

A black mug filled with coffee, three paper clips, and a pencil on a white surface.

TRX Residences Marketing Proposal

JUMIX

Let's get things started!

Who & What is Jumix?

Our purpose

Who we are as a team

What we do

What we've done

What do we have for you?

The road to success

Impression

How we can make it happen

Before we end..

Shall we get the boat sailing?

Breaking the limits together

JUMIX

JUMIX

Undeniably good, that's our aim for you.



A decade worth of marketing experience.

Founder, Sanz Teoh. Established Jumix 7 years ago with nothing else but his passion and determination to help business disrupt their respective industries through digital strategies.



One dedicated team.

We mean what we do. From strategizing, implementing and executing, our purpose is simple, it is all about you.



Results oriented.

We are time travelers; we formulate strategies to achieve long term success. Gathering insights and analyzing market trends to be ahead of time is what we do everyday.

JUMIX  TVB

Creating a bond that lasts.

Staying connected with thousands.

51 years of endless entertainment and counting. TVB has come a long way since, with rapid digitalization, it hasn't been the easiest for the entertainment industry to strive with the growing competition of new media.

With our help, we were able to create captivating contents that wins both hearts of the audience, TVB's objective to grow their fan base and stay connected with their fans in Malaysia through Social Media.



你坚持最久的一件事是什么？

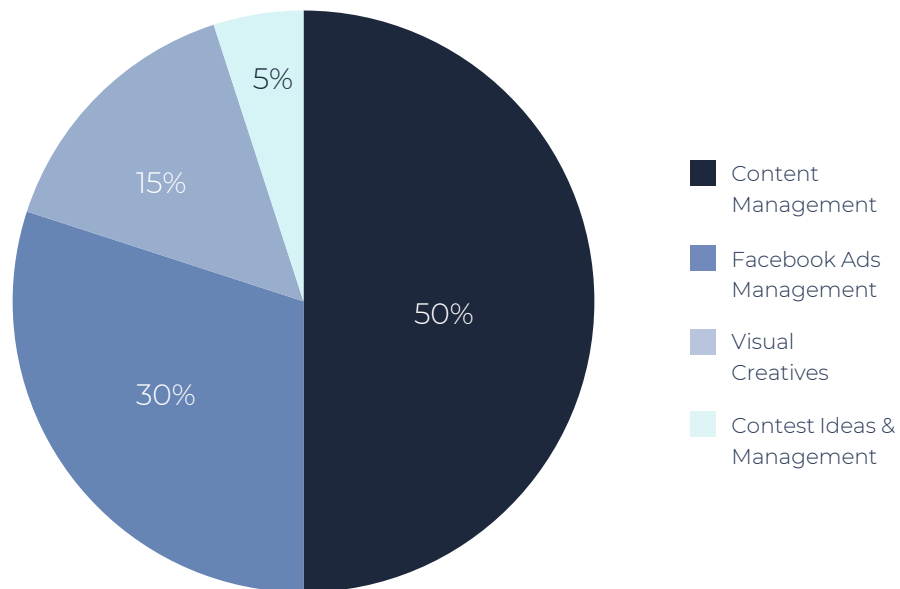
a. 每天开始减肥时口头禅
 b. 没几分钟就会肚子饿
 c. 每天开始减肥时口头禅
 d. 没几分钟就会肚子饿

JUMP

It is substantially to conclude that it was the driving force to the success of the page. While just introducing new dramas became boring and lack of engagement with the fans, we came out with a **different strategy**.

JUMIX  TVB

How we made
it happen.



Our recipe to success.

Content Management

Engagement. We carefully plan each post by providing not only valuable information but interactive content to spark interest of the fans.

Facebook Ads Management

Social Media platforms are – pay to win. A dedicated digital specialist team helps ensure the success of Facebook ads spend with constant monitoring and optimizing.

Visual Creatives

3 seconds attention span. That's all we have these days. Aesthetically pleasing design together with branding values gives a boost in a precise and engaging fashion.

Contest Ideas & Management

Give back to people who help you grow. Apart from creating posts and media buy, we ideate giveaways to connect with fans and grow a bigger fan base.

We accomplished.



Results from June 2019

- 
- MARKETING
STRATEGY
1. INFLUENCERS
 2. GOOD CONTENT
 3. PERFE

Combining strengths

Online and offline marketing, when combined, can catapult the impact and effectiveness of both channels.

JUMIX



"Unforgettable gaming experience."

Instead of just telling the story, we brought their story to life.

We were given this opportunity to work with multi-million-dollar China based gaming giant Moonton. Famously known as the Mobile Legends: Bang Bang's creator.

They approached us with the objective to increase the number of Mobile Legends: Bang Bang's users from all age groups in Malaysia by 50%.

Hence, the Mobile Legends: Bang Bang #515Unite Global Campaign was born.



Captivating campaign line up.

Attendees were able to enjoy meeting their favorite game characters come to life, show off their skills live during on ground tournaments, win limited edition and in game rewards, etc.

