



“ **Idleness
is to the
human mind
like rust
to iron** ”

Ezra
Cornell

Your Ultimate Marketing Solution Collaborators.

Blending Offline & Online Seamlessly.

Crafting Solutions Tailored to Your Audience.

Making Lasting Impressions with Impact.

WE MAKE IDEAS HAPPEN

our MISSION



We provide a comprehensive 360-degree creative solutions that propel brands to new heights. Our mission is to empower brands to transcend boundaries through innovative vision, strategic creativity, and flawless execution across every touchpoint.

We inspire connections, spark imaginations, and redefine possibilities through collaborative partnerships and relentless dedication.

With our full suite of services, including strategy, ideation, design, production, and beyond, we craft compelling narratives and unforgettable experiences that leave an indelible mark on the world.

**“Make your life a mission -
not an intermission”**

Arnold H. Glasgow

about US

AQM Creative & Communication Sdn Bhd, a division of the AQM Group, boasts a 30-year legacy in the industry. Originating in 1988 as a supplier of premiums and gifts, we diversified into business outsourcing and loyalty program marketing.

Our evolution into a dynamic creative agency saw us specialize in ideation, concept development, and execution, bolstered by our expert in-house teams.

Today, AQM offers comprehensive marketing services, enabling clients to surpass their brand objectives.



“Great teams are like a rock band; each member plays a unique part, but together they create music that can rock the world”

The Internet



our SERVICES

“Strive not to be a success, but rather to be of value”

Albert Einstein

Step into a world where creativity knows no bounds and innovation is our currency. As your strategic partners, we offer a comprehensive suite of services that span the entire spectrum of advertising and marketing, tailored to meet your unique needs.

Whether you're a startup looking to make a splash or an established brand seeking a fresh perspective, our team is here to turn your vision into reality. Let's collaborate and create something extraordinary together





Strategic Planning

We start by

understanding your brand, target audience, and objectives to develop a customized advertising strategy tailored to your unique needs.



Branding & Identity

We help

define and enhance your brand's identity through logo design, brand messaging, and cohesive branding strategies that leave a lasting impression.



Creative Design

Our

team of designers and copywriters collaborate to create compelling visuals and messaging that resonate with your audience and effectively communicate your brand's message.



ATL & BTL Advertising

Whether it's print ads, television commercials, or outdoor signage, we leverage the right mediums to ensure maximum exposure for your brand.



Public Relations Our PR

experts work to cultivate positive media coverage, manage crises, and build relationships with key stakeholders to enhance your brand's reputation and credibility.



Event Management

From product launches to experiential marketing activations, we plan and execute memorable events that leave a lasting impression on your target audience.



Content Creation From social

media management to search engine optimization (SEO) and pay-per-click (PPC) advertising, we harness the power of digital platforms to expand your brand's reach and drive engagement.



Digital Marketing From social

media management to search engine optimization (SEO) and pay-per-click (PPC) advertising, we harness the power of digital platforms to expand your brand's reach and drive engagement.



Analytics & Reporting

We provide in-depth analytics and regular reporting to track the performance of your advertising campaigns, allowing for data-driven insights and continuous optimization.

our CLIENTS



our
PORTFOLIO

Branding & Design

Brand Identity Design



Branding & Design

Brand Identity Design

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RESEARCH

Pack Architecture

Packaging Design

Packaging Design Analysis

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BRAND VALUE AND ANATOMY

- We want to be a top 10 Asian food company that focuses on promoting healthy eating for families.
- We want to establish the goodness of our range of products for their healthy lifestyles.
- We want to establish a successful brand identity for healthy food products that will gain acceptance across all markets globally.
- We want to spread Asian culture and family values across such as the Malaysian type.

24

HAPIHEROS PACKAGING DESIGN

First Draft

Adapted to 4 flavors, improved colour

improved layout

improved colors & change of color

20

HERO CHARACTER DESIGN

Human Character

Tiger Character

Always ready to help you!

Always ready to help you!

Always ready to help you!

Branding & Design
Brand Identity Design



Branding & Design

Brand Identity Design



Branding & Design

Print & Publications



Branding & Design

Web Design



Branding & Design

Brand Workshop & Brandbook



Branding & Design

Brand Workshop & Brandbook



Digital Integrated Campaign



Reach	Post Engagements	Cost per Post Engagement
6K	974	RM0.04
3.5K	1.2K	RM0.08
2.1K	1.2K	RM0.07

Digital Digital Campaign



Digital Digital Campaign

Le Cafe Malaysia

Announcement 1: "Join a 27 DAY Le Cafe Creative Recipe Contest... 1. Add a fresh ingredient to our classic coffee... 2. Post your creative recipe on our social media... See more"

Le Cafe Malaysia

Announcement 2: "Our secret coffee recipe is just off your mind! No sugar, please to drink. No, just cream & Double Coffee Espresso... See more"

Le Cafe Malaysia

Announcement 3: "Thank you all for making our contest a big success... See more"

Reach	Impression	Cost per Post Engagement
6.5K	7.4K	RM0.16
15.8K	21.5K	RM0.19
6.5K	8.9K	RM0.19

