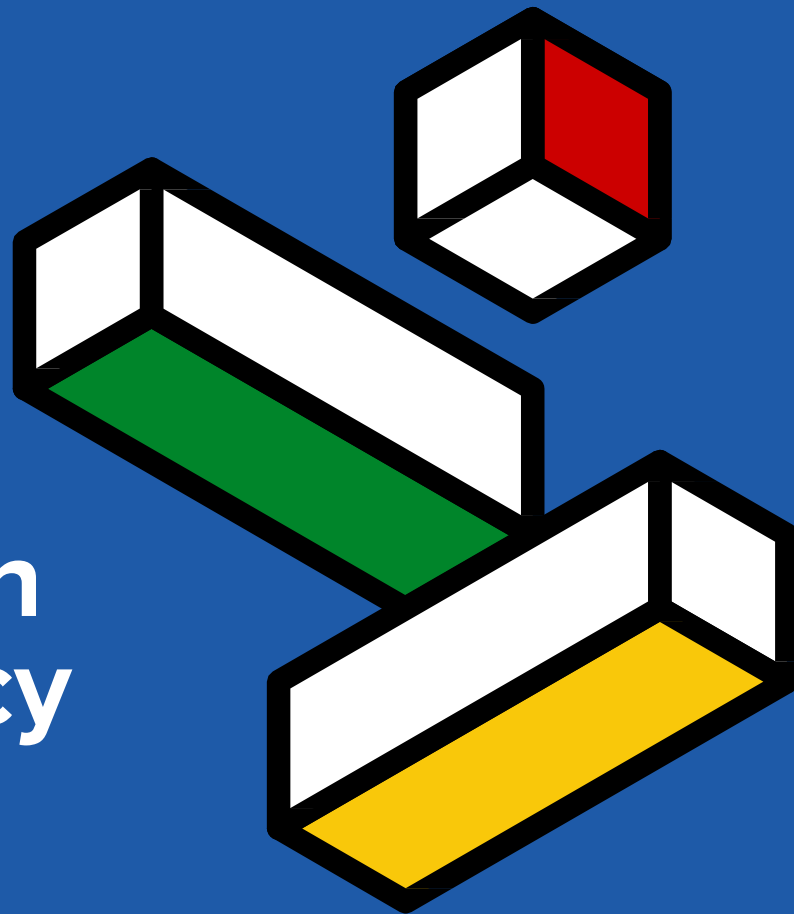
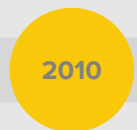
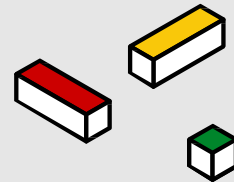


The Results-Driven B2B Digital Agency





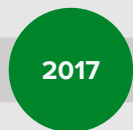
2010

**The Agencies'
Agency**



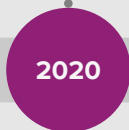
2015

**Regional
Full Service**



2017

Analytics/Film



2020

**One-stop
Consultancy**

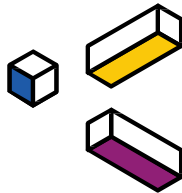


TODAY

The Results-Driven B2B Digital Agency

We construct compelling marketing solutions grounded in data-driven insights. Our team of digital natives is on a mission to maximise brand health and business outcomes.

What we do



We help brands leverage the power of creativity and technology to deliver real business growth.

Our collaborative B2Human approach combines strategic thinking, compelling creative ideas and smart technologies.

Clients work with us to unlock new pathways to customer engagement, build brand differentiation, and deliver tangible results.

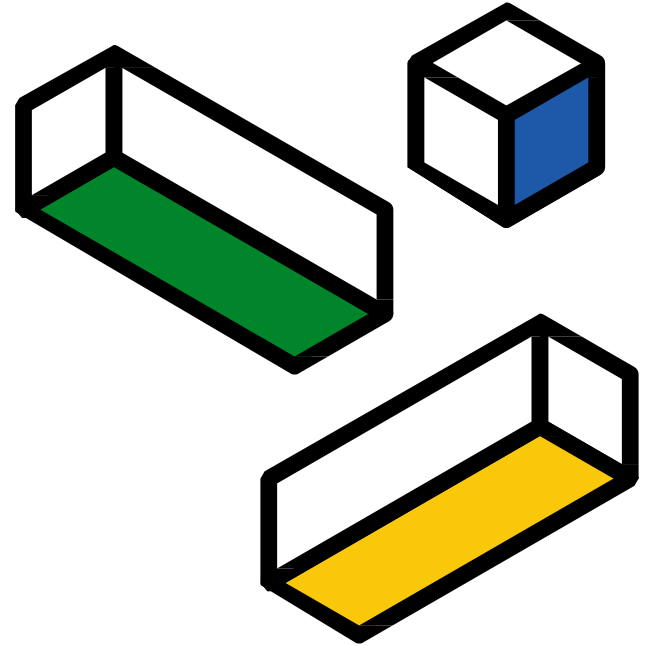
We are the Results-Driven B2B Digital Agency



Our superpower

B2Human

In the world of B2B marketing, logic and reason alone are not enough. Emotions are the catalyst that drive decisions and create lasting connections.



Our solutions

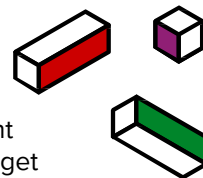
Our solutions harness
imaginative thinking
and frictionless
technology to drive
measurable results



UX, Creative Conceptualisation & Content Development

We conceptualise, design and deliver original campaigns, content and user experiences that forge meaningful connections with target audiences at every touchpoint.

► [Creative Strategy & Production](#) | [User Experience Design](#) | [Brand Design](#)



Marketing Planning, Activation & Measurement

We partner with you to map data-driven strategies, execute integrated campaigns across channels, and optimise performance through robust analytics.

► [Integrated Campaign Planning](#) | [Performance Marketing](#) | [SEO](#) | [Media Planning](#)



Data and Technology Enablement

We enable organisations to optimise their end-to-end use of data and technology - from building and maintaining websites to integrations - for greater efficiency, insight and innovation.

► [Tech Development & Build](#) | [Data Enablement](#)

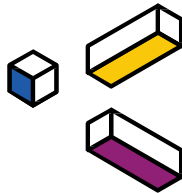


AI and Automation

We empower organisations to harness AI and automation for transformative efficiency and innovation, deploying smart technologies that refine processes and enhance decision-making.

