



Red Archer Sdn. Bhd
Event Management 335930-X

30 YEARS

OF CONCEPTUALISING, CREATING &
MANAGING EVENTS

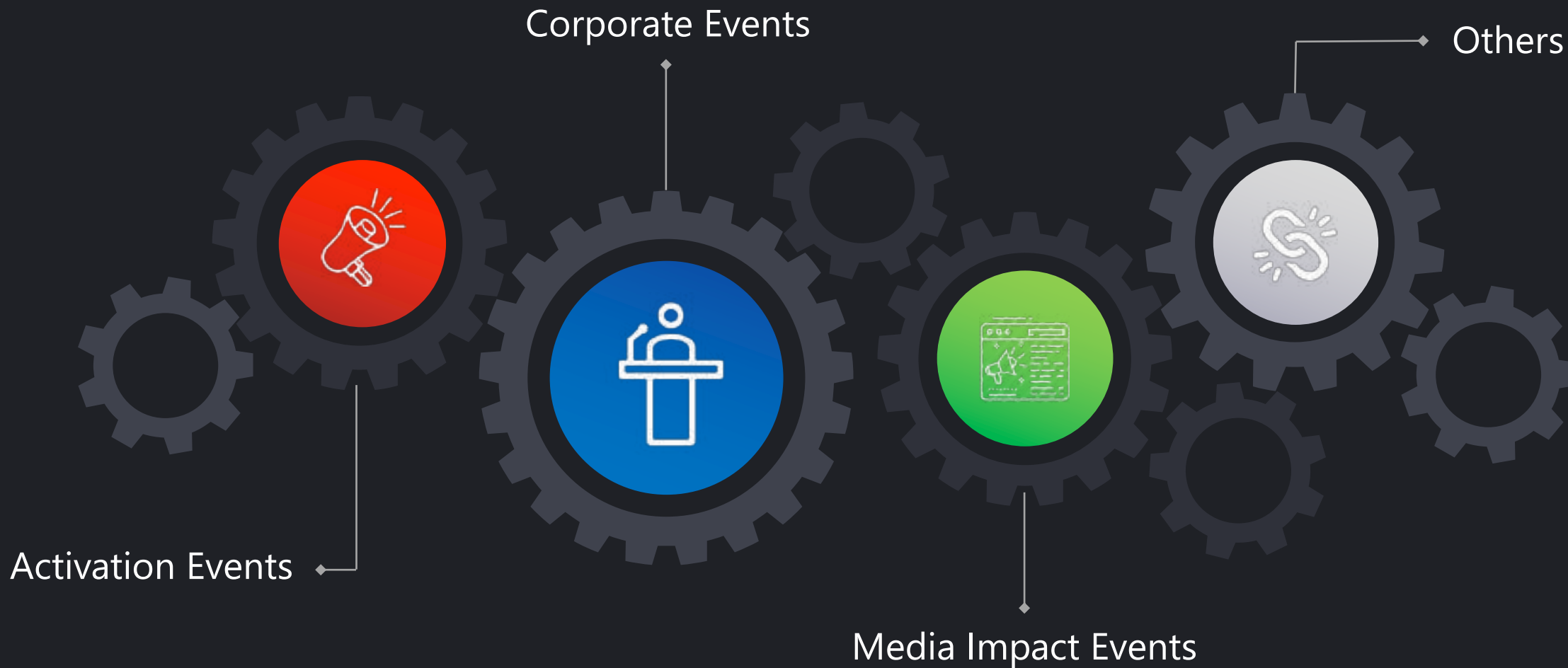
INTRODUCED

QUANTIFYING INDICES
TO MEASURE EVENTS

REPUTATION

BUILT ON SUPPORTING MARKETING CAMPAIGNS

OUR SERVICES



ACTIVATION Events



ACTIVATION EVENTS

Supporting brand marketing campaigns

Emphasis on reaching target audience and target numbers
using a big idea, planning, cost efficiency and reporting



