

PENCILBOX GROUP



PENCILBOX GROUP

has been spearheading our Advertising Agency business to a wide range of clienteles across the region. We don't just stop at what the textbooks say. We are always on the get-go to establish the most innovative and creative ways and channels to develop the most exciting and surprising creative solutions.

We adapt to an always-flexible approach as we compose, design and tell a story. We take the time and effort to seriously understand the business, nature and science and brand positioning of every unique individuals and established companies. Our clients are our main priorities because they are happy, we are happy!

With a collective industry experience of more than two decades, our team is a bunch of creative crackpots that believe in the power of Branding and Digital Marketing. The evolving network has pushed the boundaries of the traditional marketing methodology. Therefore, we take a few steps further when we collaborate with our customers in order to create the most effective and impactful branding solutions and advertising strategies that help businesses develop and grow successfully. Ultimately, we ensure long-term customer engagement as we grow together in respective industries.

We put creativity on the brainstorm table everyday! We champion our creative services with great passion, knowledge, experience and an impeccable taste. If you ask for a poached egg, we will give you Eggs Benedict served with smoked turkey and Hollandaise sauce on lightly toasted Sourdough bread. If you tell us it is a pen, we will tell you that it is a 0.5mm blue ink ballpoint.

At Pencilbox, your working experience with us will always be fun, inspiring and surprising!

**“Our clients are our main priorities
because they are happy, we are happy!”**



OUR MISSION

We set clear aims and goals in delivering great works with lasting impressions. We believe that each effective solution and strategy is the embarking point to a successful business.

We provide the right components and ingredients to take your businesses and enterprises to greater heights through proper marketing strategies, digital solutions, branding repositioning and creative inputs. We foster a great deal of curiosity and critical thinking skills to allow ideas to grow into a results-driven creative environment that enable innovative breakthrough outcomes.

**“ You can’t use up creativity.
The more you use it, the more you have.”**

- Maya Angelou -



5 RIGHT TOOLS AND SKILLS WE BELIEVE IN.

EVERY SECOND COUNTS

Time is precious, time is gold. We know that time management and being efficient is the key to a successful story.

BE FABULOUS

Never be contented for the usual stuff.
We will add the 'extra' to your ordinary.

OUT OF THE PENCILBOX

We believe that it is important to always think of great ideas in order to be outstanding.

HAVE FUN

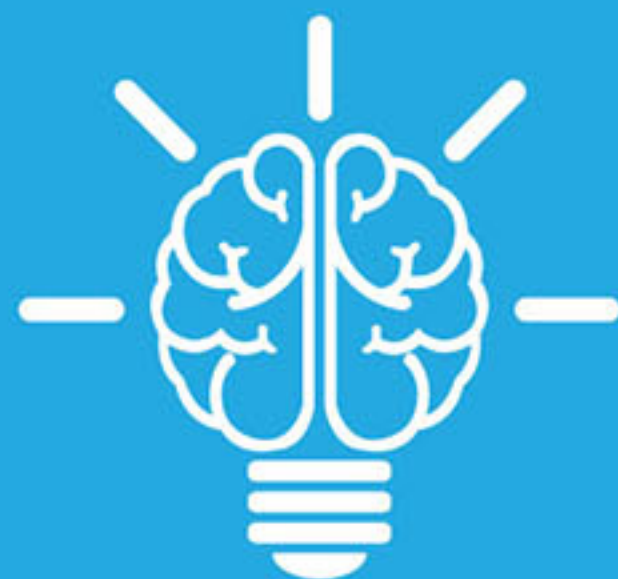
We know for a fact that great things in life come to us when we have fun!

STAY CALM AND SMILES

We believe that challenges make us stronger and cooler human beings; therefore we take charge of every situation with positivity and a smile.

WE WORK HARD AND PLAY HARD.

When we have fun with our inspiration, the ideas are magical; exactly what we inject into our products and services!



Creative Design

Our creative team tells more than just a story, we create an impression that lasts.



Marketing Strategy

Providing effective strategies and planning to propel your brand; from ATL, BTL to Digital services.



Branding

There are great ways to enhance your business prospects with the right branding solutions



Digital Experience

Be in sync with the world of technology and communications with the right digital strategies.

We believe that the right team is important to build a synergy that reflects our personalities and business nature. Our directors in Pencilbox share similar zests, About goals and vision.



Serena Chiam
Managing Director



Kiefer Cher
Account Director



Alvin Yap
Creative Director

Hitachi – Hitachi Refrigerator Campaigns



Hitachi Refrigerator is the star product for all fridge range using the combines abilities of Inverter Compressor and Dual-Fan Cooling technology to enable energy saving and to preserved the freshness for your foods and beverages.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Hitachi - Hitachi Aircon Campaigns



Hitachi Aircon operate by consuming significantly less power by optimised compressor speed and fans to have energy saving.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Hitachi - Hitachi Washer Campaigns

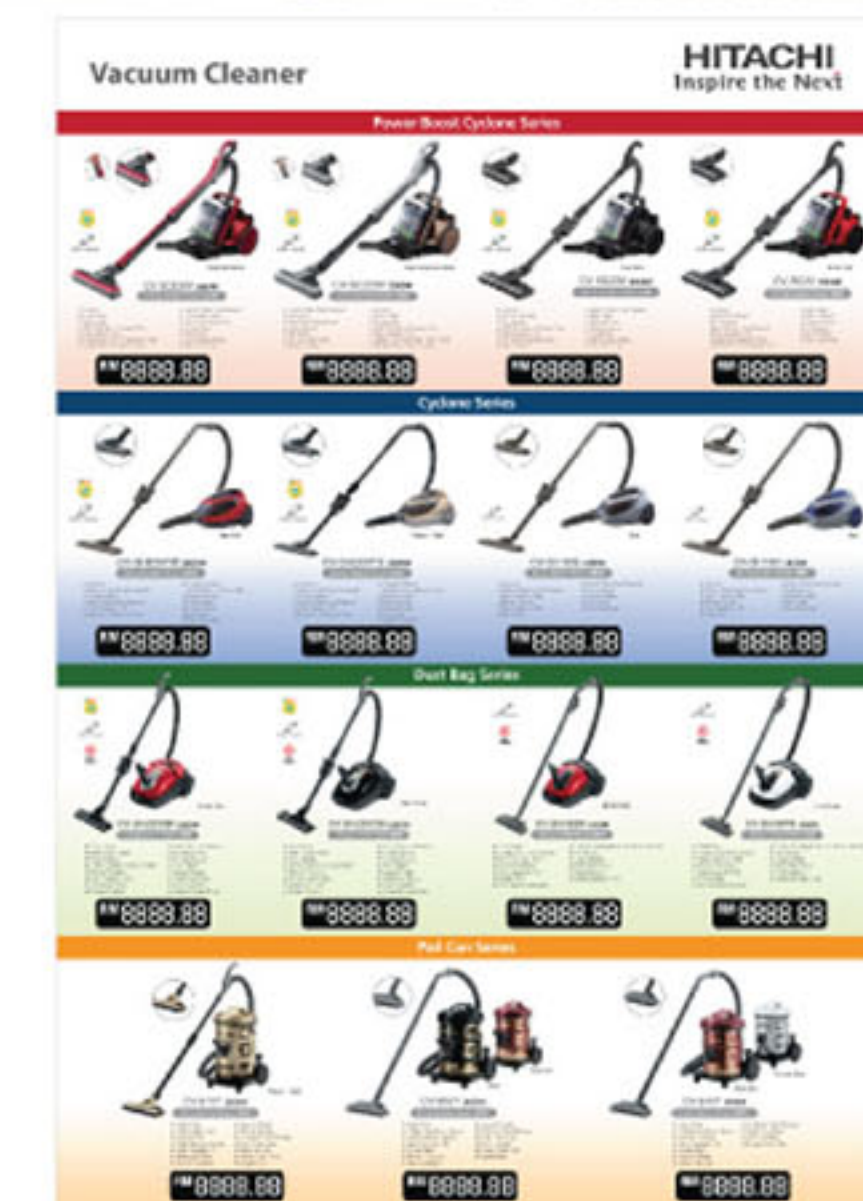


Hitachi washer are highly advanced with intelligent Sensor Systems, Auto-Self Clean and many remarkable features - been well-known in 2015 launched at Bangsar Shopping Mall.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Hitachi - Made-In-Japan Vacuum Campaigns



