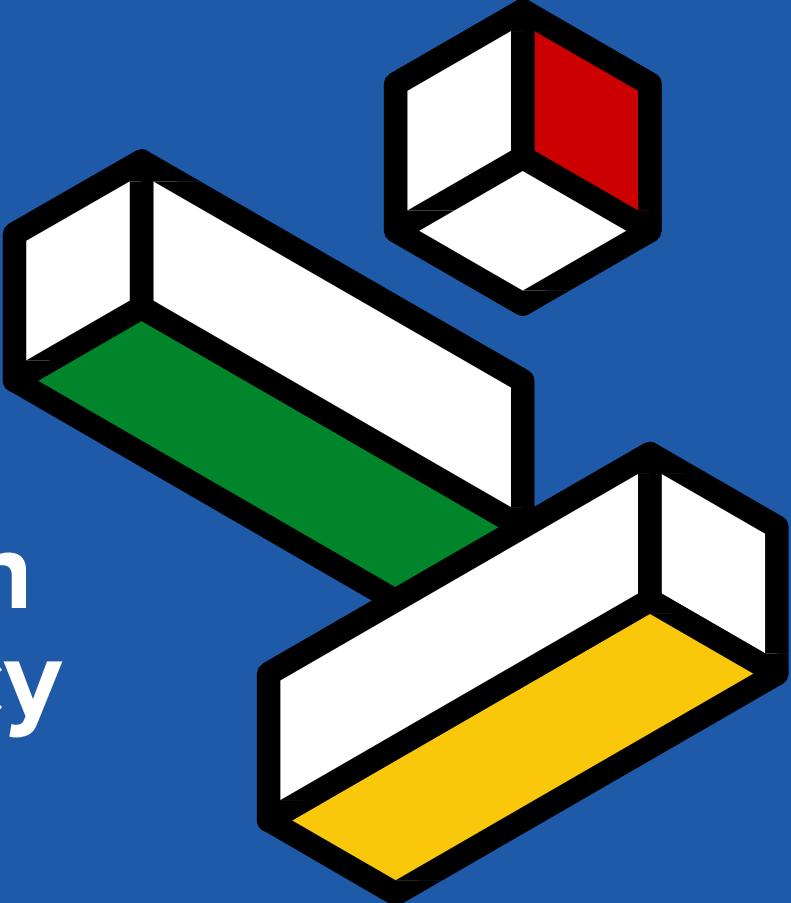
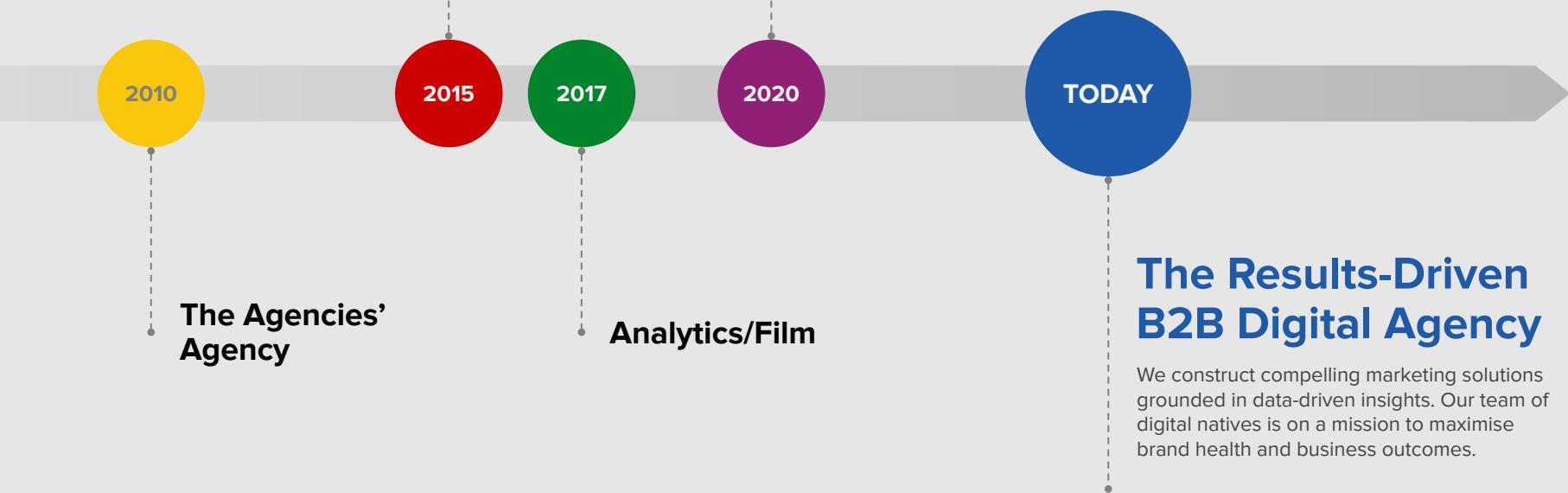




The Results-Driven B2B Digital Agency





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.

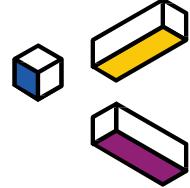
What we do

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.

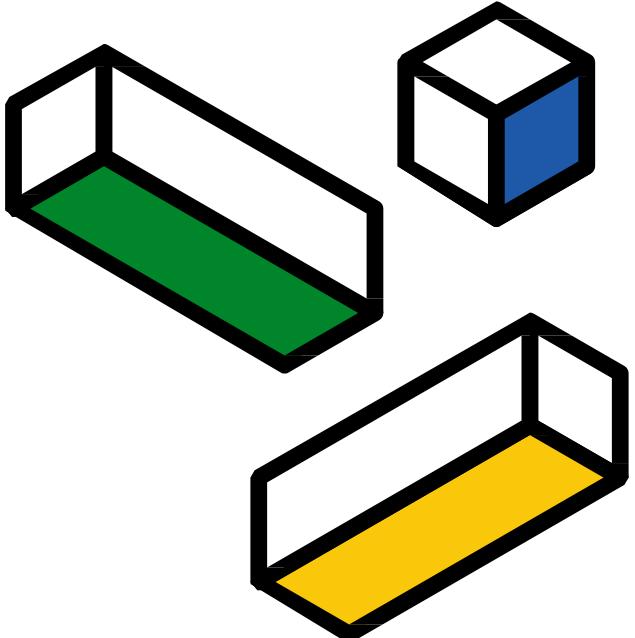
We are the Results-Driven B2B Digital Agency



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.

