



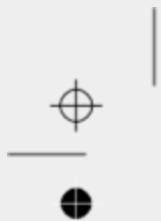
Turning businesses into great brands.

A brand that your consumers will fall in love with.
A brand that is effective in the marketplace.
Combining creative design with digital expertise,
we live to create, inspire, and tell your story.

www.redhill.studio

Our Work



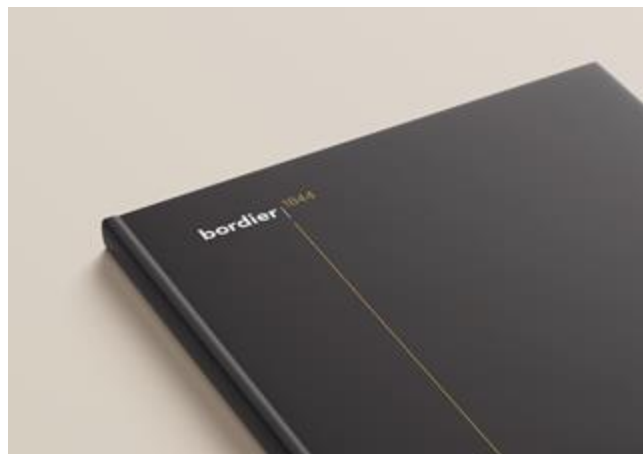


Print Design

“ Design is the intermediary between information and understanding

Richard Grefé













Häagen-Dazs

Raise ^{to} Bar
Mini 



**Vanilla Caramel
Almond Stick**

Snuggle up with our Vanilla Caramel Almond mini stick bar on a hot day's out. The stick bar is filled with our exotic decadent Madagascar vanilla ice cream with two lines of thick caramel flowing through it and enrobed with a Belgian chocolate coating covered with roasted almond pieces.

100% ROYAL INDULGENCE
NEW



Häagen-Dazs

Häagen-Dazs

Raise ^{to} Bar
Mini 



Green Tea & Almond

One of our most delicate ice cream treasures - the green tea ice cream recipe expertly interprets the intensity of matcha from the misty hills of Kagoshima in Japan with our rich velvety ice cream and coated with Belgian chocolate with almond pieces.

MAXIPRESS REMOVABLE SATITE
 The Maxipress Removable Satite is a revolutionary new technology that allows you to remove the chain from your bike without the need for a chain breaker. This means you can change your chain in minutes, without the need for a chain breaker or a mechanic. The Maxipress Removable Satite is available in a range of sizes to suit different chain types and is a must-have for any serious rider.

MADE  MotoGP

MOTUL




A SHARED PASSION FOR RACING AND COUNTING!

MOTUL

Counting down the days that separate us from the start of the season, we know we have a lot of work to do. We need to make sure our bikes are in the best possible condition, and that means checking the oil. The good news is that we can do this ourselves, and the bad news is that we need to make sure we're using the right oil. That's why we've teamed up with Motul to create a range of oils that are specifically designed for racing. They're the only oils that can handle the extreme temperatures and stresses of racing, and they're the only oils that can keep your engine running smoothly for as long as possible. So if you're a serious rider, you need Motul. It's the only oil that can handle the heat.



MOTUL

MYTH OR FACT

MYTH LUBRICANT OR USED ENGINE OIL CAN LUBRICATE THE CHAIN, AND THERE IS NO NEED TO INCRUIR HIGHER EXPENSES BY USING A DEDICATED CHAIN LUBE.

FACT A GENERIC LUBRICANT HAS LITTLE OR NO PROTECTIVE PROPERTIES, THE SAME APPLIES FOR USED OR FRESH ENGINE OIL.

It's obvious that although the chain is lubricated, it's not being lubricated by the right oil. The chain is made of steel, and it's designed to handle the heat and stress of racing. A generic lubricant or engine oil won't be able to handle these conditions, and it won't be able to keep the chain running smoothly for as long as possible. That's why you need a dedicated chain lube. It's the only oil that can handle the heat and stress of racing, and it's the only oil that can keep your chain running smoothly for as long as possible.

WHAT DOES THIS MEAN?

By using an oil that's specifically designed for racing, you can keep your chain running smoothly for as long as possible. This means you can spend less time in the workshop and more time on the track. So if you're a serious rider, you need Motul. It's the only oil that can handle the heat.










Brand Identity

“ Design is the silent
ambassador of your brand.

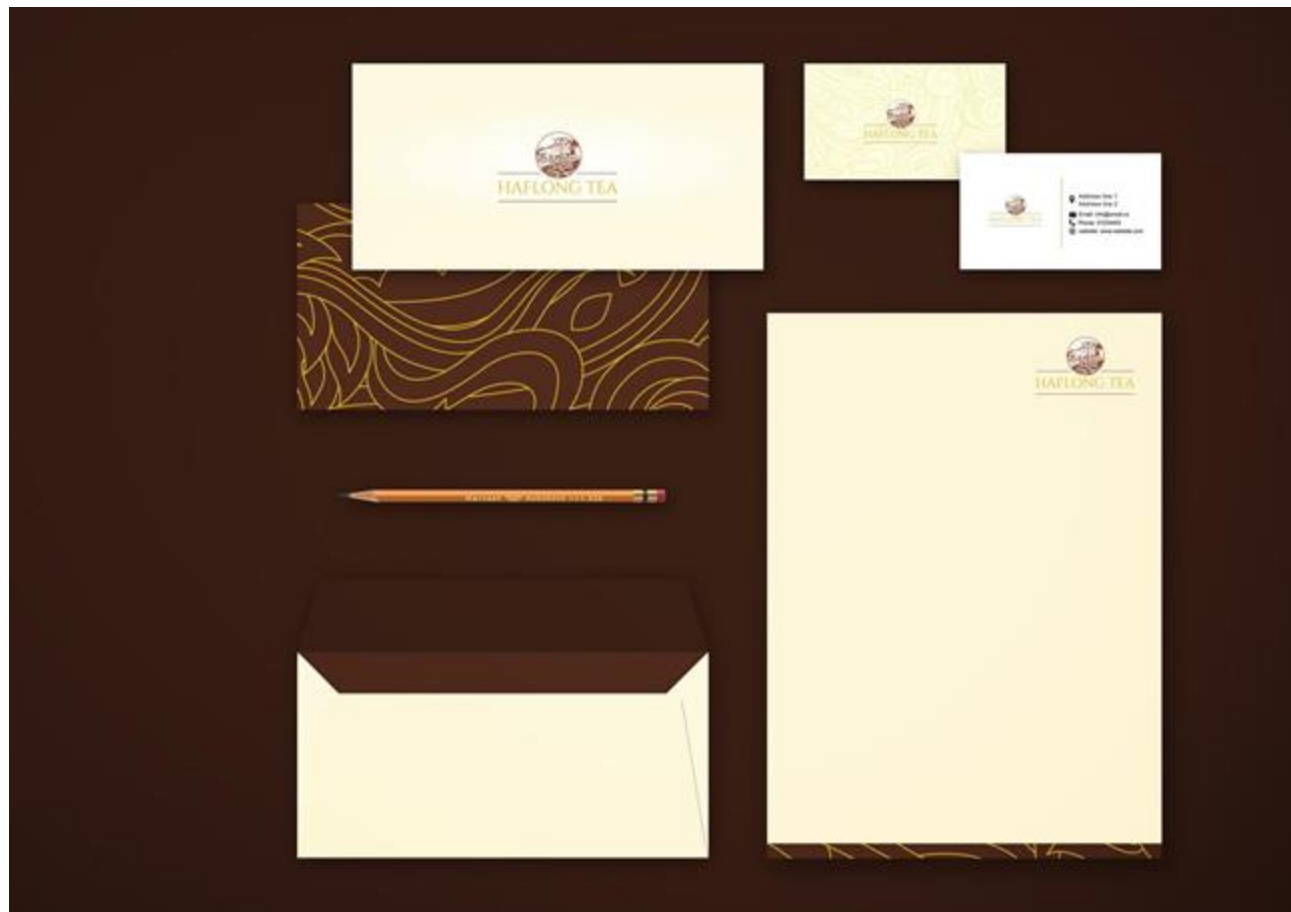
Paul Rand

Aa











RHL VENTURES

Hello World!