**Sampling
Campaigns**

**Sales
Promotions**

**Product
Trials**

Merchandising

COCA-COLA HAPPINESS TRUCK



NATIONWIDE

73

LOCATIONS

43,244

MOMENTS OF HAPPINESS
GIVEN AWAY

A unique self-sampling truck that traveled around Malaysia, stopping at small towns on the way to larger cities

Destinations determined by a social media campaign where fans vote for the truck to stop at their location

If you dared to push the big red button you would be rewarded with an ice cold Coca-Cola.... or a surprise gift

Reactions of surprise and happiness captured on our hidden cameras, edited and added to the social media campaign



Video Link: <https://bit.ly/2AkSJGK>

HOTLINK

LIVE LIFE LOUD CAMPAIGN

50,000
APP DOWNLOADS

80+
UNIQUE HOTLINK
EXPERIENCES CREATED



Events included
TAYLOR SWIFT VIP experience and
backstage passes

Flights & tickets to V FesT, UK,
SUMMER SONIC & ULTRA FesT,
JAPAN, JAY CHOU, SG

Dinner with JOANNE YEW

Bowling with WILL PAN

An evening with MARINA
MAHATHIR

Movie screening with stars from
'Dollah Superstar' AWIE &
NEELOFA

Plus tickets to fashion shows,
movies, concerts, festivals, and
unique Hotlink parties

A one year marketing campaign created by
Red Archer, driven by the need to download
and use the new Hotlink app

Unique experiences created only for Hotlink
customers who downloaded the app

Bringing year-round #LiveLifeLoud rewards
directly to customers!

Video Link: <https://bit.ly/2ZMtl7D>



GENERAL MILLS

NATURE VALLEY INDOOR SAMPLING

9

CENTRAL LOCATIONS

1.5K

AVERAGE SAMPLES PER
LOCATION

13,500

TOTAL SAMPLES



Target to create awareness of the new Nature Valley snack, and to achieve 9,000 samples within supermarkets

Sampling targets led to an increase in incremental sales

LEE KUM KEE ROADSHOW

Sampling and awareness campaign to push incremental sales

Partnered with trade outlets in Chinese skewed wet markets

Demo cooking with invited Chef



NATIONWIDE

TRADE OUTLETS

INTERACTION

OVER 30K

BOTTLES SOLD





KARNIVAL JOM HEBOH DUTCH LADY



Job scope included:

Sales forecast,
product packages and pricing,
inventory management,
cash collection & reconciliation,
liaising with local dealer,
sampling,
games & activities and
total logistics planning

NATIONWIDE

7
YEARS

OVER RM 5M
IN SALES



79
NATIONWIDE LOCATIONS

OVER 1,300
CARTONS SOLD

OVER RM 250K
IN SALES



Campaign conducted during Ramadhan month

Activation executed at Malay skewed wet markets, pasar malams, pasar Ramadhans etc

Special cooking demo by Chef Liza



LAM SOON
DAISY CORN OIL
ROADSHOW



TAIWAN TOURISM BUREAU

MIRA FILZAH MEET & GREET IN TAIWAN

100 Malaysian tourists invited to meet Mira Filzah in
Taipei

Job scope included:

Dinner location sourcing, booking and liaison

Logistics planning

Event recording and social media

Mira and entourage liaison

The schedule and contents

Performances, activities, gifts

OTHER

ACTIVATION PROJECTS

- ✓ **EuraAsia Cup Golf Roadshow**
- ✓ **Coca-Cola Stevia Launch and Sampling**
- ✓ **Levi's 501 Day(s)**
- ✓ **HSBC Home Loans Roadshow**
- ✓ **Coca-Cola Minute Maid Sampling**

CORPORATE Events



CORPORATE EVENTS

Working with clients to deliver their Corporate Events,
to customers or internal staff

