

**From  
Local  
To Global  
Business**

**All  
creativity  
starts  
from  
hunger**





**From a group  
of hungry people  
In BKK**



An Official Partner of



## The first Thai network agency bridging China and Southeast Asia

### Technology



Storyboard and Visual AI Platform for Professionals



Local Transportation Platforms in Southern Thailand

### Communication Service



Headquarters for Strategy, Creative, Media, and Production Hubs across Asia



Regional Hub for SEA's client



Helping Chinese businesses expand overseas and supporting SEA businesses to grow in China



Digital PR & Influencer Marketing

### Regional Alliance



Taipei Creative Partner



KL Creative Partner

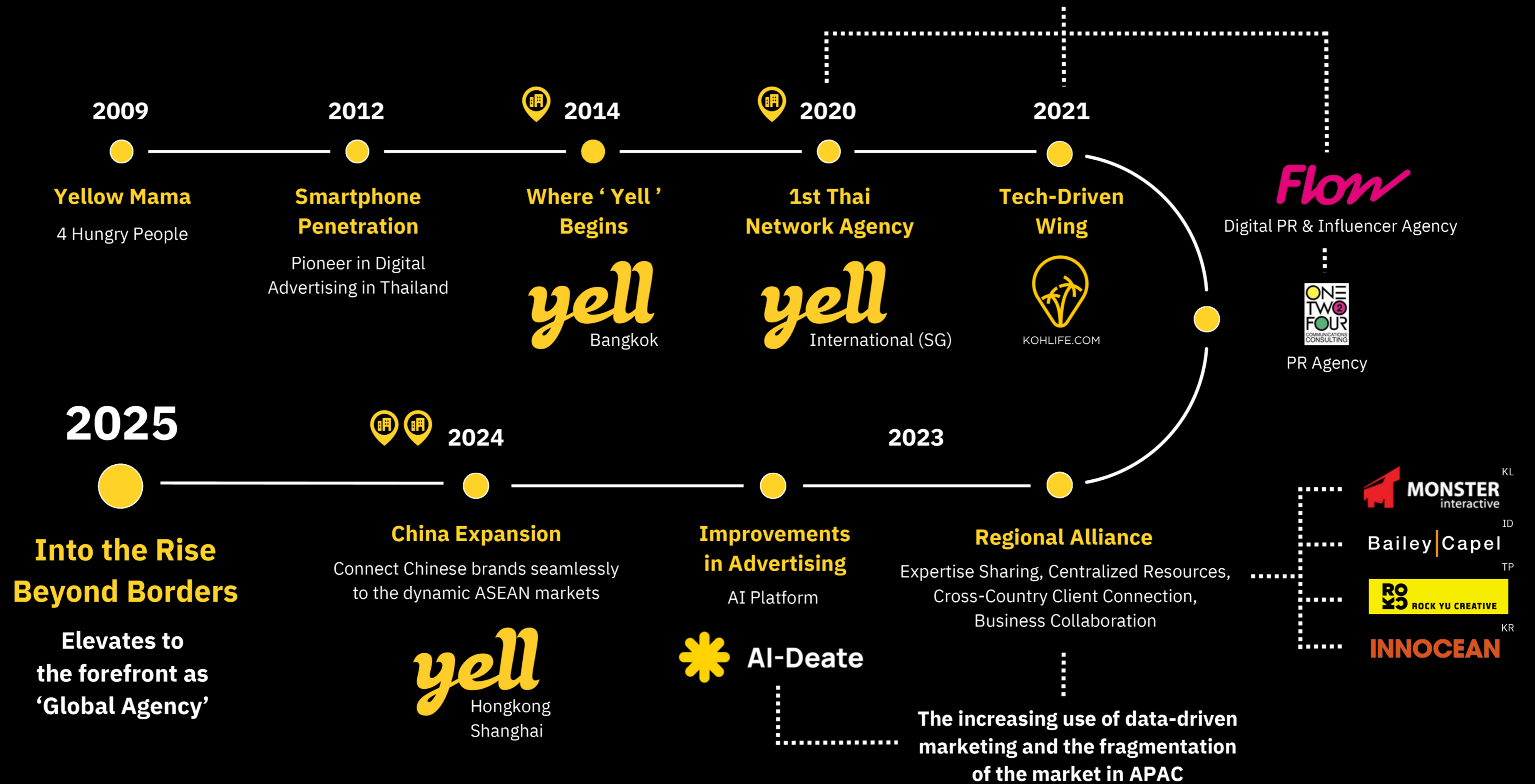


JKT Creative Partner

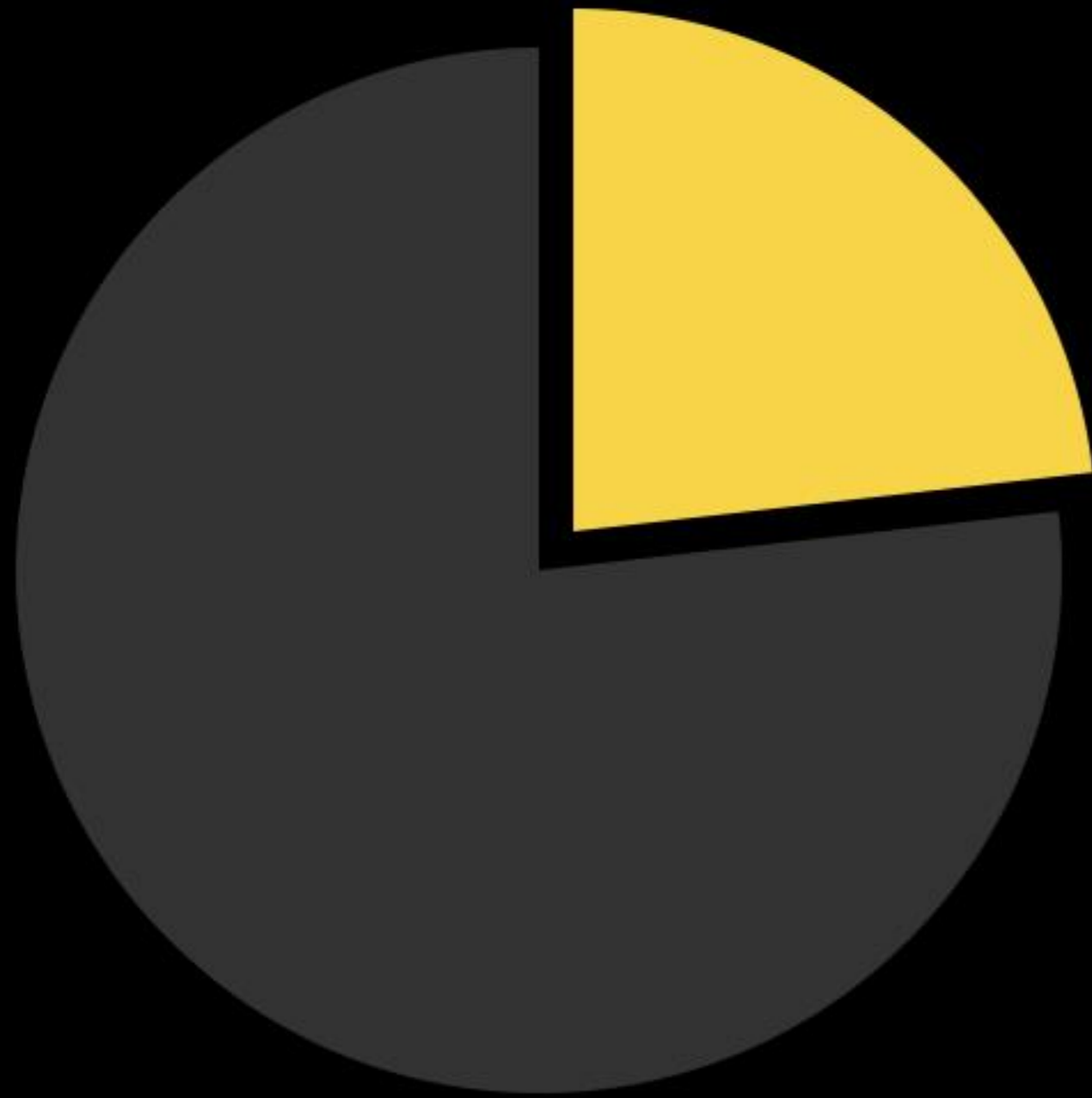


# Our Journey

ASEAN's Rising Middle Class  
Driving Growth in Social Media and Tech Platforms

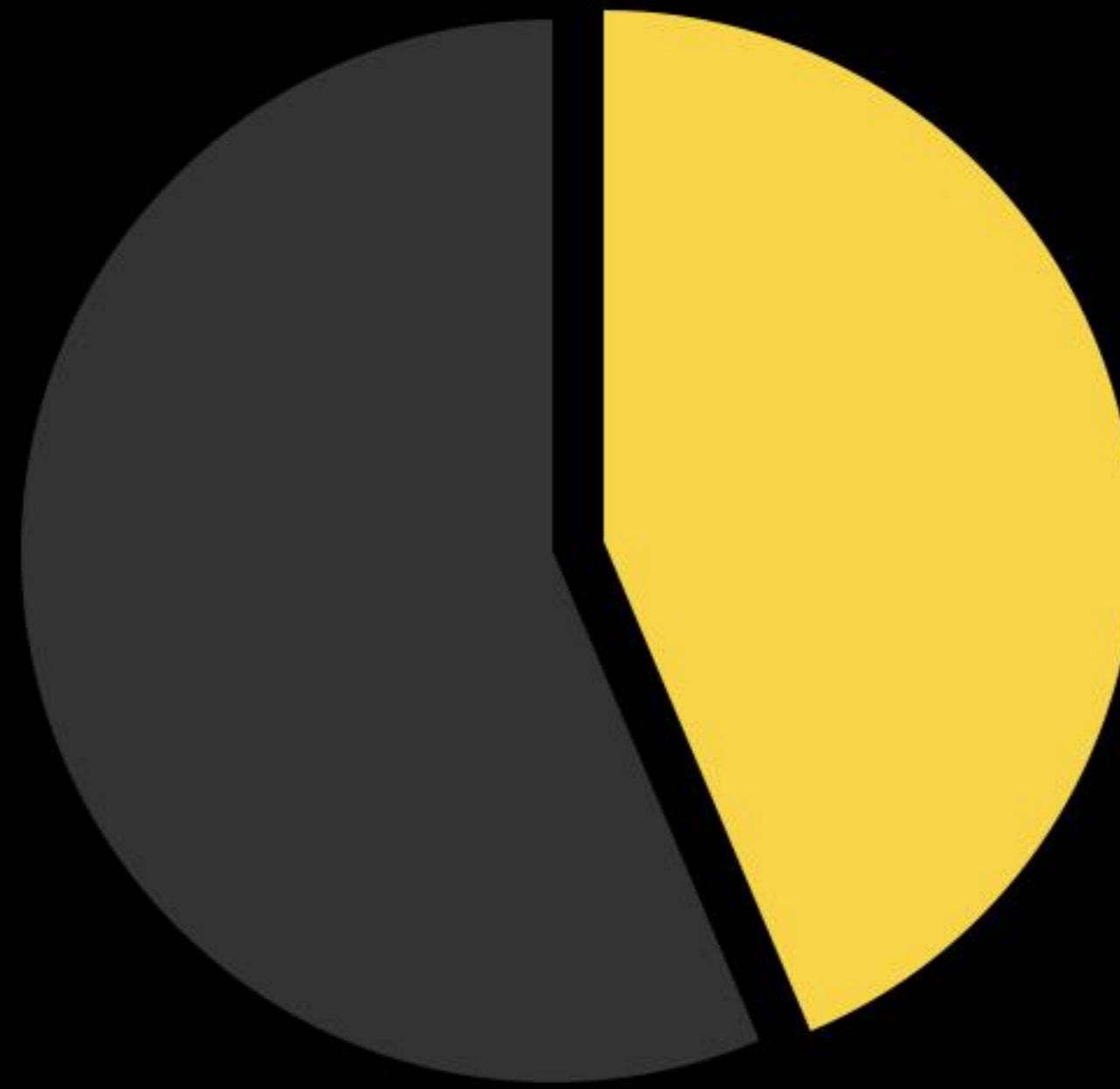


