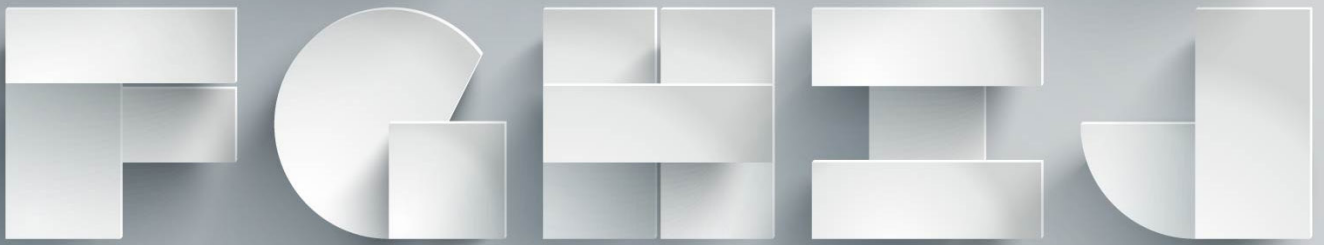


campaign



AGENCY



DIRECTORY

ASIA-PACIFIC



2017

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.

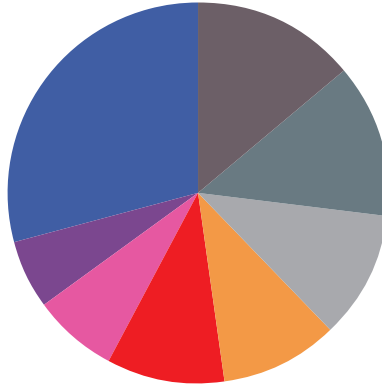
Agency Portfolio is a valuable asset to 278,000* marketing, advertising and media decision-makers throughout the year.

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. 2016

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.

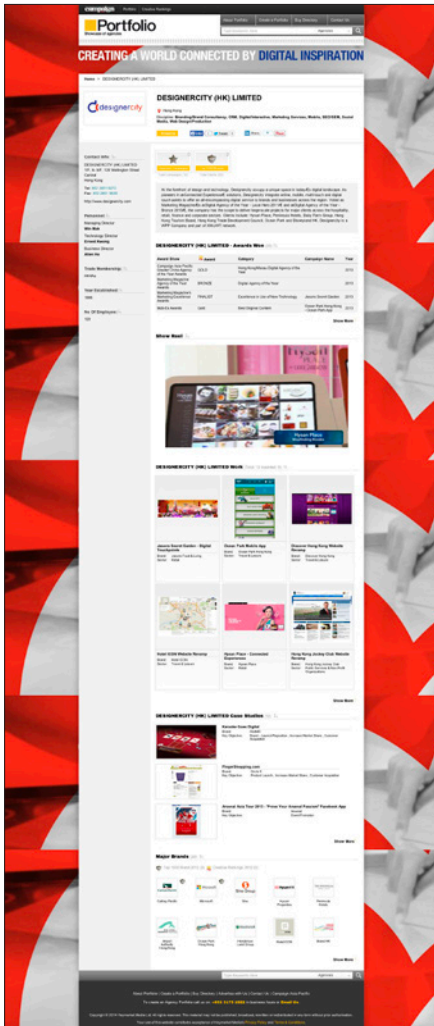
PREMIUM LISTINGS

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 Campaign Portfolio website interface. At the top, there's a navigation bar with 'campaign Portfolio' and 'Showcase of agencies'. A search bar is present with the text 'Type Keywords Here' and a dropdown menu showing 'Agencies'. The main content area features a case study titled 'CASE STUDY: Spotify engages media agencies with music playlist battle'. The case study includes a sub-header 'About', a date 'Date Published: 14 Jan 2015', and a 'Latest Work' section with three items: 'OMO' (Market Place, 09 Jan 2015), 'Unilever' (Dancing Closeup, 08 Jan 2015), and 'Exam is Fun Penerima Erlangga' (08 Jan 2015). The case study text describes how Vizeum Malaysia was crowned kings of Spotify after a media agency playlist battle. It includes social media sharing options (Like, Tweet, Share, Print) and a video player for 'Spotify Year End Playlist Battle'. The video player shows a score of 49% and a duration of 03:08. The video is titled 'Spotify Malaysia Consumer Insights Video Final from joanna wong'.