Conferences

**Awards
Ceremonies**

Seminars

Private Events

BOON SIEW HONDA

Semangat Impian and Honda BeAT Virtual Launch 2020

Live virtual launch of Semangat Impian campaign and all new Honda BeAT

Involving Boon Siew Honda CEO, rapper Aman Ra (ambassador of the *Semangat Impian* campaign) and Zaqhwani Zaidi (Boon Siew Honda ambassador)

Audience tuned in virtually via Facebook Live

Video link: https://fb.watch/1_V9Q25MNJ/





EDUNITY FOUNDATION & G25 MALAYSIA

Covid- 19: Seeking Solutions Webinar

Live webinar of a panel discussion between industry leaders on how to move forward in the current climate.

Panelists included Dato Dr Narimah Awin, Prof. Jomo Kwame Sundaram, Datuk Dr Christopher Lee, Prof Datuk Dr Lokman Hakim Sulaiman, Dato Dr Musa Mohd Nordin and Dato Dr Suresh Kumar

Over 5,000 people tuned in virtually via Facebook Live and YouTube Live

Video link: <https://www.youtube.com/watch?v=LxtPIINuyG8&t=1785s>



MALAYSIA CONVENTION & EXHIBITION BUREAU

Meet In Malaysia Campaign Launch

Post Covid-19 event launch to announce Malaysia is ready for local & international events and 'The New Norm in Organizing Future Business Events' competition winner's announcement while adhering the SOPs

250 attendees include media & Tourism Minister as guest of honour and many more tuned in online

Job scope included:

Event management

Screen contents, design and animations, launch gambit, and rehearsals



SO WHAT NOW

LIVE ONLINE DISCUSSION SERIES

An online series, bringing respected thought leaders together to discuss the future

Series 1: Human Resources

Episode 1:
Force Majeure Clause in Employment Contracts



SO...
WHAT NOW?
Thought Leaders Discuss Where To Go From Here

Video Link : [Here](#)



KHAZANAH NASIONAL BERHAD

KHAZANAH MEGATRENDS FORUM

An annual conference attended by experts & industry players
Over 2,000 attendees with Prime Minister as guest of honor

Job scope included:

Total project management
Detailed venue planning,
Screen contents, design and animations, launch gambits, programme, app contents,
live event streaming, all logistics and rehearsals



KHAZANAH NASIONAL BERHAD

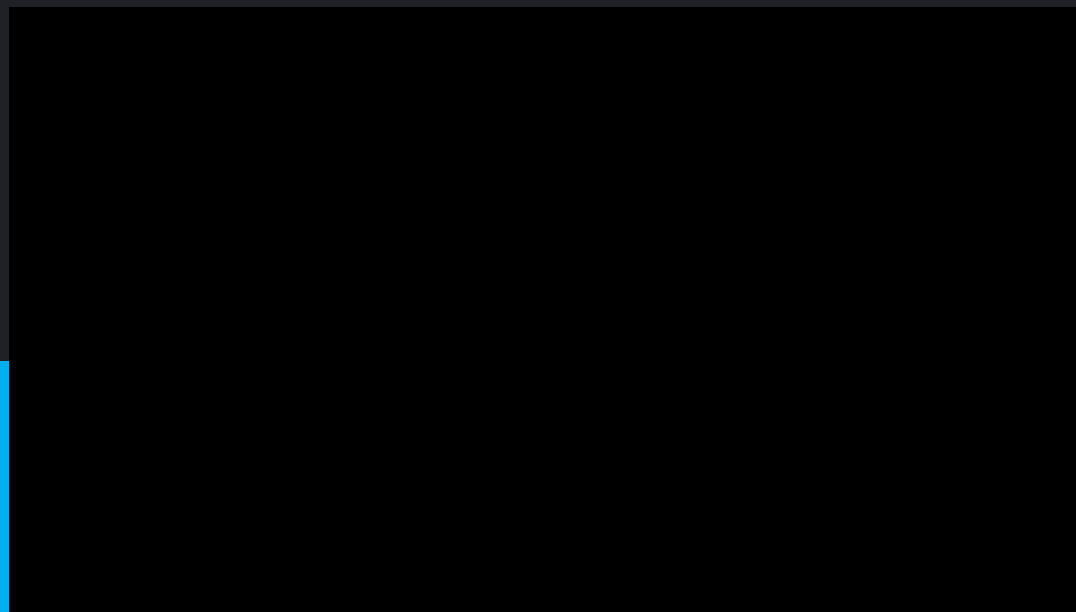
KHAZANAH MEGATRENDS FORUM: SPECIAL EVENTS