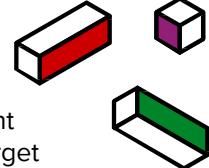
- ▶ [Tech Development & Build](#) | [Data Enablement](#)



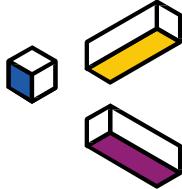
AI and Automation

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

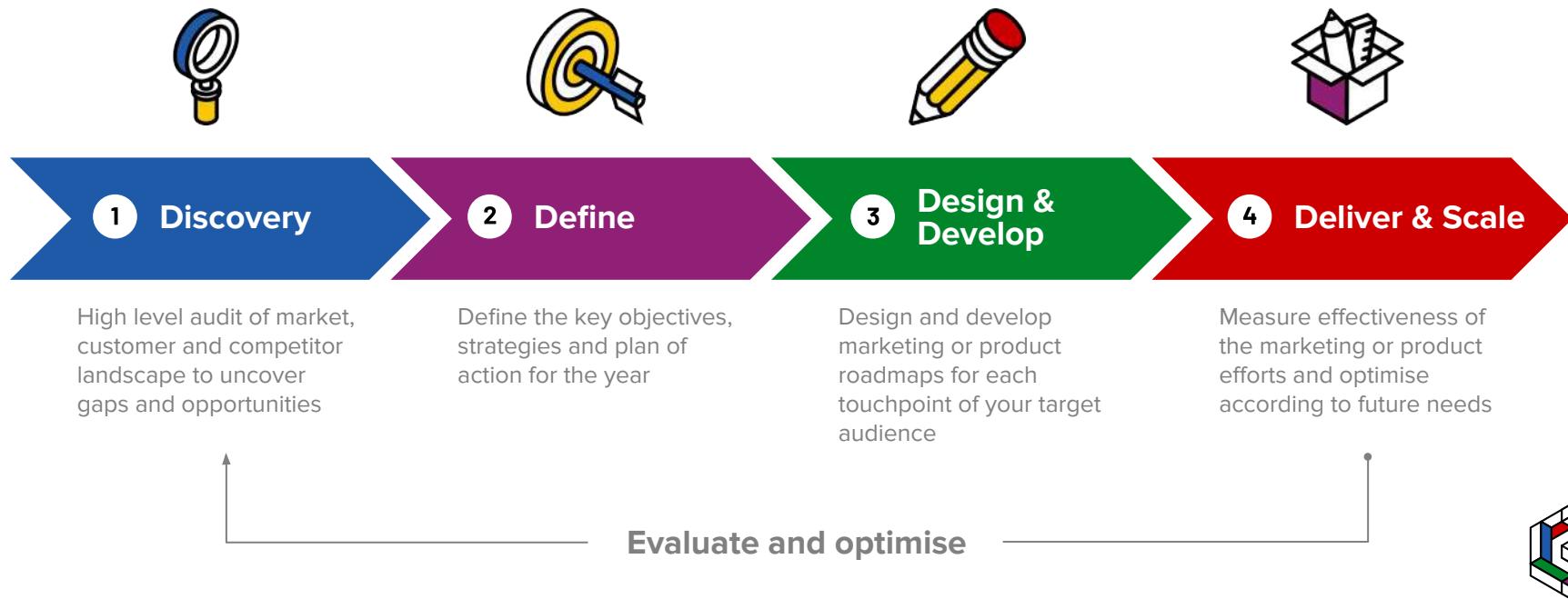
- ▶ [AI Integration & Automation](#) | [Process Optimisation](#)



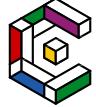
Our approach



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



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**

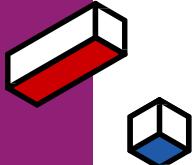
Click here to see the [Construct Digital Showreel](#)

Maximising brand health and business outcomes for leading brands



45

Awards &
counting!



Experience & skills to meet your needs



Specialisms



Consultancy



Creative



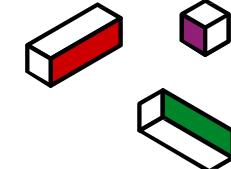
Marketing



Technology



Media



Data



Tech
Expertise



Certifications



The tools we use

Sitemap, Information Architecture & User Testing



Wireframing & Prototyping



Frontend



Bootstrap



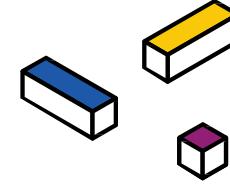
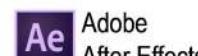
Tailwind CSS

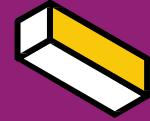


Marketing



Graphic, UX/UI Design & Animations



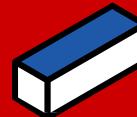
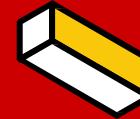


Case studies



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

TÜV SÜD

TÜV®

Sustainable development

Managing growth for the good of all

We work on behalf of humanity; our resources are not. Current projections show the world's population is 9.8 billion by 2050. Our ability to meet the needs of this growing population without causing environmental damage is only one thing business must take responsibility for; business, and the environment through a shared, sustainable approach.

Decarbonised customer technologies

To bring cars with combustion engines to 1.2 billion people in developing countries, we must make sure they are safe and reliable. This is why we developed our first commercially-ready combustion technologies.

