

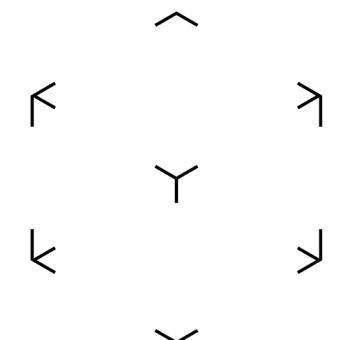
ILHAM YASSIN

PORTFOLIO

COLLATERALS



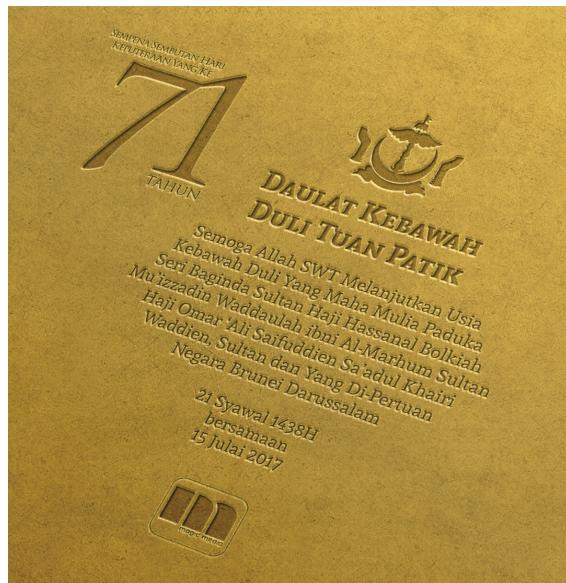




BLACK CUBE ANALYTICS



SOCIAL MEDIA



PREVENTABLE. TREATABLE. DEFENDABLE.

World Malaria Day
25.04.2017



Enjoy \$7 off
one cake at Mum Bakery & Cake House

Terms and Conditions Apply





Interesting Fact

The maximum
number of holes
allowed in a
bowling ball is
12



WORLD BLOOD
DONOR
DAY

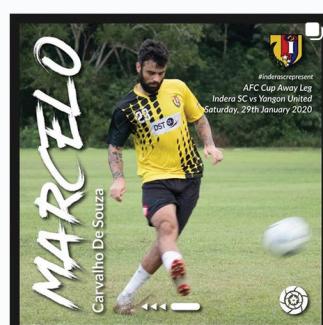
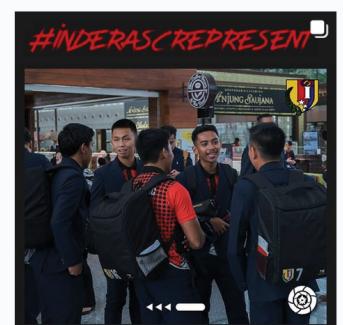
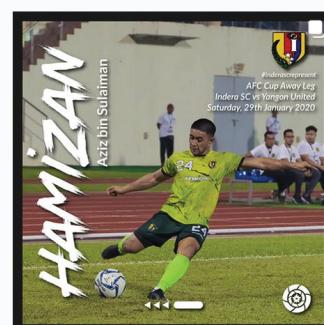
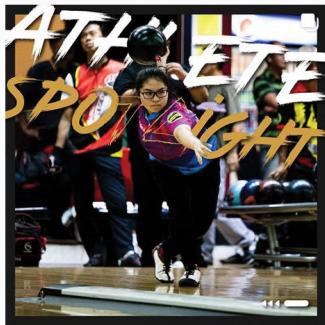
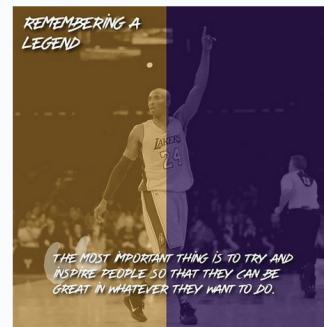
14 JUNE



**MAY THE 4TH
BE WITH YOU**



**CALM YOU
SHALL KEEP
AND
BOWL ON
YOU MUST**



BRANDING

Collaterals

Packaging

Additional Packaging for an exclusive charm set with the logo as the focus point

Marketing materials that acts as an extension of the brand

Allowing for clients and the public to further develop trust, value and recognition for the brand

YKS Crafts Proprietary
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SERVICES

Branding

Photography

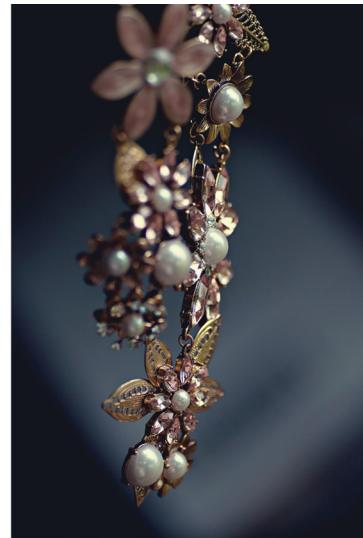
Videography

Consultation

Website

Magnifi

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BRANDING

YKS Logo

Branding Manual

Creating a brand identity for YKS Crafts

Allowing for brand trust and value to develop

Employing the brand manual for consistency and optimal utilization of the brand

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INTERIOR DESIGN

Studio



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EXECUTION

Contract Service Agreement

Installation of the Hardware

Creating & Developing Content

Upload & Display

Launch with Bake Culture



SAMPLE CONTENT



Bake Culture
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Photography

Menu
Social Media



What MM gets in return

Magnifi TV
Staff Meals
Client Meetings
Event Catering

The Energy Kitchen
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What MM provides for energy kitchen

Magnifi
At all present and future locations

Photography
150 Edited photos

Videography

Full production for a promotional 30 sec video
Full production for a corporate 60 sec video

Additional services have additional costs but at a special rate*



Energy Kitchen Food Truck

A healthy alternative that is mobile and goes to where there are school, sports or any activities be it outdoors or indoors.

Offering a minimal price for students.

Maximizing the reach of TEK by increasing public awareness as well as increasing the grasps of healthy foods by reaching out during public events.

The Energy Kitchen
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TRACTION

SEPTEMBER TO DECEMBER

78,000+
HITS

5,824
GAMES

6
MAJOR
EVENTS



#bowlusecosystem

BOWLERS

Database and Archive
Performance Legacy Development
Equipment
Strategy and Tactics
Event History



ASSOCIATIONS

Performance Data
Performance Averages Development
Event Participation Experience



#builtforbowlers

LEGACY PAGE

INDIVIDUAL DATA ARCHIVE

QUICK REGISTRATION

GAMIFICATION
THROUGH LEADERBOARDS
AND ACHIEVEMENTS



#builtforbowlers

THE
BOWLUS
SYSTEM

THE
FUTURE
OF BOWLING



GAMIFICATION
+
BIG DATA

THE
NEW BOWLING
EXPERIENCE



MOCKUPS







PHOTOGRAPHY







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