In conjunction with the Khazanah Megatrends Forum, the Special Event is an exclusive one night event specially curated by composer and music historian, Datin Saidah Rastam

Over 400 specially invited attendees

Job scope included:

Detailed venue planning,
Stage design, hall set up design, show directing



ASIAN FOOTBALL CONFEDERATION

AFC CONGRESS & DINNER

A bi-annual conference attended by over 1,000 international guests from all Asian football member counties, experts & industry players and the world media



BUSINESS SWEDEN

SWEDEN-SOUTHEAST ASIA BUSINESS SUMMIT

A conference organized by the regional Trade Team of the Swedish Embassy

Participation by 30 Swedish companies and with 500 guests attended over the two event days

Job scope included:

Event management, highlight video production



Jotun

MAJESTIC TRUE BEAUTY LAUNCH

Reformulation of Jotun Majestic Line & Launch of Global Color Trends 2020 in Malaysia for Malaysia and Indonesia Dealers

Over 1,300 guests attended the exclusive launch

Job scope included:

Detailed venue planning,
Logistics planning for Malaysian and Indonesian dealers and staff
Schedule, screen content, design and animations, launch gambit, Jotun Majestic Line exhibition



EMPLOYEE PROVIDENT FUND

PORTFOLIO MANAGERS

ANNUAL AWARDS DINNER 2017-2019

An annual awards dinner for EPF's external fund managers with over 200 attendees

Job scope included:

Programme, screen contents, video, design and animations, award management, key performances



KHAZANAH NASIONAL BERHAD

KHAZANAH NATIONAL ENTREPRENEURSHIP OUTREACH PROGRAM

The Final Day of the entrepreneurship outreach competition for the 30 startups to showcase their business propositions to a crowd of 300 VIPs

Job scope included:

Detailed venue planning,
Programme, venue layout, screen content, design, startups exhibition



TALENTCORP

ROUNDTABLE DISCUSSION

A platform for top leadership of the International Business Chambers in Malaysia with Prime Minister as the guest of honor

Job scope included:

Event management,
AV & sound technical management

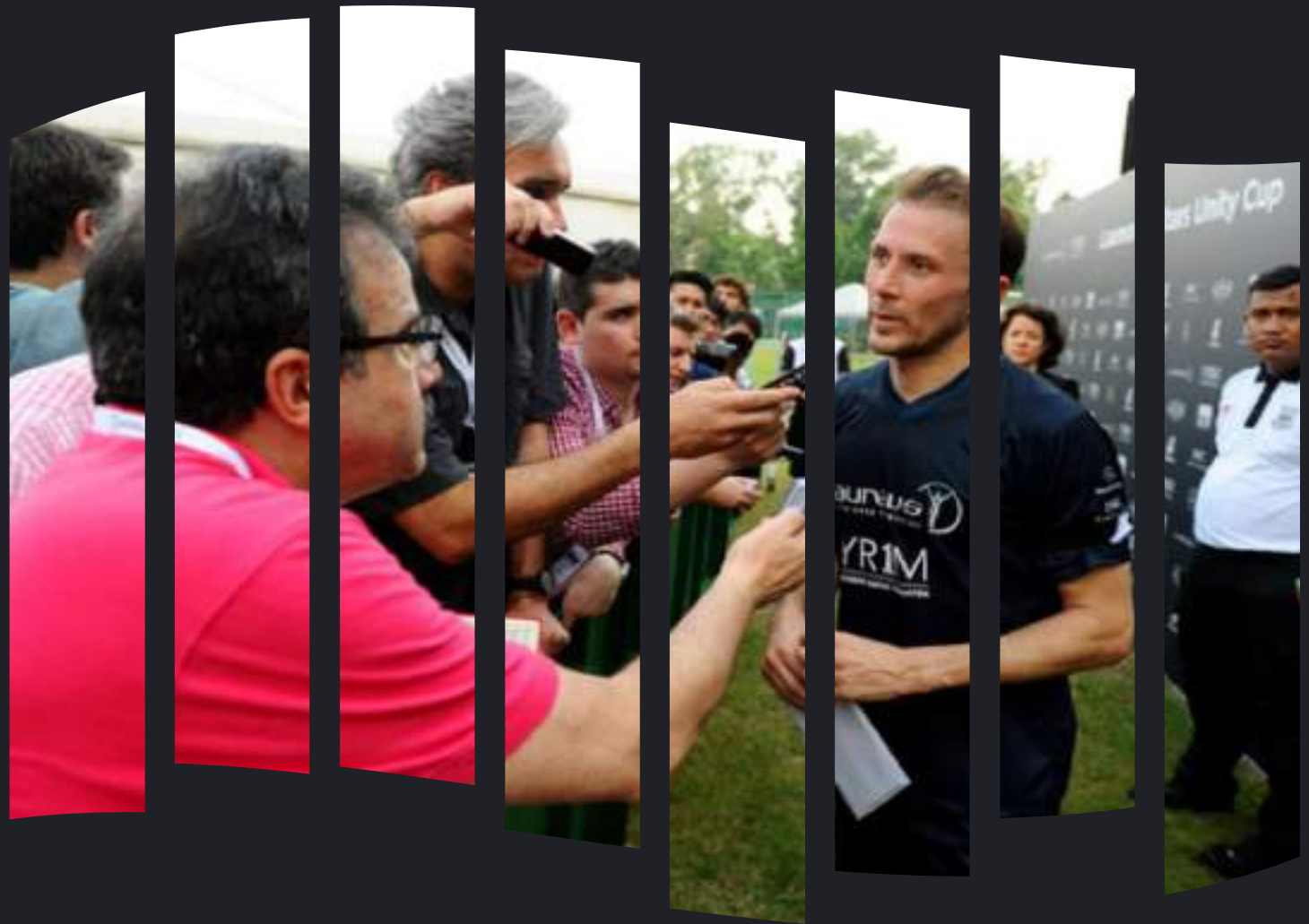


OTHER

CORPORATE EVENT PROJECTS

- ✓ **Khazanah Research Institute
KRI Forum**
- ✓ **Security Commissions
Global Emerging Markets Forum**
- ✓ **Khazanah Nasional Berhad
Global Lecture Jane Goodall**
- ✓ **Marlboro
Marlboro Annual Conference**
- ✓ **HSBC
Annual Conference**

MEDIA Events



MEDIA IMPACT EVENTS

Creating impactful launch or statement events to encourage media coverage and PR opportunities



Launches

**Sporting
Events**

Concerts

Shows

COCA-COLA STEVIA LAUNCH

The launch of the new Coca-Cola range product, Coca-Cola Stevia in Malaysia



PLACES AND FOODS
Amazing Thailand

SEARCH PLACES AND FOODS

CATEGORIES

ARCHIVES

WE WERE ON NTV 7 NEWS

Make it with Creative Cloud.

KURANG GULA, RASA MASIH HEBAT

Coca-Cola STEVIA BAHAN HEBAT YANG S...
...KAN DENGAN ... AK DAUN...

Inovasi minuman kegemaran dihasikan dengan kombinasi ekstrak...