Energy efficiency

To support the BMW Group's ambition to become a sustainable energy user, the Group's vehicles are centred in its manufacturing plant in Munich, South Africa, developed 23 months since the energy savings that were achieved in a number of different sectors.

Efficiency across the life cycle

From assessing the manufacturing, transport, use and disposal and communicating the entire efficiency value chain of various materials and products, to the end-of-life recycling of products, we ensure that all components continue to align requirements in order to mitigate operational risks and reduce the environmental impact of the product.

Safety of road users in vehicles

We assess several levels of recycling vehicles following stringent assessments by the U.S. Department of Transportation and the National Highway Traffic Safety Administration. These assessments are conducted to ensure that the vehicle continues to operate safely, efficiently and responsibly while in use.

Urbanisation

The world's cities are growing rapidly. From the time it takes to build a house to the time it takes to build a city, there are many challenges to overcome. As a result, we are faced with complex challenges such as urban sprawl, traffic congestion, air pollution, waste management, and more.

Public transportation

Our rail safety experts are assessing how well a modern light rail system can compete with other modes of transport. Assessment of the ATPL's new light rail system shows some C-Spec. Noticing no safety issues were found in the ATPL's new light rail system, we are pleased to offer our services to help improve its reliability and safety.

Social housing

More than 43,000 new income families have found a place to call home under a strict housing scheme in India, Mumbai. Our social project management and construction expertise is ready.

Committed to a better world

"We believe that the world is better when it is more sustainable, safer, and more efficient. We have a proven track record of providing innovative solutions to help people to live, work and travel more sustainably. Our comprehensive range of services and products is designed to help you to achieve your goals, whether you're looking to protect the environment or to improve your products and processes.

Testing and product certification

Our testing and product certification services include: automotive, food, pharmaceuticals, medical devices, software, IT, electrical and mechanical engineering, industrial, building, fire, energy, environmental, and consumer products.

Training

Our training and professional development programs are designed to enhance knowledge and skills through a wide range of courses, including: quality management, leadership, management systems, compliance, training programs, and certified auditors.

Knowledge services

Our private consulting services include: environmental, health and safety, quality management, and environmental, health and safety applications.

End-to-end solutions for the entire business lifecycle

TÜV SÜD at a glance

150+ years of experience	1,000 locations worldwide	€2.3 billion in turnover
24,000 employees	43% female workforce	574,000 certificates issued
100% ISO 9001 certified	ISO 14001 certified	ISO 45001 certified
Inspection	Auditing and system certification	Consulting and training

Enabling access to global markets

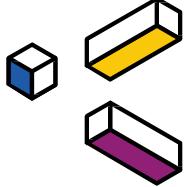
Over 1,000 TÜV SÜD locations in 90 countries

With an extensive network of local laboratory experts, accredited test stations and offices established in the world's major trade hubs and best production centers, we are well positioned to support you in your quest for success.

Inspiring trust yesterday, today and tomorrow

TÜV SÜD was founded on the principle of protecting people and the environment. Today, we continue to do this through our mission to ensure that every product and service is safe, reliable and compliant. We are committed to change the way of doing business and to help companies to succeed in their operations, products and services. Our mission is to help companies to succeed in their operations, products and services. This requires us to be open and transparent, and to work together with our clients and partners to find the best solutions for their needs.

Scan to find out more



Brand Assets

Corporate Videos



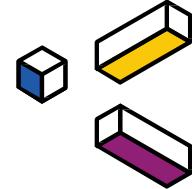
[Watch here](#)



[Watch here](#)



[Watch here](#)



Brand Assets

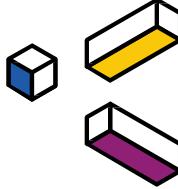
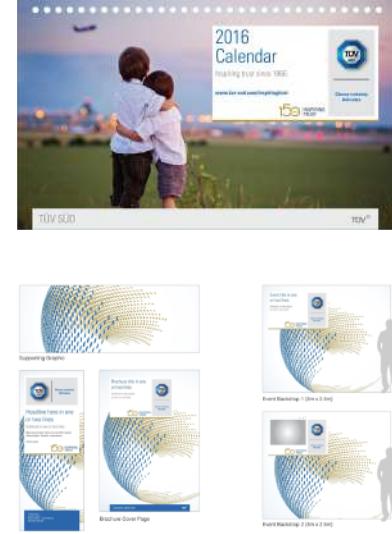
150th Jubilee



150
YEARS
INSPIRING
TRUST

A screenshot of the TÜV SUD Global Intranet homepage. The header features the 150th Jubilee logo and navigation links like "My News", "Marketing", and "Employee Benefits". The main content area is divided into three columns: "PAST" showing historical images, "PRESENT" showing diverse people, and "FUTURE" showing modern technology. A large central image shows a hand holding a smartphone displaying a video. The footer includes links to "Important Links" and "Groups Directory".

A detailed document titled "A 150-YEAR COMMITMENT TO INSPIRING TRUST". It features a world map, a circular graphic with "150 YEARS", and various sections about TÜV SUD's expertise, experience, and future themes. It also includes a "COMPREHENSIVE SUITE OF END-TO-END SERVICES" section with icons for certification, inspection, and consulting.



