



Agency Snapshot

ABOUT US

- Founded in 2010
- Boutique digital agency
- 79 clients in the last six years
- Online strategy, design, websites, apps and banner development, email marketing (EDMs), content marketing, video production and social media management.

CLIENTS

SPORTS/LIFESTYLE

ELLE



CLIENTS

CONSUMER BRANDS



Raffles City



Grab



BIJINSENMON 美人専門



sogurt

ColorWash™

Maison Fondée en
1765 Hennessy

KWANG SIA

CLIENTS

GOVERNMENT/CORPORATE



British
High Commission
Singapore





Sample Website Projects

SAMPLE WEBSITE PROJECTS

LEXUS - EBOUTIQUE

The image shows a desktop computer monitor and a smartphone side-by-side, both displaying the Lexus Eboutique website. The desktop screen is larger and shows a full-page image of a blue Lexus IS 300 sedan parked in a modern, minimalist concrete structure. The car's front grille features the iconic Lexus emblem. Below the image, the model name "IS 300" is displayed. The smartphone screen shows a smaller version of the same image and model name. Below the image on the phone, the "LIST PRICE" is listed as "\$205,800" and the "ONLINE EXCLUSIVE PRICE" is listed as "\$203,300". At the bottom of the phone screen, there is a section titled "Your Lexus comes with:" followed by several small bullet points.

LEXUS

IS 300

LIST PRICE
\$205,800

ONLINE EXCLUSIVE PRICE
\$203,300

Your Lexus comes with:

5 Years Unlimited Mileage Warranty

COE included

12-Month Road Tax

SAMPLE WEBSITE PROJECTS

KIA - GO BEYOND EXPECTATIONS

The image shows a desktop computer monitor and a smartphone both displaying the official Kia website. The website features a prominent banner for the All-new SPORTAGE GT-Line with the tagline "BORN TO DARE" and "BORN TO GO BEYOND EXPECTATIONS". Below the banner, there's a detailed image of a blue Kia Sportage driving on a coastal road. The top navigation bar includes links for DISCOVER, WHAT DRIVES US, KIA EXPERIENCE, KIA INSIDER, HELLO AMBASSADOR, MODELS, and social media icons for Facebook, Instagram, and Twitter. On the right side of the desktop version, there are buttons for "6653 5632", "TEST DRIVE", and "E-CATALOGUE". The smartphone screen shows a simplified version of the website, focusing on the car image and the main slogan.

SAMPLE WEBSITE PROJECTS

TOTOTA - ONLINE PURCHASE SITE

The image displays a desktop computer monitor and a smartphone side-by-side, both showing the Toyota Online Purchase Site. The desktop screen is larger and more prominent, featuring a yellow Toyota C-HR SUV driving on a road with a city skyline and a large cable-stayed bridge in the background. The Toyota logo is at the top left, and a red button on the right says "LOGIN TO ACCESS PRIVATE SALE". The smartphone screen shows a smaller version of the same website, with the same car image and a list of features and prices.

TOYOTA

C-HR

LOGIN TO ACCESS PRIVATE SALE

List Price: \$115,888
Private Sale Price: \$X,XXX
Login or sign up to unlock Private Sale Price

Your Toyota comes with:

- 1 Years Servicing
- 5 Years Warranty
- 6 Months Road Tax
- Front Recording Camera
- 3M Classic Solar Film

SAMPLE WEBSITE PROJECTS

FULLERTON HEALTH

The image shows a desktop computer monitor and a smartphone side-by-side, both displaying the Fullerton Health website. The desktop screen is larger and shows a full view of the website's homepage, which features a large banner image of three professionals in business attire (two men and one woman) looking at a document together. Below the banner, the text "Asian Healthcare, Affordable & Accessible" is visible. The website has a blue header bar with the Fullerton Health logo and navigation links for Home, About Us, Why Fullerton Health, Our Services, Newsroom, and Contact Us. A yellow call-to-action button for "Book an Executive Health Screening Appointment" is also present. The smartphone screen shows a smaller version of the same website, indicating a responsive design. The KIA logo is visible at the top of the smartphone screen.

