



PORTFOLIO





AND WE'RE A
BOUTIQUE AGENCY
WITH A
HUGE
IMAGINATION.



BRANDS WE'VE WORKED ON?

PANADOL, SCOTT'S, SENSODYNE, POLIDENT, ENO,
EYEMO, TUNE HOTELS, NIQUITIN, RIBENA, HORLICKS,
100PLUS, TIME, REXONA & JOHNSON'S BABY (AMONG OTHERS)

HOW LONG HAVE WE BEEN DOING THIS?

7 YEARS

WHO RUNS THE SHOW?

BEN WONG FORMERLY FROM McCANN ERICKSON AND O&M
VERN LEE FORMERLY FROM COMPASS INTERACTIVE

WHAT WE'RE REALLY CLEVER AT?

THINKING OF REALLY NICE IDEAS AND
TURNING THEM INTO WONDERFUL ADS

SAY HELLO!

BEN

+6012 680 4910

BEN@BWCREATIVES.COM

VERN

+6016 378 7308

VERN@BWCREATIVES.COM



Dear Reader,

We both would like to say a big thank you for taking the time to read this. This small little booklet is a collection of works we've done over the years.

Each project (okay, maybe not all but most :p) was created with absolute love and care.

We're 2 guys who adore clever, beautifully designed ads and we hope to be able to do that for you. In the mean time, please enjoy this little booklet of ours.

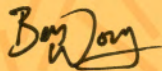
Till our paths cross, take care!



Vern

016 378 7308

vern@bwcreatives.com



BEN

012 680 4910

ben@bwcreatives.com

COMPLETE STORE DRESS-UP + COLLATERALS

The
BeerFactory
express™
@ **SUNWAY GEO**



BEER MUG DESIGN



CONTAINER BAR
+ NEON DECO



COMPLETE STORE DRESS-UP + COLLATERALS



CONTAINER KITCHEN + WALL PANEL COMMS



KEY VISUALS



← **KEY VISUALS**
DESIGN & COPYWRITING
FOR VARIOUS BRANDS

KEY VISUALS

100 PLUS

Tawanlah Harimu!

100PLUS menghidralkan anda untuk
mengalahkan harimu dan minda.

F 150
Advertiser of the
PRAISE AND ACHIEVEMENT GROUP

© 2016 F&N FOODS MALAYSIA SDN. BHD.

F&N SEASONS

PERADUAN Minum dan MENANG!
1 OGOS - 30 SEPT 2016

Beli 2 x 1.5L Teh F&N Seasons
dalam satu resekit untuk memenangi:

HADIAH PERTAMA Digital "Air Fryer" Philips	HADIAH KEDUA Kuali Lapan Telur	HADIAH KETIGA Pangasinan Tefal
--	--	--

Hadiah Mingguan x120 | Set jag dengan 4 cawan

F&N FOODS MALAYSIA SDN. BHD.

As your baby grows,
so does her needs.

5 signs of nourished skin

- + soft
- + supple
- + smooth
- + moisturized
- + healthy-feeling

3 yrs
2 yrs
1 yr

Syara Aisyah

Johnson's so much more

POLIDENT

Eat, Speak and Smile with Confidence.

Cleaner
Cleans all day

Fresher
Fights bad breath

Brighter
Brightens teeth

Adhesive | Please hold up to 12 hours

POLIDENT

We are all inter-connected.

Tune Hotels

tunehotels.com/australia

B&B

DESIGNED FOR MEN,
BY MEN, MAN!

B&B

4 KEY VISUALS
DESIGN & COPYWRITING
FOR VARIOUS BRANDS

ADVERTORIALS

Feel refreshed anytime, anywhere.



Tired eyes putting you down?

It's great to be young. When you have an unending stream of energy and an insatiable thirst for life, anything's possible – even fitting round holes in square pegs. Perhaps the only thing that could possibly slow you down is tired eyes.

You know how important your eyes are when you practically rely on them for everything – watching a movie, working in the office, learning in class, updating Facebook, playing with your phone, enjoying the street – you get the drift. With such heavy usage, no surprise that they get dry and tired easily.