A wonderful evening has been consummated by my written word, the finest overall marriage of spirit which I enjoy with my whole heart. I am alone, and for the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents, I should be incapable of drawing a single stroke at the present moment, and yet I feel that I never see a greater artist.

While the birds valley hums and唧唧 around me, and the swallows cut through the upper surface of the insupportable foliage of my trees, and but a few stars gleam above the river, which I think myself alone among the tall pines by the swelling stream, and, as I lie close to the earth, a thousand unknown plants are nudged by me, when I hear the rustle of the little world among the debris, and grow familiar with the countless unobtrusive forms of the insects and trees, then I feel the presence of the Almighty, who formed us in his own image, and the world.

I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents, I should be incapable of drawing a single stroke at the present moment, and yet I feel that I never see a greater artist.



RHL VENTURES



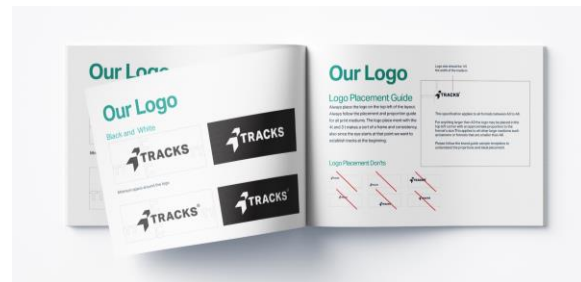


THE BRIEF

Design a very coherent visual identity with several touch points. But it needed to be versatile enough to apply to sub themes for sub entities of the organization.

OUR EXECUTION

We started by fully understanding the brand's vision and mission. Using this knowledge, we developed content and image guidelines that match the brand's desired identity. We took the exercise a step further by building marketing collateral templates based on the new guidelines.



BRANDING

Haflong Tea

These guidelines have been designed to help the client reach key audiences with a consistent message of the Haflong Tea brand. They outline the basic elements of the identity system including logo, colours, typefaces and visual style, which all play a vital role in forming the brand's identity.



LOGO

CORPORATE COLOURS

The use of the two colour Haflong Tea logo in all applications is essential.

In cases where two colour printing is not possible, the one-colour logo may be used.



HAFLONG GOLD

PANTONE P 7-16 C
TINT: 100%
C15 M27 Y100 K0
R221 G180 B38
#DDB426

HAFLONG BROWN

PANTONE P 32-16 C
TINT: 100%
C32 M80 Y100 K38
R123 G56 B25
#733B19

LOGO

LOGO AGAINST BACKGROUNDS

Examples



BRANDING

Vickers Venture Partners

An established Venture Capital fund that looks to invest in platforms and core technologies, particularly in the med-tech and fin-tech space.

REDHILL conceived and executed the brand's overall visual identity and designed a site to reflect Vickers' long-game approach to investing.



BRANDING

Quadrant

These guidelines were designed to communicate a consistent brand message.

REDHILL outlines the elements through showcasing the logo, colours, typeface and visual style.

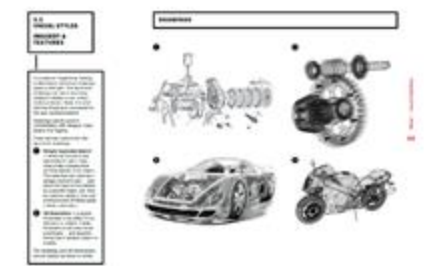
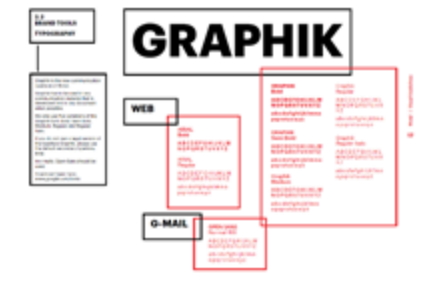
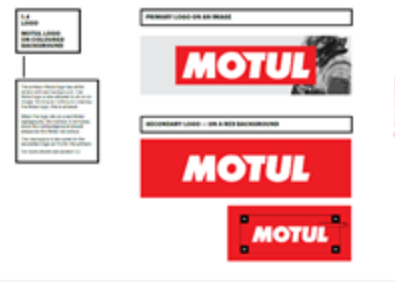


BRANDING

Motul

The global lubricant brand had unveiled a new brand look and feel and needed to update all their collaterals for the Asian market within this new aesthetic.

REDHILL worked closely with the Singapore HQ to understand which aspects of the new brand guideline should be enacted in the region. We worked with specific business units to offer a range of design solutions suited for each product range and target audience.