SAMPLE WEBSITE PROJECTS

SINGAPORE SPORTS HUB - HERE TO PLAY



SAMPLE WEBSITE PROJECTS

ONEB ASIA

The image shows a desktop computer monitor and a smartphone both displaying the website for OneB Asia. The monitor's screen is larger and shows a full-page banner image of the Singapore skyline at night, featuring the Marina Bay Sands and other skyscrapers. Overlaid on this image is the company's logo, "OBA" in large white letters, and "ONEB ASIA" in smaller blue letters below it. The smartphone screen shows a smaller version of the same banner image and logo, along with the website's navigation menu and some descriptive text.

OneB Asia Limited ("OneBAsia" or the "Company") is an award-winning residential and mixed-use property development company which specialises in acquiring green field sites and enhancing their value through obtaining planning and development permissions for residential, hotels and mixed-use developments. The Company's business includes the acquisition, management, development, sales and marketing of master-planned community estates and hotels.

Established since 1984, the Company has built several hotels, shopping malls, commercial buildings and hundreds of residential units and provides investment opportunities in the real estate and hotel markets to both retail and institutional clients globally. The leading international development and investment company has offices in Brazil, UK and Singapore, with a strong presence in the Northeast of Brazil (an approximate total Gross Development Value of USD1.8 billion).

