



**BRANDBUILDING CONSULTANTS**

they  
build  
adverts

we  
build  
brands

BRAND AUDIT

BRAND STRATEGY

BRAND MANAGEMENT

BRAND CREATION

BRAND RE-POSITIONING

# In Need for a **Brand-Breakthrough?**

You've come to the right place !

**A&O Brandbuilding Consultants** offers clients independent or collaborative consulting in the areas of **Brand Audit, Brand Strategy, Brand Management, Brand Creation & Brand Re-Positioning** that leads to practical solutions to the most pressing marketing challenges their companies face.

Such solutions also involve helping senior management to determine their most critical marketing objectives and strategies, or partnering with marketing staffs to help identify their best customers and prospects, resolving marketing or other issues with their company's communications agencies.

## What We Can Do for **You & Your Brand?**

We help marketers focus on what works in the marketplace, and what needs to be renewed in their brands by offering the following branding solutions throughout Malaysia:



Corporate Image Branding



Advertising & Creative Designing



Strategic Corporate Communications & PR



Online Marketing & Social Media Strategies



Brand Promotion & Event Management



Brand Protection & Franchising



and many more!



## But... **Why Us?**



A **team of branding specialists**, each with about 10-20 years experience handling high profile corporate clients with successful case histories.



To **build YOUR brand** where advertisements alone will NEVER reach, fully understanding, developing and enhancing the relationship between your target market and YOUR brand.



We conduct **integrated branding & marketing** systems for maximum brand I.M.P.A.C.T.



Leveraging upon the latest proven **online and offline** corporate branding strategies.



Independent or collaborative **consultation sessions** to constantly drive YOUR brand effectively.

“

We'll take your brand  
& **MAKE IT REAL ...**

We'll help you **BUILD** it,  
& **BRING IT TO LIFE !** ”



## Our Team of **Builders** :



### The Chief **Architect**

**Mr. Andy Wong** – Founder and Brand Strategist, leads a team of youthful and creative builders with a passion for innovative solutions generating powerful corporate image & brand building awareness campaigns encompassing the latest online and offline methods in addition to employing traditional media.

His clients range from Multi-Nationals and Public-Listed Companies to the SME's - from Automotive, Food & Beverage, Telecommunications, to Industrial and Property sectors, just to name a few.

“ With over 20 yrs of experience, Andy's continuous quest remain unchanged - nothing but his **BEST** efforts to his clients.



## Our Team of **Builders** :



### The Creative **Engineer**

**Mr. Vernon Chan** - Visual Communication expert, hails from a creative background that spans over 15 years, and has worked with high-profile clients including the Hilton group of hotels, YTL Group, QSR Berhad (PizzaHut, KFC, Ayamas), Pavilion, Malaysia Airports, Audi, Honda, and many others.

An avid blogger, writer, Twitter addict, technology freak, Apple advocate and serial networker, Vernon enjoys his 20-hour days with multiple doses of lattes and plenty of humour. When not conjuring up creative concepts and generating ideas, he can be found in cyberspace either tweeting or blogging

at [www.vernonchan.com](http://www.vernonchan.com) and [www.r3gister.org](http://www.r3gister.org) in between writing for Cars.MY magazine and [www.Goreng.my](http://www.Goreng.my)

“ Vernon aspires to be a ‘total designer’ - borderless design that transcends conventional graphics, environmental product, interior, web, interactive and merchandising design. ”



## Our Team of **Builders** :



### The CyberSpace **Developer**

**Mr. Kenneth Tai** - Online Branding specialist, also popularly known as the eCommerce Doctor, helps businesses and organizations to diagnose their existing website problems, and bring their online branding to the next level in the international market.

He is an author, writer, trainer and a certified consultant specifically in the eCommerce industry and is currently providing corporate training, internet marketing consultancy, public workshops and courses at local Colleges & Universities.

“ ...in-depth tracking and monitoring, review and continuous analysis of your company’s online performance and provides the necessary remedies for current and future strategic online presence effectiveness. ”



## Our Team of **Builders** :



### The Building **Analyst**

**Mr. Sunny Khoo** - As a consultant with Watson Wyatt Worldwide, Towers Perrin and Andersen Business Consulting, he has consulted both private and public sector clients namely in the financial services, property & construction, telecommunications, energy and utilities, pharmaceuticals, conglomerates, plantation and government bodies for more than 15 years.

