

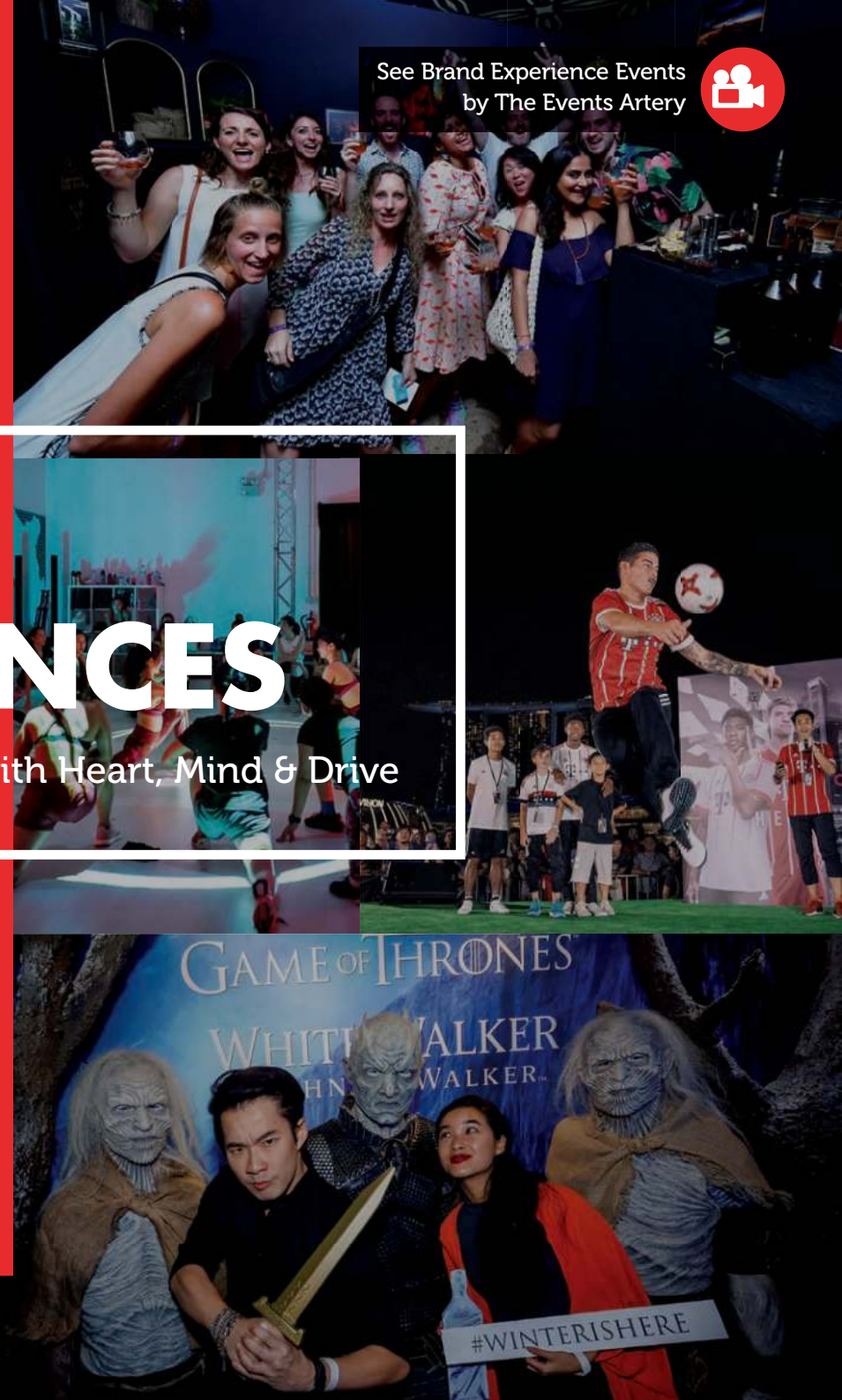


# BRAND EXPERIENCES

Co-Creating Your Events with Heart, Mind & Drive

[www.eventsartery.com](http://www.eventsartery.com)

AZ@Paya Lebar, 140 Paya Lebar Road, #07-25, S(409015)



# CO-CREATING YOUR EVENTS WITH HEART, MIND & DRIVE



## **We treat your event like our own**

At TEA, we take pride in organizing every event as our own. We are committed to find the best ways to optimise the resources given to us in order to deliver events that impress.