Do I have dry eyes?

Ask yourself these questions. Do your eyes constantly feel fatigued and tired?

Do you always feel a stinging sensation or itchy something is in your eyes? Do you get irritated easily by smoke and wind? If you answered yes to any of the above, then you're most likely suffering from dry eyes.

Okay, so what do I do?

It's quite simple really. A few precautionary steps go a long way to keep those eyes fresh and healthy. Blink more, give your eyes some rest in between activities (especially ones that require you to stare at a screen), use the fan instead of the air-con and apply a few drops of gentle eye lubricant throughout the day.

When you can see more, you can do more. So go out there and do your thing. Just remember to take a break, smile the flowers and keep those eyes moisturized.

Important eye care tips

- Apply gentle eye drops throughout the day.
- Blink more, strain less.
- Every 10 minutes, look at an object 10 feet away for 10 seconds.
- Don't get too close to the screen. 10 to 24 inches is good.
- Wear sunglasses outdoors to protect from dust, wind and sun.

See more. do more.

亲朋好友聚餐 共享美食盛宴

「食之有道，食之有德」，在亲朋好友聚餐时，除了享受美食外，更应注重饮食健康。CARI MAKAN 快速解除，是您聚餐时的最佳伴侣。它不仅能够帮助您快速解除油腻感，还能帮助您消化食物，让您在聚餐后感到舒适和愉悦。

快速解除，让您在聚餐后感到舒适和愉悦。



快速解除，让您在聚餐后感到舒适和愉悦。



For your pride and joy, quitting is the easiest decision to make.

YOUR QUIT SMOKING JOURNEY BEGINS NOW

Making the decision to quit smoking is easy when your loved one is your motivation. Seeing it through may be a different story. We know how hard it can be to quit, but you can't keep it to yourself. Your quit smoking journey starts here.

LEARNING TO UNLEARN

Remember that it's not just a job to quit smoking. It's a journey. It's a journey to a healthier, happier, and more fulfilling life. It's a journey to a life where you can be proud of the decision you made to quit smoking.

Quit smoking is a journey. It's a journey to a healthier, happier, and more fulfilling life. It's a journey to a life where you can be proud of the decision you made to quit smoking.

Keep the cigarettes at bay. Here's how:

1. Identify your triggers.
2. Set up a support system.
3. Use nicotine replacement therapy.
4. Seek professional help.
5. Stay motivated.
6. Don't give up.

Ribena

Why should you make Vitamin C a daily affair?

Vitamin C is a powerful antioxidant that helps protect your body from free radicals, which can cause damage to your cells and lead to various health problems. It also helps boost your immune system, so you can fight off infections and stay healthy.

Health is a precious asset, and it's important to take steps to protect it. Making Vitamin C a daily affair is one of the best ways to do this. Ribena is a delicious and healthy way to get your daily Vitamin C intake.

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Ribena

Minuman kelas yang pasti menceriakan tetamu anda!

Ingat tetamu anda datang dengan perasaan Paya anda? Hidangkan Ribena Fizzy Bandung – minuman kelas yang pastinya menceriakan sambutan Aidilfitri!

RAHUAN



CARA PENYEDIAAN

1. Campurkan Ribena dengan air secukupnya dalam botol.
2. Campurkan dengan air secukupnya.
3. Campurkan dengan air secukupnya.
4. Campurkan dengan air secukupnya.

Ingat tetamu anda datang dengan perasaan Paya anda? Hidangkan Ribena Fizzy Bandung – minuman kelas yang pastinya menceriakan sambutan Aidilfitri!