0
1
6
10

2
7

3
8

5
9

Packaging

“ Packaging can be theater, it
can create a story

Steve Jobs







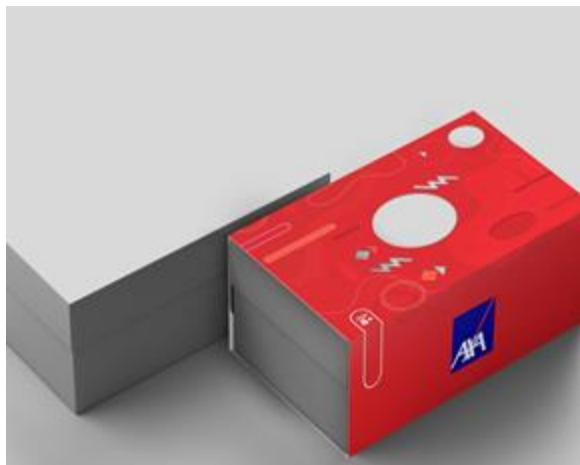
KIMPTON
MAA-LAI
BANGKOK

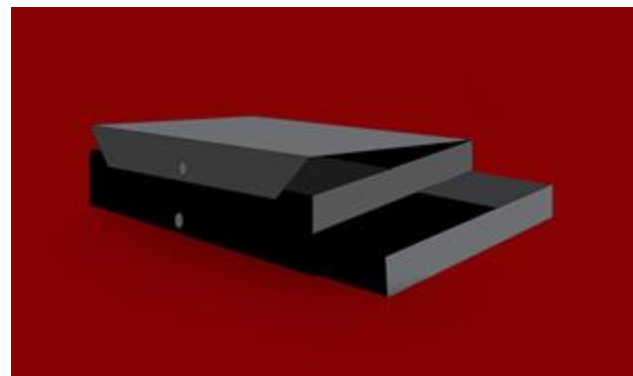
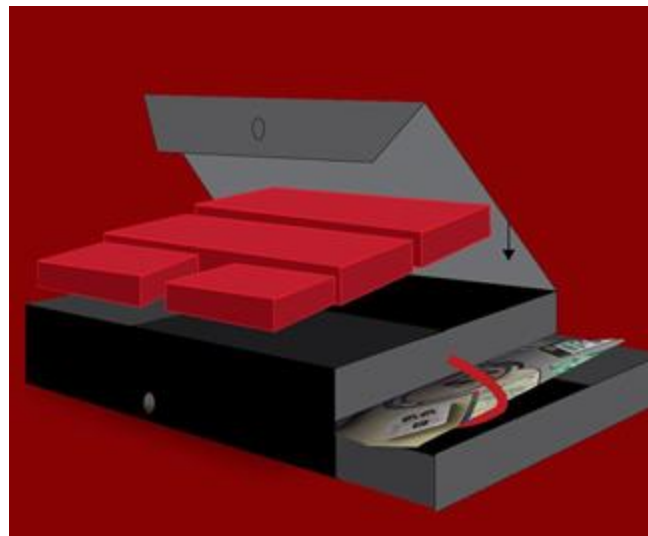


MOTUL

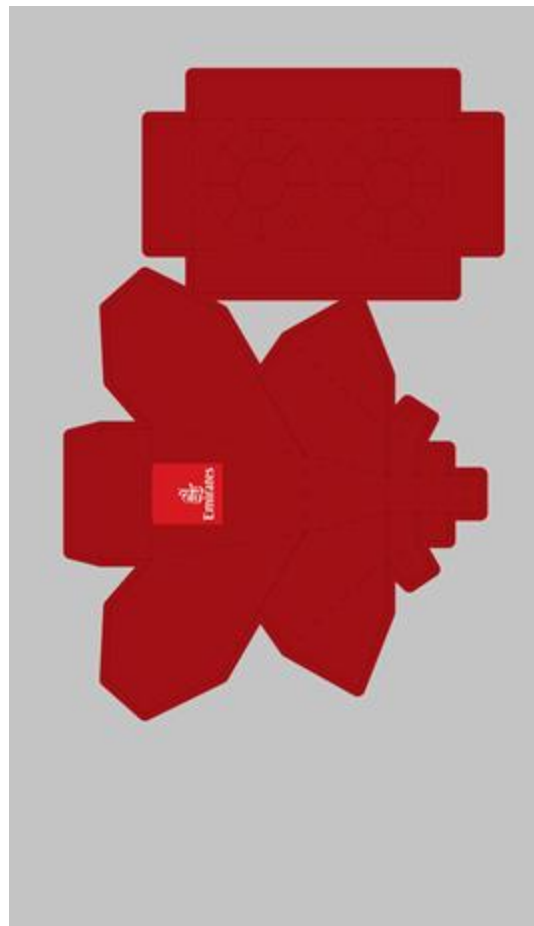


Praxis®





Praxis®



World Haathi Day

THE BRIEF

Showcase Emirates as an airline that cares about the environment by supporting a noble cause towards environmental protection and wildlife conservation of elephants.

OUR EXECUTION

We identified that the airline served Amarula - a premium cream liqueur prepared from marula, a fruit favoured by elephants in the African bushlands. We specially designed, branded elephant-shaped boxes for World Elephant Day (August 12th). Redhill also issued a press note articulating the airline's global wildlife conservation efforts.





THE BRIEF

Reflect the fun of newly launched flavours by Häagen-Dazs with an original, limited-edition packaging.

OUR EXECUTION

Redhill designed an ice cream 'van' to deliver the pints to selected media and influencers and an Eiffel Tower that reflected the brand's "Made in France" / "Origine France Garantie" label.



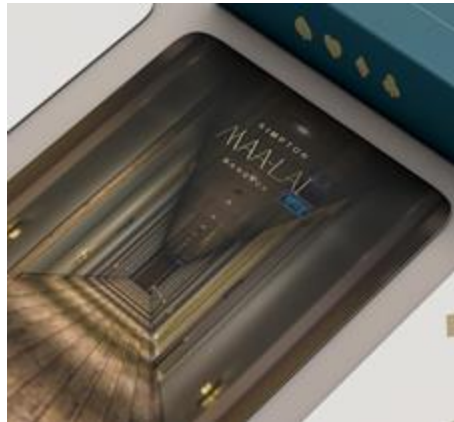
KIMPTON
MAA-LAI
BANGKOK

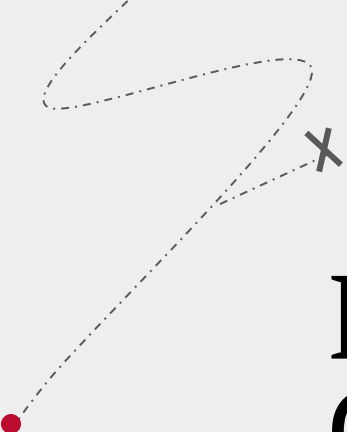
THE BRIEF

Showcase the facilities and luxury of Kimpton's first hotel in Southeast Asia.

OUR EXECUTION

Taking inspiration from the floral décor in the boutique hotel, we designed playing cards to present the lifestyle of Kimpton Maa Lai in a fun and interactive way.





Infographics/ Company factsheets

“ Design adds value faster than
it adds costs.”

Joel Spolsky



WEBSITE OPTIMISATION



8 SECONDS
is the average attention span we have when viewing websites

1 Load time Reduction

Optimize your images, switch off unused plugins and keep your code light



2 Mobile Friendly Webpage

Use mobile responsive design, which resizes based on device size



3 Streamline User Experience

Sites with clear and concise information are more appealing to users



4 Quality Onsite Content

Valuable content on your site makes users stay on site longer, which helps with SEO



SEARCH ENGINE MARKETING OPTIMISATION



1st PLACE
for site traffic goes to Google. It is the most visited site in Singapore

1 Know Your Objective

Are you looking to generate awareness, grow leads or increase conversion? Be clear!



2 Relevant Advertisement Copies

Understand what searchers want and what (key)words resonate with their interests



3 Tracking of Campaigns

Use the chosen keywords and phrases frequently in your copy



4 Right Usage of Keywords

Use tools like Google Analytics to track conversions and determine campaign effectiveness



SOCIAL MEDIA OPTIMISATION



Brand Image
is essential to the success of your business

1 Social Media Monitoring

Understand your audience's likes, dislikes and activities, to craft content that resonates better



2 Values & content matters

Social media platforms favour posts with good visuals and concise words



3 Connect with your user

Respond and thank users who comment on your posts



4 Choose the right platform for your brand image

Social Media platforms have different characteristics. Some are more business oriented (LinkedIn), while some focus on short discussions (Twitter)





30 MEETING REQUESTS



09 SUCCESS MEETINGS

30% MEETING SUCCESS RATE

SME & FINTECH START-UP ECOSYSTEM IN ASEAN

SME

SINGAPORE



VIETNAM



MALAYSIA



THAILAND



INDONESIA



FINTECH

SINGAPORE



MALAYSIA



THAILAND



INDONESIA



VIETNAM





Data

is produced by mobile phones, vehicles, people, medical industry, GPS devices, and weather.