TALENTCORP

LAUNCH OF NEW MYXPATS CENTER

The official opening of the new MYXpats Center in Petaling Jaya by
YB Tuan M Kula Segaran, Minister of Human Resources and
YB Tan Sri Dato' Haji Muhyiddin bin Haji Muhammad Yassin, Minister of Home Affairs



Human Resources Centre

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TALENT MANAGEMENT LMI HR TECH REWARDS MOBILITY LEGAL LEADERSHIP INTERVIEWS JOB MOVES

New MYXpats Centre launched by Minister Kulasegaran and Datuk Azis

Written by staff writer | Category: Mobility

Yesterday (22 February), Minister of Human Resources YB M. Kulasegaran, and Deputy Minister of Home Affairs, YB Datuk Mohd Azik Haji Janman, launched the new Malaysia Expatriate Talent Service Centre (MYXpats Centre) in Petaling Jaya.

The Malaysian Government also revealed plans are in place to open two more branches in Penang and Johor to cater to the needs of employers and expatriates in the Northern and Southern regions. Both branches are expected to be ready by 2020.

At the opening, it was highlighted that among the over 16,900 companies registered on the Expatriate Services Division (ESD) system, expatriates made up only 10% of total hired staff, while Malaysians made up the remaining 90%. This indicated a strong preference for the hiring of citizens first.

In his speech, Kulasegaran reiterated the Government's commitment to ensuring Malaysians are the first priority in efforts to address the nation's critical skills gap.

He said: "The Government is committed to safeguarding the interests of the Malaysian workforce while balancing the need for expatriate talent, especially those with expertise needed by the priority sectors spearheading Malaysia's economic growth."

Latest News

- Mask up, sanitise, and avoid crowds: Is this already the norm in ASEAN?
- Industry Insider: Why Malaysia's property development sector needs to rise above its tried-and-tested talent strategy
- 近六成HR擔心在家工作令員工倦怠和流失
- Almost 60% of HR fear losing employees to burnout during home working
- Singapore's \$533bn-Fairtrade Budget: Key highlights for HR and employers

h
HUMAN RESOURCES CENTRE
HIREXCELLENCE AWARDS 2020



EDGEPROP FUNDMYHOME LAUNCH

The official launch of the new home buying scheme by Prime Minister, that aims to help first-time homebuyers to own their own home



YTL CORPORATE BERHAD

GROUND BREAKING CEREMONY

Official launch ceremony of the Projek Landasan Berkembar Gemas Johor Bahru by Prime Minister



Yayasan KHAZANAH

OXFORD CENTER ISLAMIC STUDIES

Exclusive dinner in conjunction with the Launch of Yayasan Khazanah – OCIS 10th Anniversary Book

Attended by KDYMM Seri Paduka Baginda Yang di-Pertuan Agong XV Sultan Muhammad V, Sultan Nazrin, Khazanah Executive Directors, OCIS fellows & scholars



Oxford Centre for Islamic Studies
A Recognized Independent Centre of the University of Oxford

Home / News / Tenth Anniversary of Khazanah-OCIS Scholarship Programme

Tenth Anniversary of Khazanah-OCIS Scholarship Programme

Celebrating the Merdeka Scholarships

In July 2018 the Centre and Yayasan Khazanah celebrated the tenth anniversary of the establishment of the Khazanah-OCIS Scholarship Programme.

The 'Merdeka Scholarships' were established to mark the 50th anniversary of Malaysia's independence and are intended to enable outstanding Malaysian students to undertake postgraduate study at the University. Subject areas may be drawn from a range of fields and candidates should have an excellent record of academic achievement and a proven capability for independent research.

Since 2008 the programme has provided full scholarship grants to 26 students. Guests at the reception (held in Kuala Lumpur) to celebrate the work included His Majesty Sultan Muhammad V, HH Sultan Nazrin Shah, the Minister of Education, and representatives from Khazanah and the Centre, along with many Merdeka scholarship alumni.