# Average Business Failure Rates



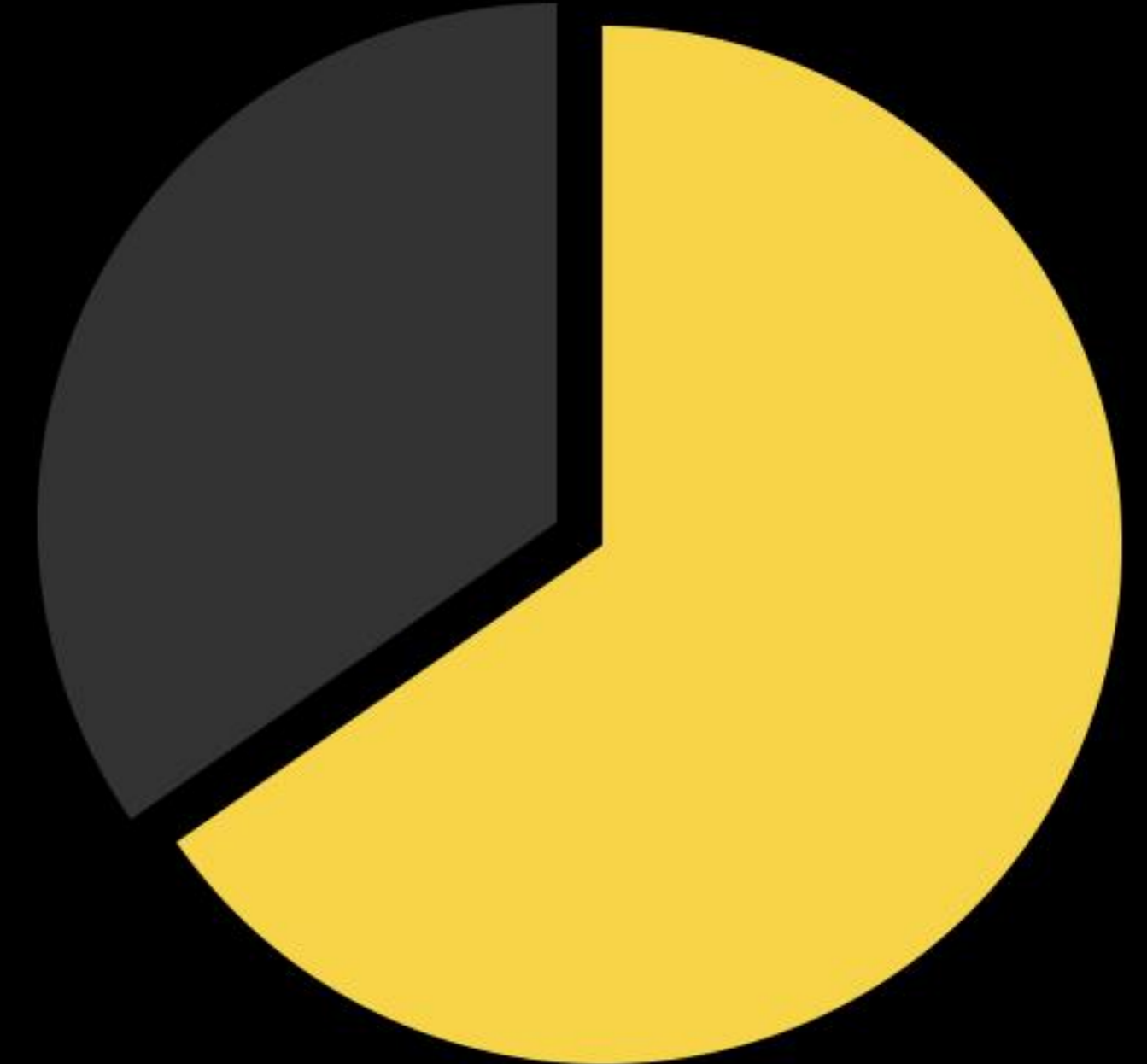
After 1 year

**23.2%**



After 5 years

**48%**



After 10 years

**65.3%**

**...and even more  
when you  
expand to other  
countries**

**How local  
company can  
expand to an  
international  
level?**

## Market Size

The Southeast Asia advertising market is projected to reach approximately USD 24.59 billion in 2024

Source : Modor Intelligence

In 2024, China's advertising market was valued at approximately USD 148.4 billion in 2024

Source : The Wall Street Journal

# Market Opportunity : Bridging China & Southeast Asia



## China's Outbound Market:

Chinese brands are expanding aggressively into Southeast Asia, requiring strategic partners with deep local expertise.



## Southeast Asia's Growth:

A rapidly growing digital economy with increasing ad spend across major industries (e-commerce, fintech, automotive, etc.).