Nurseries

take raw data (stars) and stamp it onto the Quadrant Network

Pioneers

map the disparate collection of stars and turn them into valuable Constellations

Elons

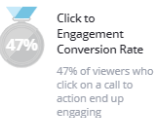
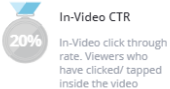
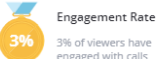
take Constellations and link them together to form innovative mega Constellations that can be used to solve real-world problems

Data Consumers

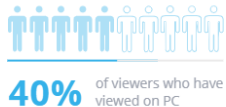
(eg: AI and Machine Learning Companies) purchase Constellations to power their data-driven companies.



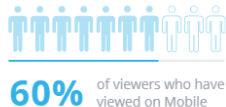
1, Unique Viewers have watched "Wootagged video"



Web Views



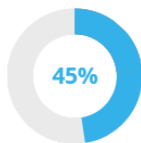
Mobile & Tablet Views



Medium



Facebook
43% of viewers consumed via FB



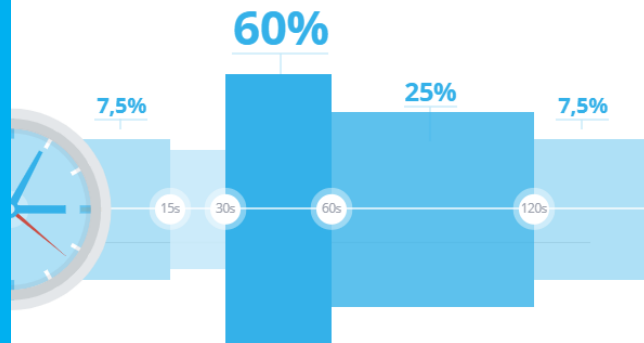
Pre-Roll
45% of viewers consumed the video as a pre-roll ad



Site Embeds
12% of viewers consumed on web & mobile sites as embeds

30s & 60s videos are most engaging

Videos come in various durations. Our learnings are with the right interaction and distribution you can unlock the performance!



First Tag Performing Duration



7-12s

Our learnings are that with the right interaction and distribution methods, you can unlock performance!

Commerce

23%

of Viewers tapped on the products to discover more



6%

of viewers added one or more products to their shopping cart

Type of products clicked most



Shoes



Jerseys



Women's Dresses



Electronics

Get Started

And turn ordinary views into extraordinary customer experiences.



South Asia's No.1 interior design & home renovation platform

We bring together the best design professionals, powered by technology, to give homeowners a seamless, transparent and reliable home design experience.

What do we do?



Home interiors and renovation



Civil work



Modular Solutions



Project Management



Decor and furnishing

Market Potential



56,803
residential houses to be completed



1.33 million
resident households in Singapore



82%
of Singaporeans are ready to pay up to \$550,000 on renovations

The most important aspects of renovation for Singaporeans are: Practicality, Comfort, Aesthetics

Livspace Growth



2000+
employees (41% female, 59% male)



150%
Increase in employees (FY 18 vs FY 17)



3500+
interior designers



500+
Vendors



1,300,000
size of our online homeowner community

Funding



May 2019 | Series C: Undisclosed Amount from Infigra Group



Transforming Smiles with Confidence and Comfort

At Zenyum, we want to help Asia smile more at an affordable price point. Leveraging cutting-edge technology and our expertise in Smile Cosmetics, we've created proprietary 3D-printed invisible braces that help deliver confidence to our customers. We aim to make their treatment process as convenient as possible as they set about achieving the smile that they want. We only use high quality materials for our braces and partner with experienced dentists across Asia – giving people the assurances they need to get that perfect smile without breaking the bank.

Zenyum Invisible Braces Are:



Invisible – Our braces are virtually invisible and unnoticeable



Affordable – Zenyum Invisible Braces are 70% more affordable than other options available in the market



Certified – All treatments are approved and supervised in person by licensed doctors, and our invisible Braces are made of medical-grade, non-BPA and latex-free plastic



Convenient – The Zenyum app helps track customer progress through regular online check-ins with the assigned dental expert



Compliant – Zenyum fully complies with local regulation and ensures that every customer sees a licensed doctor in person before commencing treatment

Availability



- Singapore
- Thailand
- Hong Kong
- Indonesia
- Vietnam



August 2018: Zenyum was incorporated in Singapore



October 2018: Zenyum Invisible Braces officially launched in Singapore



March 2019: Zenyum expands to Thailand



April 2019: Zenyum expands to Hong Kong



April 2019: Zenyum receives funding from Sequoia India's Surge accelerator programme



Presentation Templates



“ Design adds value faster than
it adds costs.”

Joel Spolsky





EMISSION MANAGEMENT SERVICES



jakob.muus@tracksfortrucks.com
+49 162 749 0408

Tracks GmbH
The Driveway, Mariendorfer Damm 1 12099 Berlin, Germany



EXECUTIVE SUMMARY

Through the use of AI-based decision making support, trucks in Europe will be able to save up to 20% of current CO₂ emissions with no infrastructure investments.



54MN

tons CO₂ saved in EU per year

Tracks GmbH - Preliminary and Confidential

2



TWO PRODUCTS

Entry to market

Features
(preliminary)

FLEET MANAGER

2019

Comparison, alarms, CO₂-reporting, ROI-calculator



DISPATCHER

2020

Pricing, suggestions for avoiding empty trips



PLATOONING SERVICES

2022

Matchmaking, payments



Tracks GmbH - Preliminary and Confidential

4



FLEET MANAGER

FLEET MANAGER TOOL

Full transparency and understanding on the fuel efficiency performance of each vehicle

- Simple and free sign up and easy data integration across all vehicle brands
- Fuel Efficiency Index to gain full transparency on fleet performance
- Track vehicles performance in terms of fuel consumption, fuel costs and CO₂ emissions



Tracks GmbH - Preliminary and Confidential

5

WHAT IS THE ULTIMATE DINNER?

The most exclusive dining experience in
the world. What does it look like?

YOUR WILDEST DREAMS

- ◆ Sunset cruise on a luxury yacht
- ◆ Chauffeur driven Rolls-Royce on to the tarmac
- ◆ Exclusive gourmet experience: 18-course meal presented by Kirk Westaway from Michelin-starred restaurant Jaan
- ◆ Served on a US\$30 million private jet during a 4-hour flight above southeast asia
- ◆ The jet will arrive and depart at Singapore's exclusive Seletar Private Jet Terminal.



A JOURNEY FOR ALL YOUR SENSES

- ◆ Dine at 30,000 feet above the ground
- ◆ 2 pairs of diamond chopsticks worth US\$34,000, to keep after the experience
- ◆ Vintage wines, 10,000 roses and a firework display
- ◆ Diners will receive The 2.08 carat Jane Seymour Diamond ring from World of Diamonds
- ◆ The Jane Seymour Ring alone is estimated to be worth over \$2 million



WHO IS KARAN TILANI?

Karan Tilani is the Group Director and Head of Asia for World of Diamonds. Born and raised in Singapore, Karan qualified at the Gemological Institute of America (GIA). Driven by his passionate interest in the art, the complexity of a diamond and the positive impact it can have on the world Karan has set up the TILANI foundation to create change in the lives of the less privileged. He is also the founder of the ultimate dinner, the world's most expensive and amazing dining experience.