[Click for the Merdeka Scholarships page.](#)

His Majesty Sultan Muhammad V and HH Sultan Nazrin Shah at the presentation in Kuala Lumpur

QUICK LINKS OXFORD CENTRE FOR ISLAMIC STUDIES LIBRARY



PROTON

PROTON EXORA LAUNCH

The official launch of Malaysia's 1st MPV

A screenshot of a news article on the Star Online website. The article title is 'Proton unveils its first MPV'. The main image shows four men in suits standing next to a white Proton Exora. The article text includes: 'Exclusive review by Anthony Lim (A/Asst. Commissioner (Indust) Proton Exora Launch) Thanks for the Drive Photo Gallery'. To the right of the article is a sidebar with a 'Best Resort in Malaysia' advertisement and a 'Air Pollutasi Index' table.

City	Index
Kuala Lumpur	72
Penang	71
Malacca	70

A screenshot of a Proton Exora advertisement on the Proton website. The ad features a woman in a blue shirt and a white hat. The headline reads 'TINT YOUR CAR NOW & GET A TOUCH 'n GO CARD'. Below this, it says 'PROTON EXORA RM100 FREE'. The main text of the ad is 'Proton Exora: Malaysia's first MPV from RM68,999!'. There is a 'BUY NOW' button and a 'VIEW MORE' link. The ad also includes a small image of the Proton Exora and some text about financing options.

ESPRIT

VERTICAL CATWALK

Create a spectacular fashion show for Esprit to raise awareness of the relocation of the Esprit store in KLCC



Star ONLINE News Business Sport Metro Lifestyle Food Tech Education Opinion Videos

Breathtaking stunt at fashion show

NATION

KUALA LUMPUR: For the first time in Southeast Asia, shoppers were treated to a spectacular fashion show at Suria KLCC yesterday. Nine trained dancers and athletes were suspended by ropes, and lit up the side of the building.



VERTICAL CATWALK: A performer 'dancing' down the Suria KLCC yesterday.

Facebook Twitter LinkedIn YouTube Email



LAUREUS

LAUREUS ALL STAR UNITY CUP

Laureus All Star Unity Cup held in Kuala Lumpur with world class football players



A screenshot of the AIPS website. The main headline reads "Great stars of football to play in first ever Laureus All Stars Unity Cup in Kuala Lumpur". The article features a photo of Fabio Capello speaking with players. The website header includes the AIPS logo and navigation links. A sidebar on the right contains sections for "Video News", "AIPS Photogallery", and "KOREAN AIR".



OTHER

MEDIA IMPACT EVENT PROJECTS

- ✓ **Hitachi eBworx**
Hitachi eBworx Press Conference
- ✓ **Mass Rapid Transit**
MRT Launch
- ✓ **Coca-Cola**
Taste The Feeling Launch
- ✓ **Honda**
Honda City Launch
- ✓ **Pemandu**
Pemandu GTP Nationwide Presentation

OTHER Services



OTHER SERVICES

Talents

Emcee, performers,
mascots, etc

Tech. Support

AV, sound, light etc

Fabrication

Overseas Events



EMCEES

Include:

- Freda Liu
- Lisa Wong
- Nazrudin Rahman
- Choo Mei Sze
- Etc

MASCOTS

Clients include:

Greenpeace Southeast Asia

Twisties

Nokia Angry Birds

Pillsbury



HAFELE

WORKSHOP / TRAINING

Items supplied:

Sound system,
F&B,
Gift
Bunting



SHANGRI-LA HOTEL

SRI LANKA OPENING

Lion dance performance





OTHER

SERVICES



- ✓ TV / Video Production
- ✓ Live Broadcast
- ✓ Overseas Event /
Client with Overseas Interests
- ✓ Training
- ✓ Special Events

WHAT DO WE NEED?



A BRIEF



OBJECTIVES



SCALE, TIMELINE
& BUDGET

CONTACT US



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◀ Thank You ▶