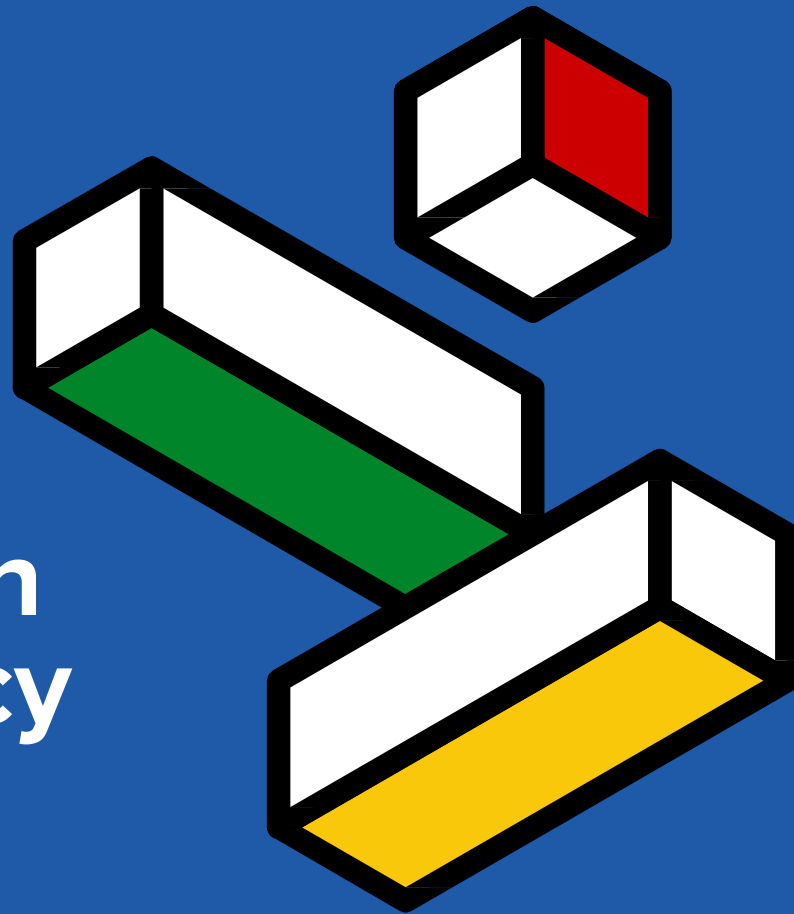


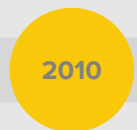
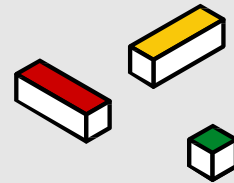


CONSTRUCT
DIGITAL

The Results-Driven B2B Digital Agency

2025





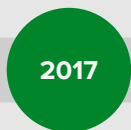
2010

**The Agencies'
Agency**



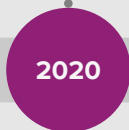
2015

**Regional
Full Service**



2017

Analytics/Film



2020

**One-stop
Consultancy**

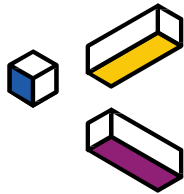


TODAY

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.

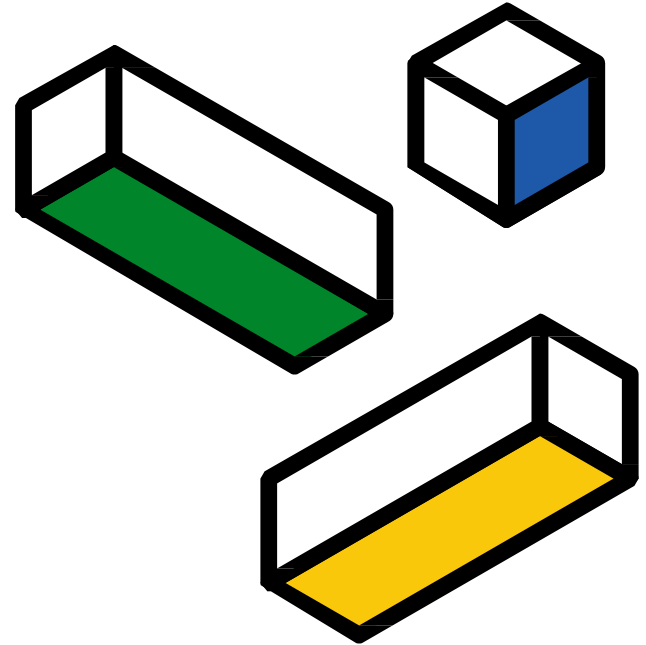
We are the Results-Driven B2B Digital Agency



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

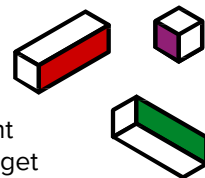
Our solutions harness
imaginative thinking
and frictionless
technology to drive
measurable results