## **Bridging creativity with practicality**

We believe a balanced approach is needed for all events. We are committed to help our clients meet their event objectives using original concepts and executing the event to perfection.

## **Proactiveness is in our DNA**

Our team is proactive in planning one step ahead and communicating with clients to keep you updated.



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Tiguan Media & VIP Launch  
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A black and white photograph of a woman in a business suit aiming a bow at a glowing lightbulb with wings. The lightbulb is positioned at the top center of the frame, and the woman is on the left side, aiming the bow towards it. The background is a textured, grey wall.

# 01. OUR CAPABILITIES

Experiential Platforms  
Concept Co-Creation  
Programme & Content  
Design & Production  
Event Marketing



## OUR EXPERIENTIAL PLATFORMS

# SEE, FEEL, TOUCH & REMEMBER



FESTIVALS & CONCERTS



MEDIA EVENTS



GUERRILLA ACTIVATIONS



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PRODUCT LAUNCHES & ROADSHOWS



## OUR CAPABILITIES

# CONCEPT CO-CREATION

- Theme Conceptualisation
- Research
- Story-Crafting & Platform Recommendation
- Communication Strategy - Event Goals & ROI

CONTENTS





OUR CAPABILITIES

# PROGRAMME & CONTENT

- Experiential Programming
- Social Amplification
- Event Journey Design
- Venue Recommendation
- Talent & Artiste Engagement







## OUR CAPABILITIES

# DESIGN & PRODUCTION

- Event Styling & Furnishing
- Set Design & Space Planning
- Stage & Booth Fabrication
- Multimedia Solutions
- Technical Production

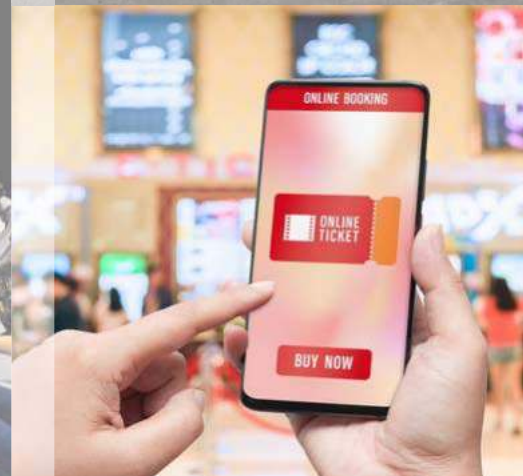
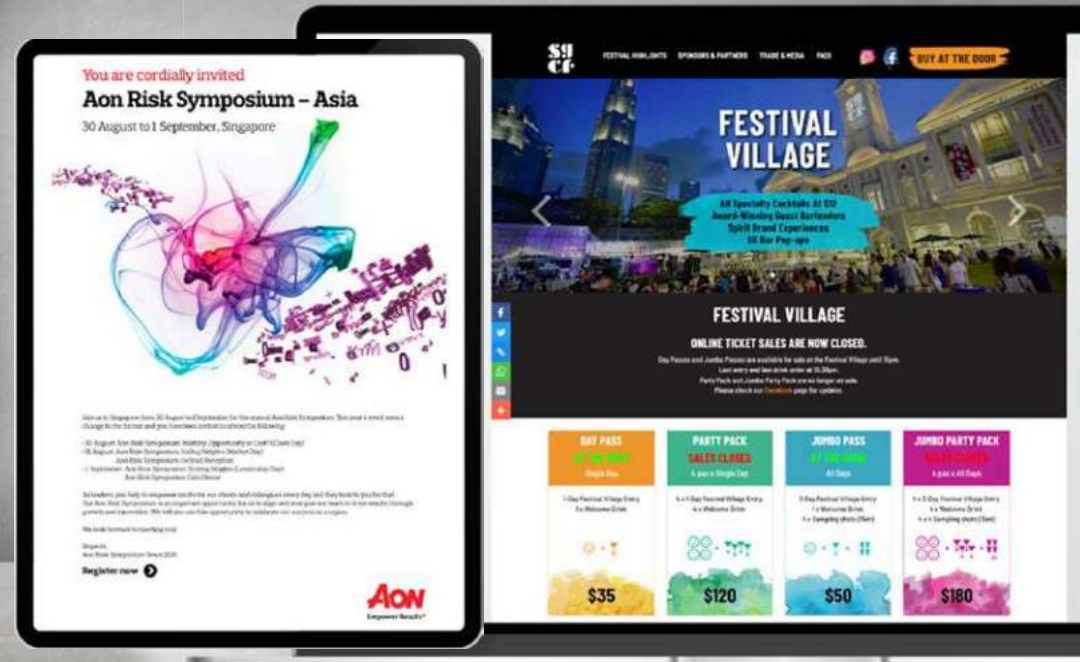