## Thailand as a Creative Hub:

Recognized globally for high-quality advertising, making it a gateway for brands to enter global markets.

# Market Positioning

To be  
the **BRIDGE**  
between  
China and SEA





**40K agencies are registered in Shanghai**

## **China's Budget Cuts by Area (2025)**

**62.3%** – Agencies & Vendors

**48.4%** – Internal Staff & Resources

**33.7%** – Technology & Data Systems

**30.5%** – Branded Content & Creative

**28.4%** – Brand-Level Media Investments

**24.2%** – Performance Ads

**16.8%** – Influencer Marketing

**Culture Shock**

**to**

**Culture Shape**

# Understand the Target Market





CP  
XTREME  
CHEESE LAVA  
ปริมาณ 2 ลิตร

มีจำหน่ายที่ Lotus

# UNDER CHEESTRUCATION

HOW SMALL AMOUNT OF MEDIA MAKE EVERYONE KEEP AN EYE-ON.

## Background

OOH Advertising, great tool to create impact for a campaign. the more it's in a good condition, the more it will costly. and the cheap one is in a bad condition, damaged, unmaintained. And we use the damaged cheap one to create more damage and most impact to represent CP Xtreme cheese lava sausage.

## Idea

Experiential yet guerrilla marketing!!

a visual experience with an sausage that impact on realistic building to catch an pedestrian's eyes. And we turning the surrounding area into a scene of lava cheese destruction. With constructor troops with some decoration.

Setting up a situation of Cheesplosion to grabbing everyone attention. Not just something you glance at and move on, it makes you a part of the story and construct a memorable impression.

It's erupt to many media midst city!!

we launching an ambient ads and OOH under this concept. Surprise everyone with many collateral damage of Cheesplosion on metro system. A elevator ads with alarm for cheese eruption, even a hyper-realistic VDO to make everyone AWARE that our cheese is really IMPACT !!!