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](#)

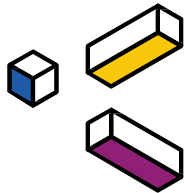


AI and Automation

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 our team



SENIOR CLIENT PARTNERS



Charanjit Singh
CHIEF EXECUTIVE OFFICER /
FOUNDER



John Scott
EXECUTIVE CREATIVE
DIRECTOR



Samantha Shuttleworth
HEAD OF STRATEGY &
TRANSFORMATION



Kunal Robert
SENIOR DIRECTOR - CLIENT
PARTNERSHIPS



Luis Tejedor
MARKETING DIRECTOR



Zita Hoang
DIGITAL MEDIA SPECIALIST



Levi Nguyen
DIGITAL MEDIA SPECIALIST

PLANNING



Aahana Nawab
STRATEGY MANAGER



Joseph Velasquez
CREATIVE DIRECTOR



Sharon Low
CONTENT MARKETING MANAGER



Luna Gambale
SENIOR ART DIRECTOR



Jez Cabidog
SENIOR CONTENT MARKETER



George James Parel
UX LEAD



Minh Dang
TECHNICAL ARCHITECT

CREATIVE, CONTENT & DESIGN

USER EXPERIENCE & TECHNOLOGY

Building momentum across South East Asia



India



Philippines



Vietnam



Singapore
HQ

With a diverse strong team of
cross-functional specialists:





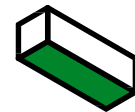
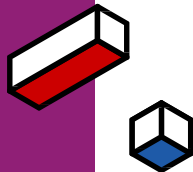
**CONSTRUCT
DIGITAL**

**Maximising
brand health
and business
outcomes for
leading brands**



45

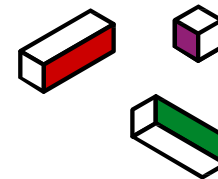
Awards &
counting!



effie
awards



Experience & skills to meet your needs



Consultancy



Creative



Marketing



Technology



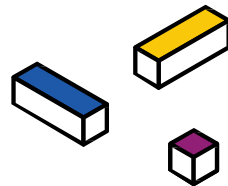
Media



Data



The tools we use



Sitemap, Information Architecture & User Testing



Marketing



Wireframing & Prototyping



Graphic, UX/UI Design & Animations

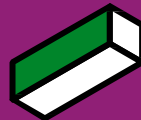
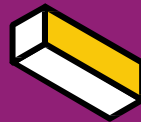


Frontend





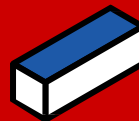
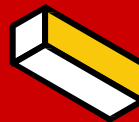
Case studies





