event. Bacardi received good brand awareness and a major funding from STB. Work included PR, marketing, design concepts, installation and events management.



Supported by:



**AZIMUTH**  
fabrique en suisse

## AZIMUTH WATCH COMPANY

X-treme Watch Challenge at Ngee Ann City Civic Plaza

Held at the Ngee Ann City Civic Plaza, the Azimuth Xtreme Challenge attracted a crowd of 10,000. The winner hung for 6 hours, 2 minutes and 2 seconds on a rock wall specially constructed for the event. Sponsors: Lamborghini, Acro Polates, Cirque Performance, Muay Thai, Rodeo Events.

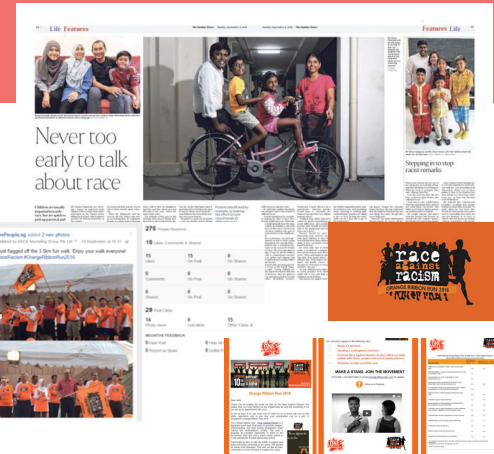
*"They are committed and creative, often giving us new ideas and insights into marketing for the brand."* - **Chris Long, Director, Azimuth Watch Company Pte Ltd**



# ONE PEOPLE.SG

Race Against Racism 2016

Our team was engaged to handle the integrated marketing for the Race Against Racism 2016. This included social media and crisis management, public relations, influencer management and sponsorship marketing. The run attracted 6,000 runners. 8 prominent influencers created multiple posts of the event to drive awareness and we managed to generate hundreds of sign ups on social media.



## INTERIOR DESIGN CONFEDERATION SINGAPORE

Design Excellence Awards 2015 & 2016



Singapore's most prestigious interior design awards was marketed, promoted and executed by Eminence Events to great success from garnering 178 to 258 entries in the second year. Supported by DesignCouncil Singapore and Design S.

*"When the team at Eminence took over the running of the Design Excellence Awards, it suddenly became a much bigger industry event ... from 30 participants when the association tried developing the awards themselves, to a sell out 250 participants in the first year they took over. Well done!" - Alan Fan, President Elect, IDCS Council and Principal Architect, TOPOS Architects.*

# HABITAT FOR HUMANITY

Home Sweep Home 2017, 3 Locations, Island-wide

Eminence handled the set up and delivery of 3 locations with 1,000 participants per location to conduct litter picking and home cleaning for the vulnerable elderly. We also managed volunteer recruitment and registration.

*'So far, we have worked with Eminence twice for our staff events and we look forward to working with them again!'- **Maritime Port Authority.***



## CROCS

Come As You Are Teambuilding 2017

Eminence conceptualised the Crocs Come As You Are teambuilding event at Sentosa for the Crocs Singapore HQ to bond and mingle. The Crocs teams pitted their skills against each other through making and floating on their own rafts, to an afternoon of beach volleyball and soccer team sports, and a very lovely Tikki-lit open air barbeque with live band and an open dance floor to get the staff to mingle even more. All in all, a successful teambuilding event that went without a hitch despite the safety and logistics challenges initially expected.



# Decadence Design

*Devilishly Delicious Designs*

[www.decadencedesign.com](http://www.decadencedesign.com)

## Finding Your Identity to Raise Your Brand Value

Decadence Design creates business-focused designs based on consumer sense matrices to elevate your brand and drive business for you.

We

- Garner high visual interest for brands
- Help brands extend their offerings experientially
- Help brands to connect with people
- Change value perceptions of design

## Why Decadence Design

As part of the ENCE team of marketing professionals, we help our clients present their brands in a more effective manner when we:

- Use our marketing expertise to ensure that designs fulfill marketing objectives
- Ensure that content and presentation will present the brand in the right manner to your target audience.

When you work with Decadence Design, it is our aim to strengthen their perception of your brand through appropriate visuals.

Let our past work speak for us:



# ZTP

Birds Nest and Ginseng TCM Retailer

Decadence Design helped ZTP win in the Established Brand category of the Singapore Brand Awards, as well as update their online look by incorporating modern design elements, videos and attractive pictures with copy that tells their story and sells their brand.

*"The ENCE team is full of ideas that help us reach out to a wider segment of consumers. As we run a lean team in RISIS, the good help we have from the extra arms and legs at ENCE are a welcome relief. With ENCE, we can do more for the brand, and more for our consumers." - Geraldine Lim, Marketing Manager, RISIS Pte Ltd.*



## SC INTERNATIONAL

Printing and Publishing

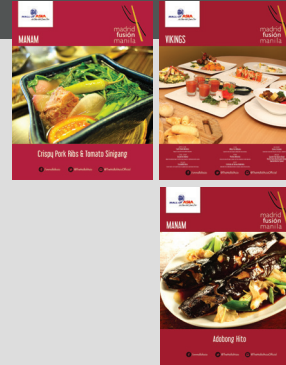
We created a scrolling website with videos, and graphics to present this 25-year-old printing company in a modern light. The challenge was including the entire range of products into this minimalist website. Concept, design, copywriting, and photography were entirely undertaken by our team.

*"Angela has been a close friend and associate for more than a decade. What started out as a printer-client relationship has stood the test of time, and Angela became our consultant in the later years. We are glad to say that our relationship has continued to this day and we look forward to many more years of business success together!" - Almond Ko, Director, SC (Sang Choy) International Pte Ltd.*

# MALL OF ASIA - MANILA PHILIPPINES

## Madrid Fusion Manila

A joint partnership with the Philippine Department of Tourism along with Foro de Debate and Arum Estrategias de Internacionalizacion, it is the first and only Asian edition of Madrid Fusion, which is one of the most globally anticipated annual gastronomic affairs that features the latest culinary trends and techniques from the most influential and avant-garde chefs from Spain, the Philippines and Asia.



# ZHENZHONG AUTO COMPONENTS LTD

Listed Company Specialising in Car Parts



To prepare this company's listing in the Singapore Stock Exchange, we conceptualised a range of teaser advertisements and created a designer PowerPoint presentation deck for the company to make its pitch to institutional investors.

# ASEAN COMPETITION POLICY ADVOCACY

Policy making

After 3 rounds of ASEAN meetings in 3 different countries over 3 quarters of the year, the eventual marketing collaterals and outreach plan were created for ASEAN offices to implement in their respective countries. The team worked with competition law lawyers and an advisory team in Australia to bring this project to a successful close.



## MARTINI INNER CITY Cocktail Festival

Supported by HSBC Bank, the Martini Inner City Festival was created to celebrate the essence of city living. Called Ubernisation in its first year, we needed a corporate identity that was sleek, simple and elegant to flow with the poise of the martini glass. The logo embodies city living in its skyscraper design, with the Martini glass shape forming the "M" of one of the office towers. The "I" is shown in the stem of the martini glass and the "C" is finished with a brushstroke that can represent a crescent moon or an olive in a martini. This same motif was used in 200,000 flyers and full page advertisements in the newspapers to promote the festival.



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