Result

12.4M

AWARENESS

110K

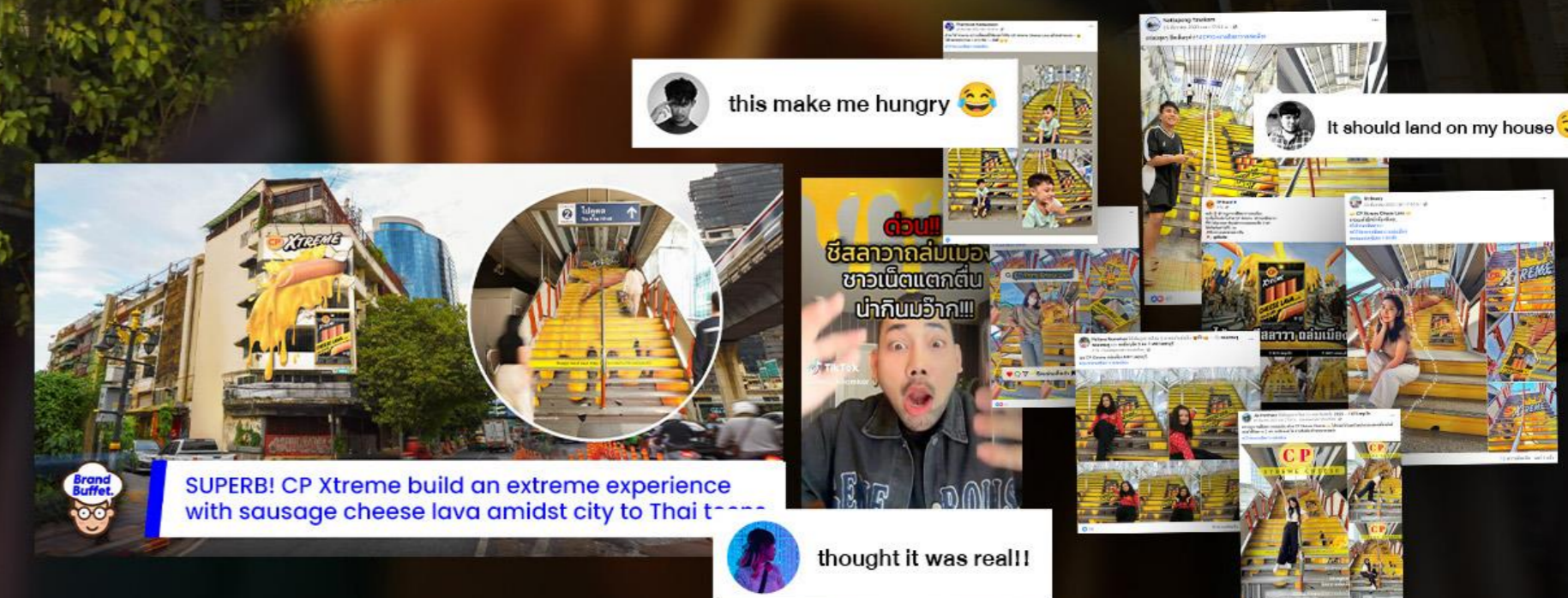
ENGAGEMENT

2.2M

PR VALUE

Over 200K

PACK SALES IN THE FIRST MONTH.



# Leverage Partnerships





# น้องหมีเนย Butterbear

คอลเลกชันกับแบรนด์ไหนบ้าง?

 <p><b>SABINA</b> สินค้า เสื้อผ้า</p>	 <p><b>7 ELEVEN</b> สินค้า อาหาร ของใช้</p>	 <p><b>Babi Mild</b> สินค้า ผลิตภัณฑ์สำหรับเด็ก</p>
 <p><b>ดัลมาชัน แลคโตส</b> สินค้า เครื่องดื่ม</p>	 <p><b>CONVERSE</b> สินค้า รองเท้า</p>	 <p><b>NaRaYa</b> สินค้า เสื้อผ้า กระเป๋า</p>
 <p><b>GENTLE WOMAN</b> สินค้า เสื้อผ้า กระเป๋า</p>	 <p><b>RAVIPA</b> สินค้า เครื่องประดับ</p>	 <p><b>PIPATCHARA</b> สินค้า เสื้อผ้า กระเป๋า</p>
 <p><b>SOURI</b> สินค้า ขนมหวาน</p>	 <p><b>ZARA</b> สินค้า เสื้อผ้า กระเป๋า</p>	 <p><b>CASETIFY</b> สินค้า เคสมือถือ</p>
 <p><b>deli</b> สินค้า เครื่องเขียน</p>	 <p><b>WOSADO</b> สินค้า เครื่องสำอาง</p>	



# Build a Strong Brand

clean&deodorate

**ไม่ต้องขัดถู**  
พลังทำความสะอาด x3

ละลายคราบสกปรกใน 60 วินาที  
บอกลากับแปรงล้างห้องน้ำของคุณ

โปรสตุพิเศษ  
มัดต่อแพ็ค มีราคาถูกลงกว่า

99.9%  
ฆ่าแบคทีเรีย

XTRA  
จัดส่งฟรี\*

1/9

SEAMUX

ไม่ต้องขัดถู

1 นาที  
การขจัดคราบ

99.9%  
ฆ่าแบคทีเรีย

500ml\*3ขวด | ซีโอ 2 แคม 1

Fuoroce | OFFICIAL STORE

1 นาที  
ไม่ต้องขัดถู

99.9% อัตราการฆ่าเชื้อ

✓ สลายกลิ่นใน 60 วินาที

G10  
จัดส่งฟรี

500ml\*5ขวด | ซีโอ 3 ฟรี 2

Sensha

ไม่ต้องขัดถู  
ปลดปล่อยมือของคุณ

ฆ่าเชื้อแบคทีเรีย กำจัดคราบสกปรก  
ขจัดคราบสกปรกได้อย่างมีประสิทธิภาพ  
ฆ่าเชื้อ อเนกประสงค์และกำจัดกลิ่นต้นเหตุ

