

PROPOSAL

INFLUENCER MARKETING

IT'S ADVERTISING THAT
MAKES A DIFFERENCE TO YOUR BRAND

THE A-LIST



PROPOSED TO :

PRETZLEY

17 NOVEMBER 2025

FOUNDER!!!

1. DAH LAMA BUAT BUSINESS TAPI BRAND MASIH TAK POPULAR?
2. KEKURANGAN INFLUENCER UNTUK REVIEW BRAND?
3. SUSAH NAK URUSKAN INFLUENCER YANG ADA? ASYIK HILANG JE INFLUENCER.
4. MASIH TAK MAMPU NAK GAIN TRUST CUSTOMER?
5. BRANDING TAK STRONG, ORANG TAK KENAL BRAND ANDA?



INFLUENCER MARKETING THE A-LIST

Mesti anda pun pernah berurusan dengan influencer kan?

Tapi pernah tak ...

1. Influencer tak reply mesej anda ?
2. Dah bayar influencer, tiba tiba influencer hilang ?
3. Influencer tak nak buat video/gambar ikut guideline anda ?
4. Influencer bagi video/gambar lambat dari tarikh dateline ?

Mesti pernah kan?

Jangan bimbang, Jom The A-List Bantu

PREVIOUS WORK



ESKAYVIE



ADNA



al-ikhsan SPORTS

CADANGAN KAMI

KOL/ SELEBRITI MARKETING

INSTAGRAM/TIKTOK

Sokongan daripada personaliti yang berpengaruh di Malaysia untuk “review” produk di platform media sosial mereka terutamanya di Instagram dan TikTok.

Ideation : 6 KOLS

Campaign Duration : 1 month

Duration video : 30 hingga 90 saat

Deliverables : 1x Video Posting



ABBYNURS



social media personality
@abbyfoodiee
followers : 73.2K
remark : onsite

AUNTY NANO



social media personality
@auntynanoo
followers: 369.9K
remark : onsite



YATT AHMAD



social media personality
@yattahmad.official
followers: 451.7K
remark : onsite

ZEEQ



social media personality
@zeeq.f
followers: 289.1K
remark : onsite



JUNE ERNIEY



social media personality
@june_ernley
followers: 635.7K
remark : onsite

DOUX SARAH



social media personality
@douxsarah
followers: 127K
remark : onsite



KENAPA PAKEJ NI BERBALOI

1. Tak payah pening pening cari influencer lagi
2. Tak perlu risau influencer tak balas mesej atau hilang
3. Dijamin tak akan ditipu influencer
4. Klien dah tahu siapa influencer yang akan buat review
5. The A-List uruskan dari A - Z

Founder tinggal approve video sahaja.

KELEBIHAN INFLUENCER MARKETING

INFLUENCER MARKETING

The A-List Malaysia mempunyai lebih 3,000 social media influencers dan selebriti terkenal yang boleh bantu business anda lebih mudah “*interact*” dengan audiens. Antara saluran terbaik Influencer Marketing adalah *Influencer/Celebrity Review*, *Celebrity Endorsement* dan *KOLs(Influencer) Collaboration*.

Banyak kelebihan apabila anda menggunakan Influencer Marketing. Contohnya:

- Boleh mencapai “target” audiens yang lebih besar
- “*Brand trust*” lebih tinggi
- Meningkatkan “*brand awareness*”
- Menjadikan produk anda “*centre of attention*”
- Meningkatkan kredibiliti dan kepercayaan produk
- Meningkatkan keyakinan pelanggan dalam “*purchasing decision*”

KLIEN HEBAT KAMI



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KLIEN HEBAT KAMI



SPECIAL OFFER

ALL-IN

PACKAGE

RM 10,000
ONLY

SCOPE	INVESTMENT & MEDIA VALUE
6 KOLS	RM 33,100
INFLUENCER MANAGEMENT	RM 1,500
DRAFT SUBMISSION	RM 1,000
PROPOSAL AND NAME SUGGESTION	RM 500
MEDIA VALUE	RM 36,100

RM 10,000

PRICE QUOTED NOT INCLUSIVE OF 8% SST

6 KOLS
6x Posting (1x posting each Influencer)

Terms & Conditions :