► [AI Integration & Automation](#) | [Process Optimisation](#)

Our approach



A phased approach to discover opportunities, establish KPIs, create and execute the roadmaps & plans and deliver more effective work with a feedback loop to evaluate & optimise



1 Discovery

2 Define

3 Design & Develop

4 Deliver & Scale

High level audit of market, customer and competitor landscape to uncover gaps and opportunities

Define the key objectives, strategies and plan of action for the year

Design and develop marketing or product roadmaps for each touchpoint of your target audience

Measure effectiveness of the marketing or product efforts and optimise according to future needs

Evaluate and optimise



Meet your team



PROJECT DELIVERY AND MANAGEMENT



Charanjit Singh

CHIEF TECHNOLOGY OFFICER /
FOUNDER



Kunal Robert

SENIOR DIRECTOR - CLIENT
PARTNERSHIPS



Hu Cheng En

ASSOCIATE PROJECT MANAGER



Lionel Wong

SENIOR PROJECT MANAGER

CREATIVE, CONTENT & DESIGN



John Scott

EXECUTIVE CREATIVE
DIRECTOR



Joseph Velasquez

CREATIVE DIRECTOR



Sharon Low

CONTENT MARKETING MANAGER



Luna Gambale

SENIOR ART DIRECTOR

PLANNING & UX



Samantha Shuttleworth

HEAD OF STRATEGY &
TRANSFORMATION



Aahana Nawab

STRATEGY MANAGER



George James Parel

UX LEAD

TECHNOLOGY



Minh Dang

TECHNICAL ARCHITECT



Tan Nguyen

SENIOR WEB DEVELOPER



Arshad Aarsal

SENIOR FRONTEND DEVELOPER

Building momentum across South East Asia



India



Philippines



Vietnam



Singapore
HQ

With a diverse strong team of
cross-functional specialists:





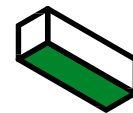
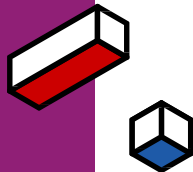
**CONSTRUCT
DIGITAL**

Maximising brand health and business outcomes for leading brands



45

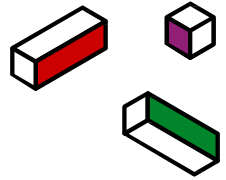
Awards &
counting!



effie
awards



Experience & skills to meet your needs



Consultancy



Creative



Marketing



Technology



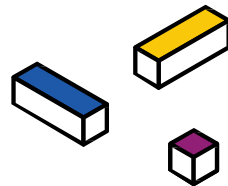
Media



Data



The tools we use



Sitemap, Information Architecture & User Testing



Marketing



Wireframing & Prototyping

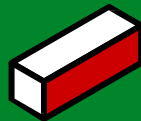
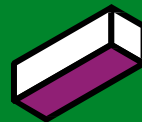
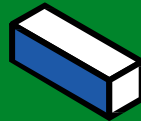


Graphic, UX/UI Design & Animations



Frontend



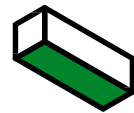


Project Management & Web Development Approach

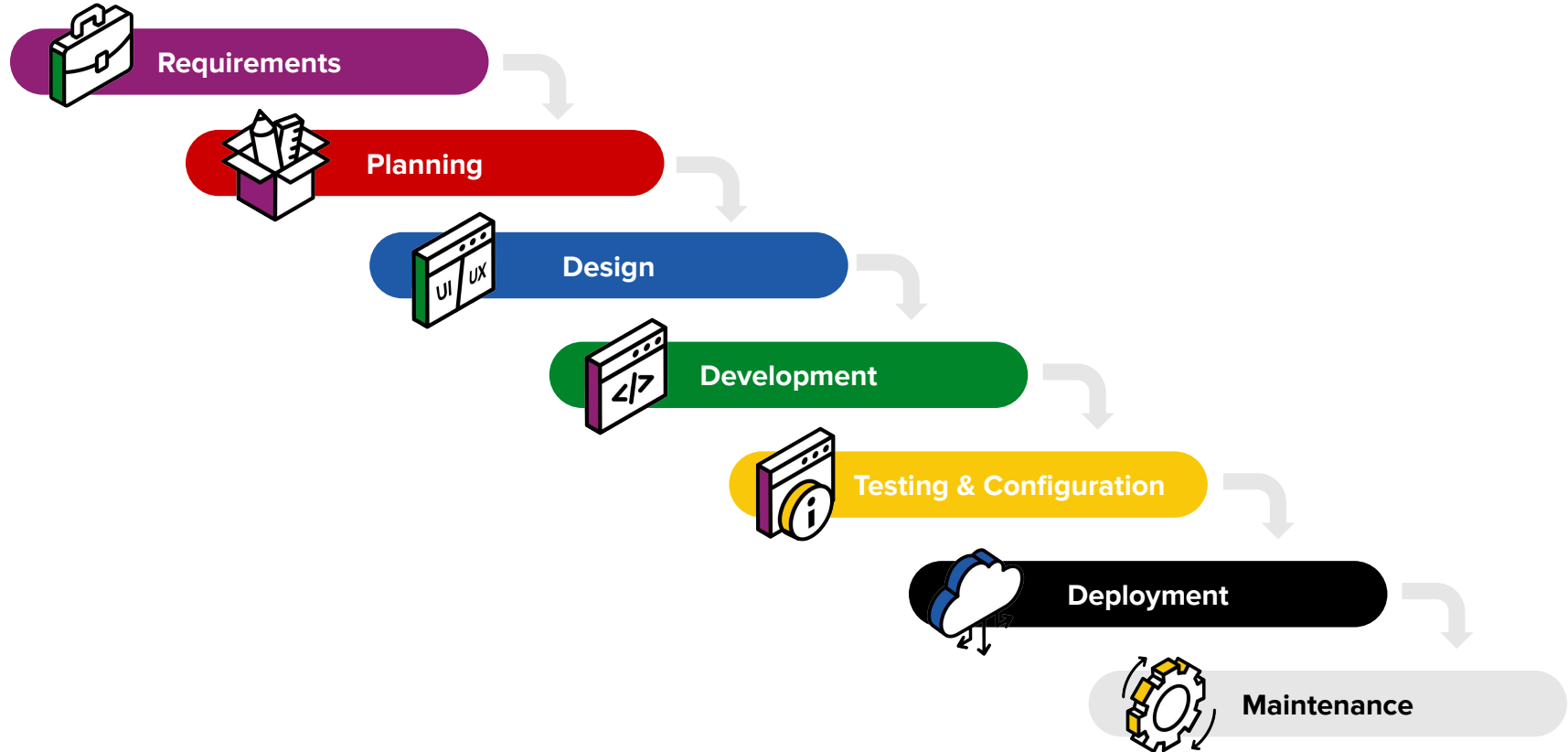
PM

Project Management

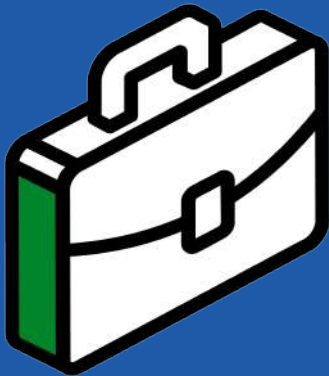
At Construct Digital, we believe our Project Managers are the **core of our client management teams**, bringing us and our clients together to deliver great outcomes in an organised and timely manner.