HOTEL INDIGO SAIGON

PR AND SOCIAL
MEDIA PROPOSAL
FROM REDHILL



Outbound From Japan

- Japanese travellers have traditionally preferred domestic travel over international travel and have felt safely in travelling in big tour groups.
- In recent years as inbound travel to Japan has grown, so too has Japan's interest in the rest of the world.
- Low cost carriers have made it cost-effective and more convenient to travel on a budget, and young Japanese are venturing out to explore the world, especially the countries that are closest to them.
- In January 2019, the number of Japanese people traveling abroad numbered 1,452,157 - a 2% increase from January 2018.
- Interest and travel to Vietnam alone increased 11.3% in January 2019 when compared to January 2018
- There has been a consistent rise in Japanese travellers abroad (a record high was set in 2018 of almost 19 million Japanese travellers abroad) and a booming popularity of Vietnam currently for the Japanese.

Idea 3

Authentic Vietnamese Coffee Masterclass



- Vietnam is the second largest producer of coffee in the world.
- Known for its cà phê đá (Vietnamese Iced Coffee).
- To bring media and KOLs to a coffee plantation where they can observe the process of harvesting coffee beans and select their favourite blend for keeping.
- Back to Hotel Indigo Saigon The City's Neighbourhood Cafe to attend a Vietnamese Coffee Masterclass where the media and KOLs learn how to make an authentic vietnamese coffee.



- Establish selected key media with an affinity to luxury lifestyle/travel targeting international/ regional/ local offline and online media channels to include luxury lifestyle, high-end women's and men's magazines, in-flight publications, travel/leisure TV shows (broadcast and online), top credible travel bloggers/key influencers.
- Reach out to the media/influencers for a FAM trip to the Hotel Indigo Saigon - focusing on the different offerings of the newly opened hotel, showcasing the hotel's USP's and facilities.
- Design a once in a lifetime schedule for them showcasing the hotel and the facilities including the different offerings such as culinary experiences, facility activations, family activities, neighbourhood tours.
- Secure minimum 2 pages of coverage per interaction.
- Ensure adequate photo and interview opportunities are provided with the relevant key spokespersons including the hotel's General Manager, Executive Chef and Director of F&B.
- Follow up with key messaging
- High resolution professional hotel photographs and videos made readily available to the media.
- Track and evaluate coverage.



Blog/Article Visuals

“ Design is intelligence made visible.

Alina Wheeler, author





Illustrative designs done for Redhill Review blog



Image based designs done for Redhill youtube thumbnails



HITACHI
Inspire the Next

Paving the Way for a Low-carbon Future

[Read more](#)

Hitachi Social Innovation is
POWERING GOOD



Paving the Way for a Low-carbon Future



The New Normal Work in ASEAN



HITACHI
Inspire the Next

A Greener Southeast Asia

Harmonising Nature with Society

[Read more](#)

Hitachi Social Innovation is
POWERING GOOD



A Greener Southeast Asia

Harmonising Nature with Society



Paving the Way for a Low-carbon Future

Image based designs done for Hitachi blog

HITACHI
Inspire the Next

scventures | standard chartered

The Sustainability Imperative

Innovation in ESG

[Read it on the FinTech Bridge](#)

FINTECH BRIDGE BLOG

The Sustainability Imperative

The Transformative Impact of Agritech

[Read it on the FinTech Bridge](#)

FINTECH BRIDGE BLOG

The Sustainability Imperative

The Rise of the Millennial Investor

[Read it on the FinTech Bridge](#)

FINTECH BRIDGE BLOG

Transformative Decentralised Finance

The Importance of Digital Asset Custodians for Institutional Investors

[Read it on the FinTech Bridge](#)

Image based Linked in templates created for Fintech bridge blog.