- 1) Please note that all payment made are NON-REFUNDABLE and payment must be by ONLINE BANK TRANSFER or CASH ONLY.
- 2) The package price is non-negotiable.
- 3) Price is not including postage and stocks management. The client is fully responsible for the postage of products to the influencers.
- 4) Agency will not be held responsible for the delay of social media postings due to the delay of products delivery from client to influencers, or if there's issues with the postage. The item has to arrive to the influencers at least 10 days before posting date.
- 5) In any case, if the influencers are not able to commit to the timeline, the influencers will be changed to someone else, or the posting will be carried forward to following days, weeks, or months, with or without prior notice to the client.
- 6) As the booking for influencer's schedule will require full payment, it is advisable if the client could provide full payment as well. 100% of total investment has to be made at least 2 weeks before the campaign commencement. Unless as per stated otherwise. Late in payment will resulted in late campaign commencement and completion.
- 7) Production cost such as video shooting and direction is excluded. Client may request for video shooting & footage and etc at separate cost.
- 8) Agency and Influencers will not be hold responsible for any consequences whether legally, morally, social acceptance, emotional consequence, or any controversies arise from the social media review.
- 9) The duration that the posting will stay on the influencer's feed may be different from one another. The content are guaranteed will remain on the feed for a minimum of 14 days only, otherwise as the requested by the client before proposal and project commencement If the client wish to extend the posting duration beyond this period, additional charges may apply.
- 10) Client will have to respect and accept the influencer's terms in regards of the right to the usage of their image and social media posting,if any.
- 11) Major edit that requires re-shooting, last minute information addition and etc is not allowed. Minor edit will be charged after the first edit,with starting fee of RM 200, whereas major edit will be based on KOL's ala carte rate.
- 12) We do not promise in increment of sales or followers. The campaign is solely for the awareness and exposure objective.
- 13) Any feedback from media social such as video been removed/banned/muted or any copyright issues that resulted the posting been taken down by media social platform (eg: IG, Tik Tok, FB, etc.) is not under agency's and KOL's responsibility, and agency and KOL is not responsible to reupload the posting as it may affect KOL's social media account. Additional charge may be required for reupload.
- 14) The review may or may not include products from client. However, for any products less than RM 500 in value, is not allowed for product loan to KOL and is non-returnable.
- 15) Live session scheduled by influencers is based on influencer's availability and may be changed at earlier notice or last minute notice due to unavoidable circumstances, and client will be advised accordingly. In any case the client could not attend or view the Live session, influencers and agency will not be held responsible and influencers will not re-live. Recording or screen recording from the Live session will not be provided.
- 16) Influencers and agency are not responsible for the number of viewers, reach, engagement, nor conversion from the live session. The Live session is for awareness and exposure purpose only.
- 17) Engagement report (eg: views and likes) will be provided upon request on certain packages only. KOL's insight report from their posting will only be provided upon request at additional charge.
- 18) Changes on the proposal details/KOLs only allowed once during proposal preparation. Any further changes on the proposal details/KOLs of maximum twice will be entertained after job confirmation and payment has been made.

KEJAYAAN KLIEN KAMI

100 JUTA JUALAN

DALAM MASA 6 BULAN

VIRAL
SEMASA
MCO

ESKAYVIE

PRODUK HABIS
TERJUAL

di Watson & Guardian
semasa kempen dijalankan



PESERTA
MENINGKAT

semasa kempen dijalankan
dengan menggunakan servis
KOL review

RICHWORKS
Di Sini Lahirnya Usahawan Jutawan

3X PENGUNJUNG
MENINGKAT

semasa acara
menerusi iklan radio

HRD CORP
HUMAN RESOURCE DEVELOPMENT CORPORATION

PARTNERS

astro

SURIA

mix

wowshop

ERA

hitz

B

MeletOP

sinar

SAYS

mStar

TV3

hot fm
lebih hangat, daripada biasa

SIAKAP
ICKELI

Metro

Kosmo!

Utusan
Malaysia

SEISMIK

b7 beautifulnara
terkini dan sensasi

SirapLimau
Gaya Hidup Famili Modern

ROTIKAYA

THE A-LIST

CONTACT US:

IZZY | 011 - 2102 6456

TV Programmes & Ads

Radio Ads & Jingles

Magazine & Web Magazine

Blogs

Newspapers

astro

TV3

ERA Gegar

NONA

rasa

OHBULANI

SAYS

Metro

BH

•WOW

GEgar

WANITA

IMPIANA

SirapLimau

STRATSTIMES

Sinar

MELETOP

W.H.I.

hot fm

hitz

MASQUIN

GLAM

ROTIKAYA

ZHIMEDIA

Kosmo!

The Star

TO YOUR BRAND IT'S ADVERTISING
A DIFFERENCE TO THE A-LIST

THE A-LIST