Our Project Management Approach



Requirements > Planning



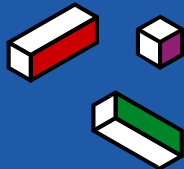
REQUIREMENTS

- ✓ Ensure project Objectives, Scope, Timeframe, Budget are clear and aligned
- ✓ Analyse requirements and highlight considerations, limitations, risks
- ✓ Finalising requirements



PLANNING

- ✓ Plan project timeline and key milestones
- ✓ Conduct Kick-off meeting to ensure all stakeholders are clear on the plan, next steps and responsibilities
- ✓ Collaborate with client and internal team on Sitemap, Information architecture, Specifications definition required for design and development stage

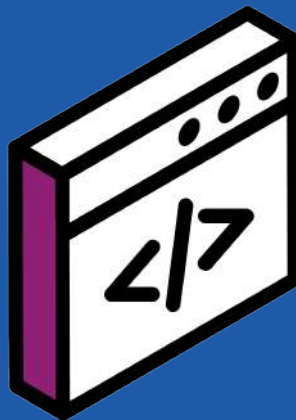


Design > Development



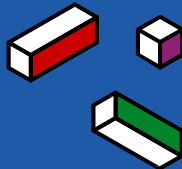
DESIGN

- ✓ Coordinating with client and internal team to produce wireframes, design mock-ups, content gathering and acquire the necessary approvals
- ✓ Producing any other documents required for development like the website specifications

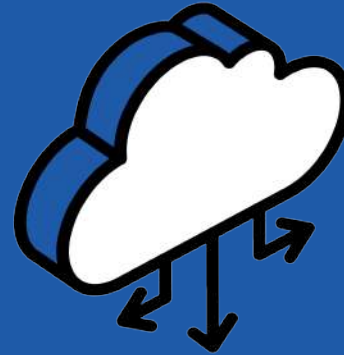
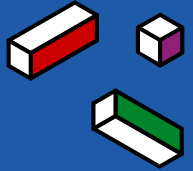


DEVELOPMENT

- ✓ Coordinate and collaborate with internal team to ensure that client's requirements and specifications are clear for development work
- ✓ Ensuring internal team receives all necessary assets for development work
- ✓ Conduct regular check-ins with team and review cycles



Testing > Deployment



TESTING & CONFIGURATION

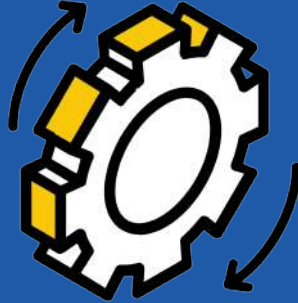
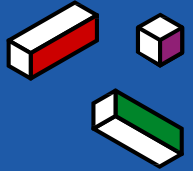
- ✓ Support internal testing, content and design validation
- ✓ Prepare and facilitate client UAT
- ✓ Facilitate security reviews and checks
- ✓ Prepare and coordinate upcoming deployment

DEPLOYMENT

- ✓ Support deployment activities and client communications
- ✓ Support post-deployment checks
- ✓ Ensure monitoring tools & backup schedule are in place



Maintenance

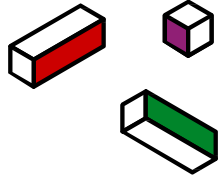


MAINTENANCE

- ✓ Facilitate support/issue management with client and internal team
- ✓ Support website monitoring with internal team
- ✓ Facilitate and communicate website recommendations with client and internal team
- ✓ Coordinate maintenance activities & updates (server checks, software updates, patching, etc)

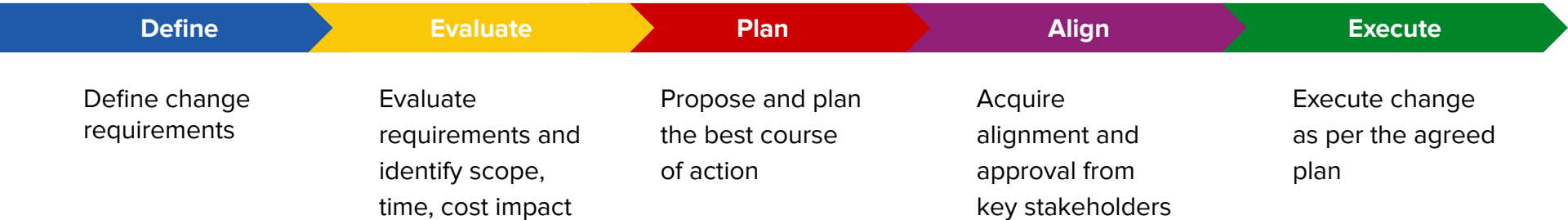


Change Management



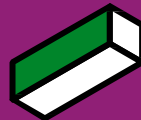
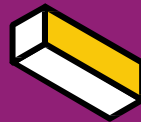
When changes take place after requirements are finalised, new risks will be introduced which have the tendency to jeopardise the project. Thus, it is of utmost importance to manage the change carefully to ensure project delivery and quality.

At Construct Digital, we follow the below change management process:





Case studies





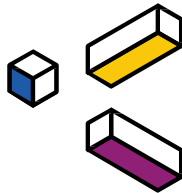
BOOSTING DONATIONS BY 45% THROUGH STRATEGIC UX OPTIMISATION

NUS Giving Website Development



NUS Giving

UIUX | Web Design & Development



CHALLENGE

Redesign the *NUS Giving website* to drive more donations and satisfy each stakeholder's expectations from the website

INSIGHT

The website flow had multiple layers of navigation, poor visibility of calls-to-action and website flow not aligned with the user's expectations, leading to an overall poor "Give Now" experience.

APPROACH

- Run surveys to understand stakeholder sentiments to align on goals, objectives & purpose
- Identify all target audiences and perform user journey mapping exercise
- Leverage past campaign data to understand what worked best in the past
- Redesign the *NUS Giving website* to ease the "Give Now" journey and deliver more donations



NUS GIVING

SINCE 1905



NUS Giving

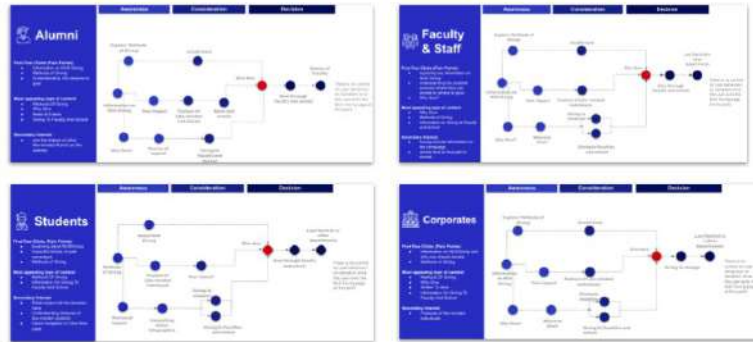
UI/UX | Web Design & Development

Persona-Based User Journey Map

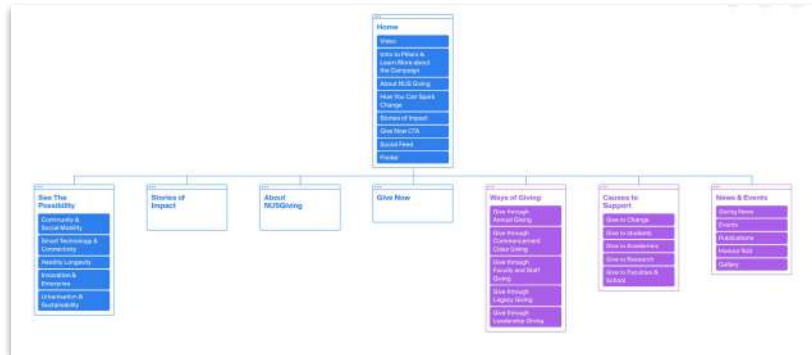
To understand donor motivations, we conducted a survey that provided insights into the features that appealed most to each persona.