Product Marketing

Sales Enablement

Folders, Brochures & Factsheets

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

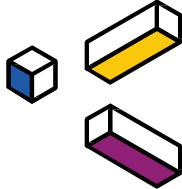
These assets catered to the content needs of different stakeholders:

- 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](#)

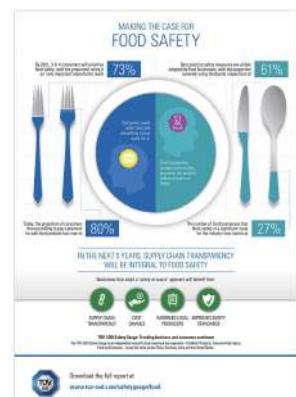
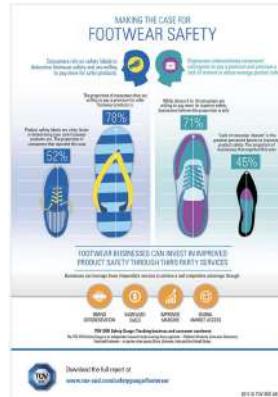
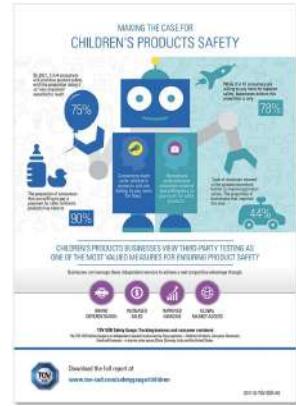


[Watch here](#)

An infographic titled "Measuring attitudes to product safety". It features a photograph of a woman and a child in a kitchen, and a photograph of a child playing with a toy tractor. The left side contains text about consumer behavior and attitudes, while the right side shows a bar chart of consumer responses across various categories like "Safety of children", "Safety of adults", and "Safety of pets".

Contents:

- Executive Summary
- Key Figures
- Consumer Product Safety
- Consumer Attitudes
- Business Community Attitudes
- Business Owners' Experiences
- Conclusion





Sustainable & Sanitation Services Campaign

TÜV SÜD - ASEAN
5.6K likes • 6.2K followers

Partner with TÜV SÜD to evaluate, qualify and support sanitation solutions that improve the health and dignity of billions.

Make Your Mark With TÜV SÜD
Together, we can bring safe, sustainable sanitation to communities worldwide.

[Learn More](#)

TÜV SÜD - ASEAN
5.6K likes • 6.2K followers

Find out if new innovations in sanitation can meet the mark in tackling health and hygiene challenges. Partner with TÜV SÜD.

Verify sanitation technologies that can transform lives

Make Your Mark With TÜV SÜD
Work with us to evaluate the latest sanitation technologies.

[Learn More](#)

Prospecting Video Ad

Retargeting Image Ad

Make your mark with safe, sustainable sanitation

[Learn More](#)

Display Ads

Make your mark with safe, sustainable sanitation

[Learn More](#)

Thank you for making your mark

Our sanitation experts will research our industry for the responsible, welcome our Stakeholders and Sanitation Services team to learn how we can work together to transform local communities.

Sanitation Readiness Index
Assess the readiness of their wastewater sanitation systems for ISO 30360 certification.

[LEARN MORE](#)

ISO 30360 Certification
Get your non-revenue wastewater systems certified to this global standard for quality and sustainability.

[LEARN MORE](#)

ISO 31868 Certification
Certify your local sludge treatment facilities to this international standard for safety and performance.

[LEARN MORE](#)

Training
Develop your team's skills and expertise through our specialized training programmes.

[LEARN MORE](#)

Impressum
© TÜV SÜD AG, Wittenstrasse 100, D-80808 Munich
Phone: +49 89 5179-0
Email: info@tvsud.com

Board of Management:
Dr. Jürgen Schmidbauer (Chairman),
Prof. Dr. Matthias J. Rapp, Interim Pdt.
Local Court Munich, File No. 1012, VAT number DE 51944270

Services
Sanitation Readiness
Consultancy
[www.tvsud.com](#)

TÜV SÜD

Nurture Email 1 (SSS)

At TÜV SÜD, we support manufacturers like you to develop sanitation technologies that advance universal access to safe, sustainable sanitation. The Sanitation Readiness Index (SRI) is designed to help you evaluate the readiness of non-revenue wastewater systems for ISO 30360 certification.

The SRI COVERS THE THREE PILLARS OF ISO 30360

Performance Requirements **System Processes** **Documentation Checks**

By benchmarking your systems against international standard, you can identify gaps and make improvements prior to formal ISO 30360 certification. This enables you to reach effective, compliant sanitation solutions faster and provides a solid foundation to address unmet local social, health and commercial challenges.

[LEARN MORE](#)

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Phone: +49 89 5179-0
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TÜV SÜD

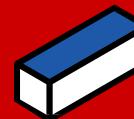
Nurture Email 2 (SRI)

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

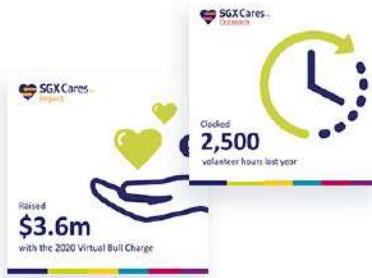
B2Human Insight

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



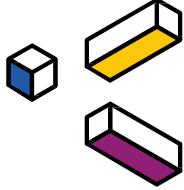
Taking inspiration from the role that SGX plays in building ecosystems to facilitate the exchange of capital and ideas, we adopted a platform approach to creating positive impact by rallying investors, companies, partners and colleagues to make **"BETTER HAPPENS TOGETHER"**.

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



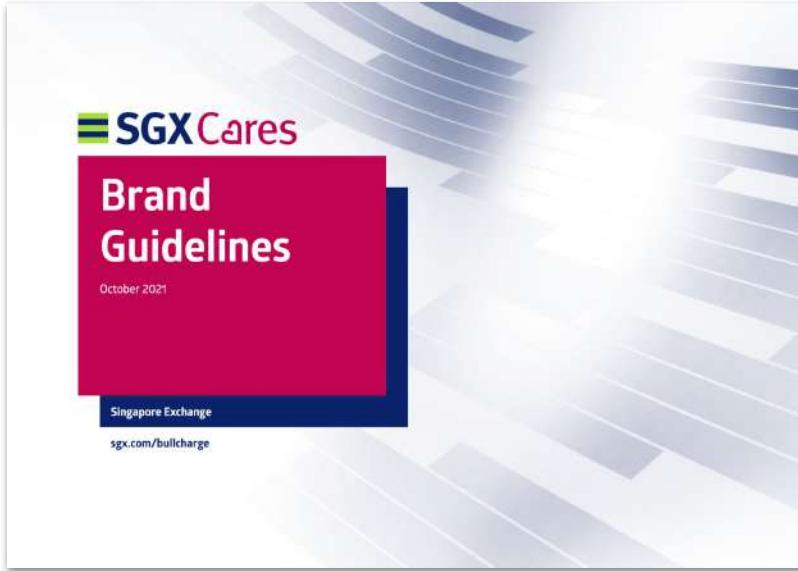
SGX Cares

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.