CRAFTING A COMPELLING BRAND STORY

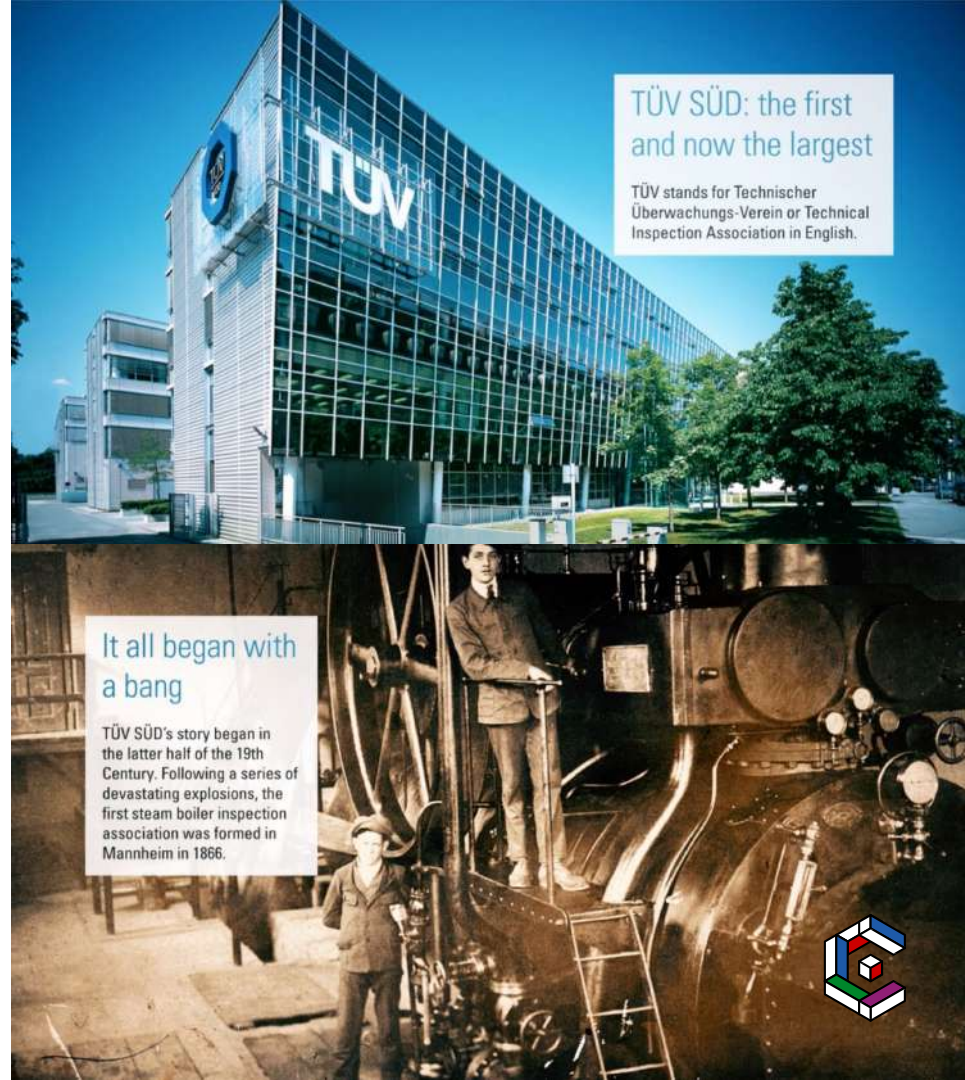
TÜV SÜD



Brand & Product Marketing

Our team has extensive experience in developing marketing and sales materials to promote *TÜV SÜD*'s brand and services to both internal and external audiences.

Starting from 2009, we have worked with the brand and product marketing teams to develop literally hundreds of assets showcasing the brand personality and heritage, inspiring trust and confidence in *TÜV SÜD* and its services.



Brand Assets

Corporate Image Brochure



Inspiring trust in a changing world

Solutions that ensure quality, safety and sustainability for future generations



Choose certainty. Add value.

TUV SUD

TUV®


Sustainable development

Managing growth for the good of all

As world cities continue to grow, the need for sustainable development is becoming increasingly urgent. TUV SUD is committed to ensuring that the growth of cities is sustainable, not just in terms of economic and social development, but also in terms of environmental protection and the well-being of future generations.


Decentralised sustainable technologies

Working with our customers, we are developing solutions for the future of energy. Our focus is on decentralised sustainable technologies, such as wind, solar, and biomass, which can provide clean, renewable energy to local communities.




Offshore wind energy

Our expertise in offshore wind energy is helping to develop the next generation of wind farms. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that offshore wind energy is a viable and sustainable source of power.




Energy efficiency

To support the EU's goal of reducing energy consumption by 20% by 2020, we are developing solutions for energy efficiency. Our focus is on reducing energy consumption in buildings, industry, and transport, which can help to reduce greenhouse gas emissions and save costs.



Safety of recycled in vehicles

Our expertise in vehicle safety is helping to ensure that recycled materials are used safely in vehicles. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that recycled materials are a viable and sustainable source of materials for vehicles.




Urbanisation

Solving complex challenges for growing cities

The world's urban population is growing rapidly, and this is creating a range of challenges for cities. TUV SUD is committed to helping cities to solve these challenges, from infrastructure development to public transport and social housing.


Infrastructure

Our expertise in infrastructure development is helping to build the next generation of infrastructure. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that infrastructure is a viable and sustainable source of infrastructure for cities.




Public transport

Our expertise in public transport is helping to develop the next generation of public transport. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that public transport is a viable and sustainable source of transport for cities.



Social housing

Our expertise in social housing is helping to develop the next generation of social housing. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that social housing is a viable and sustainable source of housing for cities.




Committed to a better world

TUV SUD is committed to ensuring quality, safety and sustainability for future generations. Our focus is on providing comprehensive services, from design and construction to operation and maintenance, ensuring that our customers' needs are met in a sustainable and reliable way.


Testing and product certification

Our expertise in testing and product certification is helping to ensure that our customers' products are of the highest quality and meet all relevant standards. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that our customers' products are a viable and sustainable source of products for their businesses.




Training

Our expertise in training is helping to develop the next generation of professionals. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that our customers' employees are equipped with the skills and knowledge they need to succeed in their careers.




Knowledge services

Our expertise in knowledge services is helping to develop the next generation of knowledge. We provide comprehensive services, from design and construction to operation and maintenance, ensuring that our customers' knowledge is a viable and sustainable source of knowledge for their businesses.



End-to-end solutions for the entire business lifecycle



TUV SUD at a glance

- 150+ years of experience
- 1,000+ locations worldwide
- €2.3 billion turnover
- 24,000 employees
- 43% growth in 2019
- 574,000 inspections
- 100% compliance
- 100% customer satisfaction
- 24/7 service
- Auditing and system certification

Enabling access to global markets

Over 1,000 TUV SUD locations in 90 countries

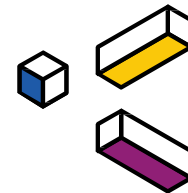
With an extensive network of local offices, TUV SUD is able to provide comprehensive services to our customers in over 90 countries. Our focus is on providing comprehensive services, from design and construction to operation and maintenance, ensuring that our customers' needs are met in a sustainable and reliable way.