99.9%  
ฆ่าแบคทีเรีย

ชุดโปรโมชัน 3 ขวด ส่วนลดที่มองเห็นได้

MORFUNZ | OFFICIAL STORE

1 นาที  
ไม่ต้องขัดถู

99.9% อัตราการฆ่าเชื้อ

✓ สลายกลิ่นใน 60 วินาที

G10  
จัดส่งฟรี

500ml\*5ขวด | ซีโอ 3 ฟรี 2

LACANELLA

1 นาที  
ไม่ต้องขัดถู

พลังทำความสะอาด x3

ละลายคราบสกปรกใน 60 วินาที  
บอกลากับแปรงล้างห้องน้ำของคุณ

โปรสตุพิเศษ

99.9%  
ฆ่าแบคทีเรีย

ราคาต่ำ ที่สุดคุ้มค่าโดยเฉพาะ

WASHWELL

Bathroom  
Cleaner

น้ำยาทำความสะอาด  
อเนกประสงค์

3 in 1  
พลังกำจัด

ฆ่าเชื้อแบคทีเรีย  
ขจัดคราบสกปรก  
กำจัดกลิ่น

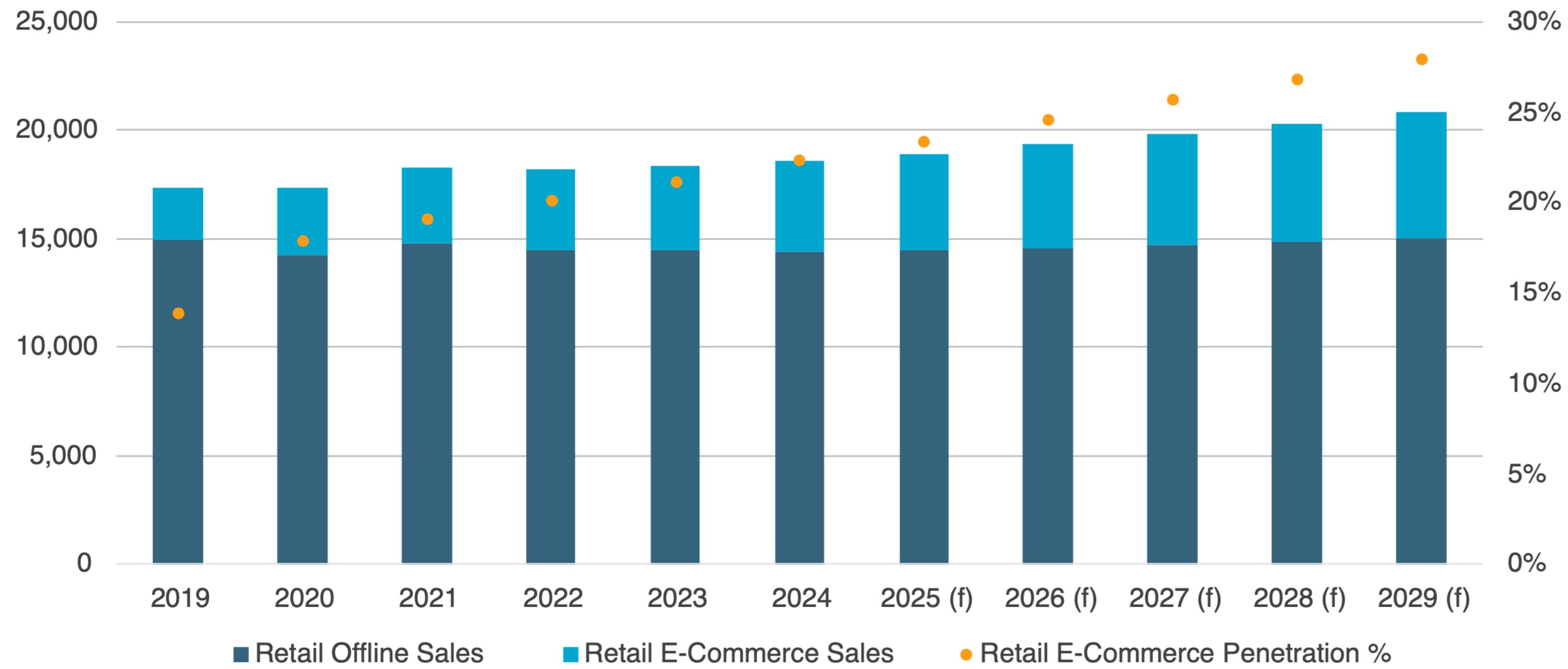
XTRA  
จัดส่งฟรี\*

1/9

Original

Copycat

USD billion (Retail rsp excl. VAT, constant prices, fixed ex. rate)



Note: f = forecast

Source: Euromonitor International Passport: Retail, 2025 edition



**Despite the significant growth of e-commerce in Southeast Asia, offline retail sales continue to hold the dominant share of the retail market.**

**Start Small,  
Scale Smart**



# Boggle Boggle Boiling Remyun Sound

Introducing '**Boggle Boggle**' : **The First Korean Noodle Pop-Up Store** at Siam Discovery, Thailand, Offering Authentic Flavors Direct from Korea. This unique pop-up store brings together renowned "Ramyun" brands such as Samyang, Ottogi, Nongshim, and Paldo, allowing visitors to indulge in a tantalizing culinary experience all under one roof.