Nationwide Campaign.

We reached as far and as much as we could, touring 6 major cities in Peninsular Malaysia, packed with excitement to every city.

Supportive partner collaborations.

Worked closely with Domino's Malaysia, GSC Cinemas Malaysia, Boost Malaysia, Media Prima, PINTAR Foundation, Huawei Honor and more, who strongly supported the campaign.

Creative visuals

A picture is worth a thousand words. As a creative agency, a clients' branding and creative identity is what we emphasize on perfecting every day. We will then let our work capture attention and create the right perception.



UNITED WE WIN
#515Unite #MLBB
SURVIVAL GUIDE
ALL YOU NEED TO KNOW

Date	Time	Location
21 Apr 2019	12PM - 6PM	Gurney Paragon, Penang
27 Apr 2019	12PM - 6PM	Aman Central Mall, Kedah
1 May 2019	12PM - 6PM	AEON Station 18, Ipoh
4 May 2019	12PM - 6PM	Sunway Pyramid, Selangor
11 May 2019	12PM - 6PM	Domino's Pizza Bandar Baru UDA, Johor Bahru
18 May 2019	12PM - 6PM	Fahrenheit88, Kuala Lumpur

Partners

MOONTON MOBILE LEGENDS DOMINO'S BOOST MGO GAMING EGG NETWORK JUMIX

UNITED WE WIN
#515Unite #MLBB
JOIN US IN THE QUEST OF SAVING THE WORLD!

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dominos.com.my 1-300-888-333 @ Domino'sMY



JUMIX



We conquered.

3.5 Million

People Reached
Online & Offline

6

Cities

35

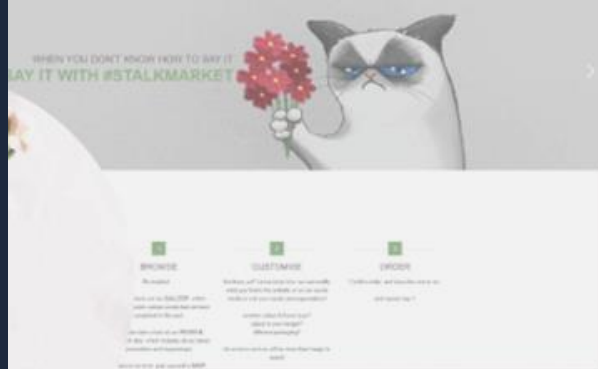
Days

With 35 days, we not only achieved Moonton's marketing objective to increase game players by 50%, it exceeded our clients' expectations by 200%.

We carried out marketing activities such as:

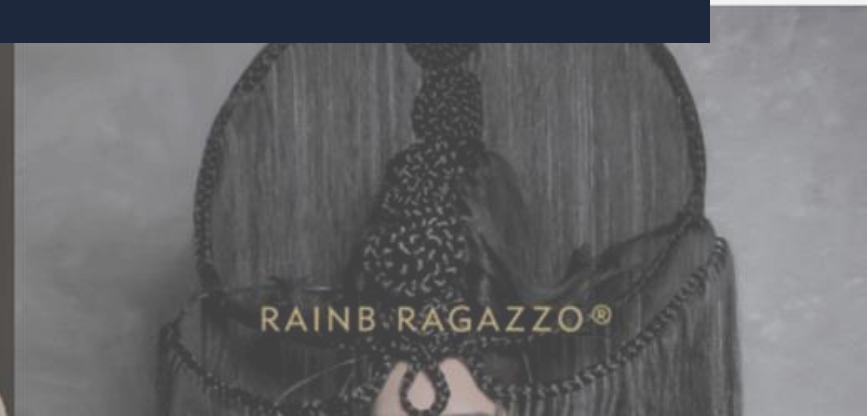
1. OOH (GSC Cinemas, Dominos Pizza Malaysia, Runcit Media, MobiLED)
2. Offline roving campaign (6 cities: Penang, Alor Setar, Ipoh, Klang, Johor, Kuala Lumpur)
3. PR and Media (Media Prima, Astro eGG Network, MGAG, KL Foodie, News Stream Asia, Rojak Daily, KL Foodie etc.)
4. Influencer Marketing (Shu Faye Wong, Fiera Fendi, Sazali Samad, Tatatawanqian, Le Josette, Aisaka Miharuru etc.)

Full report here: [LINK](#)



**Big or small,
we do it all.**

We navigate your brand towards effective and profitable outcomes.



<It's your turn!>

Making your
story speak for
itself.

What's the plan?



TRX
RESIDENCES



TRX
RESIDENCES

Start it with a solid plan.

Introduction

- Your brand
- What is TRX Residences
- Your values
- Your brand character
- Tone
- Visual Identity
- Optional: Lendlease History

Results: Subscriptions

Awareness

- Visually appealing photos that gains large engagements on Social Media
- Home trends
- Mockup interior photos
- Facilities
- Features of TRX Residences

Results: Customer Data

Launching

- Teaser Videos
- News updates on TRX Residences' progress
- Countdown
- Launching pre-hype
- Timeline
- Press Release

Results: Keen Buyers

Goal

- **Branding for TRX/ TRX Residences**
- **Sales/ Leads**
- Launching attention
- Upsell



TRX
RESIDENCES

Branding Values

The primary driving force behind your brand, business, behaviors, and decisions. Providing innate guidance in and influence your consumers' buying decisions.