We then mapped the user journey and developed a sitemap to structure the website's content, ensuring it meets the expectations of all stakeholders.

Journey Mapping

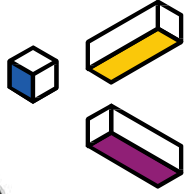


It is crucial for us to ensure that **Information on NUS Giving, Stories of Impact, Areas of Giving** are represented in the homepage since these are content that appeal to the personas



NUS Giving

UI/UX | Web Design & Development

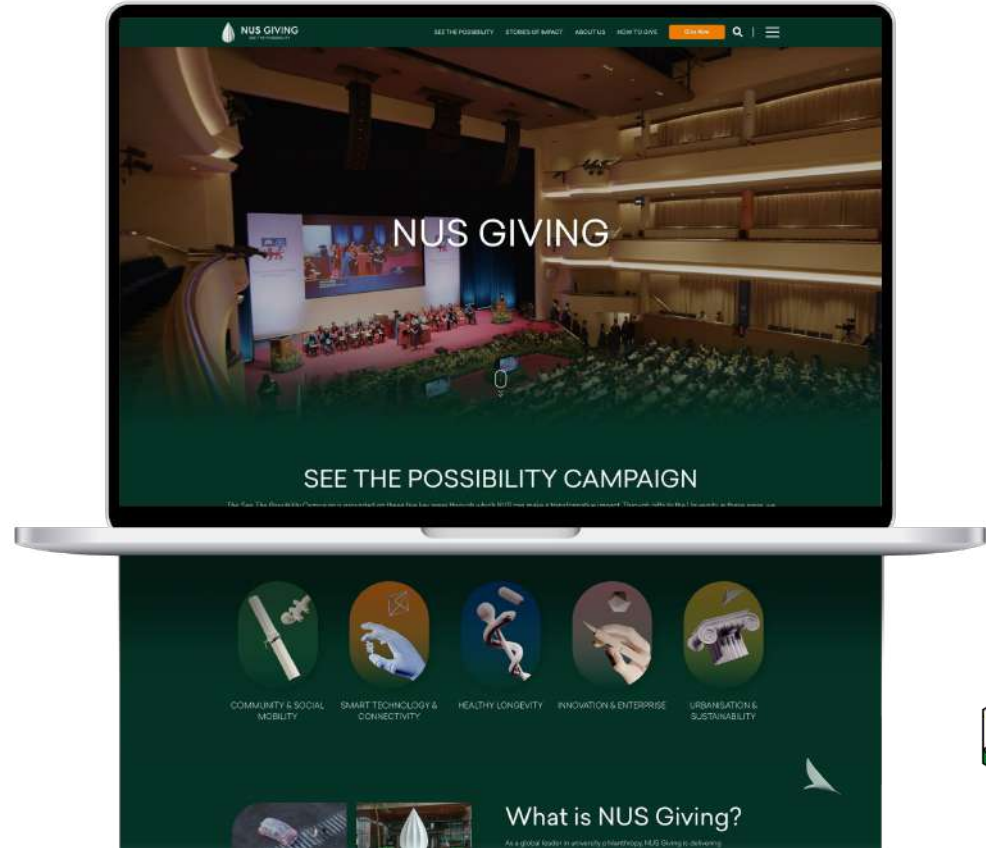


The Outcome

Full website redesign with a fresh look & feel and optimised Customer Journey for easier navigation with clear call-to-actions to drive donations.

Technical Capabilities:

- Sitefinity CMS
- Integrated to back-end for Payment processing

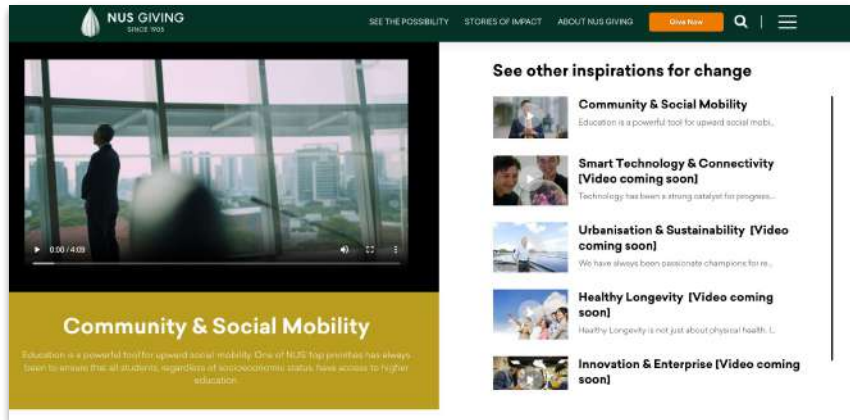


Check out the [NUS Giving Website](#).



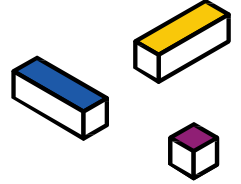
NUS Giving

UI/UX | Web Design & Development

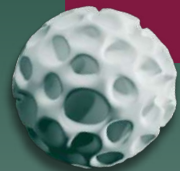


NUS Giving

UI/UX | Web Design & Development



Results



Bounce rate
18%↓

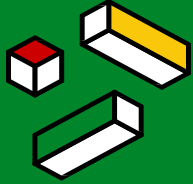
Total Donation
Amount
45%↑

Average Session
Duration
100%↑





**CONSTRUCT
DIGITAL**
The Transformation Agency



DukeNUS
Medical School

UPDATING A 1000+ PAGE WEBSITE WITH MODERN, MOBILE-RESPONSIVE DESIGNS

Duke-NUS Website Refresh

Case Studies

Duke-NUS

THE CHALLENGE

Update the current Duke-NUS 1000+ page website look & feel with a modern aesthetic using mobile-responsive designs that please stakeholders across the school's executive board and department heads.

THE INSIGHT

Instead of doing a sitewide CSS overhaul, save budget and focus on building key page templates. This requires designing an overall look & feel then developing Sitefinity components that can be used across multiple page templates.