Hitachi Made-In-Japan (MIJ) series is a premium range introduces a series of smart and ecologically inspired yet luxuriously designed home appliances. Japanese design and technology at its finest.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Hitachi - Hitachi Rice Cooker Campaigns



Hitachi luxury rice cooker helps a lot for your family. The digital rice cooker have a lot of features ultimately for your family.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

LF Asia - Kaloba - Guardian of the Family

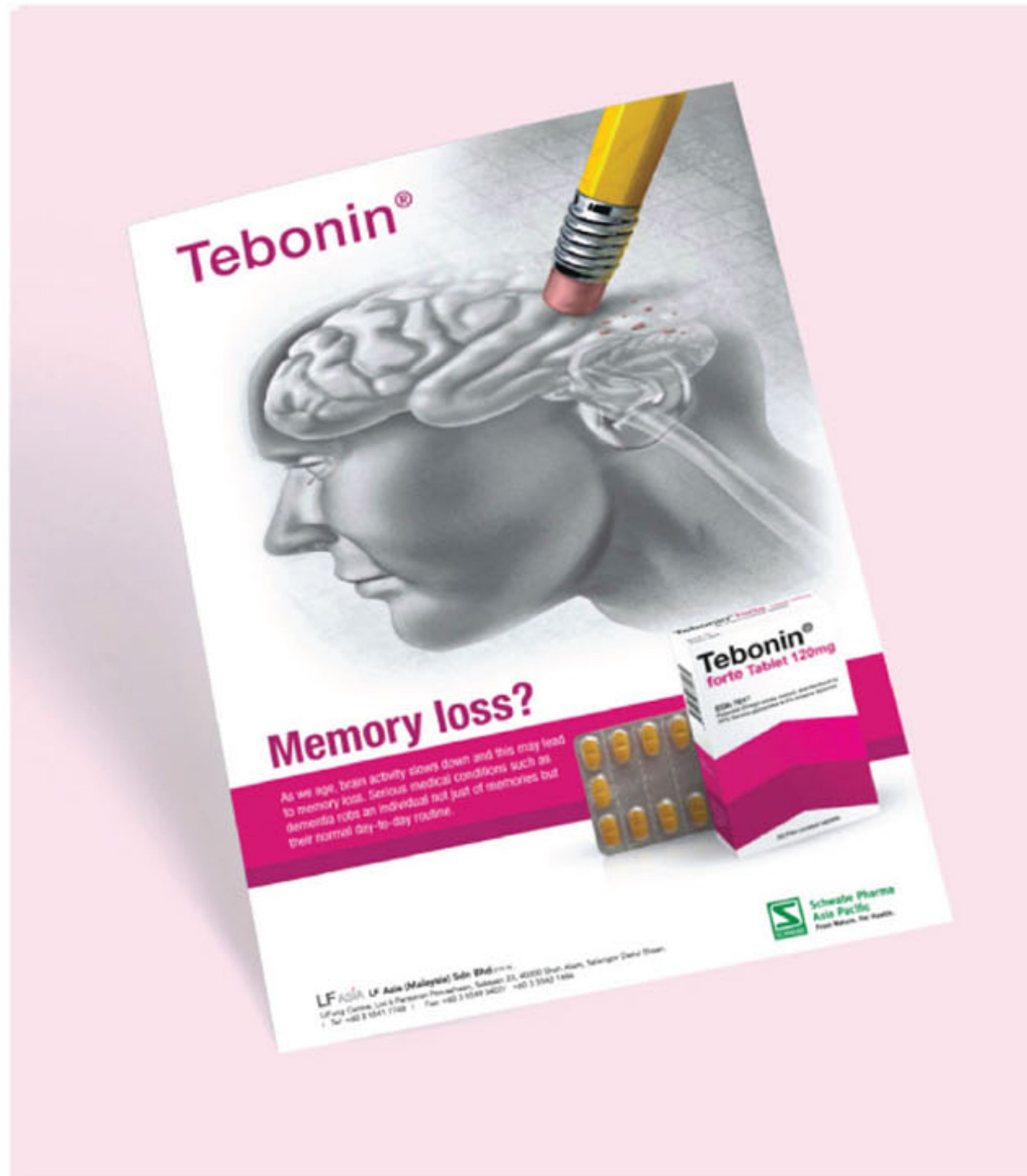


Kaloba campaign kick off since 2014 among health-care targeted to pharmacies and doctors. The campaign generated 300% sales and profit driven within a year. We bring Kaloba in different aspect to engage with consumer by the family portrait shown an infection easily spread to the entire family if we don't mend, Kaloba comes as a guardian of the family whenever you need it.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

LF Asia - Tebonin - Memory Loss



Tebonin campaign launched since 2014 (Q3) for the treatment of mental losses. The campaign received very good feedback among doctors and pharmacies which generated 120% sales throughout a year.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Menarini - Papulex - Love Yourself Again