Our CSR Mission

This is also how SGX approaches CSR. Beyond giving, we believe in giving together and that is why we've started a platform where our employees can nominate and encourage to give to creating positive impact, such as Bull Charge and our Employee Volunteer events.

SGX Cares is how we will communicate our CSR vision of creating positive social impact through giving and volunteering. As we have leading ESG and corporate governance practices, we will continue to bring together our colleagues and partners around the world to make a difference in uplift and empower local communities, through volunteering events, outreach at schools and initiatives like our Financial Health Academy. SGX Cares truly believes in the opportunity to create a more sustainable future. When we rally with a shared purpose, **Better. Happier. Together.** This tagline will be the common theme across all our CSR efforts.

As an exchange, SGX plays a crucial role in building better people and better businesses.

SGX Cares

- Bull Charge**
- Outreach**
- Financial Literacy**

Kid's Day the financial community, SGX local heroes, and the community together to help you lead.

Funding greater financial education and financial inclusion for individuals and families in Singapore and beyond.

Funding and supporting financial literacy for the country.

The Way We Communicate

Recommended Example

At SGX Cares, we are committed to making a positive social impact and driving positive change and impact to the community. We will continue to bring together our colleagues and partners around the world to make a difference in uplift and empower local communities, through volunteering events, outreach at schools and initiatives like our Financial Health Academy. SGX Cares truly believes in the opportunity to create a more sustainable future. When we rally with a shared purpose, **Better. Happier. Together.**

To Avoid

SGX Cares is committed to serving people and making a difference around the world, and we encourage the financial community to act on this vision.

Recommended: Be friendly and approachable as you direct and engage with your audience.

Do Not: Be too technical, great presentations should engage and relate back to the message.

We welcome you to plan out your usage and tips on how to make the most of the SGX Cares Personality is:

- Simple
- Approachable
- Uplifting
- Friendly

Recommended: Communicate clearly and directly to your audience via a clear communication channel.

Do Not: Communicate unclearly or in a complex manner.

SGX Cares is defining a strategic character that supports our mission line of SGX Cares is to be as simple, friendly, approachable and direct as possible.

Principles: Our principles are to always be transparent, honest, and accountable. We believe that customers are important for our success, therefore, we strive to always treat them with respect and care. We believe that our products and services should have a clear focus on safety, quality, and value. We believe that our employees are our greatest asset and we should always treat them with respect and care.

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Our Imagery Guide

Photography is one of our most important elements to convey our message. It is essential to keep our branding consistent throughout our website and other platforms when selecting images of people, places, and things related to our imagery.

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Varied Size Formats

Outreach with our Benefits

Half page (600 x 150 px)

Outreach with our Benefits

Full page (600 x 150 px)

Outreach with our Benefits

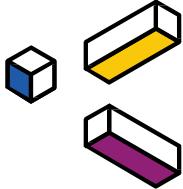
Half page (600 x 150 px)

Outreach with our Benefits

Full page (600 x 150 px)

SGX Group

Risk Management



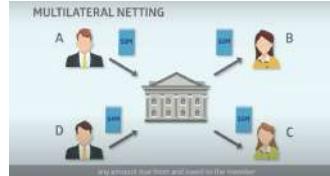
Turning complexity into bite-sized simplicity for a time-poor C-Suite audience

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](#)

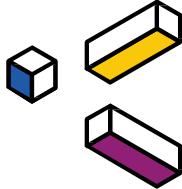
■ Introduction to Central Counterparties (CCP)

What are CCPs and how do they effectively manage risk?

The slide features a central building icon surrounded by icons representing risk management: a magnifying glass over a document, a group of people, a bar chart, a shield with a dollar sign, and a stack of coins with a percentage symbol.

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.



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Campaign Flow

Today's B2B buyers are increasingly creating their own paths to purchase. For this reason, our campaign leveraged a Full Funnel Approach to sell via efficient touch across a number of platforms. To help convert your prospects into customers, the Campaign Flow is divided into three phases:

```
graph TD; subgraph Awareness [ ]; A[LinkedIn Ads]; B[Facebook Ads]; C[CDMs]; end; subgraph Consideration [ ]; D[Facebook Retargeting Lead Gen Ads]; E[LinkedIn Retargeting Lead Gen Ads]; F[Facebook Prospecting Traffic Ads]; G[LinkedIn Prospecting Traffic Ads]; H[Facebook Lead Gen Ads]; I[LinkedIn Lead Gen Ads]; end; subgraph Decision [ ]; J[Facebook Lead Gen Ads]; K[LinkedIn Lead Gen Ads]; L[Facebook Ads]; M[LinkedIn Ads]; end;
```

The flow starts with Awareness, moves to Consideration, and finally leads to Decision.

Campaign Asset Overview

To support our partnership, we have prepared six download-able assets to make it easy for you to add your company logo. Simply place your logo alongside our NICE logo in a large text box.

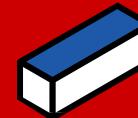
LinkedIn Prospecting Traffic Ad

Give your customers instant self-service with NICE CXi Cloud!

Give your customers instant self-service with NICE CXi Cloud!