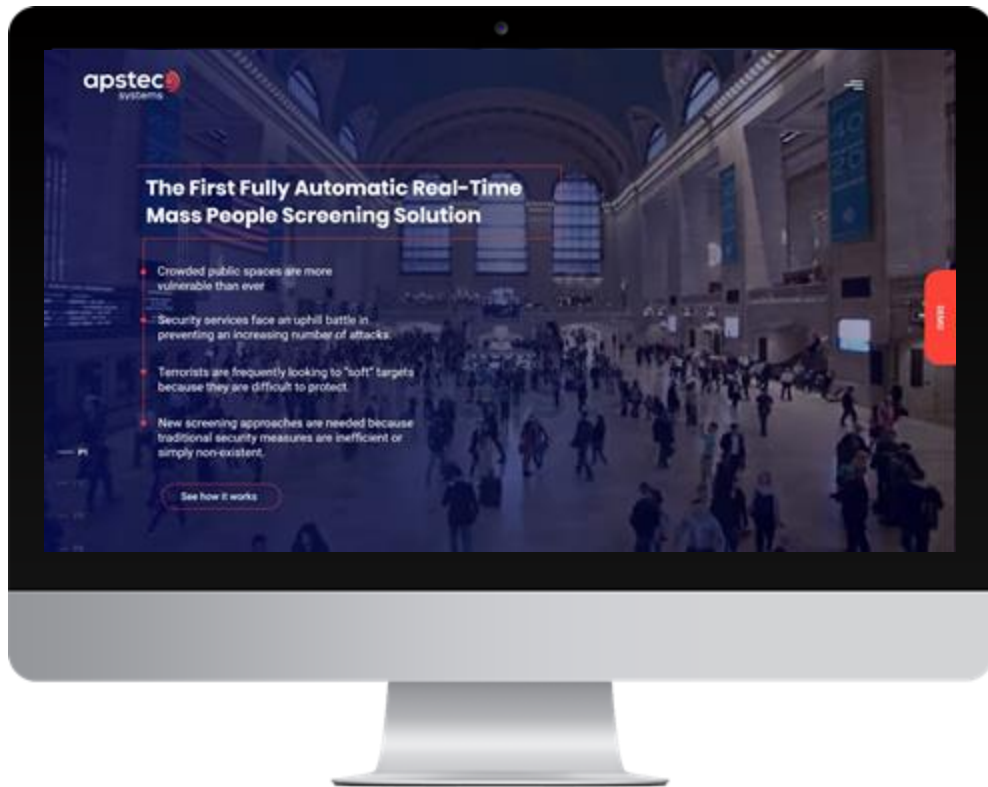
Websites

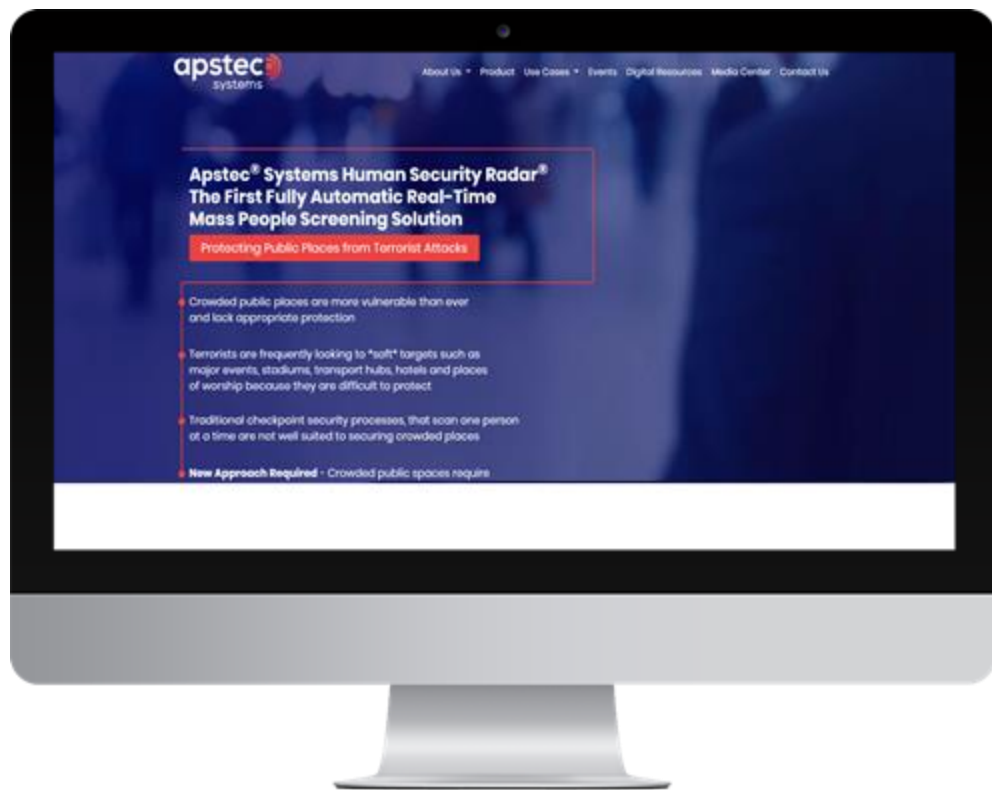
“ Your website is the center of your digital eco-system, like a brick and mortar location, the experience matters once a customer enters, just as much as the perception they have of you before they walk through the door.

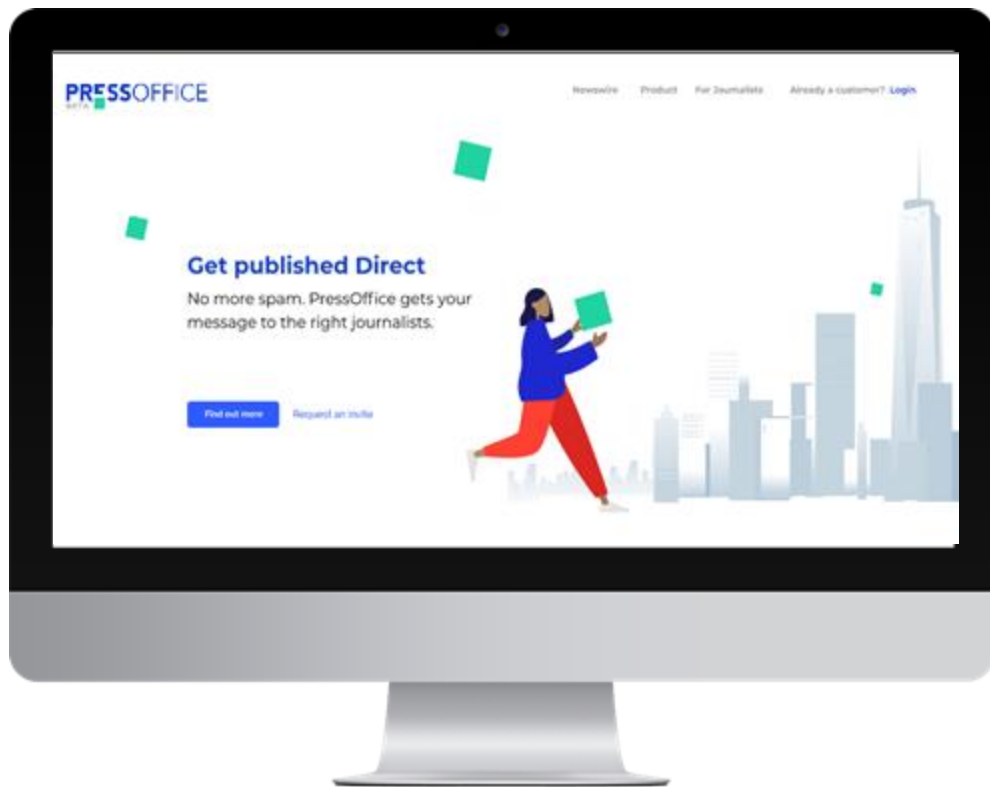
Leland Dieno

50px

20px







Newsroom	Journalists			
Mar 01 2021	Press Office Test Case	Staff	John Smith	100
Mar 01 2021	Press Office Test Case	Staff	John Smith	100
Mar 01 2021	Press Office Test Case	Staff	John Smith	100
Mar 01 2021	Press Office Test Case	Staff	John Smith	100

UNIQUE RELEASE

We look for founders with an entrepreneurial mindset. Responsibilities in your role are: collaborate, conceptualize, pitch, build, manage the team, raise capital, set strategy, network, recruit, negotiate legal, financial.

ADD TO

- Account
- Account
- Account
- Account

Distribution

Website Links

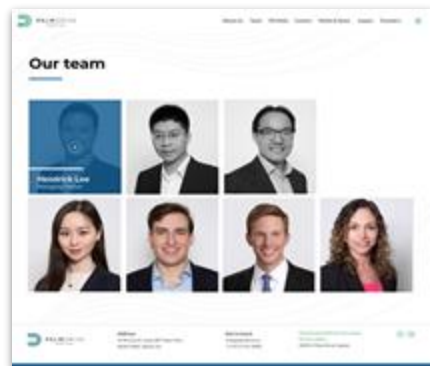
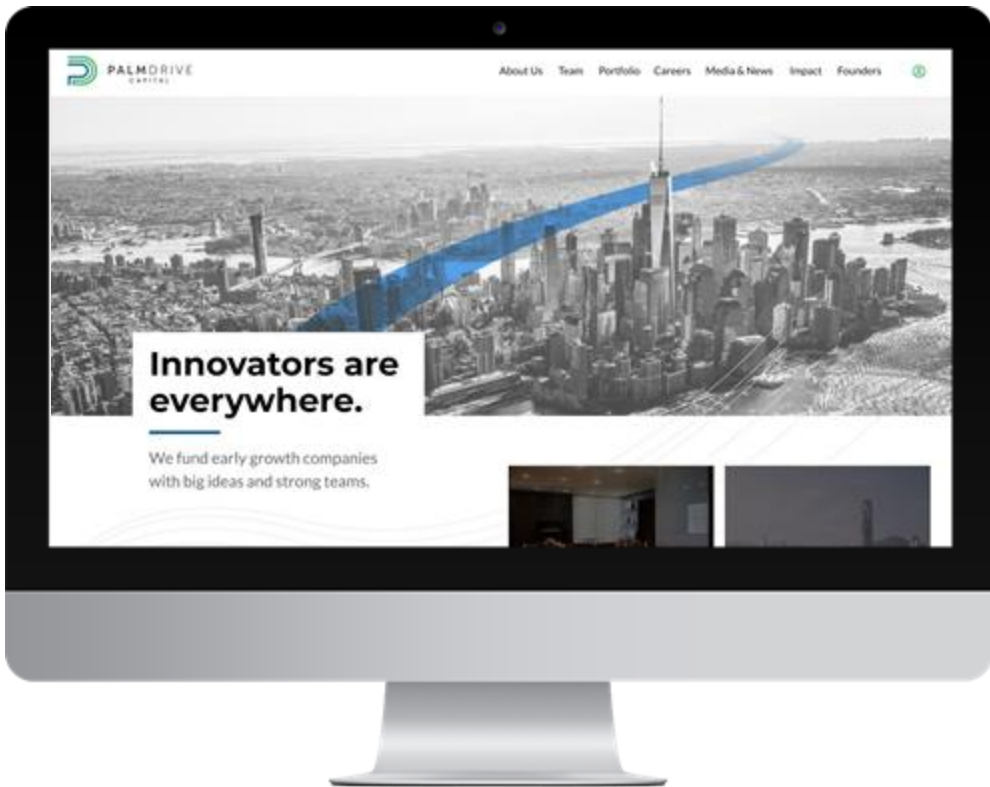
- Home page
- Contact page