OBA
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thebluebridge

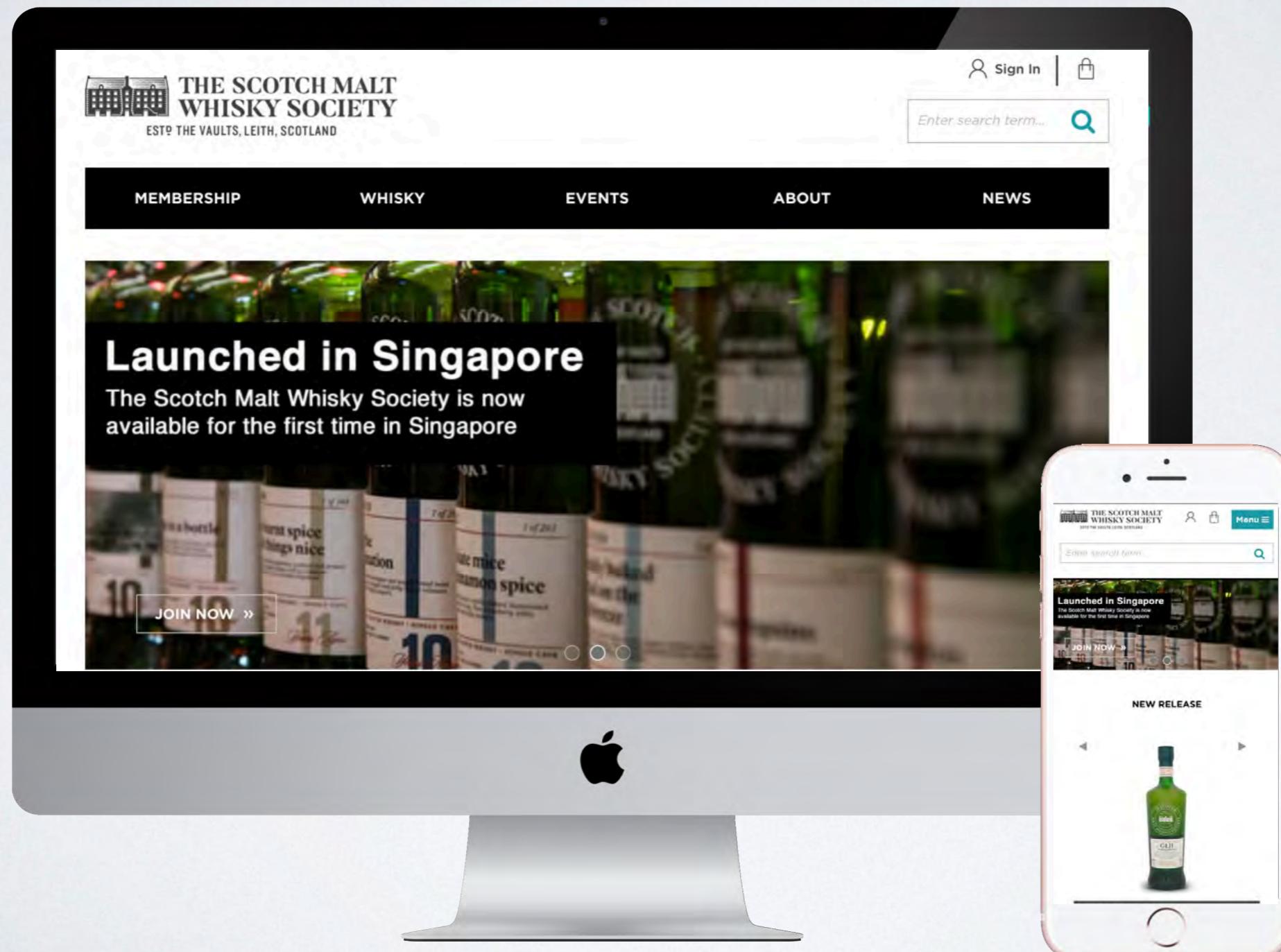
SAMPLE WEBSITE PROJECTS

MICHELLE MASON (eCommerce)



SAMPLE WEBSITE PROJECTS

The Scotch Malt Whisky Society (eCommerce)



SAMPLE WEBSITE PROJECTS

SOGURT

The image shows a desktop computer monitor and a smartphone both displaying the Sogurt website. The website has a pink header with social media links (Instagram, Twitter, Facebook) and a 'Find A Store Near You!' button. The main content features a cartoon girl holding a yogurt cup, set against a background of various fruit icons. The smartphone screen shows a smaller version of the same website layout.

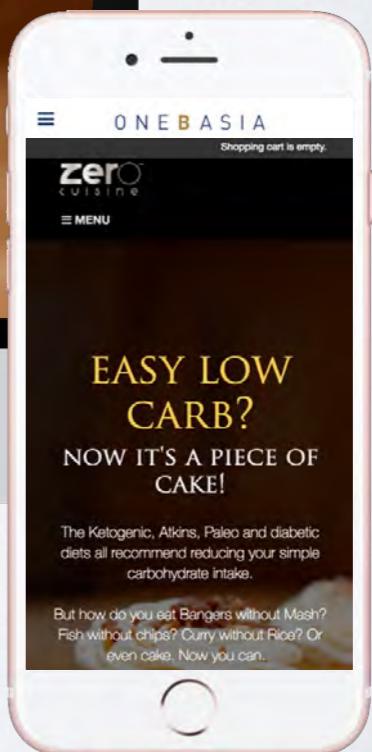
SAMPLE WEBSITE PROJECTS

THE COCONUT CLUB



SAMPLE WEBSITE PROJECTS

ZERO CUISINE



SAMPLE WEBSITE PROJECTS

ASQE



SAMPLE WEBSITE PROJECTS

GLOBAL-ASIA LEADERSHIP ACCELERATOR PROGRAMME



SAMPLE WEBSITE PROJECTS

SINGAPORE BUSINESS LEADERS PROGRAMME

The Singapore Business Leaders Programme (SBLP) website is displayed on a tablet and a smartphone. The tablet screen shows the homepage with a dark blue background featuring a traditional Asian fan pattern. The SBLP logo is in the top left, and a circular emblem is in the top right. The main content area features a photograph of a formal dinner or networking event, followed by text about exclusive learning access to faculty over six days from May 10-15, 2015. Below this is a button labeled 'ABOUT THE SPEAKERS'. The smartphone screen shows a simplified mobile version of the website, focusing on the 'ABOUT SBLP' section which contains a brief description of the programme's purpose and target partners.