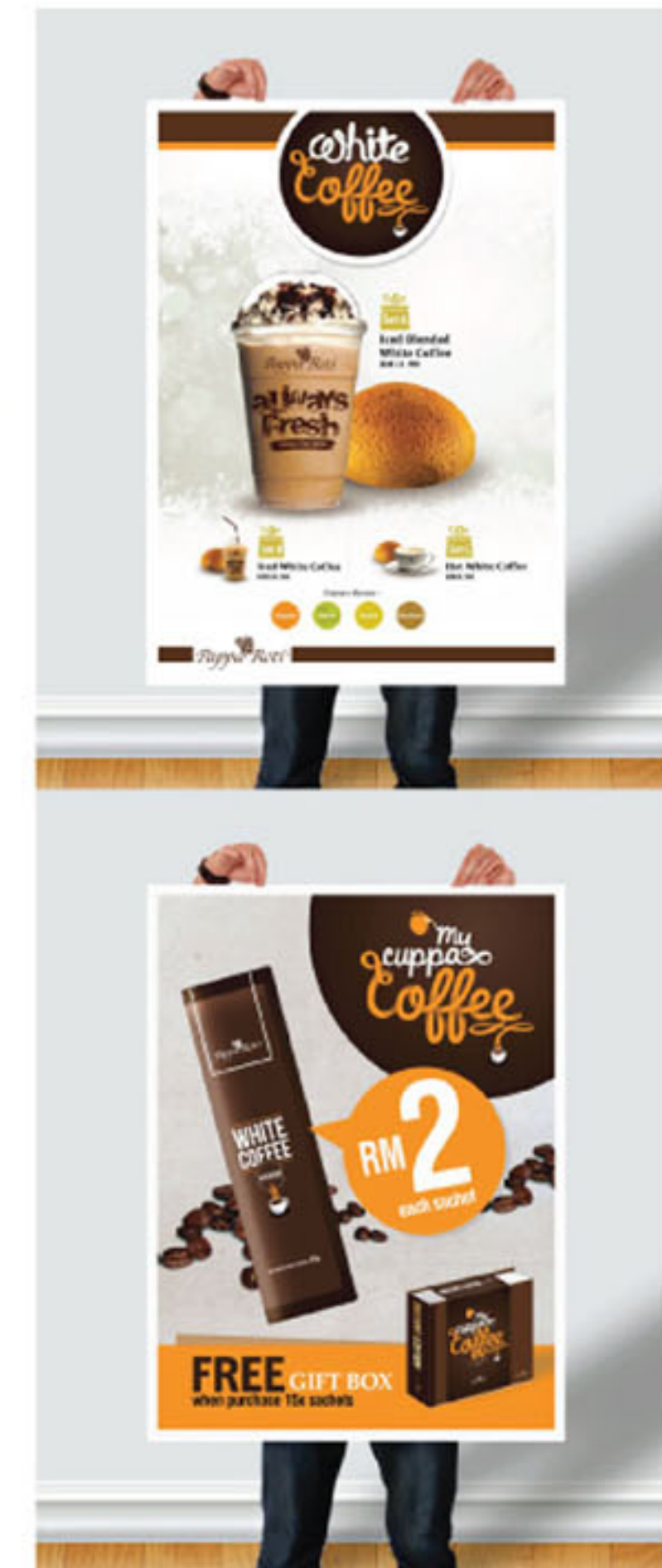


Papulex used to pharmacy product before on-the-shelf product. "Love Your Skin Again" has been launched since 2013 in ATL & BTL.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print
- Digital Media

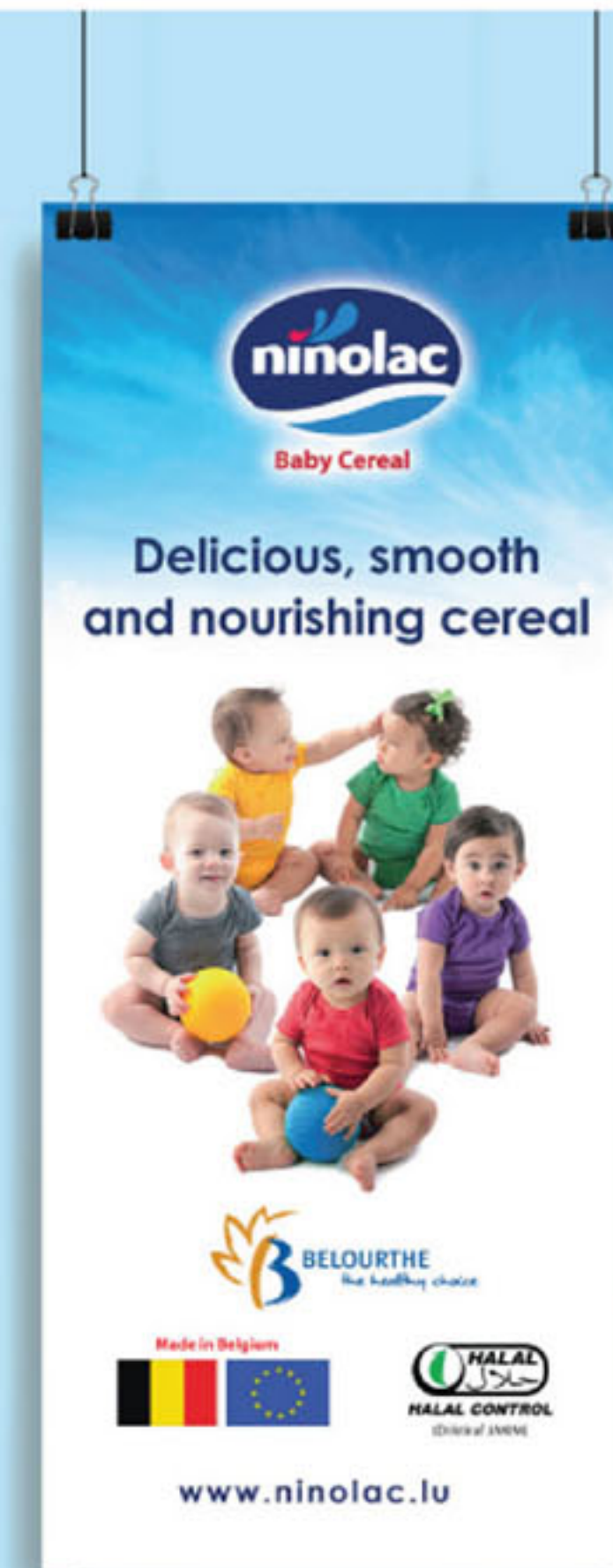
Papparoti Campaign



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Ninolac Launched



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Clique Clinic - Branding



Clique engaged with Pencilbox as a retained marketing agency from ATL to BTL.

Services :

- Copywriting
- Design Development
- Digital Media
- Print
- eDM

Epay - POSM

PERCUMA
RM20 RELOAD
dengan Xpax

Tambah Nilai Reload RM30 dan ke atas dalam tempoh promosi anda berpeluang mendapat :

- Cawangan Reload bernilai RM20 (10 Persekitaran)
- Sah untuk RM30 ke atas dalam satu rest
- Hanya melalui terminal e-pay eksklusif di Kedar Ayammas

Rakan Kerjasama : **so easy** **AYAMAS**

Untuk maklumat lanjut, kunjungi laman Facebook 'So Easy with e-pay' atau pun www.e-pay.com.my
Tertarik kepada terma & syarat

so easy
TOP UP & PAY HERE
The Largest Prepaid Top-up Network in Malaysia

Services include: MOBILE RELOAD, ONLINE GAME RELOAD, CREDIT CARD, EID RELOAD, BILL PAYMENT COLLECTION, and e-Wallet Reload.

Partners listed: Hotlink, XOX, yes, Maxis, Telcel, Clixster, M-Cash, JARING, TMN, and others.

TOP UP HERE

Logos for: Hotlink, XOX, yes, Maxis, Telcel, Clixster, M-Cash, JARING, TMN, and others.

DEALERS ARE WELCOME, PLEASE CALL

TOP UP HERE
ONLINE GAME RELOAD

Services include: MOBILE RELOAD, EID RELOAD, and others.

Be a GHL Merchant Now!
ONE OF THE LARGEST MERCHANT ACQUIRERS IN MALAYSIA

Accept Credit Card / eDP, VISA, MyDebit, CARDPAY, 0% Easy Payment Plan, Point Redemption Program.

Why choose GHL?

- Nationwide coverage
- Fast approval
- 24/7 call centre
- Multiple bank settlement
- Kiosk added facilities

GHL logo and contact information.

Not accepting Credit or ATM Cards at the moment for your business?