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ADVERTORIALS
DESIGN & COPYWRITING
FOR VARIOUS PUBLICATIONS

POSM



▲ **HORLICKS**
BLOCK DISPLAY



▲ **RIBENA**
BLOCK DISPLAY



▲ **PANADOL**
HANGSELL

POSM



▲ **PANADOL**
STANDEE



▲ **NIVEA MEN**
STANDEE



▲ **100PLUS**
BLOCK DISPLAY

PANADOL ▶
PANADOL ACTIFAST
STAND-ALONE GONDOLA END



POSM

SENSODYNE ▶ STANDEE



▲ SENSODYNE BLOCK DISPLAY (PALLET)



PANADOL + HANSAPLAST ▶ STANDEE

▼ PANADOL DISPENSER



POSM



▲ **RIBENA**
CHILLER STICKER

◀ **LUCOZADE**
BLOCK DISPLAY



▲ **100PLUS**
GONDOLA END

ACTIVATION + ONGROUND



▲ **HORLICKS**
BLOCK DISPLAY + SAMPLING BOOTH



▼ **SCOTT'S**
BLOCK DISPLAY



POSM



◀ **NIVEA**
STANDEE

RIBENA ▶
TABLE TENTCARD



▼ **HANSAPLAST**
ON-SHELF DISPLAY



▼ **SCOTT'S**
GONDOLA END



ACTIVATION + ONGROUND

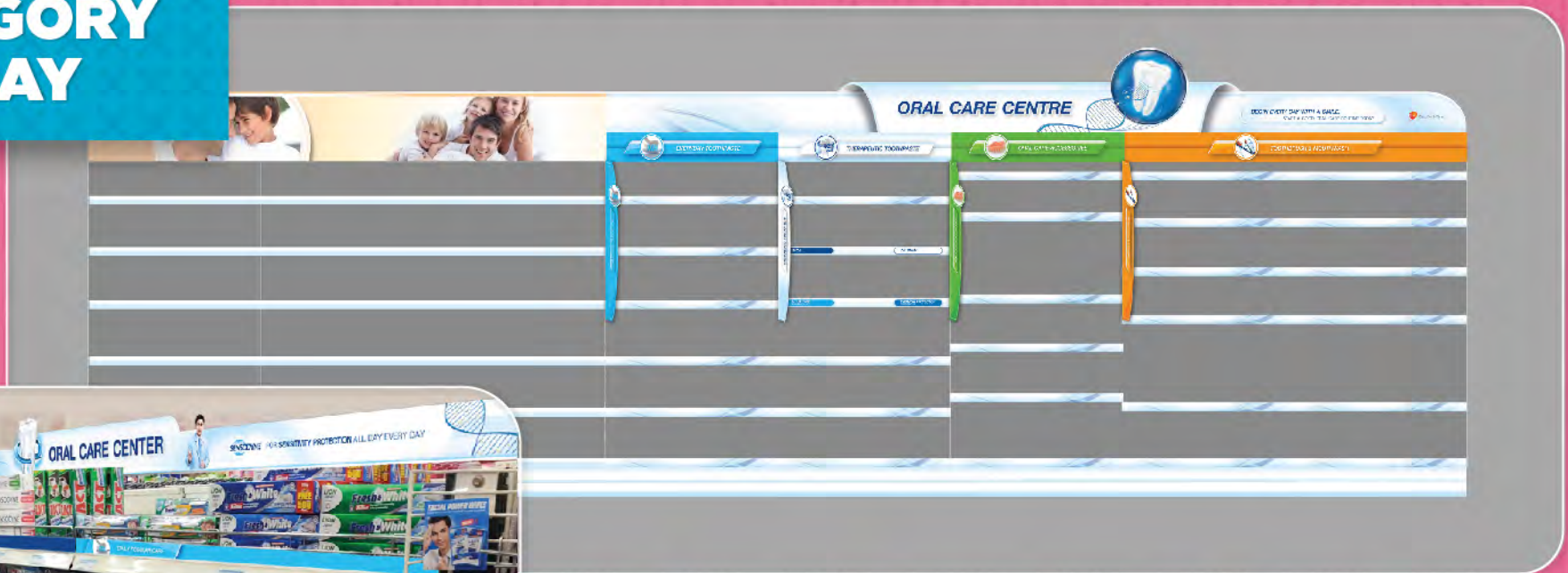
▼ **GSK CORPORATE**
GSK FAMILY CONCOURSE EVENT