He has spoken on many public seminars in the areas of Performance Management and Talent Engagement and has written many articles and has also appeared on business radio talk shows, namely BFM, Malaysia.

“ ... Sunny’s key forte is in the areas of HR Transformation, Talent Management, Organizational Design, Change Management and Performance. ”



## Our Team of **Builders** :



### The Online **Strategist**

**Mr. Jan Wong** - the youngest on the team. A qualified certified E-Commerce Consultant at the age of 19, and now armed with a Masters degree in Technology Management, Jan has a deep passion and resourceful insight in all things online - allowing him to create and strategically implement innovative and effective solutions to improve business operations and marketing endeavours for greater corporate presence online.

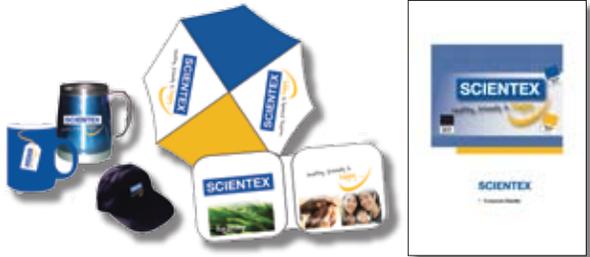
Jan is an advocate for youth entrepreneurship and is actively involved in entrepreneurship-driven projects such as The Malaysian Entrepreneur Challenge (MEC) in 2008 & 2009. He also writes at: [www.janwong.my](http://www.janwong.my)

“ ...in 2010, led the Malaysian Online Fashion Entrepreneurs' weekend (MOFEW), driving over 10,000 fans with more than 500,000 hits in less than 6 weeks creating a huge impact on the online fashion scene. ”

# Branding Exercise for **SCIENTEX Berhad**

## a) Corporate Identity

- Manual
- Signages
- Advertisements
- Premiums
- Billboard
- Mobile
- P.O.S. Materials



## b) Corporate Events

- Brand Launch
- 40th Anniversary Dinner
- Project Launch



## c) Corporate Culture

- Vision & Philosophy
- Handbook
- Road Show



## d) Corporate Website

## e) Corporate Profile

## f) Corporate Videos

## g) CSR Programs



# Branding Program for **ROBERT BOSCH**

## a) Corporate Advertising

- Signages
- Advertisements
- Premiums
- Billboards
- Mobile
- Posters
- P.O.S. Materials

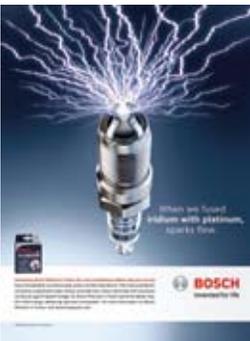
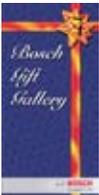
## b) Corporate Events

- Campaign Launch
- Dealer Conferences
- Product Launches

## c) Product Catalogues

## d) Product Videos

## e) Sales Campaigns



# Branding Program for **MANHATTAN FISH MARKET**

## Corporate Designs

- Table Menu
- Tent Cards
- Menu Board
- Signages
- Advertisements
- Premiums
- Marketing Tools
- P.O.S. Materials
- Posters
- Sales Campaign





# Brands we have worked with before ...

Robert Bosch, Honda, Scientex Bhd, Ayamas, Ann Joo Resources Bhd, KFC, Pizza Hut, Chanel, CIMB Bank, Panasonic, Lancome, Christian Dior, Hino Malaysia, Sunway University College, Audi, Manhattan Fish Market, Plenitude Bhd, WCT Bhd, Suruhanjaya Syarikat Malaysia, Hilton Group, YTL Group, Panasonic, Hewlet Packard, CIMB, Hartalega Bhd, Pavilion K.L. Cocoa Boutique, SNIPS, Lelong.com.my, Digi, Umobile, Malaysia Airports & many, many more...



“**Helping  
Marketing Leaders  
To Build  
Strong Brands**”



Contact the  
**Brand Building Team!**

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