Inspiring trust yesterday, today and tomorrow

TUV SUD has been inspiring trust for over 150 years. Our focus is on providing comprehensive services, from design and construction to operation and maintenance, ensuring that our customers' needs are met in a sustainable and reliable way.





Brand Assets

Corporate Videos



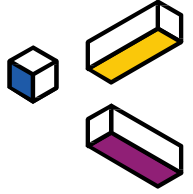
[Watch here](#)



[Watch here](#)

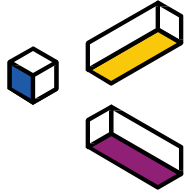
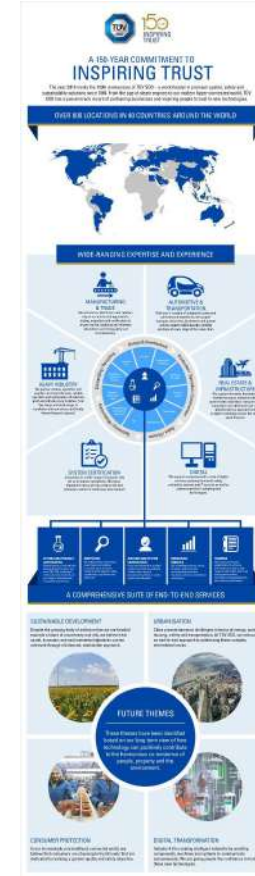
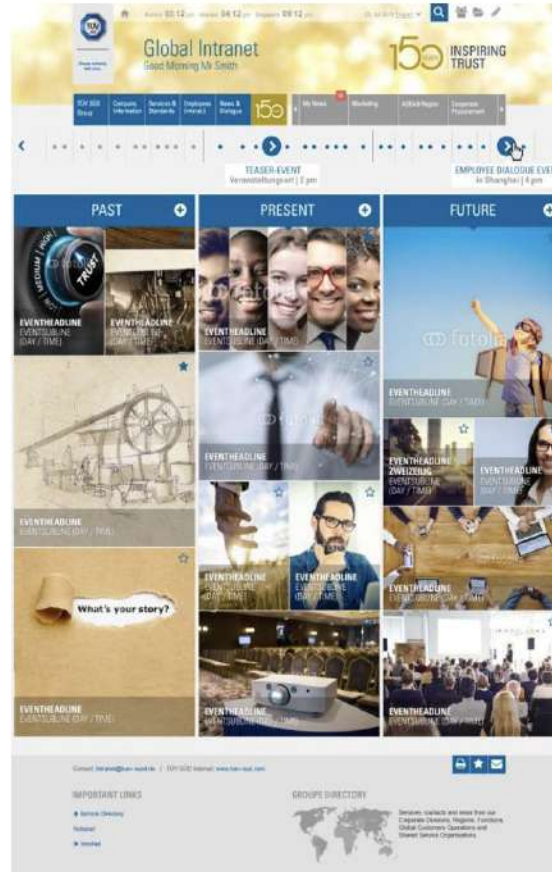


[Watch here](#)



Brand Assets

150th Jubilee



Product Marketing

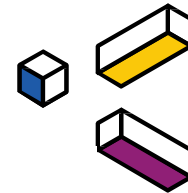
Sales Enablement

Folders, Brochures & Factsheets

We wrote technical content and designed marketing collaterals for all TÜV SÜD key industry verticals.

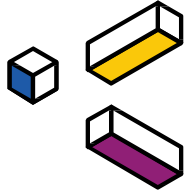
These assets catered to the content needs of different stakeholders:

- Folders and brochures were produced for C-Suite prospects
- Fact sheets provided more in depth information for technical audiences