▼ **NIQUITIN**
PLEDGE TO QUIT RIGHT /
SAY NO TO SMOKING
CONCOURSE EVENT

INSTORE CATEGORY DISPLAY

▼ **SENSODYNE**
ORAL CARE CATEGORY DISPLAY
VILLAGE GROCER SUNWAY GIZA



▲ **SENSODYNE**
ORAL CARE CATEGORY DISPLAY
AEON MAXVALUE DESA PARK CITY

PANADOL ▶
CATEGORY DRESSUP
SUPER PHARMACY



INSTORE CATEGORY DISPLAY



PANADOL ▶
HOMESHELF NAVIGATION

▶ **PANADOL**
PRODUCT TRAY SEGMENTATION



OTC MEDICINE



▶ **PANADOL**
OTC MEDICINE CATEGORY DISPLAY
JUSCO SUPERMARKETS

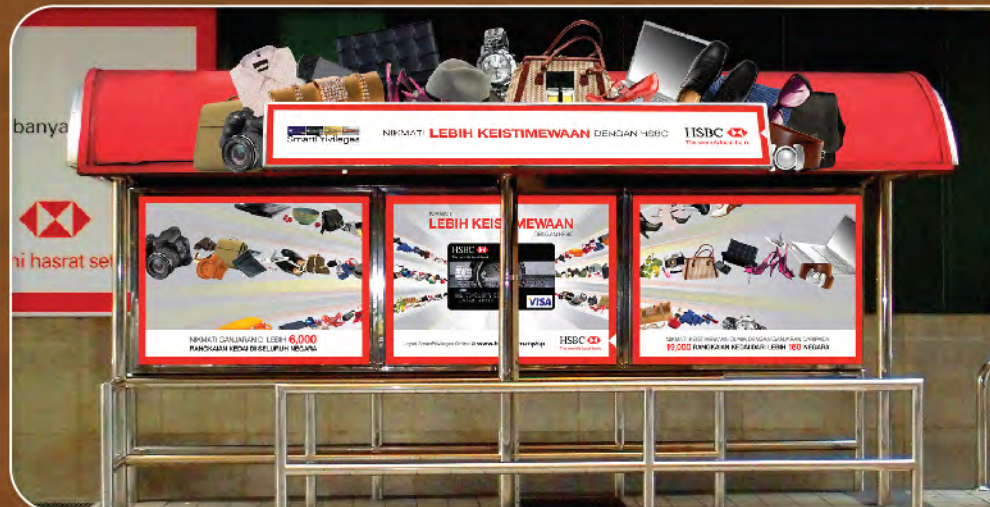
AMBIENT



◀ **AL-RAJHI BANK**
TRANSPARENT
BILLBOARD