Distribution List

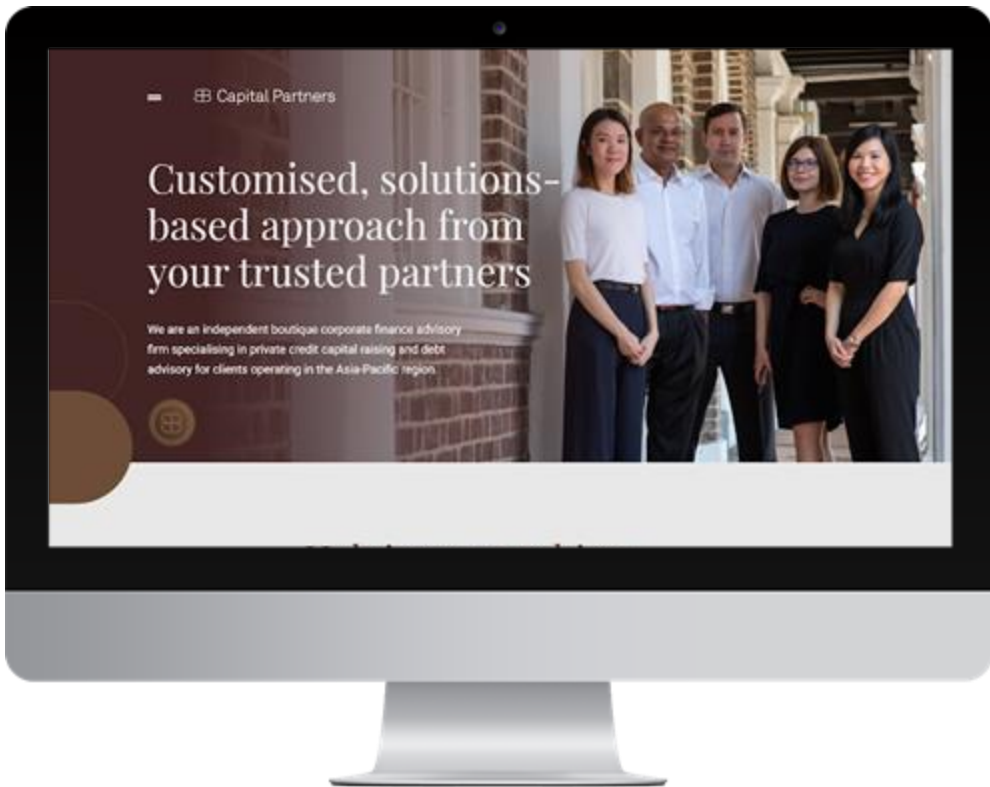
- Location
- Technology

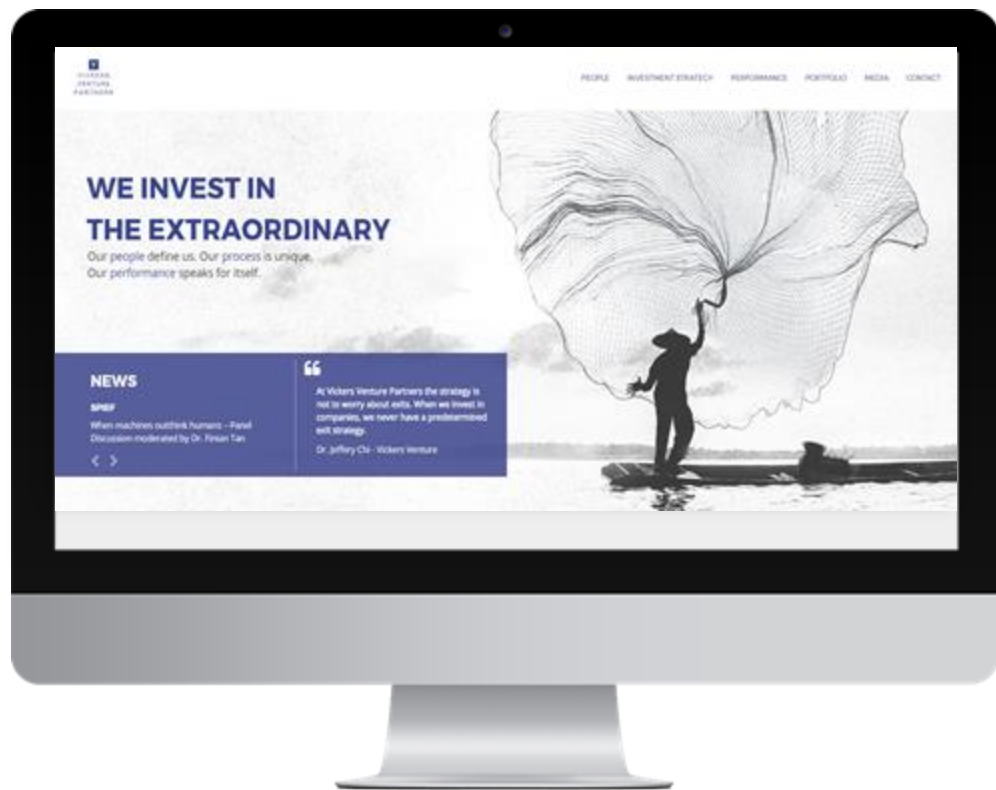
Distribution

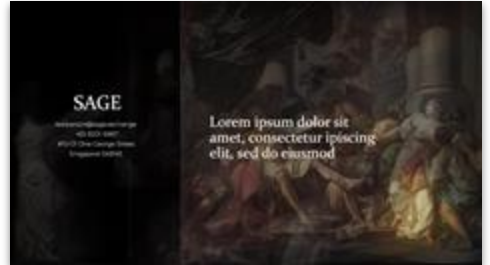
- Global strategy - marketing
- Local marketing









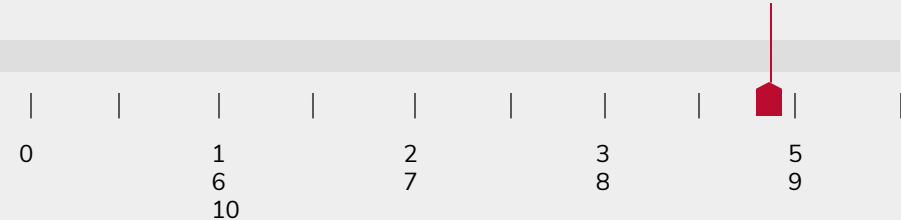




Video

“ As you’ve noticed, people don’t want to be sold. What people do want is news and information about the things they care about.