Give your customers instant self-service with NICE CXi Cloud!

Give your customers instant self-service with NICE CXi Cloud!

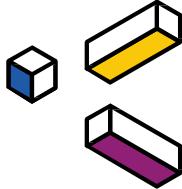


SOCIAL INFLUENCE SOARS WITH 80% FOLLOWER GROWTH

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.

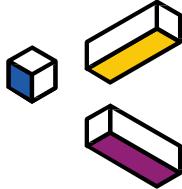
APPROACH

- 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

Developed high-impact content that established thought leadership and drove significant engagement.

Hub content

Maintained regular content updates to keep the audience engaged and reinforce key messages.

Ad-hoc content

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

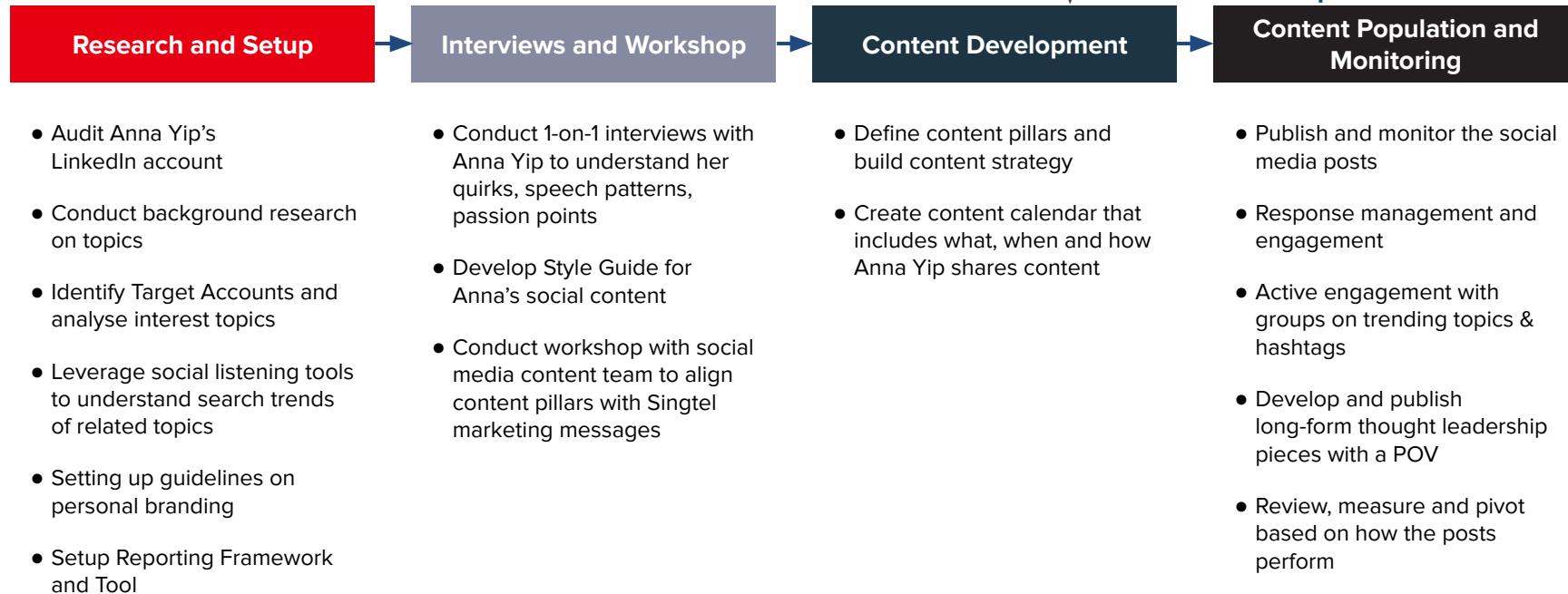
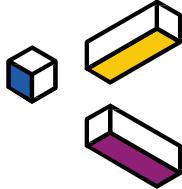
SINGTEL

- Awards & Accolades
- New & Updates



Singtel CEO Social Influence Programme

Social Media | KOL/Influencers | Telecommunications



Singtel CEO Social Influence Programme

Social Media | KOL/Influencers | Telecommunications



Anna Yip • Following
CEO, Consumer Singapore at Singtel
3m · 1 post

The name of the person who came up with the saying, "someone, walk a mile in their shoes" is lost to history. But nonetheless:

At Singtel, we have a programme that allows our managers first-hand, customer interactions at the frontlines. It's aptly called iShadow. This initiative is our way of ensuring we continuously drive customer centricity across the organisation. Selected teams spend half a day shadowing our frontliners at different customer touchpoints - Singtel stores, call centres and digital chats. The experience not only results in a better understanding of what delights (and pains) our customers, iShadow participants also gain a deeper appreciation of the hard work our customer service colleagues put in every day. Having done this earlier in the year, I found this a most humbling as well as rewarding experience.

This is a programme I personally look forward to each time. 😊

#Singtel #CustomerCentricity



Anna Yip • Following
CEO, Consumer Singapore at Singtel
3m · 1 post

I'm a bit of a speed fiend (that's why I love WiFi 7). 😊 And connectivity, it's no different. Maximum speed and my family needs when we work, stream and play. At WiFi 7 makes sure everyone and everything is connected smoothly.

Together with TP-LINK, we're thrilled to announce the launch of Singapore's first 10Gbps fibre broadband plan powered wirelessly by WiFi 7. This is in line with the IMDA's Digital Connectivity Blueprint (DCB), and the launch of WiFi 7 represents Singtel's commitment to future-ready connectivity that improves lives and creates exciting opportunities for people and businesses.

Whether it's for work-from-home projects or content collabs, running smarter homes or competitive gaming, things just work better with 10Gbps.

Learn more about WiFi 7 at [singtel.com/10gbps](#).