▶ **TUNE HOTELS**
OPENING SOON GIANT BANNER



◀ **HSBC**
OUTDOOR + AMBIENT
DISPLAY



AMBIENT

▼ TUNE HOTELS MOBILE EXHIBITION TRUCK DESIGN



▲ RIBENA CART DRESSUP

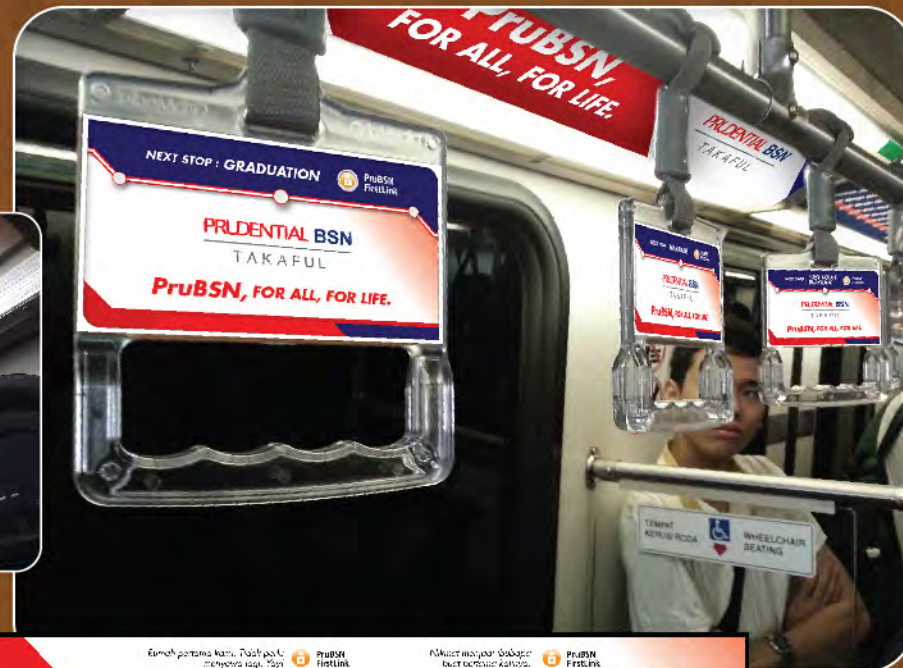
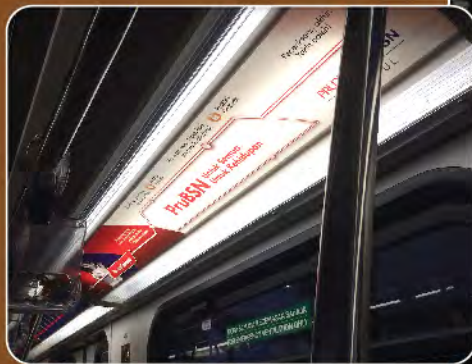


◀ REXONA TRUCK DRESSUP

AMBIENT



▲ **PRUDENTIAL BSN**
LRT TRAIN WRAP



▲ **PRUDENTIAL BSN**
LRT IN-TRAIN + PLATFORM LIGHTBOXES

DIGITAL



◀ **BADLAB**
CONTEST PRE-LAUNCH TEASERS



▲ **BADLAB**
FACEBOOK FACEBOOK POSTS



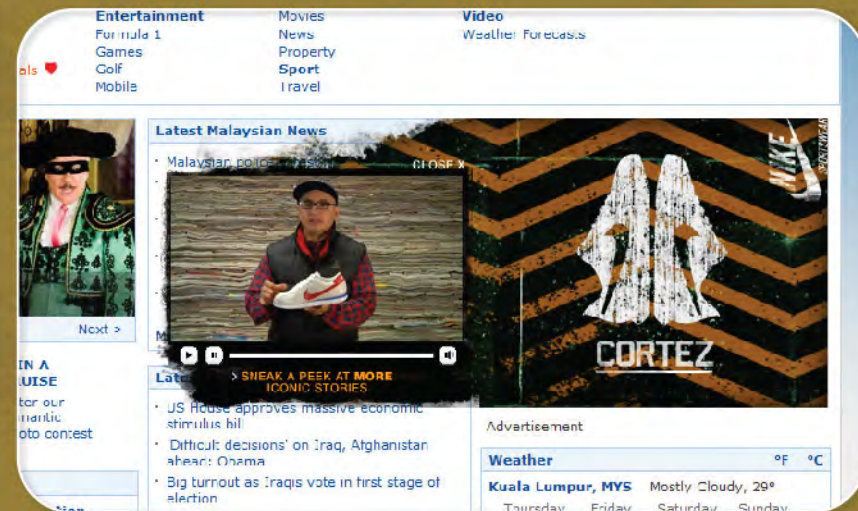
▲ **BADLAB**
CONTEST MICROSITE
LANDING PAGE