Grow Your Business, Accept MORE Payments. Accept Credit Card, VISA, MyDebit, CARDPAY.

Why AirPOS?

- Only RM100! for a smart card reader to accept payments.
- Low upfront cost for your business.
- No monthly rental.
- No need to worry about the device.
- No fixed telephone line required.

Pre-Launch Promotion starting from **RM100!**

AirPOS logo and contact information.

Services :

- Copywriting
- Design Development
- Digital Media
- Print
- eDM

Menarini - Fastum Gel Campaign



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

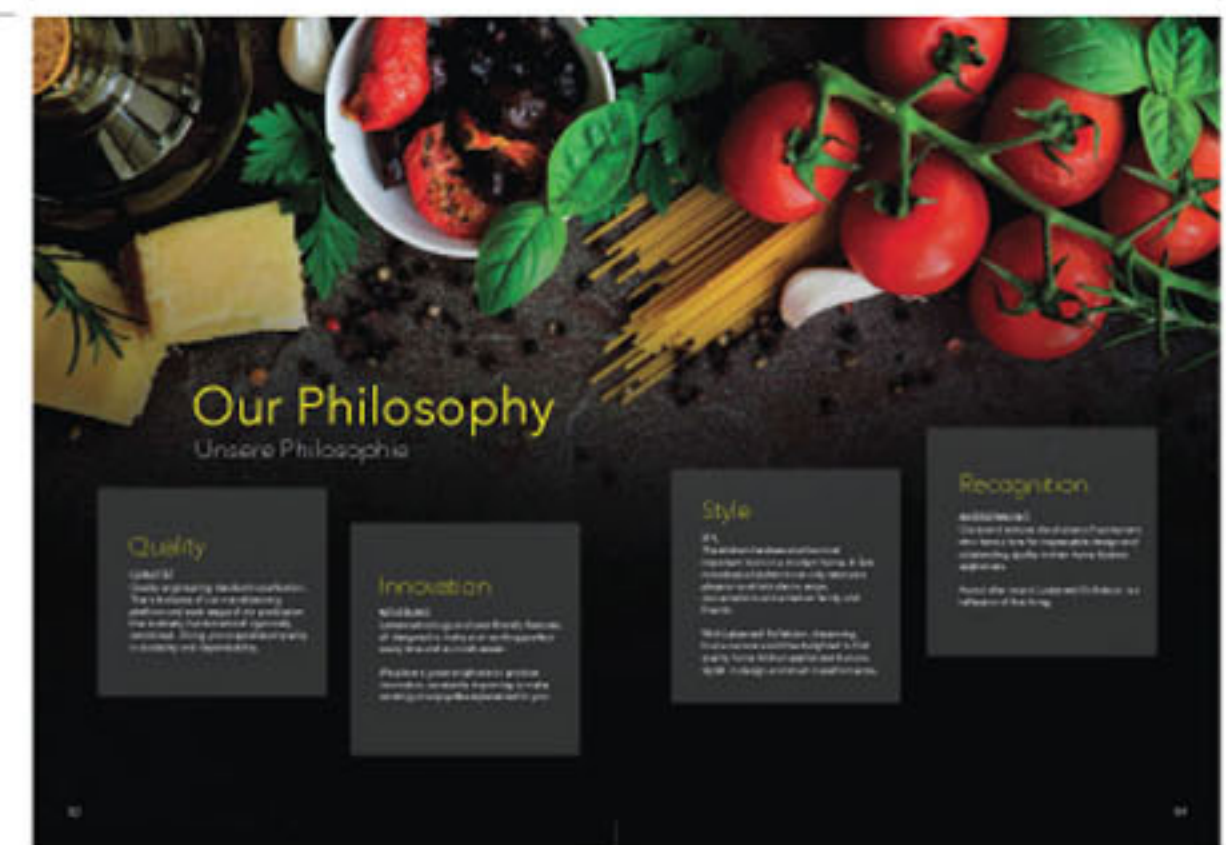
Churros - Branding



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Kollektion - Kitchen Appliances Catalogue



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

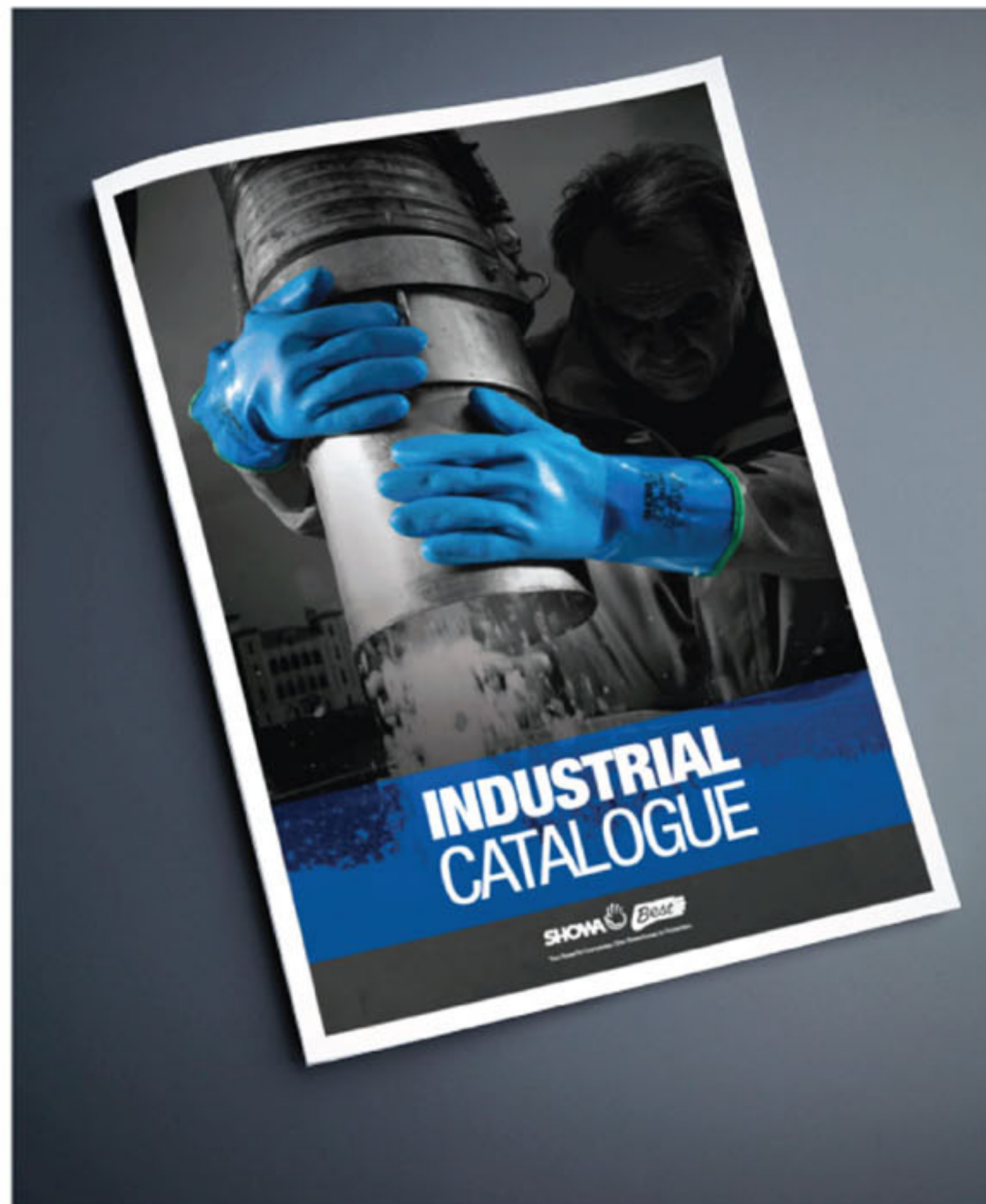
Kollektion - Home Appliances Catalogue



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Showa - Product Catalogue



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Audio Synergy CI



Typeface :
Trebuchet MS (Bold)

