

The Asia-Pacific

**AGENCY
PORTFOLIO
2015/16**

Agency Portfolio



www.campaignasia.com/agencyportfolio

Agency Portfolio celebrates the creativity and growth of Asia's marketing communications industry. A traditional agency listing, combined with the ideas and award winning work of the advertising industry, the Agency Portfolio is a content and data rich showcase of agencies in Asia-Pacific; a platform for advertising, public relations, media and digital agencies to present and promote their work, and for marketers to find them. Each piece of work speaks for your culture, and it makes a powerful tool to promote your brand to your potential clients.

Agency Portfolio is a valuable asset to 278,000* marketing, advertising and media decision-makers throughout the year.

So what's on the Agency Portfolio?

- Visual portfolio listings allowing agencies to showcase their multi-channel campaigns
- Creative carousel showcasing featured agencies/work/case studies on the homepage
- A full agency profile, company information, disciplines and key personnel
- Your company logo and branded skin
- A showcase of your work
- Client brand logos and the awards you've won
- Publish your latest press releases
- Upload your agency show reel/corporate video
- Upload case studies demonstrating strategic, innovative and best practice campaigns delivered by your agency talent, and the brands you're working with









* Google Analytics – unique visitors annually 2014

Geo Breakdown



Pageviews 106,270 per month
Unique Users 23,220 per month

GEO BREAKDOWN

Country	Percentage
 Singapore	14%
 Philippines	13%
 India	11%
 Indonesia	10%
 Malaysia	9%
 Hong Kong	8%
 Thailand	6%
 Rest of World	29%

Listings

STANDARD LISTINGS

Our standard listings provide exposure online on the Agency Portfolio. A basic listing containing your contact details is free, but for a minimal investment you can enhance your listing to include expanded contacts details, a company profile and your logo. The Premium Listing allows you to include more multimedia and interactive features on your online portfolio. Please refer to the enhanced listing packages for more information.

PREMIUM LISTINGS

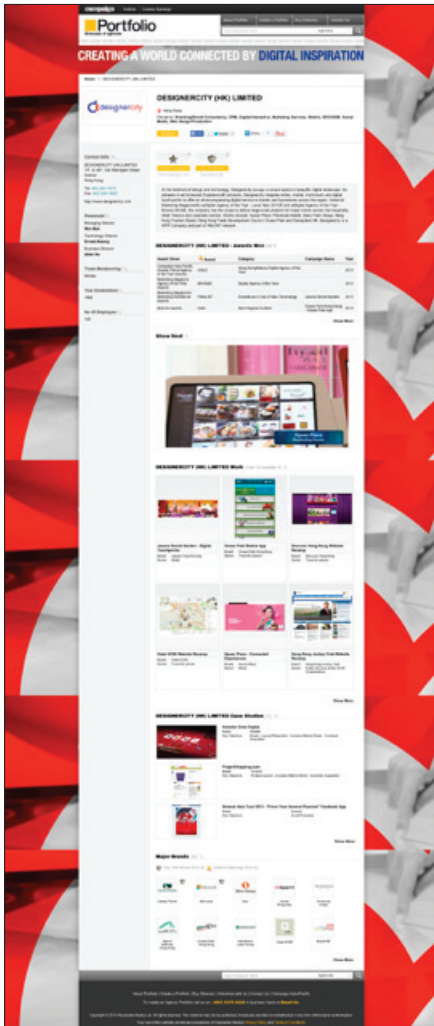
Agencies use a Premium Listing to accentuate their profiles online by showcasing contact information, key personnel, the agency description and logo. In addition, premium listed agencies can upload unlimited creative work, including a show reel/corporate video and case studies; as well as logos of your major clients, client testimonials, media kits and a list of awards you've won.

Premium Listings enjoy higher visibility in search results and on the homepage where premium listed agencies are showcased. Every month, there are over 23,220[◇] unique visitors looking for an agency via the Agency Portfolio or to find a partner agency to help with their communications. Promoting your agency on this platform allows you to target Asia's top clients who are actively looking for an agency, thus increasing your chances of being shortlisted on their pitch lists.