THE SOLUTION

- Run surveys to understand end-user and stakeholder needs, then hold a workshop to align on website goals, objectives, purpose
- Identify all target audiences and perform a user journey mapping exercise
- Produce page template design that adds breath, elegance, and prestige to the Duke-NUS website
- Build a list of Sitefinity components that can be used across page templates



Current Website

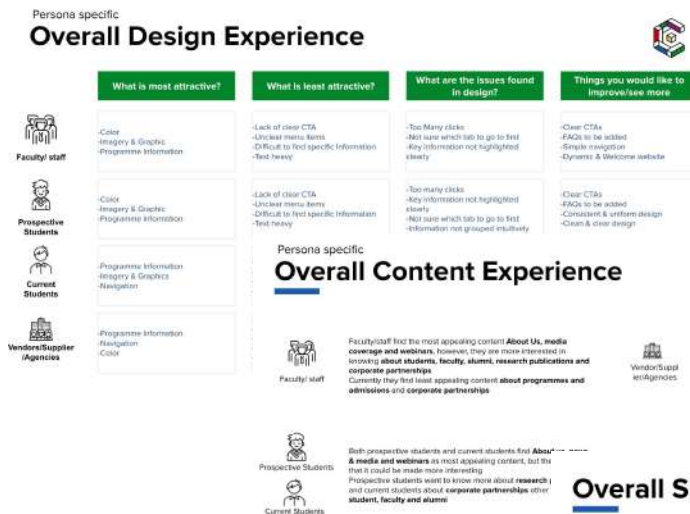


Case Studies

Duke-NUS

END-USER & STAKEHOLDER SURVEY

These surveys, with over 100 responses, helped us align stakeholder expectations with end-user needs.



Overall Survey Summary - findings & insights

1 Purpose

- Duke-NUS website gets a good amount of traffic & major reasons for visitors to get onto website is to get **admission & programme information, know about news & media, faculty profile, events information & login portals.**

2 Navigation

- Seamless navigation** through pages by reducing clicks and articulate right flow of information on the website
- Academic Medicine** to be part of main menu
- Student life & services** should have a dedicated page
- FAQs** to be included in homepage
- Clear establish CTAs** such as Apply Now - Admissions, Learn More - Programmes, Contact Us - Contact Us page, Know More - Faculty Directory
- Simplify** the navigation menu

3 Design

- Ensure that color, themes, icon, graphics and images are **seamless and consistent**
- Avoid text heavy, cluttered, difficult to read design** making information or features more stand out
- Design **should guide the website user** as opposed to making the user hunt around for the information
- Provide **storytelling via videos, photos, graphs, etc**
- FAQ** is missing from homepage

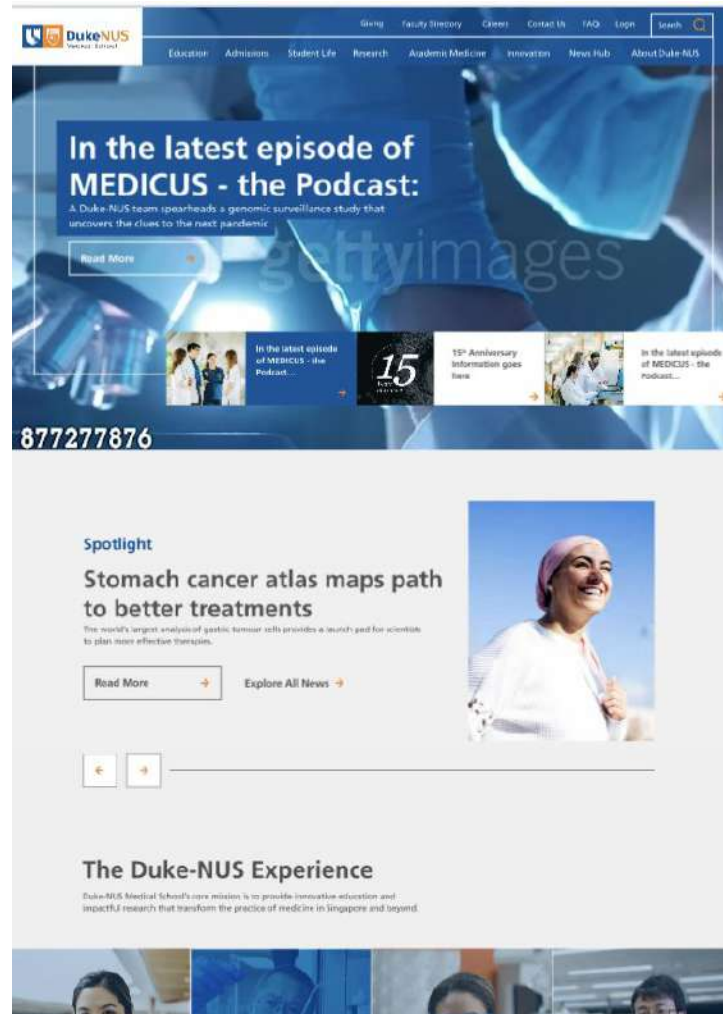


Case Studies

Duke-NUS

The Outcome -

<https://www.duke-nus.edu.sg/>



Case Studies

Duke-NUS

The Outcome -

<https://www.duke-nus.edu.sg/>

DukeNUS
Medical School

Giving Faculty Directory Careers Contact Us FAQs Login Search

Education Admissions Student Life Research Academic Medicine Innovation News Hub About Duke-NUS

New software unveils relationships between RNA modifications and cancers

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore.

Read More

Home > Research

Cutting-Edge Research

The laboratories of Duke-NUS investigate fundamental biological issues and apply breakthrough advances to clinical treatment.

Latest Breakthroughs

Harnessing AI to speed up cancer diagnosis

Giving children with rare cancers a fighting chance

Injecting accurate medication with a "Syringe Brake"

Signature Research

Cardiovascular and Metabolic Disorders Read More

Emerging Infectious Diseases Read More

Health Services and Systems Research Read More

Cancer and Stem Cell Biology Read More

Neuroscience and Behavioural Disorders Read More

Research Centres

Centre for Aging Research and Education

Centre for Computational Biology

Centre for Quantitative Medicine

Centre of Regenerative Medicine

Centre for Biotechnology

Research and Innovation Drivers

Research Operations Department (ROD)

Sponsored Research Department (SRD)

Research Affairs Department (RAD)

DukeNUS
Medical School

Address:
8 College Road
Singapore 11907

Phone:
+65 6770 1000
Fax:
+65 6770 1001

Education & Admissions
Research
Academic Medicine
Innovation
News Hub
About Duke-NUS

Services
Giving
Health Services
Careers
Contact
Duke-NUS

Case Studies

Duke-NUS

The Outcome -

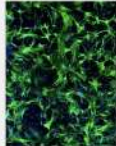




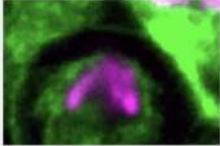
<https://www.duke-nus.edu.sg/>

The screenshot displays the Duke-NUS Medical School website. The top navigation bar includes links for Giving, Faculty Directory, Careers, Contact Us, FAQs, Login, and a Search function. Below this, a secondary navigation bar lists categories: Education, Admissions, Student Life, Research, Academic Medicine, Innovation, News Hub, and About Duke-NUS. The main content area features a large banner for a 'Key Leadership Transition at Duke-NUS and SingHealth Duke-NUS Academica Medical Centre' with a placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore.' and a 'Read More' link. Below the banner, a 'News Hub' section is visible, followed by a 'Media Releases' section. This section contains six articles arranged in a 2x3 grid, each with a thumbnail image, a date, and a headline. The articles cover topics such as gene identification for heart scarring, dengue vaccine research, bat immune response, air pollution, and cancer research.