Product Marketing

Sales Enablement Folders, Brochures & Factsheets



Safety Gauge



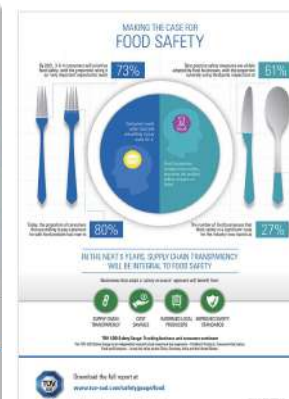
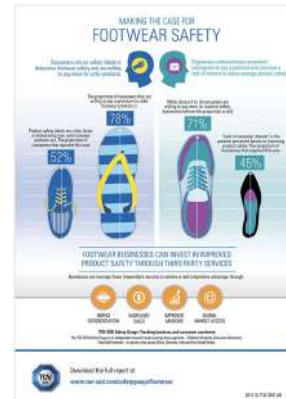
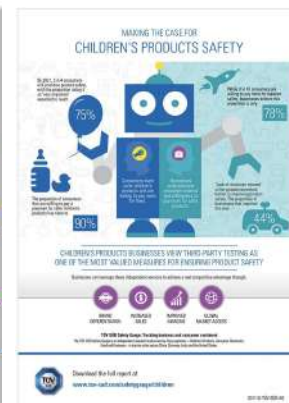
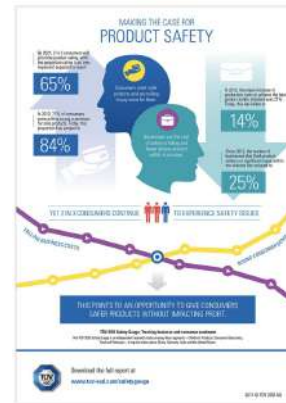
Videos, Reports & Infographics



[Watch here](#)



[Watch here](#)



Sustainable & Sanitation Services Campaign



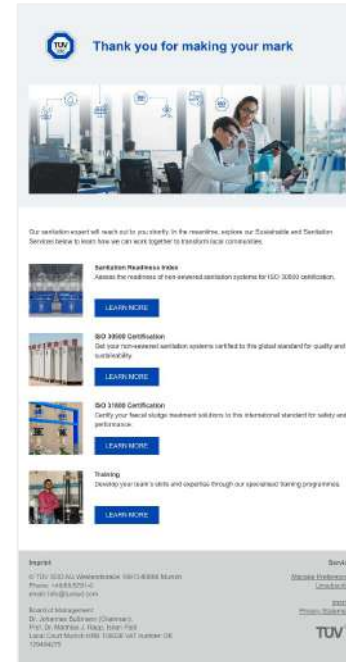
Prospecting Video Ad



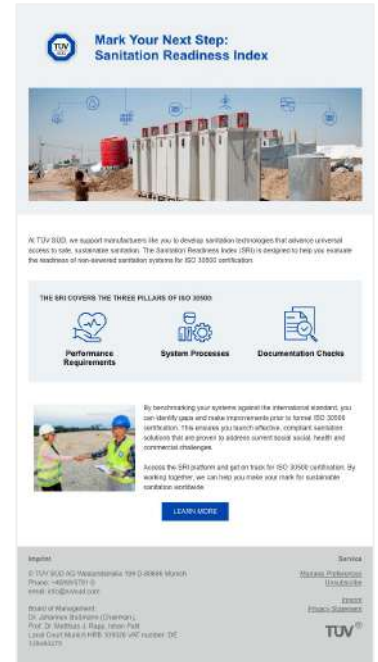
Retargeting Image Ad



Display Ads



[Nurture Email 1 \(SSS\)](#)



[Nurture Email 2 \(SRI\)](#)

The Campaign Landing Page is live, view [here](#) (for ZA)



CREATING A CSR SUB-BRAND WITH A COMPELLING MISSION, IDENTITY AND NARRATIVE

SGX Group



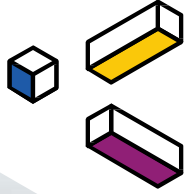
SGX Cares

Brand Consulting | Creative | Content Strategy

Creating positive social impact by activating the power of community

Client Challenge

Despite a longstanding commitment to CSR through its SGX Bull Charge fundraising activities, the SGX CSR story was largely untold and unknown.



SGX Cares

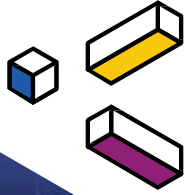
Brand Consulting | Creative | Content Strategy

Creating positive social impact by activating the power of community

B2Human Insight

Great things happen when people come together.

SGX views CSR differently. Beyond just giving, the organisation believes in participation and the collective potential that comes with it.



Experience transformation in action

Taking inspiration from the role that SGX plays in building ecosystems to facilitate the exchange of capital and ideas, we adopted a platform approach to creating positive impact by rallying investors, companies, partners and colleagues to make ***"BETTER HAPPENS TOGETHER"***.

SGX Cares was brought to life as a sub-brand with a clear and compelling Mission, Identity and Narrative.



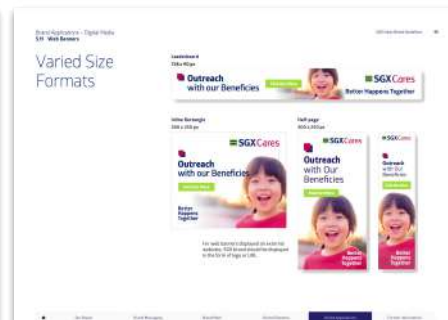
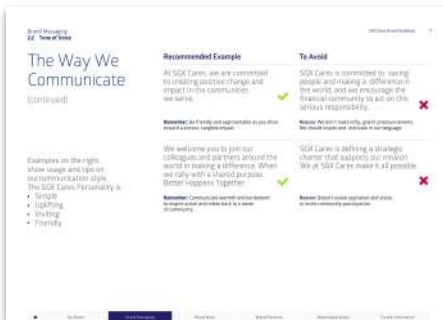
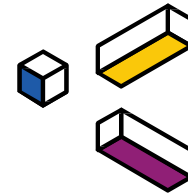
SGX Bull Charge Charity Run 2020
8 November, The Float @ Marina Bay