DIGITAL

F&N ▶
FACEBOOK GAME

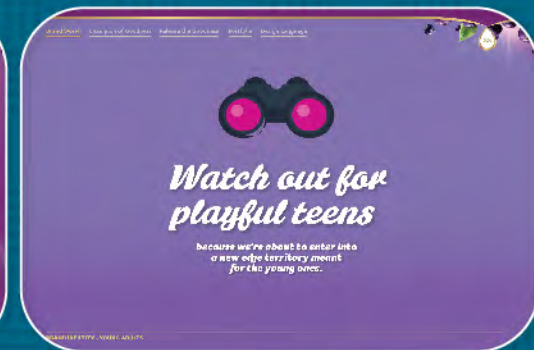
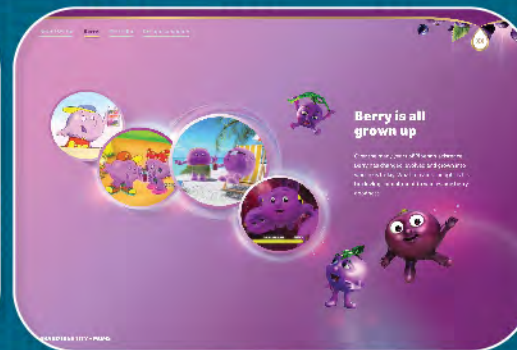
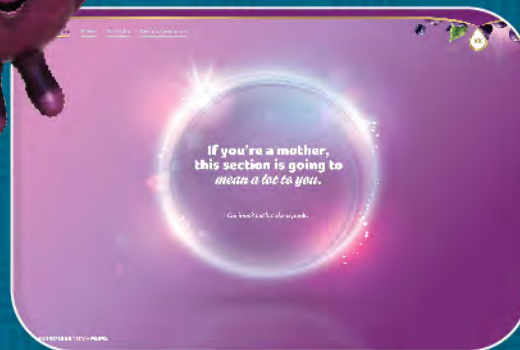
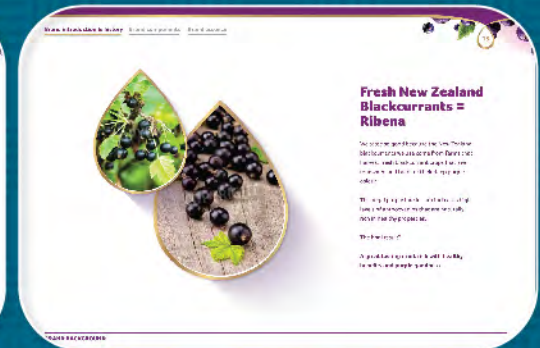


▲ **ANGLIA**
PRODUCT WEBSITE

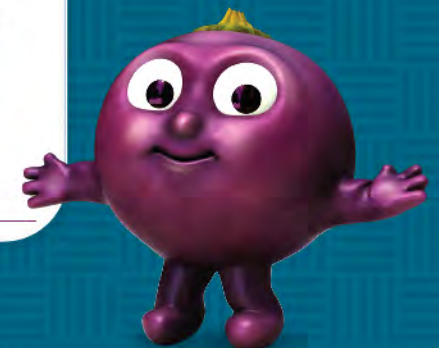
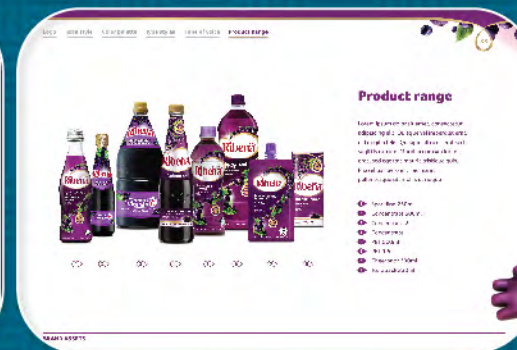
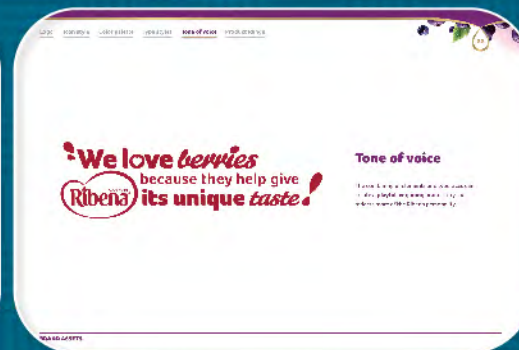
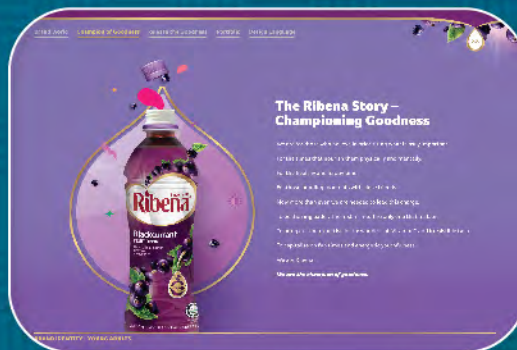