GRAND TOTAL

Impressions: 1,205,335 | Interactions: 253,654

Logo: All, Muthu & Poo

LODGE
• GADY 1303 •
WISATA BANGSA BUKIT BERA

Date / Time
31st Aug - 18th Sep 2021

4 Influencers
Jaja, Thavi, Caris, Yinnavatho

Reach on IG
72

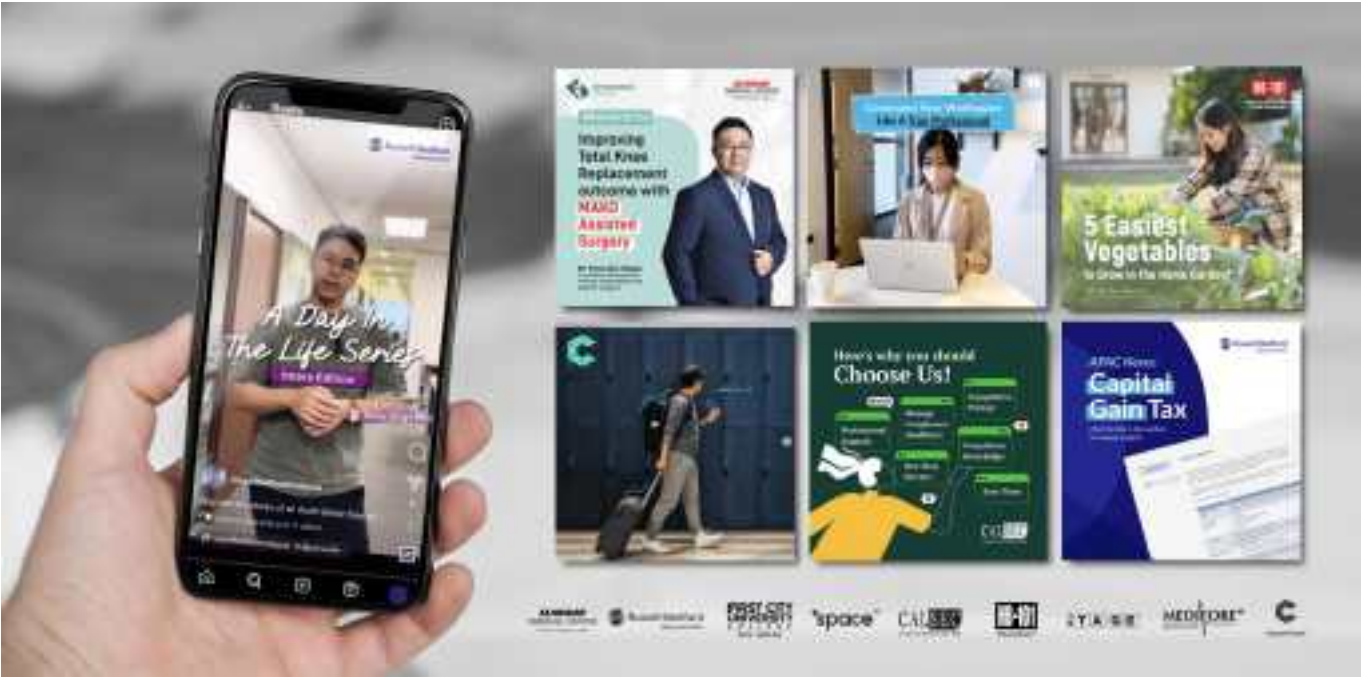
Reach on FB
88

View Impressions FB
Lodge (KT) & TC (KT)

View Impressions on IG
Lodge (213)

Accounts reached on IG
1384 (+029%)

Digital Social Media Management



Event / Campaign

Brand Campaign

BOSCH

Phase 1
Well-being Haven Retail Up & Video Production



BOSCH

Phase 2
Digital Activation & Campaign



Phase 3
Consumer Activation



Event / Campaign
Brand Launch



HAPIFAM LAUNCH EVENT



Backdrop & Bunting



Coral Bar & Cuskie Bar



Window Sticker



NFT Card & NFT Cover



Character Statues

Event / Campaign

Campaign & Activation



Event / Campaign

Campaign & Activation



Event / Campaign

Campaign & Activation



Event / Campaign

Campaign & Activation



Event / Campaign

Event Identity & Management



Event / Campaign
Event Identity &
Management



Event / Campaign

KOL Campaign



SEEDING CONTENT SUMMARY

TIKTOK

INSTAGRAM

#StealTheLook

INSTAGRAM PHOTO - SUNBRELLA

PROJECT CAMPAIGN TITLES AND DESCRIPTIONS WITH SUNBRELLA SUNSCREEN

Participating KOLs are required to submit deliverables as below:

- 1) Share Photo

Additional Strategy and to refer to Product Campaign: #KoleksiMy #KoleksiBeauty #KoleksiSkincare #KoleksiFashion #KoleksiGrooming

Remarks:

- KOLs need to share the best #OOTD - best outdoor (Sun & Eye) content is allowed - naturally skin with Sunbrella Aqua Sunscreen.
- Post photos based on chosen #OOTD content on Instagram or Facebook.
- Engage with actively posted #OOTD and share photos.

Reference for Instagram Post

Lip Hero - My Go-to Lip Product from BNB

01 FINEST DAZZLE	02 FANCIAL HIKOLA	03 PILLER HANIST	04 SEMPY KONG	05 ALBY GARD	06 DAZZLE GLAZON

Day by Day Foundation - Watsons Store Visit, Unboxing & Makeup Tutorial

01 FINEST DAZZLE	02 FANCIAL HIKOLA	03 PILLER HANIST	04 SEMPY KONG	05 ALBY GARD	06 DAZZLE GLAZON

Intellectual Property

Pokémon, Detective Conan, Astro Boy



POSM
Event Display



POSM

In-Store Visibility Permanent Displays



POSM

Aisle Racking Solutions



POSM

In-store Promotional Display



POSM

In-store Promotional Display



POSM

In-store Promotional Display



POSM

In-store Promotional Display



POSM

Mega Display



POSM

Mega Display



POSM

Event Floor Plan



**THANK
YOU**