SGX Cares

Brand Consulting | Creative | Content Strategy

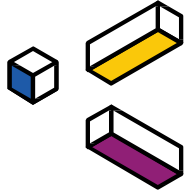
Capturing and codifying the brand

Our project deliverables included designing, writing and production of comprehensive brand guidelines, to be used for team training, knowledge-transfer and brand compliance.



SGX Group

Risk Management



Turning complexity into bite-sized simplicity for a time-poor C-Suite audience

The Ask

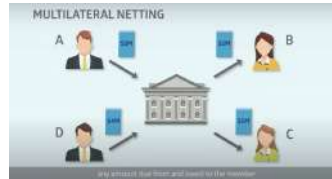
Risk Management is key to SGX Group's role as a Central Counterparty, yet it is not widely understood even by top management. As the Board of Directors is responsible for risk governance, the Risk Management unit needed to educate Board Members on its complex policies and frameworks.

Our Approach

Partnering with the Chief Risk Officer, we first conducted an immersion workshop to understand the topics and their audience. Next, we produced a series of short explainer videos to explain the concepts in a quick and engaging format.

Watch Now

[Video 1](#) | [Video 2](#) | [Video 3](#)



NICE

CXi Campaign Playbook For Partners

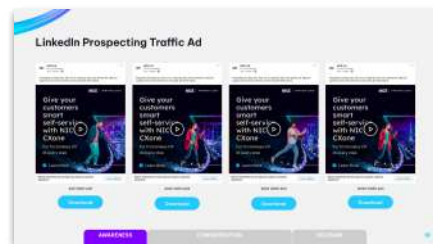
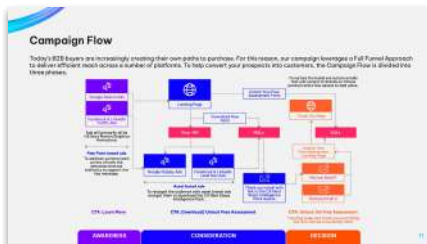
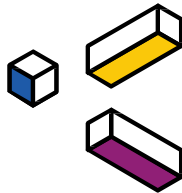
Capturing and codifying the campaign strategy

The Ask

NICE, a leading Customer Experience solutions provider, relies on channel partners to market its cloud CX platform to business users. Having developed a regional awareness campaign, we were tasked to produce a campaign playbook for these partners.

Our Approach

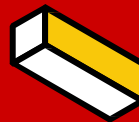
To empower partners to adopt and successfully run the campaign, we produced the **NICE CXi Campaign Playbook For Partners** - a guide detailing the campaign strategy with clear instructions for rolling out co-branded marketing materials.





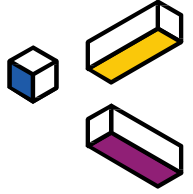
SOCIAL INFLUENCE SOARS WITH 80% FOLLOWER GROWTH

CEO Social Influence Programme



Singtel CEO Social Influence Programme

Social Media | KOL/Influencers | Telecommunications



CHALLENGE

Singtel sought to enhance the social influence of CEO, Anna Yip. This involved transforming her LinkedIn presence, which was primarily perceived as a news announcer that lacked a personal and relatable touch.

INSIGHT

Positioning Anna as a thought leader and reinforcing the brand's human-centric positioning would enable her to establish stronger emotional connections with key stakeholders including staff, industry partners, and the general public.

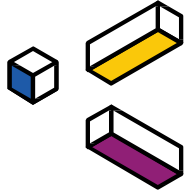
APPROACH

- Develop a comprehensive content strategy focused on thought leadership and personal branding
- Create engaging storytelling to build meaningful interactions
- Implement engagement metrics to track and optimise performance
- Execute a plan to shift perceptions of Anna from broadcaster to relatable leader
- Prioritise personal connections to enhance audience engagement



Singtel CEO Social Influence Programme

Social Media | KOL/Influencers | Telecommunications



Content Strategy

Hero content	Hub content	Ad-hoc content
Developed high-impact content that established thought leadership and drove significant engagement.	Maintained regular content updates to keep the audience engaged and reinforce key messages.	Created timely and relevant content in response to current events and trends.