CMYK Color :



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Sliq Cl



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Macro Investment Brochure & Leaflet



Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Argo Naga Branding



ARGO NAGA
**DRAGONBOAT TEAM
RECRUITMENT
OPEN DAY**
10/01/2016 [SUNDAY]
8.30AM-11.30AM
★ RM35 ★
MARINA PUTRAJAYA

Call us at +6016-2280281 (Zheng Hao) Email: argonagadragonboat@gmail.com argonagadragonboat

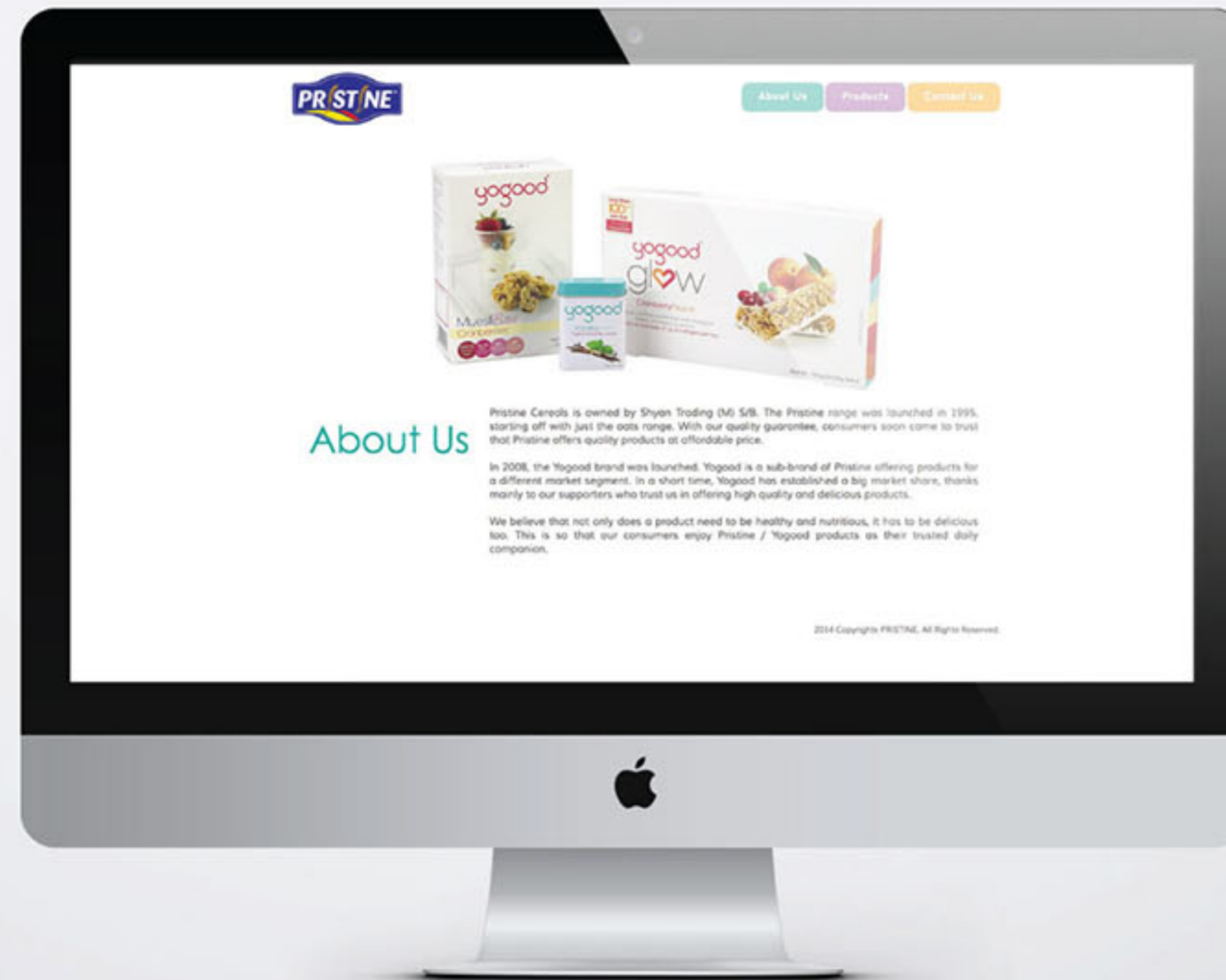
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Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Pristine - Yogood Web Design



Yogood is a sub-brand of Pristine offering products for a different market segment. In a short time, Yogood has established a big market share, thanks mainly to our supporters who trust us in offering high quality and delicious products.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Precious Smile Dental - Website



Precious Smile Dental clinic provide the highest level of patient care and dentistry in a relaxing, warm and welcoming environment. Precious Smile Dental clinic provide all aspect of general, cosmetics/aesthetic, orthodontics and implants dentistry.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

The Design Studio - Website



The Design Studio is a Kuala Lumpur-based interior design firm known for its innovative approach in creating functionally sophisticated residential and commercial interiors.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Sliq Clinic - Website