## OUR CAPABILITIES

# EVENT MARKETING

- Event Promotion & Communication
- Website SEO & SEM
- Social Marketing
- Sponsor Leads and Management
- Ticketing & Registration







Singapore Cocktail Festival  
Volkswagen Tiguan Media & VIP Launch  
Adidas Brand Activations  
NYC SHINE Festival 2015 & 2016  
Mercedes Benz Launch of the CLA  
Kreatif Connections



## SINGAPORE COCKTAIL FESTIVAL

# SINGAPORE COCKTAIL FESTIVAL

### ASIA'S LARGEST COCKTAIL EVENT: SINGAPORE COCKTAIL FESTIVAL

An annual event on Asia's cocktail and nightlife calendar, Singapore Cocktail Festival (SGCF) is a social and experiential gathering of drink makers and lovers from around the world. Since our debut in 2017, over 35,000 visitors have shared in unforgettable cocktail moments with us.

### SGCF 2019 | 10 – 18 MAY 2019

In May 2019, we brought consumers the biggest-ever Singapore Cocktail Festival 2019 and Asia's 50 Best Bars 2019 - attracting a congregation of the world's bartending stalwarts to present an immersive 11-day event calendar of unique cocktail experiences.





# SINGAPORE COCKTAIL FESTIVAL

## FESTIVAL VILLAGE @ EMPRESS LAWN (10-12 MAY 2019)

Some 8500 visitors came through our doors at the SGCF Festival Village. The festival village brought consumers the largest congregation of world's best under one roof – spotlighting the hottest bars and coolest personalities from Asia's and World's 50 Best Bars.

### FESTIVAL VILLAGE

**130**  
Cocktails

**42**  
Bar pop-ups

**29**  
Artisanal Spirits

**17**  
Award-winning bartenders

### AROUND THE CITY

**45**  
Bars presenting exclusive cocktails

**80**  
Guest shifts, workshops, special parties and themed bar tours



## COCKTAIL PASSPORT @ AROUND THE CITY (10-18 MAY 2019)

The SGCF Cocktail Passport - our annual compendium to the Festival-went digital this year to allow consumers to view the Festival calendar and redeem cocktail promotions in-app.



### IMPACT

**9,000**  
footfall

**18,500**  
cocktails sold

**\$1,440,804**  
total PR value

**16M REACHED  
307K ENGAGED**



SEE SGCF 2019



VOLKSWAGEN GROUP SINGAPORE

# TIGUAN MEDIA & VIP LAUNCH



## BRIEF

Create a press event that would convey the revamp of the Tiguan A-SUV and cement its premium position in the market.

## EXECUTION

An immersive launch wielding the power of storytelling for 80 press members from leading national and automotive media outlets.

We brought four worlds to life, plunging guests into multi-sensorial rooms. Character actors deployed narratives that subtly wove in the Tiguan's product highlights, coupled with activities we designed to deliver the product's key messages.

The final unveil of the Tiguan scored the Volkswagen's marketing team valuable face-time and engagement - through a deep dive of the vehicle's specs and hands-on Tiguan experiences for their guests.



SEE THE TIGUAN  
EXPERIENTIAL LAUNCH





OVER THE PAST 3 YEARS, WE HAVE TAKEN OVER VARIOUS SPACES ACROSS THE CITY, HELPING ADIDAS RALLY DIFFERENT GROUPS WITHIN ITS COMMUNITY AND BRING THEIR PRODUCTS AND MESSAGE TO LIFE.

ADIDAS

# HERE TO CREATE

## Adidas X Bayern Munich

### WHERE:

Clifford Square

### WHAT:

FC Bayern Munich superstars Thomas Müller, David Alaba, and James Rodriguez joined local football stars in setting the longest football dribble relay record in Singapore before squaring off in a football freestyle battle for the fans at Clifford Square on 24 July 2017. We took on the production challenge of planning and managing a relay route across the city and the main arena at Clifford Square. The 10.6km relay route featured 17 Adidas creators and influencers, including local hero Fandi Ahmad. The event was attended by members of the public, media and guests of adidas Singapore.