#SingtelLife #WiFi7 #WirelessRevolution #ConnectivityRedefined
#DigitalTransformation



Anna Yip • Following
CEO, Consumer Singapore at Singtel
3m · 1 post

Only 46% of people in Southeast Asia believe economy has delivered their promise of *Tech

Singtel is an enabler of Singapore's digital life. 5G technology and playing a vital role in shaping beyond the national achievements. Other areas, it's the day-to-day efforts by small groups of people, finding innovative solutions to society's day-to-day problems that are more tangible and deeply felt.

I'm optimistic about the work the Singtel Future Makers programme is doing in fostering a thriving social innovation ecosystem. Since 2016, we have supported the growth of 72 local and regional social impact start-ups as we recognise the potential that technology and digitization hold in creating positive social change. One of the start-ups from last year's programme, SoundEye, innovated a fall detection and prevention system equipped with sound recognition capabilities. This technology protects caregivers in cases of physical distress, keeping seniors safe under their care. I find this to be very helpful and provides a safety net for caregivers, especially in a society like Singapore that's seeing an ageing population.

As Singapore advances towards becoming a Smart Nation, we must evaluate the impact of technology in ensuring equitable distribution of social and economic benefits for all. Let's work together to build a future where *Tech for Good* is not just a promise, but a reality.

Read more about the Future Makers programme here: [https://lnkd.in/gjybyvxx](#)

#TechForGood #SmartNation #EmpowerEveryGeneration



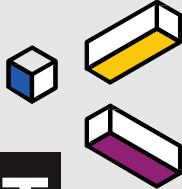
Anna Yip • Following
CEO, Consumer Singapore at Singtel
3m · 1 post

Singtel won the 5G Award at the World Comm. This recognition, shared jointly with Ericsson, is a testament to the success of our network slicing technology. In our journey toward innovation and digital transformation, Singtel has always believed that technology and its applications can transform the world of telecoms, and to be recognized among the best is a true accolade for all involved – especially our Network team.

At the World Comm, we recognised that the number one best year Singtel had had the last ten years, to reflect on the success of our 5G network. Over the past few years, much has changed. As 5G networks came out to play, we powered the first ever 5G-powered outdoor event, the Singapore MotoGP race in Sepang, over our 5G network. And in a world-first, applied network slicing to our defence armament (C4IST), to overcome coast-to-coast latency experience, offering a 10x reduction in latency for the Singapore Formula E race in 2022 and the FIA World Cup 2023. For those major events, dedicated capacity was allocated to powering the mobile device, ensuring seamless watching experience even in high traffic areas. The same network slicing technology will also feature at this year's New Year's Eve countdown party, "Let's Celebrate 2023", and the Singapore White Party 2023, showcasing Singtel's ability to deliver reliable connectivity, especially in areas of high-activation (HAT) content. Now, network slicing ensures all 5G customers catch every exciting moment of their favorite events, especially in high traffic locations.

In Feb 2023, Singtel also announced the world's first 5G Self-Slicing (Slicenet) service, which processes any situation and tracks crew moves at the network level for slice subscribers without needing site installation or configuration on their devices.

For both consumers and businesses alike, 5G is 10x a wider spectrum of possibilities – especially with network slicing technology. Big congrats again to our armours and Network team on the excellent win at the World Communication Awards.



iShadow Programme

Post type: Photo

Total engagement: 355

Avg Engagement Rate: 3.92%

Engagement Index: 207

WiFi 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

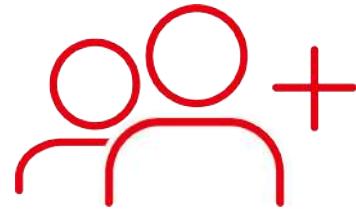
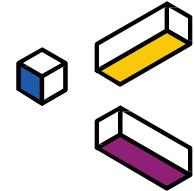
Avg Engagement Rate: 4.16%

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

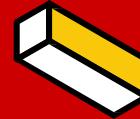


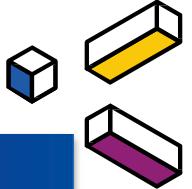


NTU Academy for Professional
and Continuing Education

BRAND REFRESH FOR A GLOBAL LEADER IN PROFESSIONAL AND CONTINUING EDUCATION

NTU PACE





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.



Colour Variations

Master Logo (Reversed)
When reproducing the Master Logo on a dark coloured background, the NTU Crest should have a white outline. The NTU and PACE Logotype should be in white.

Master Logo (Black & White)
In instances where the Master Logo can only be reproduced in a single colour (e.g. single-color hot stamping), black is to be used.

If the background is dark, the Master Logo may be reproduced in white. No other colours are acceptable for single-colour reproduction.

11

Tone of Voice

(All written communication must use British English spelling and conventions, not American English)

Approachable
We communicate in clear, welcoming language that makes complex ideas accessible. We strive to bridge gaps between expertise and understanding, creating an inviting atmosphere for learning and discussion.

Our choice of words:

- Guide
- Connect
- Inspire
- Support
- Partner

Inspiring
Our communication sparks imagination and drives action. We choose words that encourage people to think, inspiring others envision their potential and take steps towards achieving it.

Our choice of words:

- Thrive
- Lead
- Advance
- Excel
- Breakthrough
- Join
- Lead
- Drive
- Aspire

Engaging
We create conversations, not monologues. Our communication style is dynamic and interactive, making learning feel like a shared journey of discovery.

Our choice of words:

- Discover
- Share
- Innovate
- Collaborate

12

Colour Palette

Primary Core Palette
The NTU colors are critical in building awareness and association with our identity. They should be applied consistently across all communications.

NTU Blue	NTU Red
-----------------	----------------

CMYK: 100/95/5.40
SPOT PANTONE (PMS): 2718
RGB: 24.28.98
HEX: #191C92

CMYK: 0/100/70/10
SPOT Pantone (PMS) 200
RGB: 215.23.64
HEX: #D71440

Secondary Palette
The secondary colour palette provides versatility and variation, as well as complementary accents to the primary palette.