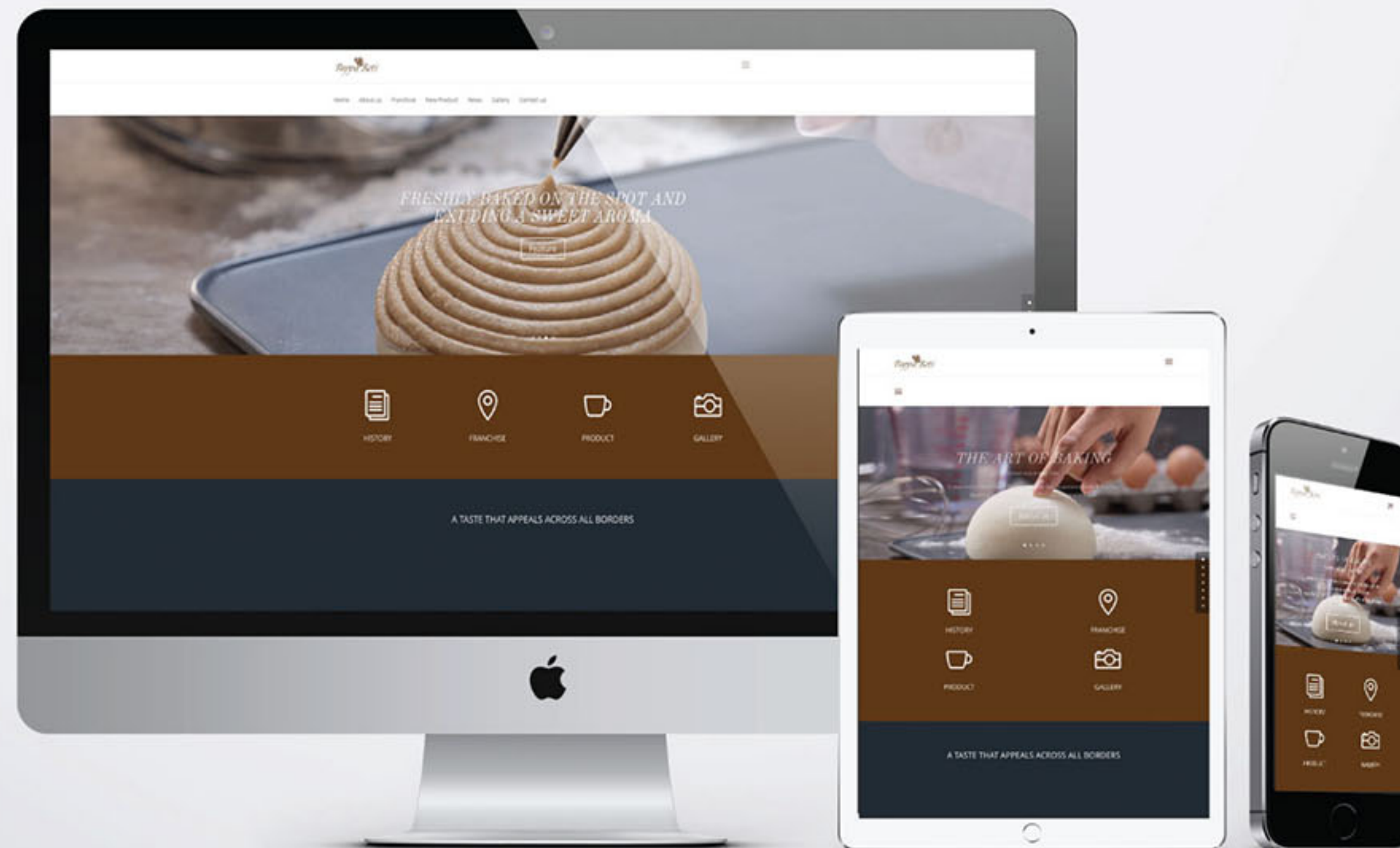


Sliq is an Aesthetic clinic based in Oasis Ara Damansara. The clinic interiors were designed to provide a relaxing and warm ambience for every visit to the clinic. Sliq also provide private waiting areas and rooms for customers who enjoy a little more privacy.

Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Pappa Roti Web Design & Franchise Order

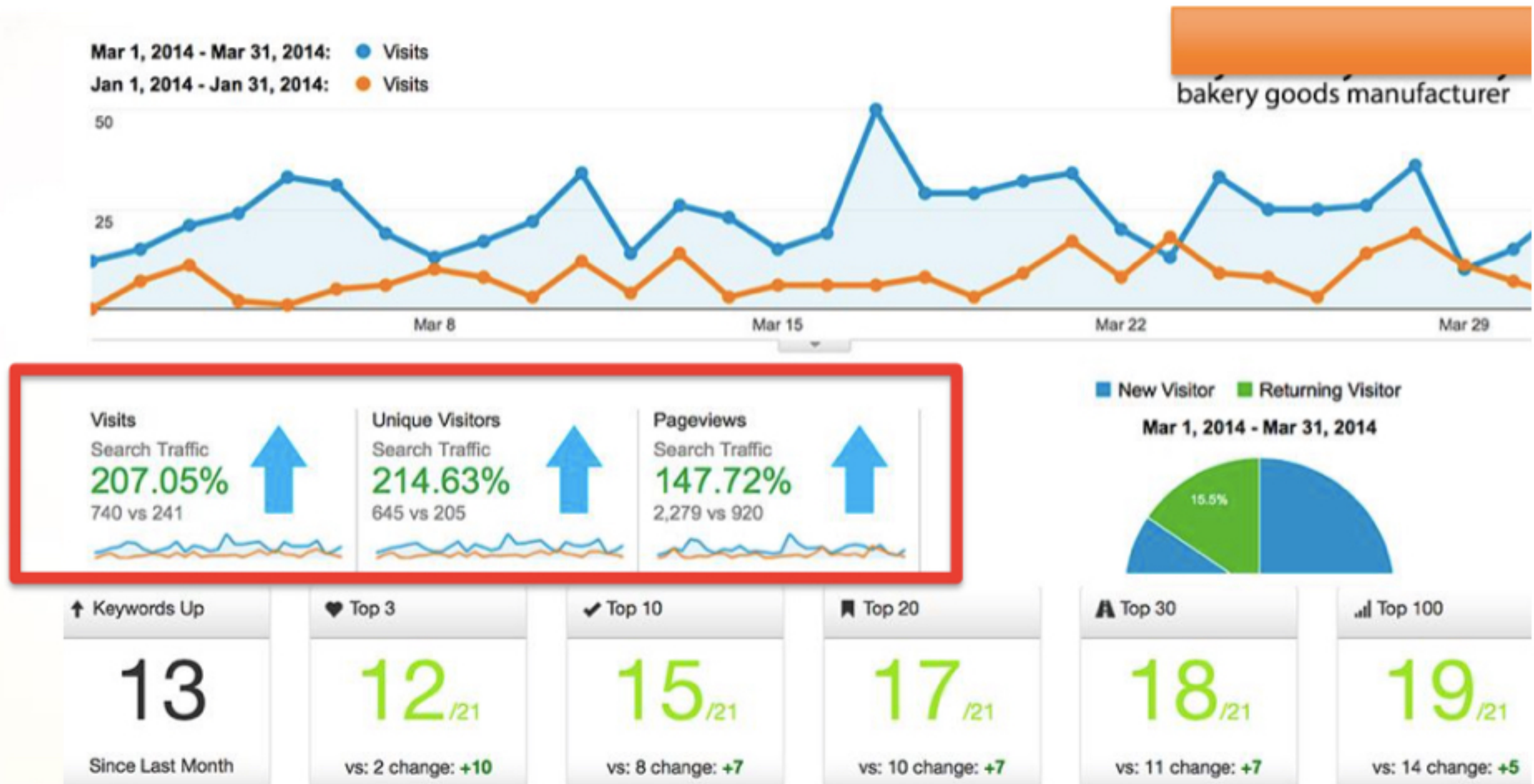


Services :

- Copywriting
- Design Development
- Creative Solution
- Print

Our Digital Rank

Where we encourage Google to fall in love with your site



Our Proven Service Performance based on Google Analytics & serpbook.com

Our Digital Rank

Where we encourage Google to fall in love with your site

Jun 1, 2014 - Jun 30, 2014: Sessions
Apr 1, 2014 - Apr 30, 2014: Sessions



within 2 months, traffic increased:

Sessions

Organic Traffic
142.18%
11,104 vs 4,585



Users

Organic Traffic
102.38%
4,335 vs 2,142



Pageviews

Organic Traffic
101.01%
111,845 vs 55,641



Returning Visitor New Visitor

Jun 1, 2014 - Jun 30, 2014



↑ Keywords Up

10

Since Last Month

♥ Top 3

4 /20

vs: 0 change: **+4**

✓ Top 10

5 /20

vs: 0 change: **+5**

📌 Top 20

5 /20

vs: 1 change: **+4**

📌 Top 30

10 /20

vs: 7 change: **+3**

📌 Top 100

14 /20

vs: 11 change: **+3**


Our Proven Service Performance based on Google Analytics & serpbook.com

Our Digital Rank

Where we optimise your digital ads campaign for results

**HIGH
CTR
Rate!**

Our Proven Optimised Adwords Campaign



Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	↓ CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
 TheCrescent Search	MYR100.00/day	Limited by budget ?	Search Network only	All features	7,818	156,068	5.01%	MYR0.64	MYR5,016.25	1.4
Total - all but deleted campaigns					7,818	156,068	5.01%	MYR0.64	MYR5,016.25	1.4
Total - Search ?					7,818	156,068	5.01%	MYR0.64	MYR5,016.25	1.4
Total - Display Network ?					0	0	0.00%	MYR0.00	MYR0.00	0.0
Total - all campaigns	MYR100.00/day				7,818	156,068	5.01%	MYR0.64	MYR5,016.25	1.4

Our Digital Rank

Where we optimise your digital ads campaign for results

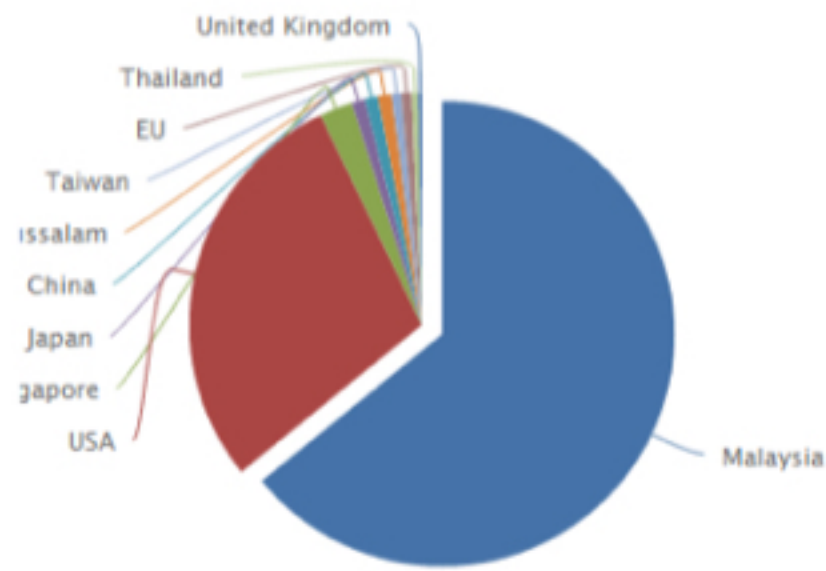
**HIGH
CTR
Rate!**

Our Proven Optimised Adwords Campaign

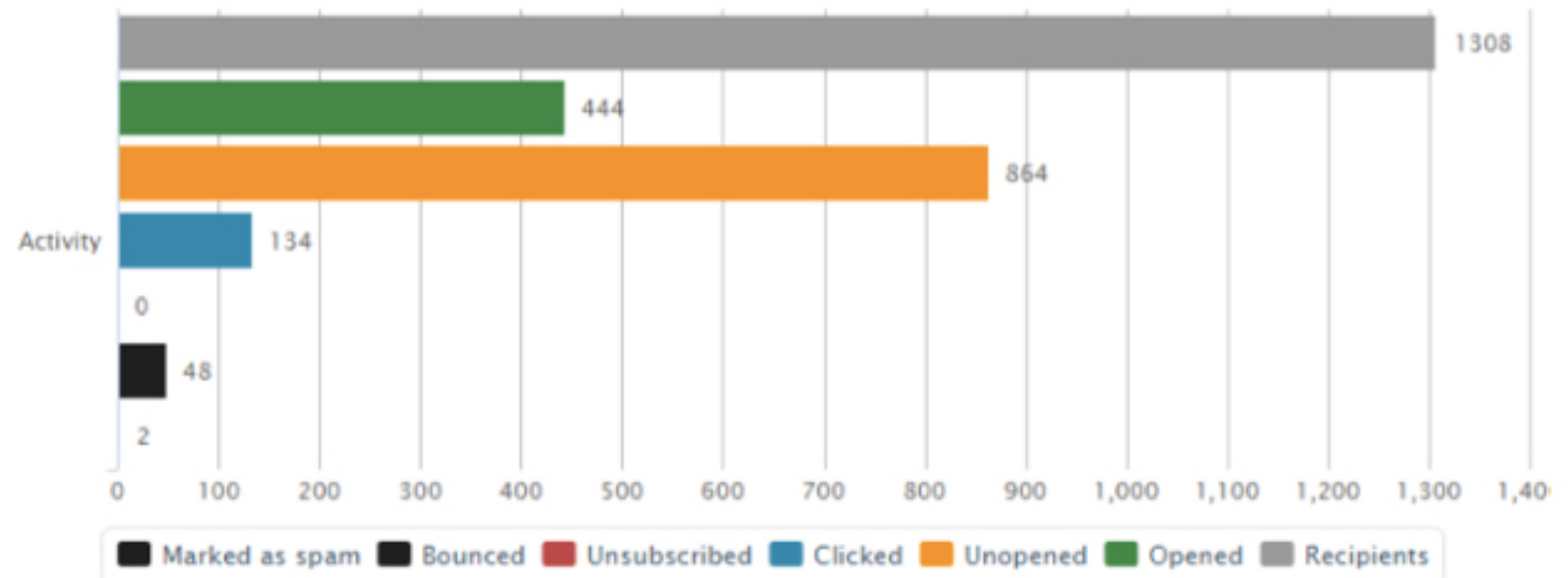
Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	↓ CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
 VWA Water	MYR137.00/day 	Eligible	Search Network only	All features	8,169	186,268	4.39%	MYR1.96	MYR16,018.11	1.8
Total - all but deleted campaigns					8,169	186,268	4.39%	MYR1.96	MYR16,018.11	1.8
Total - Search ?					8,169	186,268	4.39%	MYR1.96	MYR16,018.11	1.8
Total - Display Network ?					0	0	0.00%	MYR0.00	MYR0.00	0.0
Total - all campaigns	MYR137.00/day				8,169	186,268	4.39%	MYR1.96	MYR16,018.11	1.8

Our Digital Rank

Sample report for our satisfied client.