Content Pillars

PO

POWER TO OUR PEOPLE

Talent Enablement
Future of Work
Employee Experience
Purpose & Value
DEI
Women in Tech
Employee Safety & Wellbeing

IN

INNOVATION IN ACTION

Innovation Tech in Action
Customer Satisfaction
Smart Connected Living
Next-Level Entertainment & Experiences

TE

TECH FOR GOOD

Digital Access
Digital Literacy
Equity & Inclusion
Connectivity
Data Privacy & Security
Climate Action
Product Stewardship

ST

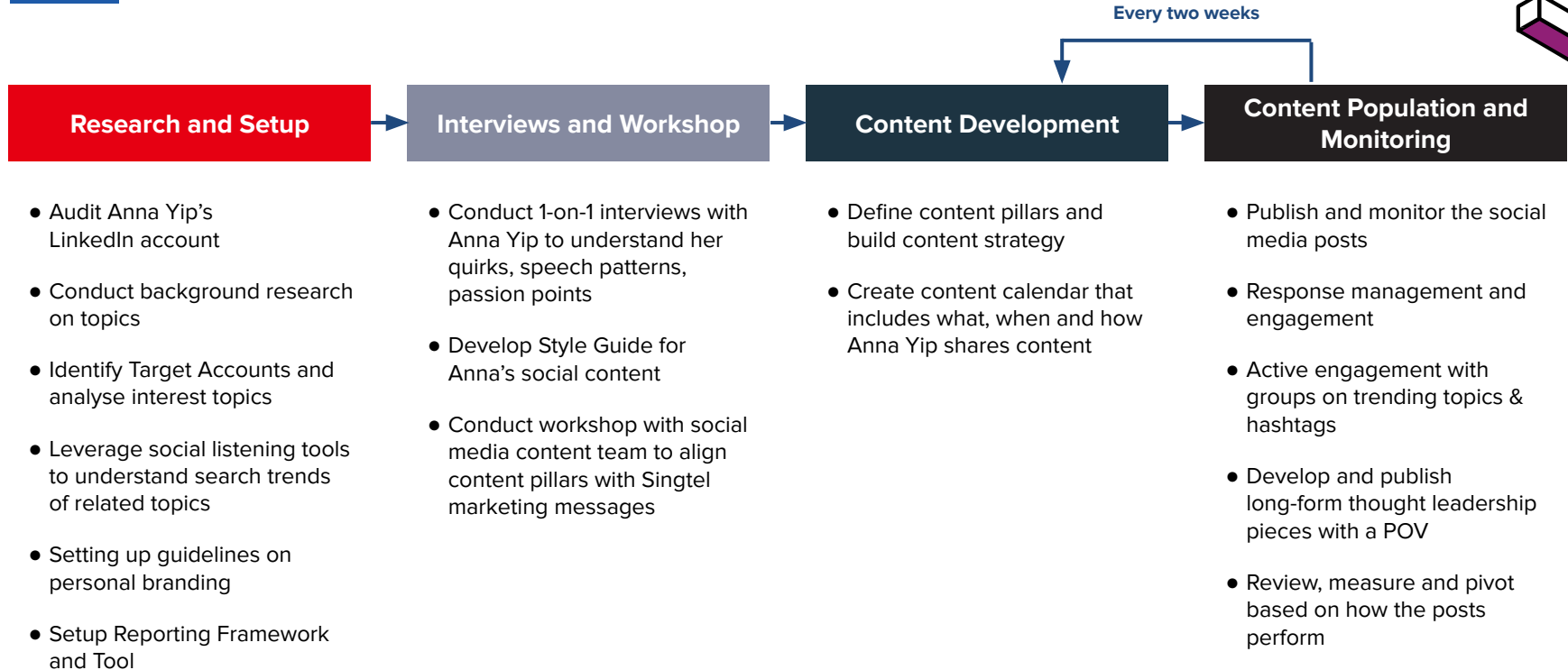
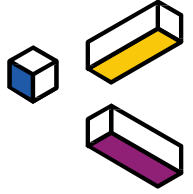
SINGTEL