SAMPLE WEBSITE PROJECTS

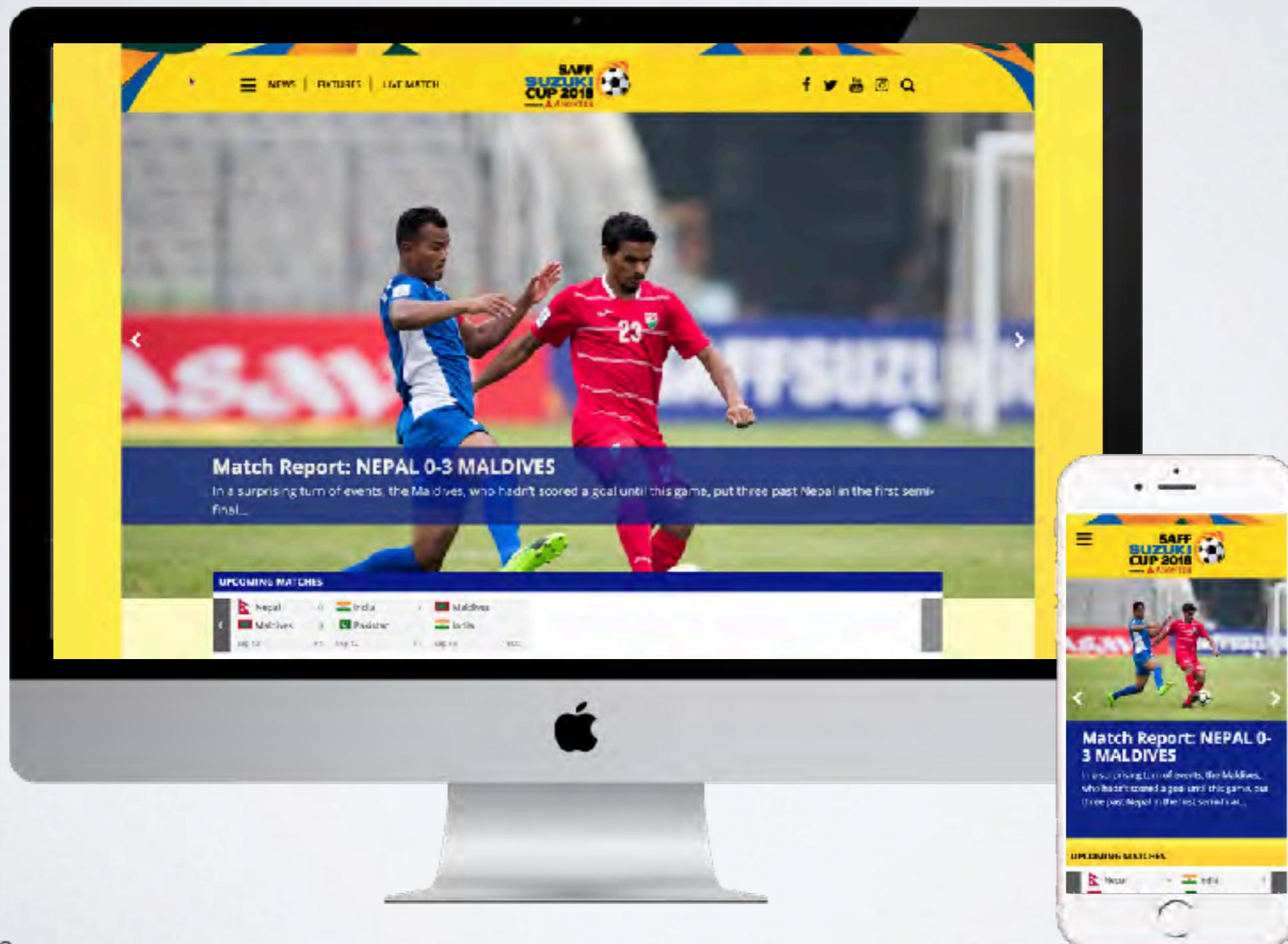
AFF SUZUKI CUP 2010 - 2016

The collage illustrates the digital presence of the AFF Suzuki Cup across various platforms:

- Top Left:** A screenshot of the official website's homepage for the 2016 tournament. It features a large banner of the Thailand national team celebrating victory, the title "CHAMPIONS", and a headline: "Thailand are your 2016 AFF Suzuki Cup champions!". Below the banner, there are sections for News, Videos, Photos, Fixtures, Social, and Tickets.
- Bottom Left:** A screenshot of the website displayed on a smartphone, showing a different angle of the Thailand team celebrating.
- Top Right:** A screenshot of the website on a desktop browser, showing the "Fixtures & Results" page. It lists recent matches, including Thailand vs. Singapore (1-0), Thailand vs. Malaysia (2-0), and Thailand vs. Vietnam (2-1). It also shows the "Match Report" for the final match between Thailand and Philippines.
- Bottom Right:** A screenshot of the website on a desktop browser, showing the "Fixtures" page. It lists upcoming matches for December 10, 11, 17, and 20, including the Final Leg 1 between Thailand and Malaysia.

SAMPLE WEBSITE PROJECTS

SAFF SUZUKI CUP 2018



SAMPLE WEBSITE PROJECTS

GRAPPLE ASIA



SAMPLE WEBSITE PROJECTS

DR MARK LOH

ML MARK LOH PAEDIATRICS

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Children are what make our lives and work important!