Top 10 countries



35.24% opened 444 unique / opened 545 times

864 not opened

10.6349% clicked a link 134 unique clicks

0% unsubscribed 0 unsubscribed

3.67% bounced 48 bounced

0.15% marked as spam 2 marked as spam

Our Digital Tool

Internal tool to build your brand to another level

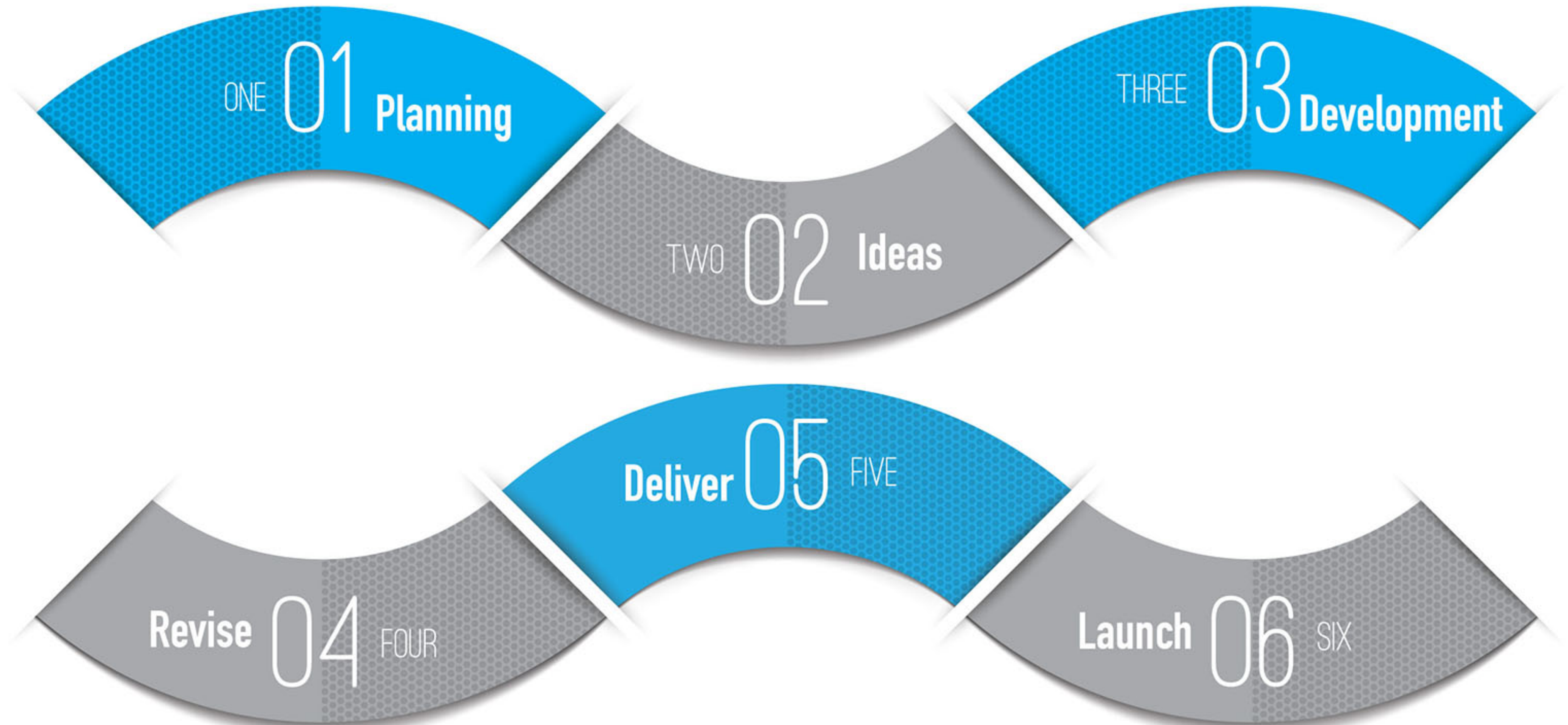
- Facebook Page Analysis
- Inclusive Market Player
- Tracking Fans Acquisition, engagement rates and conversations.



Our Clients



We're setting our insights far to beyond



We're setting our insights far to beyond

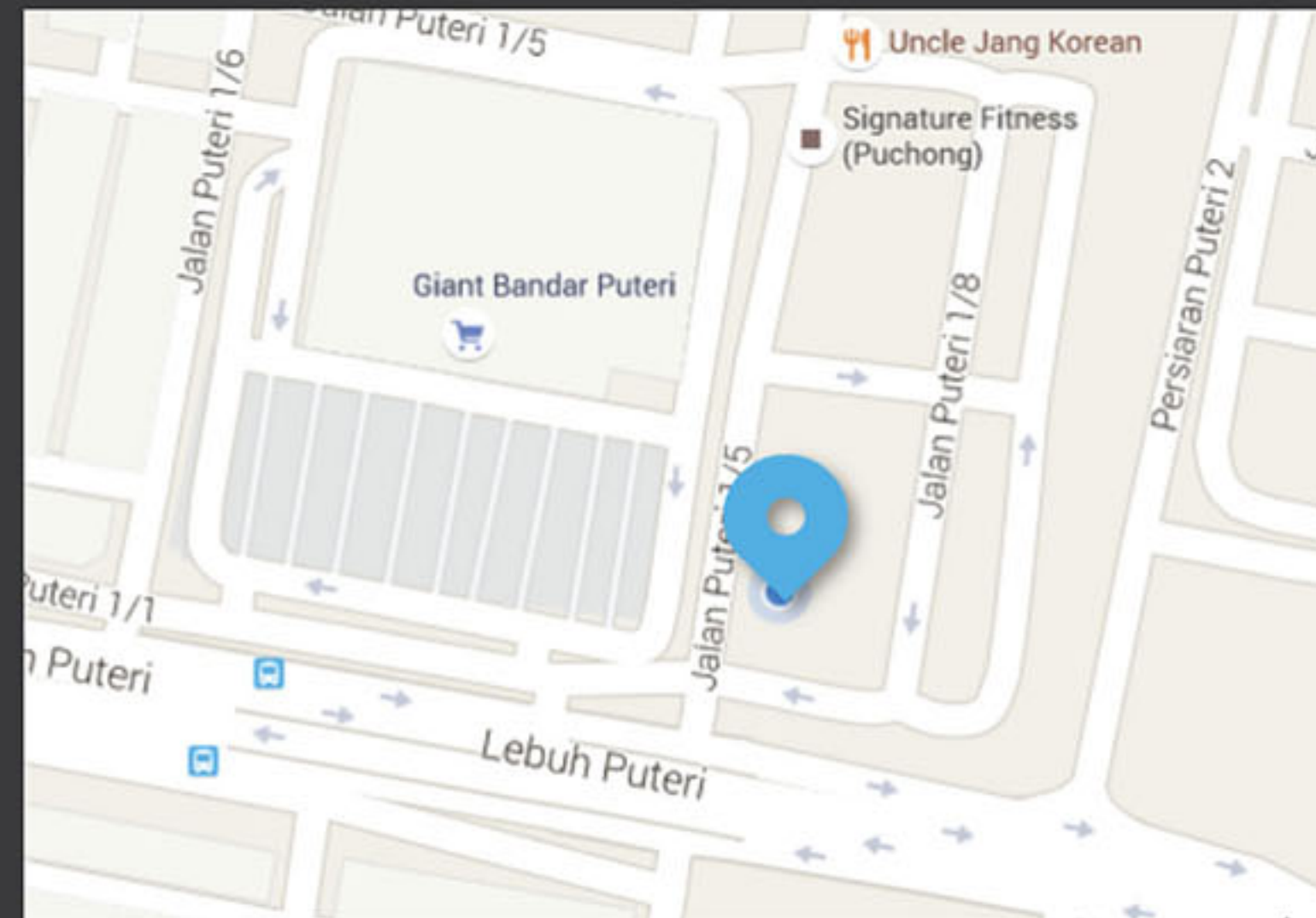
Pencilbox Group Sdn Bhd

6-3A, Jalan Puteri 1/5, Bandar Puteri,
47100 Puchong, Selangor Malaysia.

Tel : 03.8052 5566

✉ draw@pencilbox.com.my

🌐 www.pencilbox.com.my



We're so much more than just a creative + digital agency...
From branding, to websites and digital, think of us
as a one-stop agency for you and your business.

thank you! :-)