Awards & Accolades
New & Updates



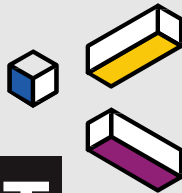
Singtel CEO Social Influence Programme

Social Media | KOL/Influencers | Telecommunications



Singtel CEO Social Influence Programme

Social Media | KOL/Influencers | Telecommunications



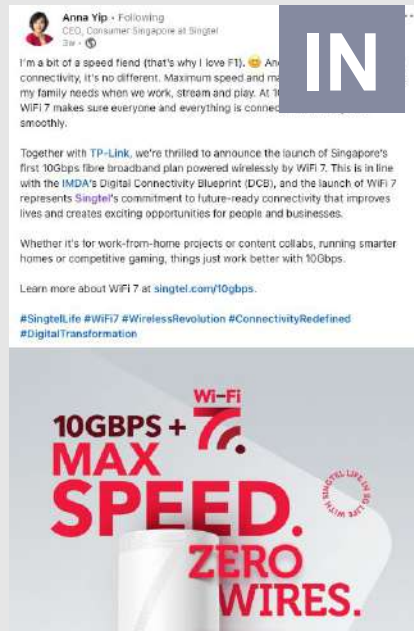
iShadow Programme

Post type: Photo

Total engagement: 355

Avg Engagement Rate: 3.92%

Engagement Index: 207



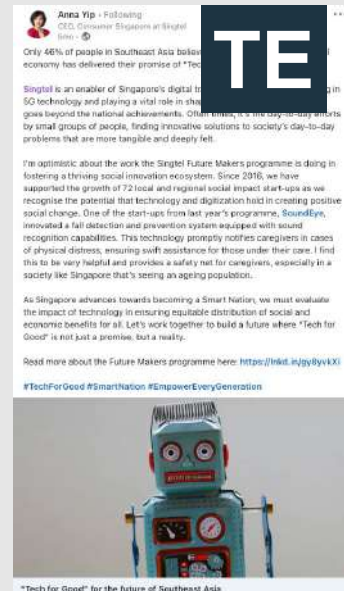
Wi-Fi 7 Launch

Post type: Photo

Total engagement: 290

Avg Engagement Rate: 2.94%

Engagement Index: 163



Singtel Future Makers Programme

Post type: Link to Article

Total engagement: 180

Avg Engagement Rate: 2.06%

Engagement Index: 120.5



World Communication Awards

Post type: Photos

Total engagement: 394

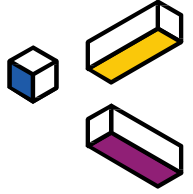
Avg Engagement Rate: 4.16%

Engagement Index: 208



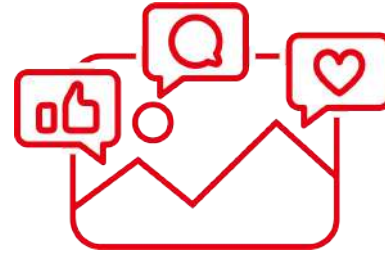
Singtel CEO Social Influence Programme

Social Media | KOL/Influencers | Telecommunications



80% increase
in Followers*

*From 5,475 in April 2022 to
9,880 in December 2023.



Up to **75% increase**
in Average Engagement^

^Average engagement per post per month - the
average of all reactions, shares and comments
per post within the selected month





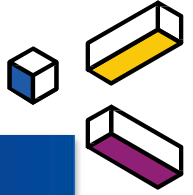
BRAND REFRESH FOR A GLOBAL LEADER IN PROFESSIONAL AND CONTINUING EDUCATION

NTU PACE



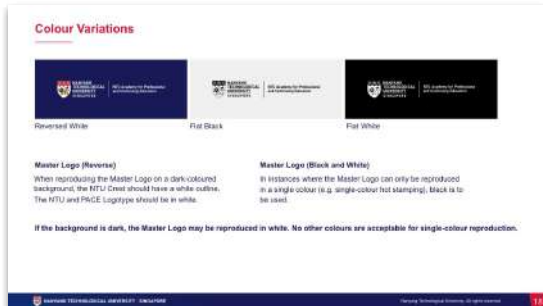
NTU PACE

Brand Consulting | Creative | Content Strategy



Crafting a cohesive brand identity

Our team developed comprehensive brand guidelines to establish NTU PACE's visual identity and communication approach across all touchpoints. Our deliverables included a defined brand narrative, personality, tone of voice, visual assets, and communication guidelines to empower teams to consistently represent NTU's lifelong learning vision with clarity and impact.



Brand Consulting | Creative | Content Strategy



Thank You.

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



CONSTRUCT
DIGITAL

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

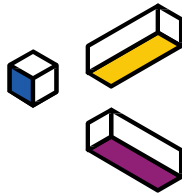
- Data Audit & Strategy
- Data Analytics & Visualisation
- Customer Data Platforms
- Customer Profiling & Segmentation
- Custom Data Solutions & Governance
- Data Enrichment & Data on Demand
- Predictive Analytics & Modeling
- KPI Measurement & Reporting



AI and Automation

AI Integrations & Plugins

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



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PEOPLE & OPERATIONS



Edison Bong
CHIEF OPERATING OFFICER



Jeslynn Seow
EMPLOYEE EXPERIENCE
MANAGER



Davinder Singh
FINANCE DIRECTOR



Hu Cheng En
ASSOCIATE PROJECT
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DIGITAL ACCOUNT
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Jeremy Joson
SENIOR MEDIA MANAGER



Levi Nguyen
DIGITAL MEDIA SPECIALIST

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CONTENT, CREATIVE & DESIGN

TECHNOLOGY



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UX LEAD



Luna Gambale
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Jez Cabidog
SENIOR CONTENT MARKETER



Rahul Raju
SENIOR EDITOR



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CREATIVE INTERN



Tan Nguyen
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Arshad Aarsal
SENIOR FRONTEND DEVELOPER



Minh Dang
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