▲ **NIKE**
RICH MEDIA BANNER

CORPORATE IDENTITY



◀ **RIBENA**
BRAND BOOK



CORPORATE IDENTITY

Products are made in the factory,
but brands are created in the mind.

—Walter Landor—

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

Brand building is not just about a great ad
or a great TV time slot. It's more than that.

It's about effectively communicating
your brand through multiple channels that
it lives and thrives in your consumer's mind.

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

We maintain the full spectrum
of communicating your brand
from professional copywriting,
visually focused PR campaigns
to comprehensive marketing
strategies for consumer
trade or B2B.

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

We're about
communicating
your brand.

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

MRA found its footing as a full-service brand building agency with a focus on
strategy and execution. Working with clients to develop long-term solutions
and deliver on their vision for their brand's success.

Today, we have developed a strong reputation with clients and agencies for
being at the forefront of brand building, and being about creating
PR strategies to reach their target audience.

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

We have an MRA presence in both
Singapore and Malaysia and
affiliates offices in key markets
which allows us to execute
can deliver results.

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

Strategic Brand
Development
Channel
Management
Creative Brand
Strategy
Media Relations
Executive Coaching
Event Management
Crisis Communications
Investor Relations
Digital Marketing
Business Communications
Training

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

An efficient way to achieve better results

Brand and Marketing Strategy
Brand Identity and
Design Services
Key Message Development
Alignment of Business Objectives

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

Our brand team is supported by dynamic individuals in both offices in
Kuala Lumpur and Singapore, ensuring you get the best service, any time.

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

A new idea over a cup of coffee
has always been the start of big ideas.

We'd love to buy you a cup.

Or if you want to find out more
about us, visit our blog at
www.mra-asia.com

FEBRUARY 2011 | CREDENTIALS | THAIQOL

MRA

◀ **MRA ASIA**
PR COMPANY CREDENTIALS
(PART OF A COMPANY REBRANDING EXERCISE)

LEAFLETS + TRADE PRESENTERS



▶ **CONSUMER LEAFLETS + TRADE PRESENTERS**
VARIOUS CLIENTS

COMPANY INTERNAL MATERIALS



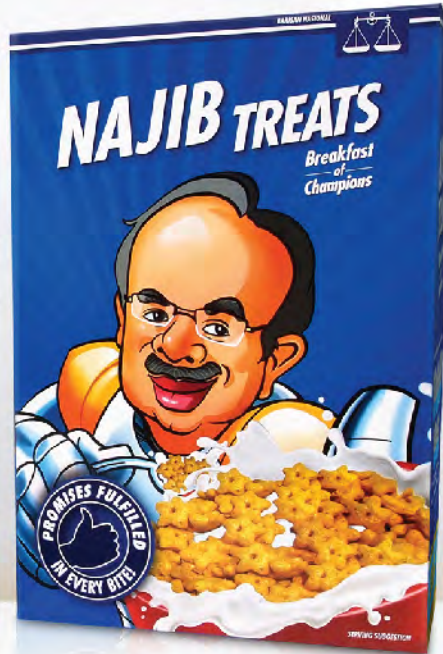
SIME DARBY ▲
CUSTOMER FIRST ICON



SIME DARBY ▲
INTERNAL EMPLOYEE
MATERIALS



FUN PROJECTS



▲ ELECTION CEREALS PROJECT SPECIAL A + NAJIB TREATS

READ ABOUT IT AT [f electioncereals](https://www.facebook.com/electioncereals)



Thank you
for your time