Larry Weber

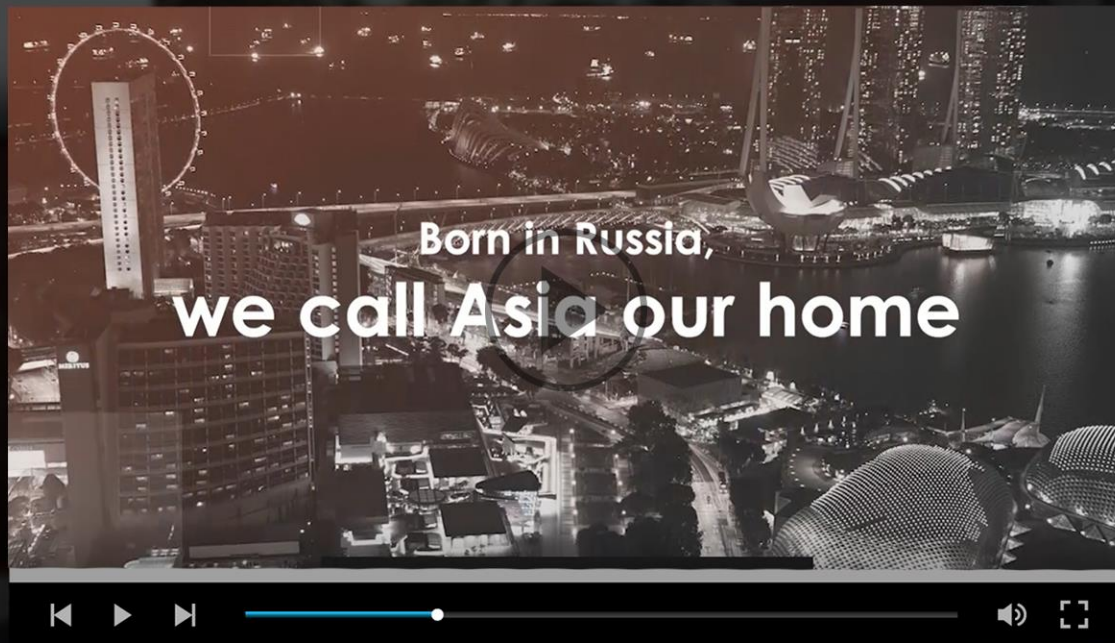


EMIRATES – AWARD SUBMISSION



VIT 8 - BRAND COMMERCIAL





POMELO – BRAND INTERVIEW SERIES



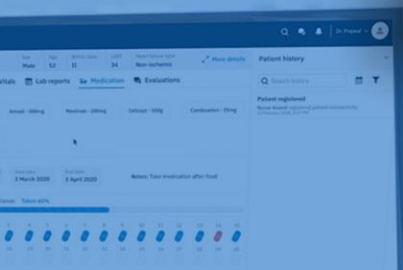
IDEMIA - INTROS



OUTSTANDING
INNOVATION



BIOFOURMIS – PRODUCT INTRO VIDEO



FUNDERBEAM – COMPANY PORTFOLIO VIDEO





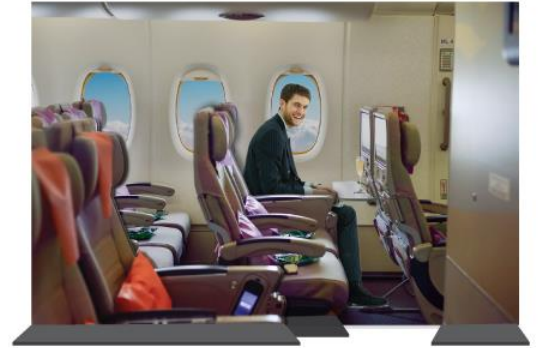
360 Campaign Event/ design



“ Design adds value faster than
it adds costs.”

Joel Spolsky









THE BRIEF

Design eye catching vehicle branding for Singapore Police Force's recruitment van and accompanying branded gifts to be distributed to the public.

OUR EXECUTION

Our design was inspired by law enforcement drama posters to invoke heroism and excitement. The body of the truck in bright blue stood out among traffic without looking like a regular police vehicle.





SINGAPORE
POLICE FORCE
SAFEGUARDING EVERY DAY







THE BRIEF

The world's most recognizable ice-cream brand was launching a new look and General Mills was looking for a fully integrated launch campaign across three cities.

OUR EXECUTION

Working closely with the client and their objectives, We conceptualized, constructed and executed 3 launch events in 3 major cities. From a bespoke photobooth app to transforming venues as experiences and inviting and managing media, our fully integrated solution delivered maximum buzz.

3 Markets in
1 week

1 million
Coverage







THE BRIEF

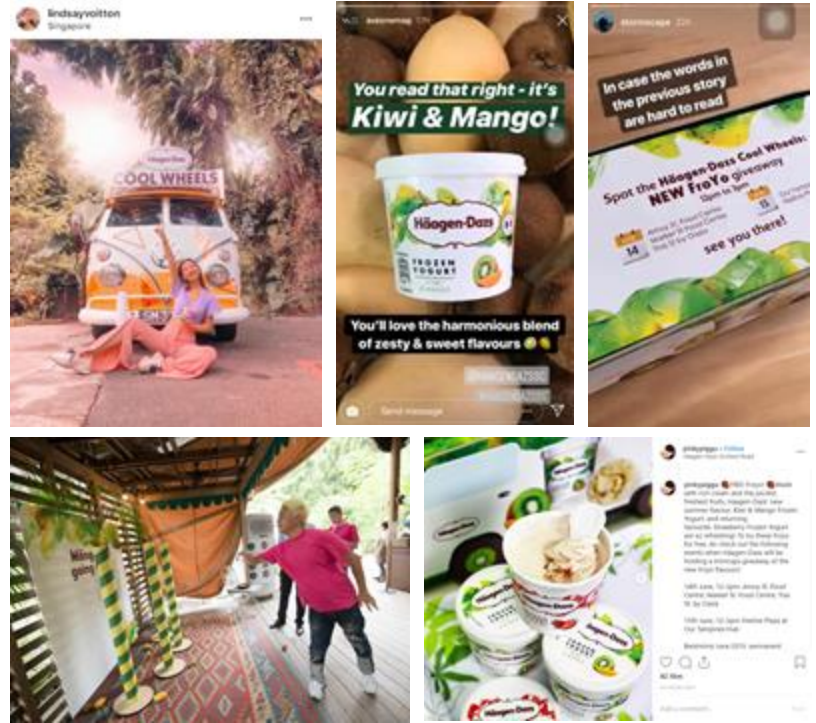
To launch the brand's limited edition Summer 2019 flavours - the new Kiwi-Mango Frozen Yogurt, Plain Frozen Yogurt, and returning favourite Strawberry Frozen Yogurt - via its "Nothing Can Be Cooler" campaign. Sustain top-of-mind campaign recall.

OUR EXECUTION

Collaborating with the brand's creative and media buy agency, REDHILL designed an integrated campaign beginning with PR (media and KOL outreach) and layered with consumer activations and OOH advertising. A branded Kombi van brought the campaign visual to life, as it was used to channel the idea of a retro, fruity summer. As the campaign's unifying element and key driver of message recall, the Kombi van was: the star prop of the exclusive carnival-themed media event; event content was displayed on OOH play panels to promote consumption replicated in the media kit, which included a CTA for followers to attend the consumer activation; this was supported by event listings used in the consumer activation, a roving ice cream giveaway in CBD

PR value Achieved

S\$1,118,400



Thank you.

Reach out to us :
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