Key Leadership Transition at Duke-NUS and SingHealth Duke-NUS Academica Medical Centre
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore. [Read More](#)

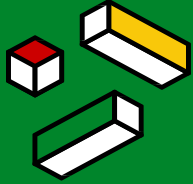
[Home](#) > News Hub

Media Releases

- 
09 Dec 2022
Duke-NUS scientists identify gene that controls scarring in damaged hearts
- 
05 Dec 2022
A dengue vaccine? Duke-NUS scientists identify new findings in a key protein that may help
- 
24 Nov 2022
Duke-NUS scientists reveal first close-up look at bats' immune response to live infection
- 
04 Nov 2022
Duke-NUS researchers find polluting particles in the air
- 
31 Oct 2022
Duke-NUS scientists shed new light on key differences
- 
20 Oct 2022
Duke-NUS scientists seek to learn about human cancer



**CONSTRUCT
DIGITAL**
The Transformation Agency



University Campus Infrastructure

ACHIEVING A MORE ENGAGING AND COHERENT USER EXPERIENCE

NUS UCI Website Refresh

Case Studies

NUS UCI

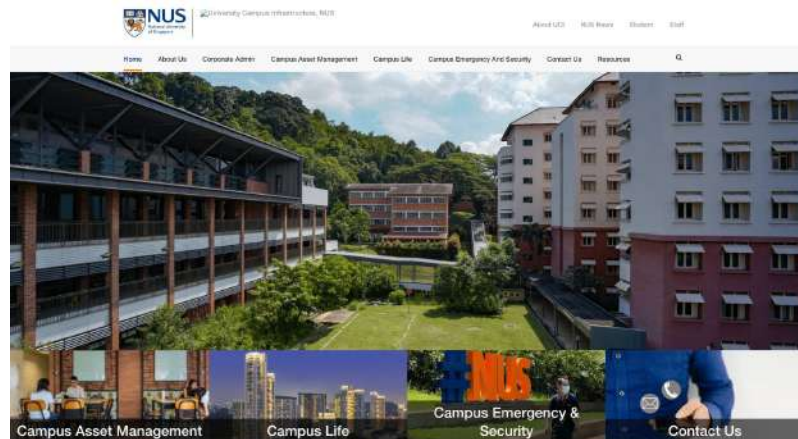
Website Revamp

To recap, to revamp University Campus Infrastructure (UCI) department website (<https://uci.nus.edu.sg>).

The aims of the revamp is to:

1. Make the website coherent in its UCI branding. The current subpages for Campus Asset Management; Campus Life; and Campus Emergency and Security do not have consistent looks as they were separate websites which were collated to form UCI's website during a reorganisation.
2. Make the website more engaging. The current website feels a bit static.

Old Website



Current News



A 5G campus for smart facilities management

NUS' smart campus innovations got a big boost - thanks to a recently announced partnership with StarHub that will enable the University to incorporate StarHub's latest 5G and Internet of Things (IoT) solutions.

Read more



NUS Sustainability Review 2017-2020

NUS reached a significant milestone in its sustainability journey with the conclusion of its 2017-2020 Sustainability Strategic Plan. Find out how the University has reduced the environmental impact from its operations and created a greener campus over the four years.

Read more



Case Studies

NUS UCI

The Outcome -
<https://uci.nus.edu.sg>

Full website restructured & redesigned with a fresh look & feel with optimised pages for better user journey and navigation and ease of access to the content on the website.

Technical Capabilities:

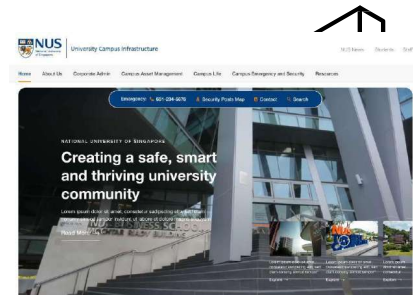
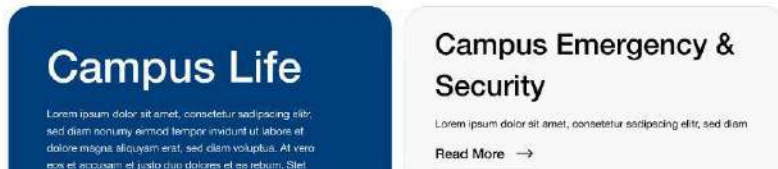
- Wordpress CMS
- Integrated to back-end
- SEO complaint
- Responsive design
- Google map-integration



ABOUT UCI

We ensure a vibrant campus life for an exceptional student experience.

[Read More](#)



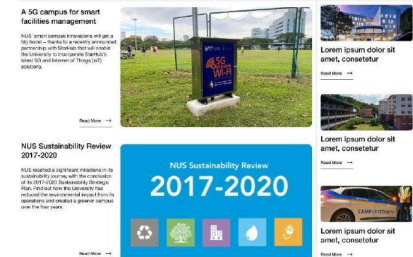
ABOUT UCI

We ensure a vibrant campus life for an exceptional student experience.

[Read More](#)



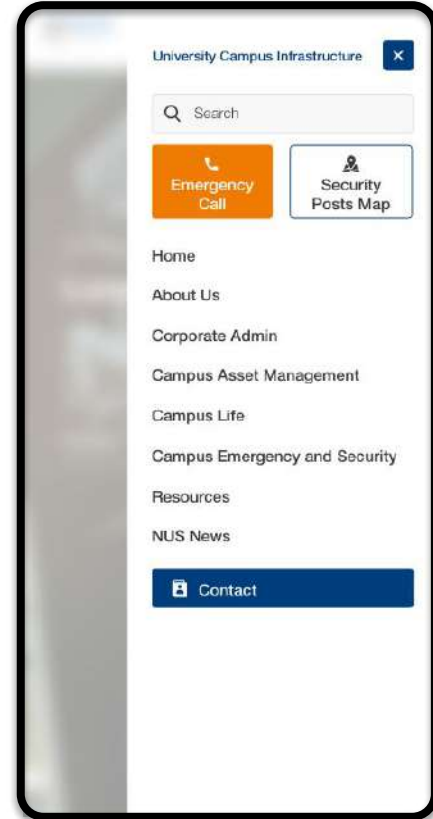
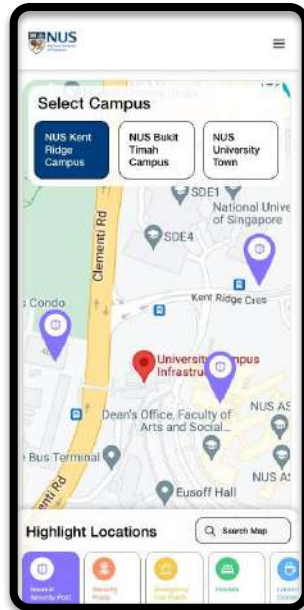
Current News



Case Studies

NUS UCI

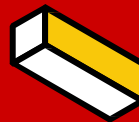
The Outcome -
<https://uci.nus.edu.sg>

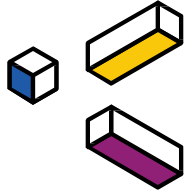




TAILORED MBA JOURNEYS SPARK 588% JUMP IN MONTHLY LEADS

NUS MBA Lead Gen Campaign





CLIENT CHALLENGE

In a word: ***Differentiation.***

NUS provides a wholly unique and transformative MBA experience but their traditional, one-size-fits-all marketing approach wasn't getting this message across.