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AFF SUZUKI CUP

PROJECT HIGHLIGHTS

INTRODUCTION

- The AFF Suzuki Cup is the premier football tournament in SE Asia
- The old 2008 website was a static one that was underperforming in terms of traffic, being the official website of such a high profile event
- It also had no social media presence
- We took over the project for the 2010 tournament and they quickly became our favourite client



The screenshot shows the official website for the AFF Suzuki Cup 2008. At the top, there's a banner with the tournament logo and the text "AFF SUZUKI CUP 2008" and "THE OFFICIAL WEBSITE OF AFF SUZUKI CUP 2008". Below the banner, the date "Wednesday, August 25 2010" is displayed. On the right side, there's a "Match Tracker" section with a "powered by SUZUKI" logo. The main content area features several news articles with images and captions, such as "Cong Vinh delivers first AFF Suzuki Cup crown to Vietnam" and "Cut out the mistakes to win: Reid". There are also sections for "Tournament History", "About the Tournament", "Teams", "Roll of Honour", "Fixtures & Results", "News", "Photo Gallery", "Media Accreditation", "Logo Usage for Media", and "Contact Us". At the bottom, there's a sidebar with logos for sponsors like Suzuki, Fly Emirates, EPSON, ING, KONICA MINOLTA, SAMSUNG, maxell, and TOSHIBA, along with a link to "Archive News".

Group A		P	W	D	L	F	A	Pt
Singapore	3	3	0	0	10	1	9	
Indonesia	3	2	0	1	7	2	6	
Myanmar	3	1	0	2	4	8	3	
Cambodia	3	0	0	3	2	12	0	

Group B		P	W	D	L	F	A	Pt
Thailand	3	3	0	0	11	0	9	
Vietnam	3	2	0	1	7	4	6	
Malaysia	3	1	0	2	5	6	3	
Laos	3	0	0	3	0	13	0	

AFF SUZUKI CUP 2010

- Redesigned from the ground up
- Gave fans a much richer experience including LIVE score updates, news reports, photo galleries, match highlight videos and player profiles
- Increased traffic (page views) by 1023% from 2008
- Integrated and managed social media for user generated content - Facebook page & YouTube channel
- Facebook page - 193,172 fans in 4 months
- YouTube channel - 1.8 million views in 4 months