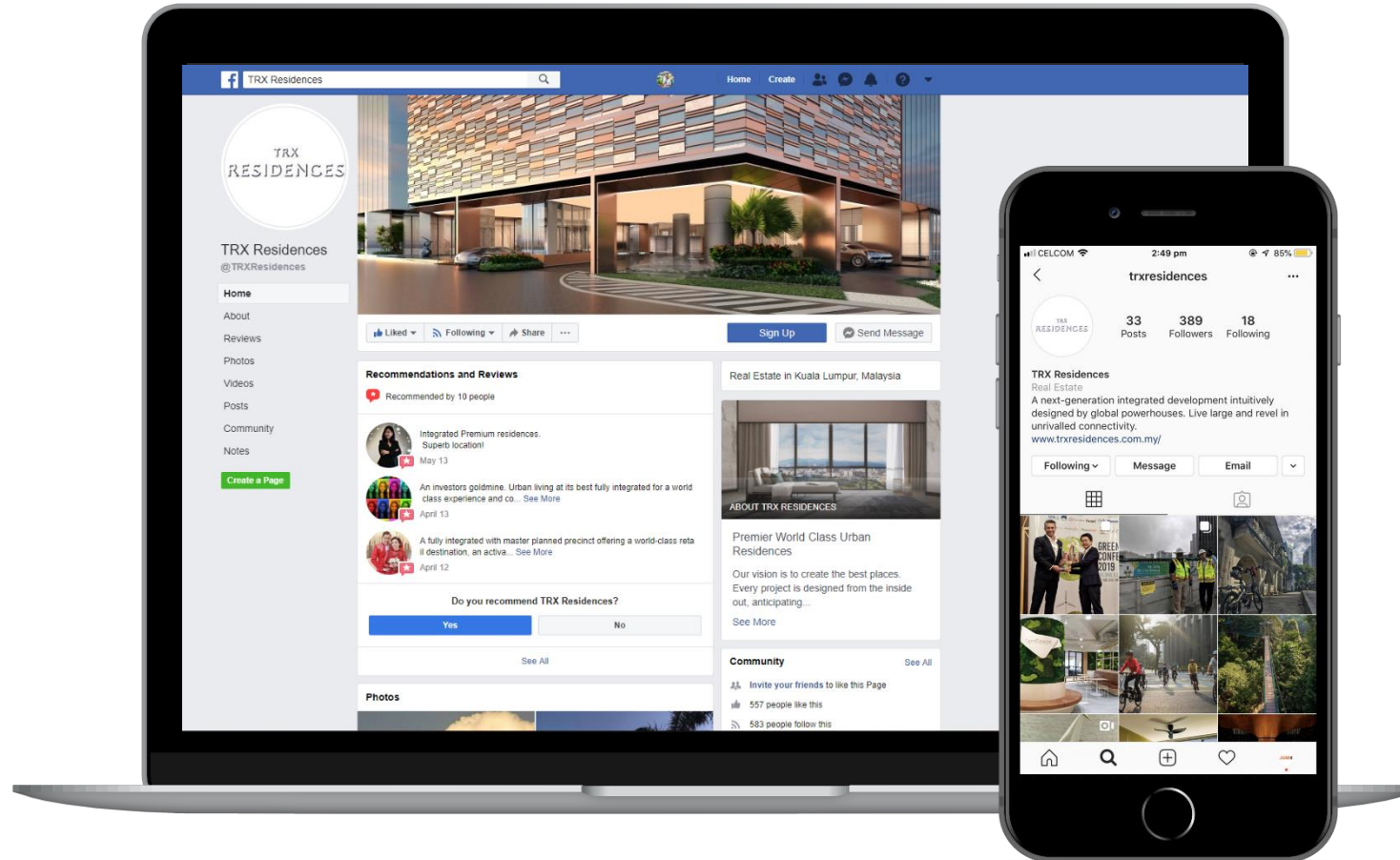


urbanization

Enrichment

sustainability

Greater heights are yet to come.



Phase 1 - Introduction

1 to 3 months

- Research
- Audience Targeting

RESULTS: Subscriptions

Phase 2 - Awareness

1 to 3 months

- Media Buy Optimization
- Implementation of Offline & Online Campaigns
- Data Mining

Results: Customer Data

Phase 3 - Launching

1 to 2 months

- Pre-hype Contents
- Remarketing
- Media Coverage
- More Data Mining

Results: Keen Buyers \$\$\$

Phase 4 - Goal

Leads, Data & Engaging Audience.

Results: More \$\$\$

JUMIX

Thank you!

Let's get the boat sailing.



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