B2HUMAN INSIGHT

A business person undertakes an MBA for a truly life-changing experience.

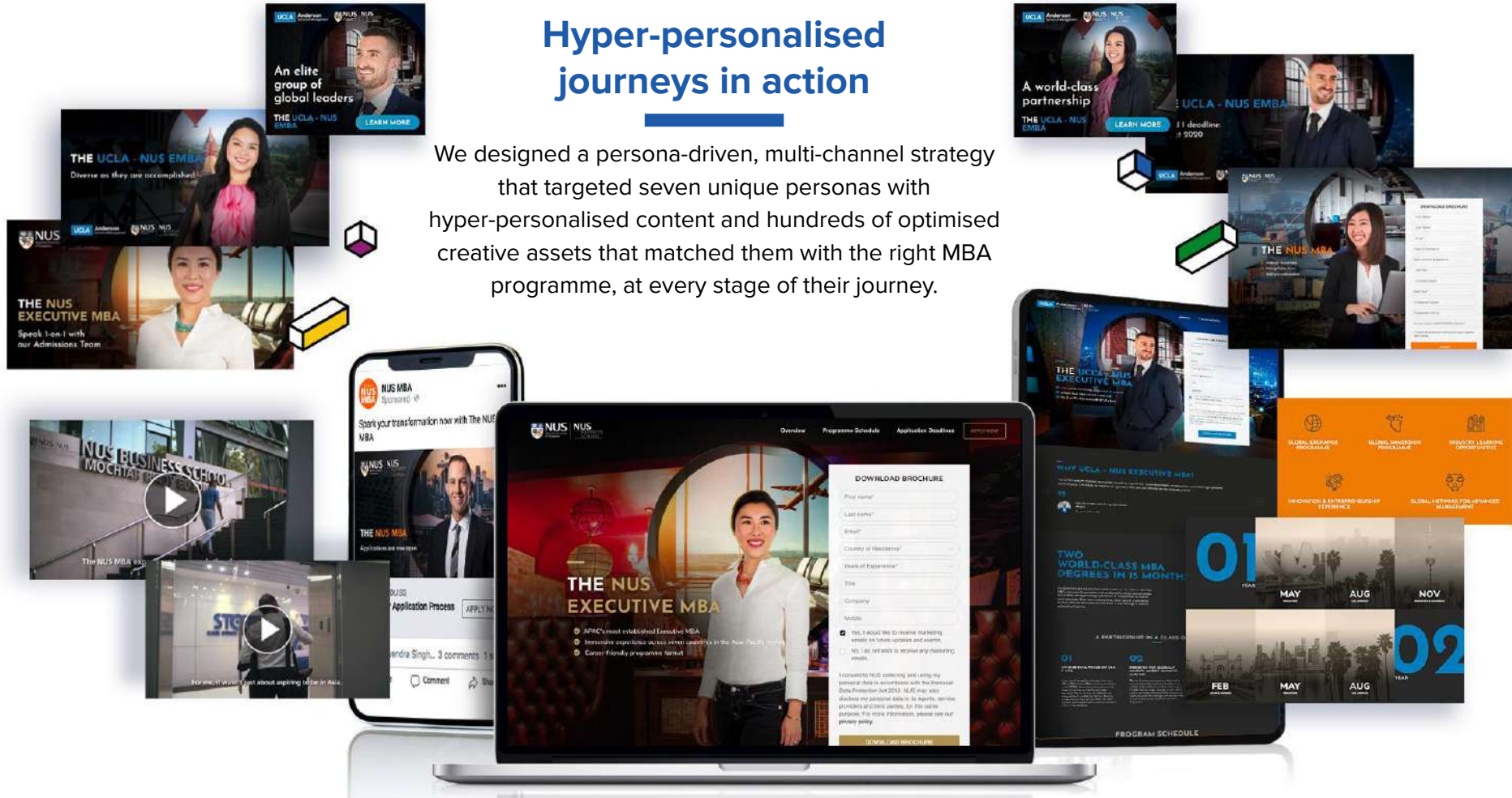
To differentiate the NUS MBA, we needed to bring to the fore the incredible range of personal and professional experiences that *NUS* offers.

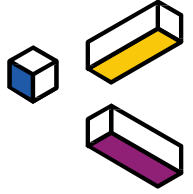
The NUS MBA programme is arguably, the world's most varied in terms of options and allows you to build a truly **transformative MBA experience.**



Hyper-personalised journeys in action

We designed a persona-driven, multi-channel strategy that targeted seven unique personas with hyper-personalised content and hundreds of optimised creative assets that matched them with the right MBA programme, at every stage of their journey.





Salesforce Integration

The campaign was heavily supported with technical support and integrations for different tools.

On the Salesforce side, we connected the Landing Page forms and the Lead Gen Ads directly with the CRM.

On the landing page, we implemented the forms that we generated in Salesforce. Hence, every time a user fills out the form, the CRM will be updated in real-time.

On the Lead Gen Ads, we use the connectors between Facebook and LinkedIn with Salesforce. Every time a user fills out the Lead Gen Ad Form, the lead will automatically arrive to Salesforce.



NUS Business School

Digital Marketing & Consulting | Creative | Media

The Programme Builder Tool

Built using the full NUS MBA course catalogue, prospective students uniquely design their own MBA, based on interests and aspirations.

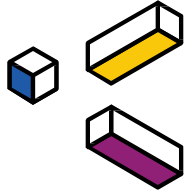
Choices include recommended electives, relevant student clubs, international exchange programmes, internships, and non-academic learning experiences.

Alternatively, they select one of 7 personas, and a full personalised and tailored MBA journey at NUS would build automatically.



NUS Business School

Digital Marketing & Consulting | Creative | Media



Explore popular journeys



Built on:



Case Studies

Kaplan International

Challenge, Insight, Action

THE CHALLENGE

Redesign a site with a total number of 500+ courses that has grown and morphed organically over the years.

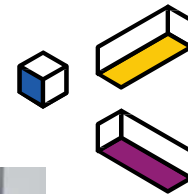
THE INSIGHT

Courses were arranged by internal business units' process handling, and not by user's needs, leading to an overall poor user signup experience.