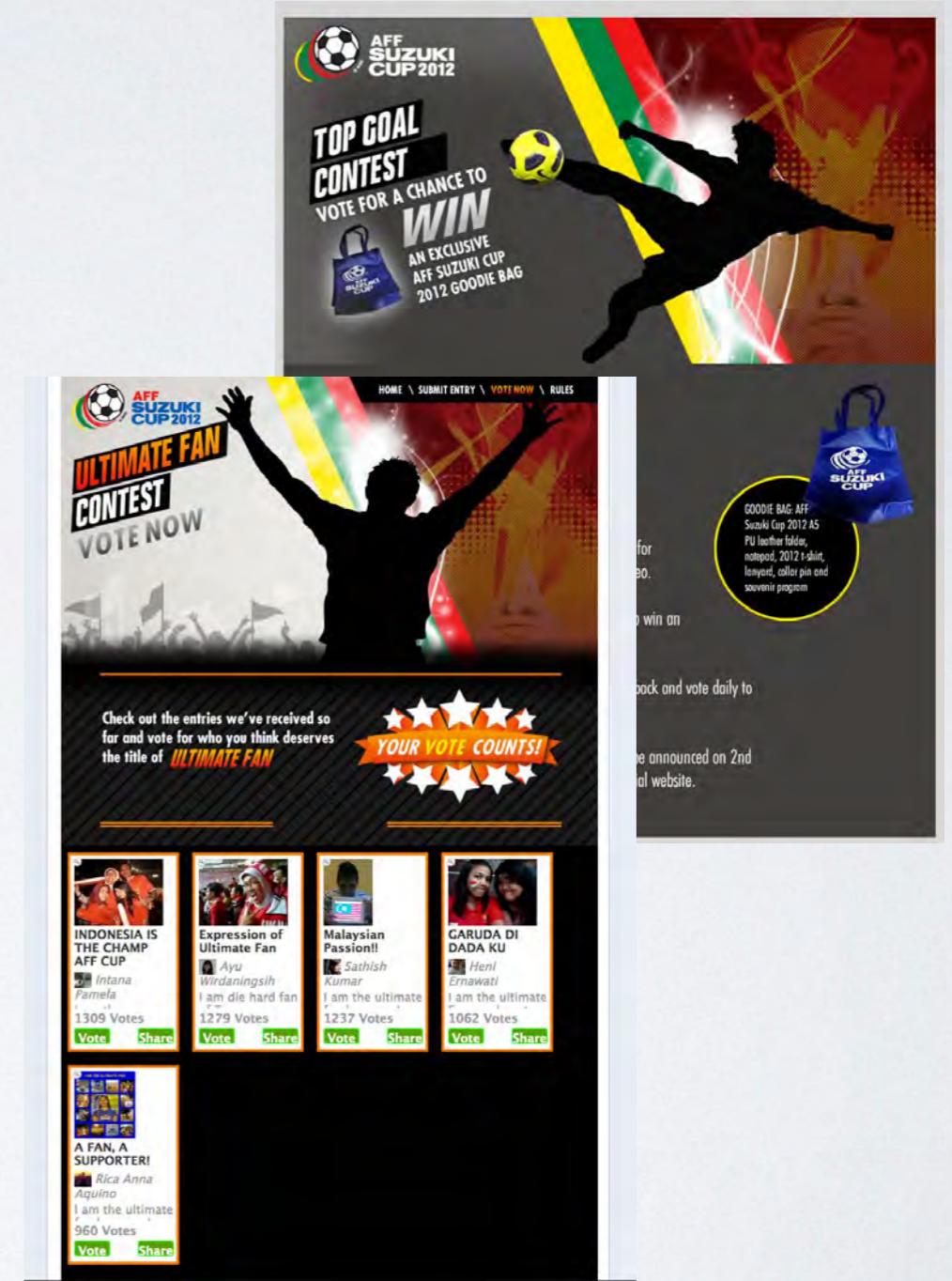
AFF SUZUKI CUP 2012

- Improved from 2010
- Added live streaming of events
- Added and integrated Twitter feed
- Integrated live social feed on website and live fan tweets
- 12.3% increase in unique visitors from 2010
- 12.1% increase in traffic from 2010
- Facebook page - 235,000 fans in 4 months
- YouTube channel - 3.4 million views (115% increase)
- Twitter - 21,807 followers, over 600,000 mentions



SOCIAL CONTESTS

- Created and managed Facebook apps/contests
- Ultimate Fan contest - Winner was given a Suzuki motorcycle
- Contests had over 81,000 page views garnering more than 50,000 votes



AFF SUZUKI CUP 2014

- Completely redesigned and rebuilt for 2014
- Responsive website for optimized viewing across all devices
- Multi-language site - English, Bahasa, Thai, Vietnamese
- New and improved social media highlights wall
- Added and integrated Instagram
- Increased focus on sponsors and ads, including sponsor-specific zones
- Social Media
 - Facebook page - currently 631,000 fans
 - YouTube - 102,000 subscribers
 - Twitter - 50,000 followers
 - Instagram - 5,200 followers



AFF SUZUKI CUP 2016

- Completely redesigned and rebuilt for 2016
- Responsive website for optimized viewing across all devices
- Added new feature which allows users to select their favourite team so that team-specific content will always appear on the homepage
- Added country-specific content modules (Thailand) so that specialised content only appears when viewed in targeted countries



COMMUNITY MANAGEMENT

myActiveSG / Sport Singapore

CHALLENGE

In September 2015, SportSG tasked us to run their main Facebook channel, ActiveSG with the main objectives of growing page likes and increasing engagement with ActiveSG members.

STRATEGY

Looking at the analytics, we learnt and tested the content types and formats that really resonated with our audience and therefore crafted our content calendar and social campaigns to match this. On the community management front, the data showed that more and more people were making queries regarding ActiveSG's membership, fitness facilities and programmes so we transformed it into a social customer care platform and were highly responsive to queries and personal messages.

RESULTS

Since taking over, we've grown the ActiveSG community by 331.4%, and kept our response times to under 3 hours. As a result of this, SportSG has also tasked gyro to manage 4 more social channels for 2017-2018.



FOR MORE INFORMATION
PLEASE CONTACT

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THANKYOU!