This project marks the first market penetration initiative in Thailand, following the announcement of cross-border collaboration earlier this year between **INNOCEAN**, a globally renowned Korean agency, and Siam Piwat Group. Moreover, this collaboration follows the previous declaration of becoming Business Development Partners with **Yell Advertising**

The main concept behind 'Boggle Boggle' takes the form of a late-night street food eatery or a red tent, commonly seen in Korean series and often regarded as a must-visit spot for travelers seeking unique dining experiences. It has become a destination that tourists mark as a must-try experience.



ONETOUCH

# SEXUALLY RELIGIOUS

A potent amulet that blessed to ward off unwanted babies and STDs.

## BACKGROUND

Thailand ranks 2nd in teen pregnancy doesn't include STDs. The reason is some people don't believe in using condoms to protect themselves.

ONETOUCH, a Thai condom brand want to be a part to reduce problem by realize them how to use condoms correctly in an unforgettable way.

## IDEA

Beliefs, amulets, wish-washes, and Thai people are inseparable with no gender or age in between. That's why there is no surprise in finding different kind of paper talismans in people wallet or rooms as they believe it will prevent them from bad omens.

It inspired us to design the condom package into an amulet imprints the usage as a potent spell for its holder to recite and strictly follow. So, they steer away from unwanted pregnancy and STDs.



**May HIV be casted away**

**May STDs be warded off**

**May sperms be unfertilized**

**May your joy be forever protected**

**1 TEAR IT OFF**  
Peel with caution. Mind the nails, so the spell won't break.

**2 PUT IT ON**  
Put it down at its peak, not when it weak with the tip squeezed.

**3 ROLL IT DOWN**  
Roll it inward. Make sure it's stick, no slips.

**4 HOLD IT TIGHT**  
Hold the ring tight, slide it out once it's done.

ONETOUCH CONDOM 003  
ขนาด 49 มม. ปริมาณน้ำหล่อลื่น 5ml  
ผิวเรียบบาง บรรจุ 1 ชิ้น

On Halloween, the night with high chance of after party SEX, **5,000** condoms were given away.

Handed out by "Mae Nak Phra Khanong", Thailand's most famous ghost who died with her unborn child, to create awareness of correct condom usage before they will be haunted.



## RESULTS

Belief meets the right idea made "SEXUALLY RELIGIOUS" a viral on Social Media, especially on TikTok and Facebook, and draws people to pay attention to the manual and learn how to use it correctly.



997,500  
Organic Views

156,710  
Organic Engagements

935  
Total Comments



**Embrace other cultures**



# SING-AWRONG THE SONG IS RIGHT

## Challenge

'iQiyi' Chinese streaming platform faces a huge obstacle in Thailand's market due to the brand's name itself is **difficult to pronounce**. Consumers then cannot recall the brands which leads to Thais tend to ignore 'iQiyi'

## Idea

90% in Thai's education course rely on using the melody and rhythm act as a great framework to memorize the context. Therefore, the tactic 'iQiyi' apply on the campaign is '**Sing-awrong the music video**' which would help Thais to memorize the pronunciation of iQiyi. Consequently, the song "You and me iQiyi" has been on the charts and been covered, danced with, mentioned and so on throughout the country in a few days.

- Vanichaya First**  
Finally i call it right! Thanks to this song
- Pea Ty**  
After years of calling it i-Q
- Pippy Nimnoi**  
Oh i see it's called Ai-Chee-Yee
- Charinan Kgnampak**  
Ai-Chee-Yee ei yeh ei yeh so cathchy

## Result

Brand's Name mentioned increase

**1,248%**  
on the first day

**30.2M** Impressions **2.3M** Engagements

**13.6M** Views



## **Key Take Away**

**1. Understand the Target Market**

**2. Leverage Partnerships**

**3. Start Small, Scale Smart**

**4. Embrace the cultures**