WHAT WAS DONE

- User testing
- Information Architecture
- UX overhaul
- Web design and development

KAPLAN



Kaplan International

UX Journey

The requirement gathering exercise along with persona journey mapping helped us develop a sitemap and course finder to increase time on site, user stickiness, and to capture leads.

Personas: Basmer Bachelor Potential



Recommendations: What the website should do

- Present different entry points to all courses
 - Course finder
 - Navigation
 - Course Comparison
- Cross link to the university, other degrees, and testimonials
- Give full information about the training courses in a logical order
 - About the Course
 - Careers with the course
 - Course start/ and date
 - Requirements
 - Modules
 - Fees
 - Part-time/full time
 - Flexibility
- Information about the internationalization
- CTA Contact/Inquiry form
- Explore more courses like this

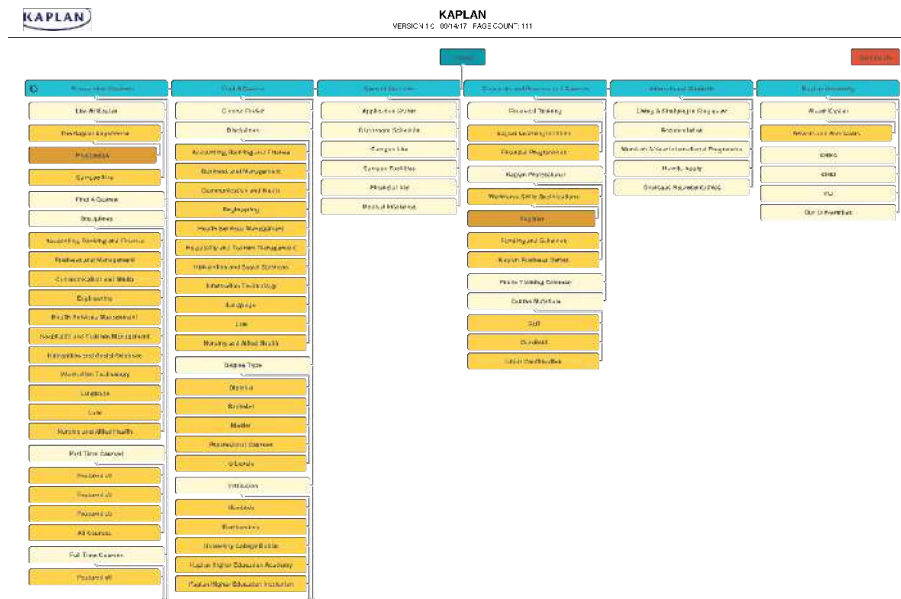
Persona: DAVID; Diploma Potential



DAVID

Customer needs and activities:

- Find out about courses at Kaplan
- Look at **Course Fit** (O, N, ITE, A Level, etc)
- Know about **future opportunities**
- Compare** diplomas
- User has decided on a course
- Goes to the course/university detail page
- Signs-up for the course



Case Studies

Kaplan International

The outcome

Website on Wordpress CMS.

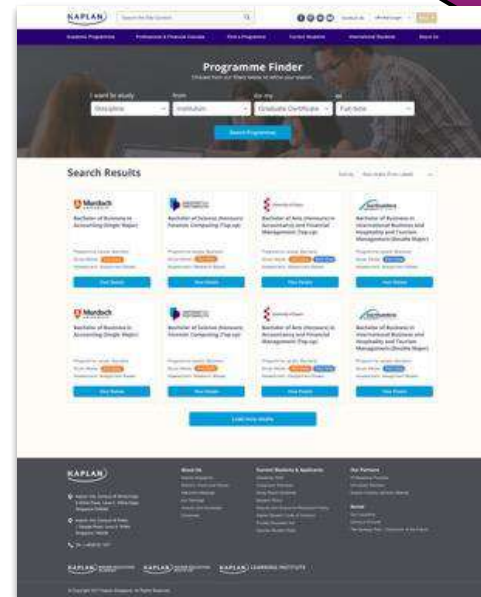
Hosting and Security Maintenance by Construct since 2019.



Old website design



New website design and user experience resulted in **33% increase in traffic** and **18% increase in active users**



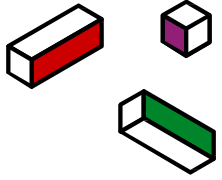
Thank You.

Count on us to create work that works for you, your business and your customers.



CONSTRUCT
DIGITAL

5 key questions we ask when we speak to a prospective client



1. Do we have a **conflict**?
2. Do they match our **ambition**?
3. Can they make **decisions**?
4. Do they think in terms of **outcomes** or output?
5. Do they want a **partnership**?



Our solutions and capabilities



UX, Creative Conceptualisation & Content Development

Creative Strategy & Production

- Research & Insights
- Persona Development
- Campaign Ideation
- Art Direction & Design
- Copywriting / Storytelling
- Content Architecture / Messaging
- Content Calendar
- Graphic Design
- Video Production
- Photography

User Experience Design

- Website Usability survey
- Co-creation workshops
- UX Research
- User Journeys
- Service Blueprints
- UX/UI Design
- Visual Design
- Wireframes
- Concept Prototypes & Testing
- Key pages, Components & Modules
- UX & UI Library

Brand Design

- Brand Strategic Foundations
- Brand Narrative
- Brand Identity
- Brand Guidelines



Marketing Planning, Activation & Measurement

Integrated Campaign Planning

- Communications Strategy
- Go-To-Market Planning
- Channel Planning
- Social Media Management
- Influencer Engagement
- Playbooks

Performance Marketing

- SEM
- Email Marketing/ EDM
- Display, Native, Social & Retargeting Ads
- Conversion Rate Optimisation

SEO

- SEO Strategy and Planning
- Technical SEO
- Link Building
- SEO Content

Media Planning

- Media Buying
- Media Placement



Data and Technology Enablement

Tech Development & Build

- Website Design & Development
- Mobile Applications
- Enterprise CMS Development
- E-Commerce
- Platform Integration
- Technical Architecture
- API Development
- Custom Web Applications
- Cloud Services & Infrastructure Management - Google Cloud, AWS, Azure
- UAT
- QA testing & performance review
- Website & Application Maintenance

Data Enablement

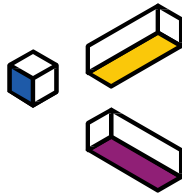
- Data Audit & Strategy
- Data Analytics & Visualisation
- Customer Data Platforms
- Customer Profiling & Segmentation
- Custom Data Solutions & Governance
- Data Enrichment & Data on Demand
- Predictive Analytics & Modeling
- KPI Measurement & Reporting



AI and Automation

AI Integrations & Plugins

- AI Chatbots
- Marketing Automation
- CRM Setup & Integration
- Large Language Models - OpenAI, Anthropic,



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CHIEF OPERATING OFFICER



Jeslynn Seow
EMPLOYEE EXPERIENCE
MANAGER



Davinder Singh
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Hu Cheng En
ASSOCIATE PROJECT
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CONTENT, CREATIVE & DESIGN

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