ADIDAS

# LAUNCH OF ADIDAS STORE

## Originals Flagship & Stadium Concept Store

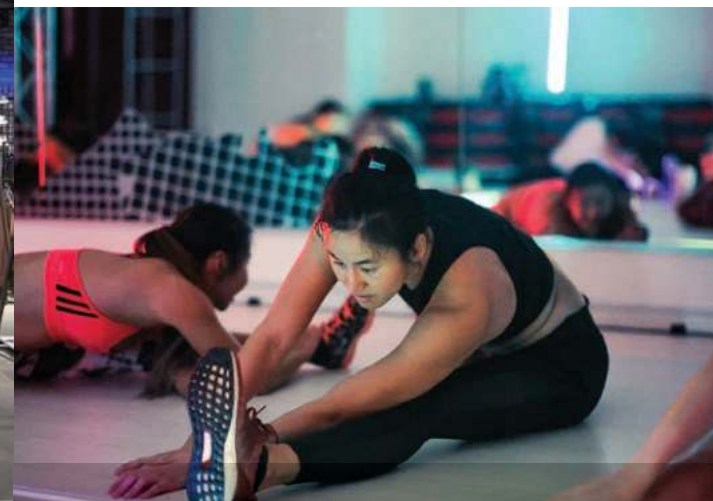
**WHERE:** VivoCity

**WHAT:**

We wove AV and light effects with stylistic product display builds for the brand's first stadium concept store and global unveiling of its unique P.O.D System, which also houses its Singapore flagship collection of adidas Originals.

**WHO:**

adidas Singapore creators and members of the media who got their socks rocked off by DJ Koflow and The Lion City Boy.



## THREE WAYS TO CREATE

**WHERE:**

Dancevault Studios

**WHAT:**

A first-of-its-kind brand experience – a laser-mapped gym that evolves with how hard participants work out. This unique exercise session saw us projecting multi-coloured lasers on the studio floor that demarcated 3 level of activities, morphing each time to match the beat of the participants.

**WHO:**

30 female participants led by adidas community creators – pilates guru Eugenia Bey and boxers Leona Hui and Victoria Cheng – raced against the clock to beat the challenge within 60 minutes.





SINGAPORE GRAND PRIX

# SINGAPORE GRAND PRIX ACTIVATIONS

## CHALLENGE

The Singapore Night Race is now a global destination event but one challenge remains: How do you get locals and residents excited for this annually recurring event?

## EXECUTION

Through immersive, hands-on experiences along the shopping belt of Orchard Road, we brought the race alive with a mix of infographic panels, photo opportunities and interactive games. Visitors took to the skies with SIA's Aviation Challenge – safely commandeering a simulated aircraft through obstacles while hardcore race fans revelled in Race Track Simulation stations, customised to resemble the Singapore race track. The 11-day activation attracted 10,000 race fans taking on games of physical and mental prowess – a Race Track Buzzer game, Batak and Memory games and a recreation of a track-side Pit Stop, complete with replica race car for groups of adventurous visitors to take on timed-based Pit Crew challenges to win prizes. Live broadcasts by OneFM DJs further helped to amplify the challenges islandwide.





NATIONAL YOUTH COUNCIL

# SHINE FESTIVAL 2015 & 2016

## BRIEF

We were roped in to direct SHINE Festival - curating content that would empower and elevate youths as well as to produce Singapore's largest street festival for youth talent.



## TALENT DEVELOPMENT PROGRAMME



URBAN  
SPORTS



MUSIC &  
DANCE



POP  
CULTURE



INTERACTIVE  
MEDIA



URBAN  
ARTS

# 3

months  
programme

# 44

industry mentor  
partners

# 748

youth  
participants





## SHINE FESTIVAL 2015 & 2016

We transformed Orchard Road (from Ion Mall to Mandarin Gallery to \*Scape) into an immersive festival ground for 3 days - with **5 performance stages, large scale installations**, and complete **road closure** on Day 2 featuring a **parade of military bands, a food street, sports and movie zones**.



**13**

international  
artists

**39**

partner  
organizations

**56**

local  
artists



Rappers Jay Park (KOR) & Shigga Shay (SG)



Content Creator Ryan Higa (US)



Parkour Master Ryan Doyle (UK)



Freestyle Footballer Sean Garnier (FRA)



## RESULTS 2016

**70,000**  
participants

**250,000**  
visitors

**\$0.5mil**  
media value garnered

**6 million**  
social media users



SEE SHINE 2016



## CYCLE & CARRIAGE INDUSTRIES

# MERCEDES BENZ LAUNCH OF CLA



### BRIEF

Bring the "urban road warrior" Mercedes Benz CLA to life for its showroom launch event.