CMYK: 40/145/15.0 RGB: 0.84.168 HEX: #0334A8	CMYK: 50/75/0.0 RGB: 235.231.0 HEX: #E5B200
CMYK: 100/10.90/25 RGB: 0.134.72 HEX: #0007C4	CMYK: 100/95/5.40 SPOT PANTONE (PMS): 2718 RGB: 24.28.98 HEX: #191C92

13

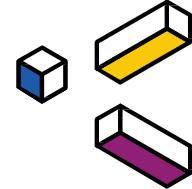
14



NTU PACE

Brand Consulting | Creative | Content Strategy

Our deliverables also included application of the client's brand elements to course brochures.



Key Brand Elements

Forward-thinking
Triangles: Represents forward momentum and mastery, with a focus on adaptable, dynamic progress.

Holistic Growth
NTU Red Circle: Emphasizes the cyclical, ongoing nature of learning and growth. Highlighting a well-rounded approach to personal and professional development.

Evolution of Knowledge
NTU Blue Waves: Focuses on the continuous evolution and progress of knowledge, underscoring improvement over time.





Lead the Future of Engineering & Innovation

Engineering is fundamental for our future – how best humans can design and produce. An advancing advanced, complex need. Since Engineering makes the world go round, the Faculty of Engineering at NTU Singapore is dedicated to teaching that crucial knowledge. Singapore MSEM offers this opportunity by equipping you with practical experience with data analysis and AI, engineering and design, and much more.

Lead more, achieve your career and lead the future of engineering!

Why Choose MSEM?

- Established in Asia
- World-class engineering education programme, taught and led by industry experts
- Industry-Focused Learning
- Interdisciplinary Expertise

Career Prospects

- Data and Business Analyst
- Product Manager
- Project Manager
- Technology Communication Assistant
- Technology Analyst and Consultant

Application Period : August 2025 intake
1 November 2024 - 31 March 2025

Apply Now! Click → Apply Now



Why NTU Singapore?

NTU Singapore offers the best courses and qualifications – we are experts in lifelong learning, equipping you with the skills, tools, and global connectivity to thrive in our ever-evolving world.

World-Class Excellence

- 15th Best University in Asia (QS World University Rankings 2024)
- 2nd Best University in Asia (Times Higher Education World University Rankings 2024)
- 3rd Best University in Asia (2019 Asia University Rankings)

Global Network
300+ faculty members, 1,100+ faculty researchers, annual from 10+

Industry Connections
200+ global industry partners, including Airbus, Intel, IBM, GE, Microsoft, and more.

Curriculum: Total 30 AU's

Core Courses (15 AU)	Options / Specializations (15 AU)
1) Strategic Management 2) Technology and Organisational Behaviour 3) Economic Analysis of Engineering Projects 4) Economics, Analysis of Engineering Management 5) Fundamentals of Project Management 6) Case Studies in Project Management 7) Tools for Engineering 8) Project Management 9) Life in Market, Technology Commercialisation	1) Core Courses (15 AU) 2) Options / Specializations & Electives (15 AU) Management of Technology and Business Intelligence 3) Supply Chain Management and Analytics 4) Data Science and Analytics 5) Machine Learning and Deep Learning 6) Project and Supply Chain Management 7) Fundamentals of Project Management 8) Managing Projects in the Global Environment 9) Strategic Planning and Operations Management of Supply Chain and Logistics Management

Admission Requirements

- Bachelor's degree in a relevant field (Engineering, Science, Management, etc.) or equivalent academic qualification from a recognised institution.
- A minimum of two years of relevant work experience in a related field.

Advance your career and lead tomorrow's innovations!

Get in touch: ntu.edu.sg/msem | msem@ntu.edu.sg

Learn More [Learn More](#)

Apply Now [Apply Now](#)





Thank You.

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

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

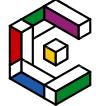


AI and Automation

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
MANAGER



Eileen Chua
DIGITAL ACCOUNT
DIRECTOR



Jeremy Joson
SENIOR MEDIA MANAGER



Levi Nguyen
DIGITAL MEDIA SPECIALIST

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UX LEAD



Luna Gambale
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Jez Cabidog
SENIOR CONTENT MARKETER



Rahul Raju
SENIOR EDITOR



Avelynn Lee
CREATIVE INTERN



Tan Nguyen
SENIOR WEB DEVELOPER



Arshad Arsal
SENIOR FRONTEND DEVELOPER



Minh Dang
TECHNICAL ARCHITECT

TECHNOLOGY

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Charanjit Singh
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TRANSFORMATION



Aahana Nawab
STRATEGY MANAGER



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MEDIA SPECIALIST



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Sherlyn Wee
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Rahul Raju
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Sharon Low
CONTENT MARKETING
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Luna Gambale
SENIOR ART DIRECTOR



George James Parel
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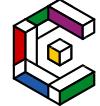


Jez Cabidog
SENIOR CONTENT MARKETER



Avelynn Lee
CREATIVE INTERN

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LEADERSHIP TEAM



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SENIOR DIRECTOR - CLIENT PARTNERSHIPS



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Eileen Chua
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Hu Cheng En
ASSOCIATE PROJECT MANAGER



Lionel Wong
SENIOR PROJECT MANAGER



Gautham Nayak
SENIOR PROJECT MANAGER

PROJECT DELIVERY



Kha Nguyen
DIGITAL PROJECT MANAGER

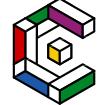


Dat Nguyen
DIGITAL PROJECT EXECUTIVE



Fang Ling Shee
SENIOR ACCOUNT EXECUTIVE

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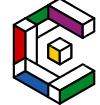


George James Parel
UX LEAD



Jez Cabidog
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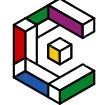


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Dat Nguyen
DIGITAL PROJECT EXECUTIVE