The screenshot displays the Agency Portfolio website interface. At the top, there is a navigation bar with links for 'About Portfolio', 'Create a Portfolio', 'Buy Directory', and 'Contact Us'. A search bar is located below the navigation bar, with the text 'Type Keywords Here' and a search icon. The main content area is titled 'Hysan Place - Connected Experiences' and features a large image of a woman in a blue dress with the text 'STYLE IS THE DRESS OF THOUGHTS.' Below the image, there is a section for 'Planning & Execution' and 'Effectiveness / Results'. The 'Effectiveness / Results' section states: 'Hysan Place' Facebook page attracted 10,000+ 'Likes' in its first week of launch. The official website has been awarded Shopping Standard of Excellence of Web Marketing Association's WebAward 2013. The website also includes social media sharing buttons for LinkedIn, Twitter, Facebook, and Plus.

◇ Google Analytics – average monthly unique users 2014

Option A - Premium Listing



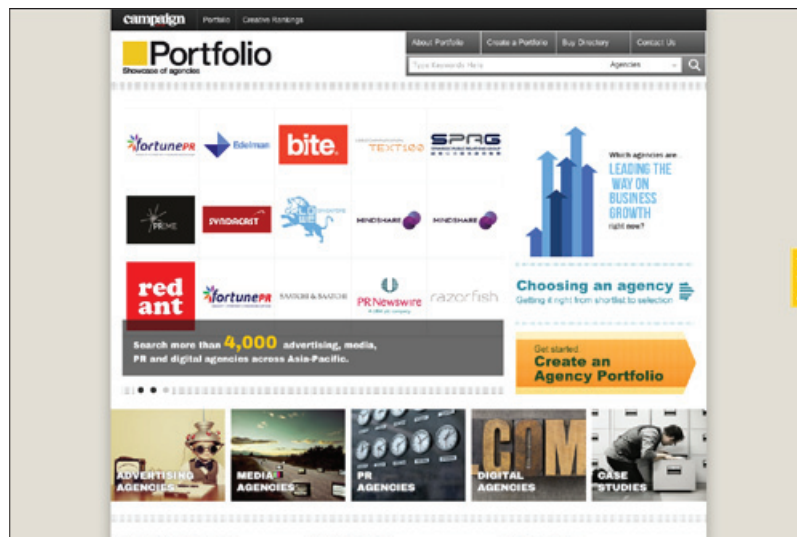
ON YOUR PORTFOLIO PAGE:

- Company logo
- 120 word company profile
- Color branding to portfolio page (skin)
- Show reel / corporate promo video
- Showcase works and case studies
- Specific awards
- List of major clients with their logos
- Testimonials
- Media kit/rate card
- Full and expanded contact details
- Hyperlink to your website
- Link to your RSS feed update

OUTSIDE YOUR PORTFOLIO PAGE:

- Company logo on the logo wall on homepage (with hyperlink to your portfolio page)
- Prioritized in search results
- Company logo in search results

USD \$1,200 per year*



*The above rates are applicable for Agency Portfolio online and the rate is based on ONLINE only

Option B - Logo Listing

ON YOUR PORTFOLIO PAGE:

- Company logo
- 75 word company profile
- List of major clients with their logos
- Media kit/rate card
- Full and expanded contact details
- Hyperlink to your website
- Link to your RSS feed update

OUTSIDE YOUR PORTFOLIO PAGE:

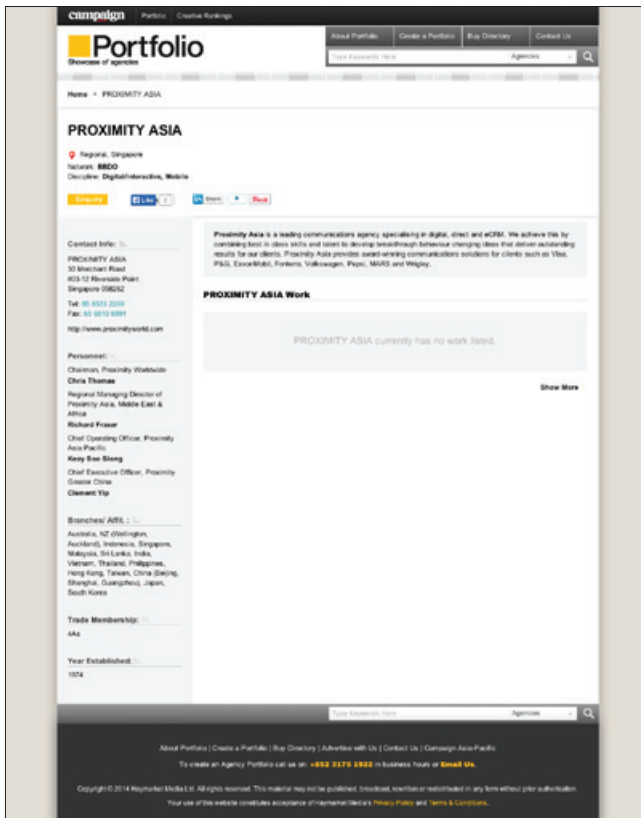
- Prioritized in search results
- Company logo in search results

USD \$800 per year*

The screenshot displays the 'GREY ASIA PACIFIC' profile on the Campaign Portfolio website. The page layout includes a navigation bar at the top with options like 'About Portfolio', 'Create a Portfolio', 'Buy Directory', and 'Contact Us'. The main content area features the GREY logo, a company profile, contact information, and a 'Major Brands' section. The 'Major Brands' section lists logos for various clients including MFC, Volkswagen, Mitsubishi, T&E, FERRERO ROCHER, Wyeth, Bulla, GlaxoSmithKline, P&G, and Allianz. The page also includes a search bar at the bottom and a footer with copyright information.

*The above rates are applicable for Agency Portfolio online and the rate is based on ONLINE only

Option C - Extended Listing



ON YOUR PORTFOLIO PAGE:

- 40 word company profile
- Full and expanded contact details
- Hyperlink to your website

OUTSIDE YOUR PORTFOLIO PAGE:

- Prioritized in search results

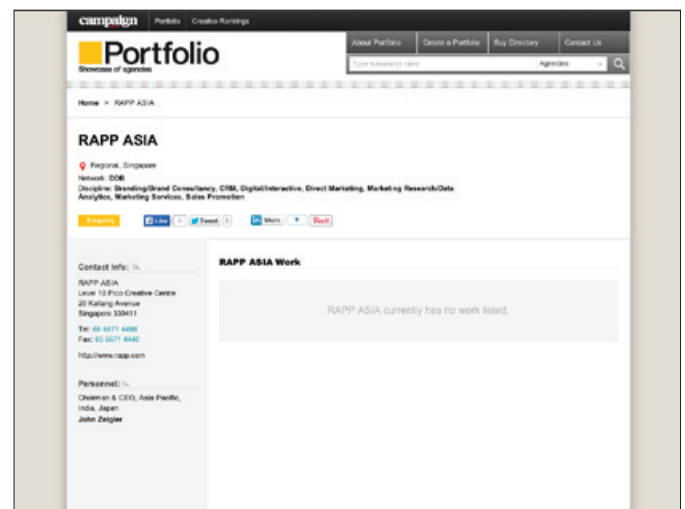
USD \$200 per year*

Basic Listing

ON YOUR PORTFOLIO PAGE:

- Basic contact details
- Hyperlink to your website

Free



*The above rates are applicable for Agency Portfolio online and the rate is based on ONLINE only

For questions regarding your listing,
please contact Karen Wong on
Tel: 852 3175 1937
Email: karen.wong@haymarket.asia

For enquiries regarding enhanced listings,
or ways to increase your presence in the
Asia-Pacific Agency Directory,
please contact Robin Chappelle on
Tel: 852 31751957
Email: robin.chappelle@haymarket.asia

campaign
Asia-Pacific

The voice of Media and Marketing Communications in Asia-Pacific