### EXECUTION

We deep dived into the CLA's personality, creating experiential zones that would tell stories of the vehicle's rugged features and sleek form.

Deploying an industrial chic aesthetic, we built media-rich exhibits and wielded themed props, combined with a mix of digital touch-points to create eyeball-grabbing exhibits.

Underscoring the visitor experiences were thoughtful spaces for the sales team to engage and connect with potential buyers on-ground.





MINISTRY OF CULTURE,  
COMMUNITY & YOUTH (MCCY)

# KREATIF CONNECTIONS – CELEBRATING 50 YEARS OF INDO & SG

RISING 50 is the jubilee celebrations of SG and Indonesia's bilateral relationship, presented through Kreatif Connections – 3 days of collaborative performances and immersive activities.

The opening day concert saw multi-talented, award winning Indonesian musician Isyana Sarasvati and Adrian Khalif collaborating with Singaporeans – singer Aisyah Aziz and electro-pop crooner Jasmine Sokko respectively.

Another highlight was the elaborate staging of the traditional legend Cupu Manik Astagina (Sacred Jewel Box) in – a cross-disciplinary performance with original music scores, wayang kulit puppetry fused with modern and traditional dance – a 6-month long collaboration of 70 performers, musicians, choreographers from Singaporean and Indonesian troupes.







# 03. OUR TRACK RECORD

Event Listing  
Satisfied Partners  
Clients



# NON-EXHAUSTIVE

# EVENT LISTING

CLIENT	EVENT TITLE	VENUE	YEAR
A + E Networks	Launch of Lifetime Channel	La Villa Italian Grill & Bar	2013
Adidas	Here to Create feat FC Bayern Munich	Clifford Square	2017
Bayer Healthcare	Berocca Boost Activations	All over Singapore	2013
Bugaboo	Bugaboo Product Launch	National Design Centre	2014
Canon	Pixma Printers Product Launch	VLV Club	2016
Capitaland	Retailers Lo Hei Dinner	The Star Gallery, Star Vista	2015
Changi Airport Group	iShop Changi Popup	Knightsbridge	2014
Singapore Cocktail Festival	Singapore Cocktail Festival	99 Beach Road & Empress Lawn	2017 - 2019
Cycle & Carriage Industries	Customer Appreciation Lohei Dinner	Resorts World Sentosa	2013
Cycle & Carriage Industries	Kia Launch of Cerato Forte	Kia Showroom	2016
Cycle & Carriage Industries	Michael Schumacher Meet & Greet	Mercedes Benz Showroom	2012
Design Singapore Council	Singapore Design Week - Innovation by Design	Drama Centre Singapore	2016 - 2017
Dell	Alienware One FC Roadshow	Ngee Ann City	2015





# NON-EXHAUSTIVE

# EVENT LISTING

CLIENT	EVENT TITLE	VENUE	YEAR
Estrella Damm	Inedit Gastronomy Experience 2019	FOC, Singapore	2019
Faber Peak	Superheroes Cable Car Launch	Faber Peak	2014
Lendlease Group	313 Somerset Fashion Fall Show	313 @ Somerset	2013
Marina Bay Sands	Activations for ArtScience Museum	All over Singapore	2013-2014
Mapletree Investments Pte Ltd	MapleTree Shop & Score	Harbourfront Mall	2014
Mediacorp	Ion Orchard X Style Magazine Events	Ion Mall	2012
Moët Hennessy Diageo	Johnnie Walker Activations	All Over Singapore	2017 - 2019
Netflix	Stay Home. Sign In. Binge On.	Lor 24 Shophouse Series	2017
PURE Fitness	Launch & Roadshow for Branches	Knightsbridge & Raffles Place Square	2010 - 2011
Singapore Press Holdings	Miss Universe Singapore 2016	Grand Copthorne Waterfront	2016
Singapore Stock Exchange	Born to Trade Party	Club Kyo	2013
Shell	Shell Lego Family Fiesta	Jurong Point Shopping Centre	2012
Volkswagen Group Singapore	Tiguan Media & VIP Launch	Performance Studios	2017





# SATISFIED PARTNERS

## TIGUAN MEDIA & VIP LAUNCH 2017

Thank you for all the hard work and phenomenal support! We are very grateful for your team's management and the collaboration in making the immersive theatre experience come to life.