Option A - Premium Listing



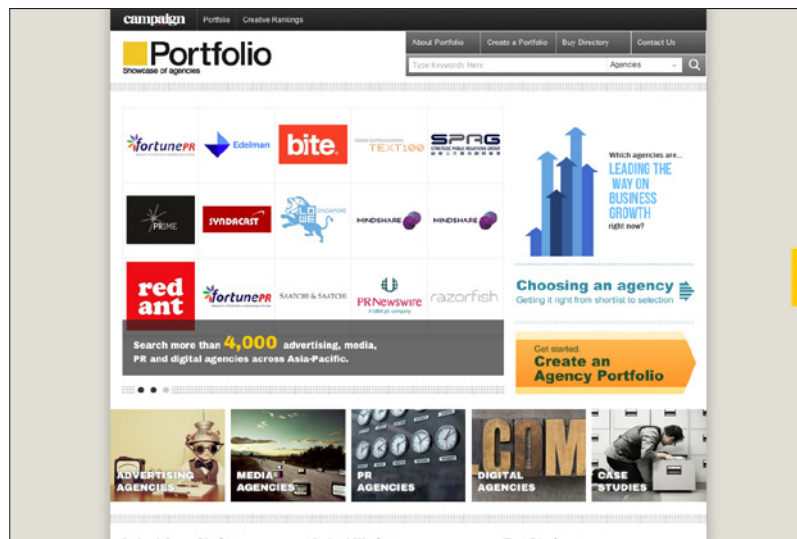
ON YOUR PORTFOLIO PAGE:

- 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 \$1,300 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:

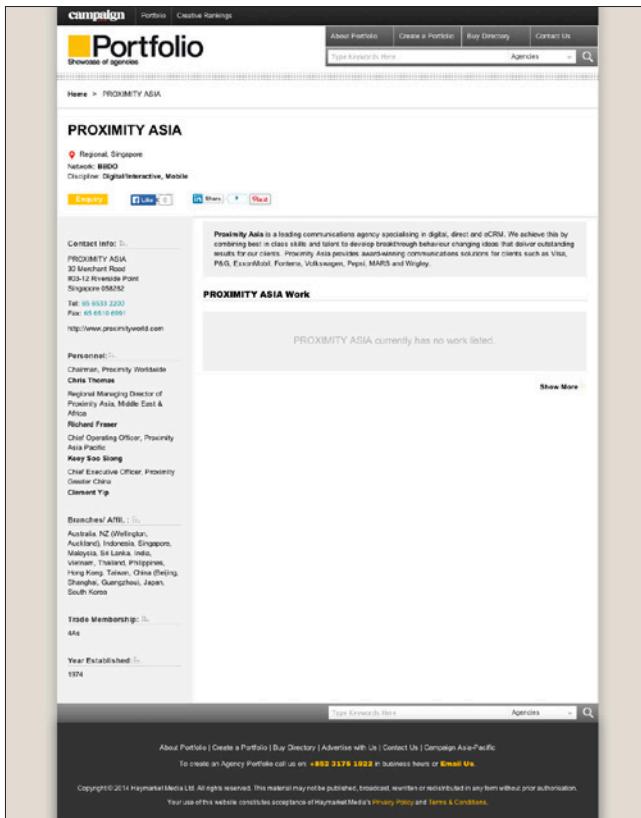
- Prioritized in search results
- Company logo in search results

USD \$870 per year*

The screenshot displays the 'Portfolio' page for 'GREY ASIA PACIFIC' on the Campaign Portfolio website. The page features the agency's logo, a detailed description of its services (Advertising, Branding, Brand Consultancy, etc.), contact information, and a list of major brands it works with, including KFC, VW, Mitsubishi, T&E, and others. The page also includes a 'GREY ASIA PACIFIC Work' section which currently shows no work listed.

*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

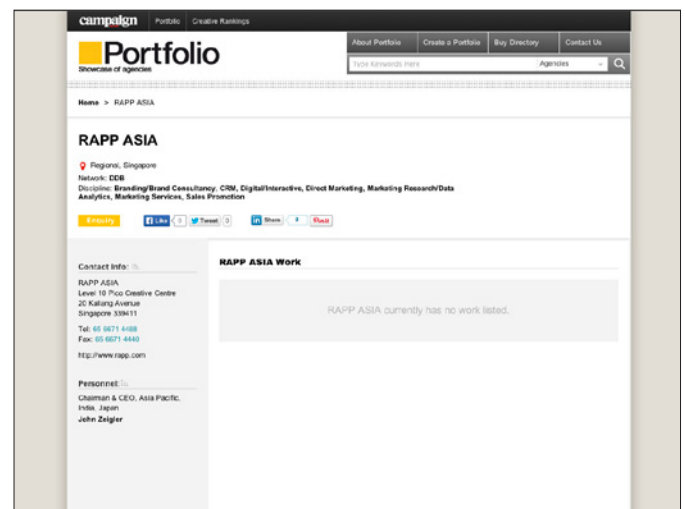
USD \$220 per year*

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 Sharon Cheung on
Tel: +852 3175 1958
Email: sharon.cheung@haymarket.asia

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The voice of Media and Marketing Communications in Asia-Pacific