**Amanda Poh**

Public Relations Executive,  
Marketing & Communications  
Volkswagen Group Singapore Pte Ltd

*Singapore POST*  
*A Happy Prosperous New Year!*  
*9 February 2017*

## ACTIVATIONS FOR ARTSCIENCE MUSEUM

...utmost professionalism despite very tight timelines ... with out of the box ideas for any activation activity. Thank you for the fantastic work!

**Susanna Thng**

Destination Marketing, Attractions  
Marina Bay Sands Pte Ltd

## ESTRELLA DAMM INEDIT GASTRONOMIC EXPERIENCE 2019

Professional, responsible, reliable and passionate! I'm impressed and touched by how you were wholeheartedly into the event, showing us how much you care about the brand and success of the event.

**Annabelle Wei**

Brand Manager China & Asia  
Estrella Damm (China)



# CLIENTS







# 04. OUR PEOPLE

The Team  
Contact Us



# THE TEAM

We are a diverse mix of people with different backgrounds, talents, passion and personalities. And it's this diversity that makes us a strong collective. It's the magic sauce that makes us curious, creative and authentic.

For more than a decade, we're grateful that many clients have embraced us and our ideas, trusting us with their events. And together, our hard work has clinched us **17 regional industry awards**.

Many of our clients, collaborators and partners have become friends we treasure. We hope to get the opportunity to co-create amazing events with you too.

Some of our accolades:



MARKETING MAGAZINE'S  
BRONZE WINNER - EVENT  
MARKETING EXCELLENCE AWARD  
2016 TOP 10 EVENT MARKETING  
AGENCY - 2012, 2014 & 2015



MARKETING MAGAZINE'S  
MARKETING EXCELLENCE AWARDS 2016  
GOLD WINNER  
EXCELLENCE IN EVENT MARKETING



MARKETING MAGAZINE'S  
MARKETING EVENT AWARDS 2015 & 2018  
GOLD WINNER  
BEST EVENT - ARTS & CULTURE  
BEST EVENT FOR A TARGETED COMMUNITY



MARKETING MAGAZINE'S  
LOYALTY & ENGAGEMENT AWARDS 2016 & 2017  
GOLD WINNER  
BEST USE OF EXPERIENTIAL / LIVE MARKETING



MARKETING MAGAZINE'S  
MARKETING EVENT AWARDS 2016  
SILVER WINNER  
BEST GOVERNMENT SECTOR EVENT  
BEST ARTS AND CULTURE EVENT  
BEST USE OF VENUE



MARKETING MAGAZINE'S  
THE MARKIES WINNER  
BEST IDEA - BUSINESS EVENT



MARKETING MAGAZINE'S  
MARKETING EVENT AWARDS 2019  
BRONZE WINNER  
BEST EVENT: ARTS & CULTURE





## AGNES HO

Account Director



Agnes Ho is our specialist in **high-impact consumer events and activations**. Over the past 8 years, she has built a strong portfolio of **product launches, media events, festivals and promotional activations**.

Her ability to combine production practicality with creativity has made her an expert in transforming venues into experiential spaces that are on-brand and on-message.

To date, she has helped clients such as **Netflix, Volkswagen, Cycle & Carriage and Johnnie Walker** launch their products by creating immersive event set designs and buzzworthy programming.



## WAI MAYLENG

Managing Director



In 2006, Mayleng founded The Events Artery, with the vision of building an independent and home grown agency that creates world class experiences.

Over the past 18 years, she has directed and managed a myriad of campaigns and live events for government agencies and MNCs. Mayleng spearheads The Events Artery and oversees all aspects of Business Strategies, Creative Concepts and Client Servicing.

Today, The Events Artery is an established Experiential Marketing Agency, which was voted as **Top 10 Event Marketing Agency from 2012 - 2016** and has clinched **17 regional industry awards**.



## ANDRINA YEO

Account Director



Armed with 13 years of events experience, Andrina is our specialist in **high-level business events management**.

Over the decade, Andrina has amassed a strong portfolio of clients from government agencies to blue-chip MNCs, such as **DesignSingapore Council, Microsoft, Aon, Dell, DBS Bank and Singapore Press Holdings**.

Andrina has led our team in producing **Conferences, Incentives and Business Galas in Singapore, Thailand, Vietnam and Indonesia** - attended by international and C-Suite audiences, demanding meticulous attention to event programme content, show production and business travel arrangements.





# CONTACT US

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**the  
events  
artery**  
*ideas with heart*