



# COMPANY CREDENTIALS

Prepared By Daniel Kings of DZK Creative - March 2022

A top-down view of a desk workspace. On the left is a white keyboard. In the center, a colorful fan of paper swatches is fanned out. Below it, a hand-drawn lightbulb with green and yellow rays is on a white sheet of paper. The word 'IDEA' is written in large, bold, black letters with yellow and green highlights. Three markers (red, yellow, and green) are scattered around the paper. A tablet is partially visible on the right.

# WHO WE ARE

**“ We love to work with clients who require truly unique and outstanding creative solutions and always strive to deliver the highest international standards with the best possible outcomes ”**

With over 10 years experience in producing and executing creative projects we have built up a deep understanding of how to closely collaborate with companies to best support their design & marketing needs, helping to develop, grow and refresh their brand image.

Keeping up to date with the latest trends and strategies we always seek to offer a holistic and integrated approach. Understanding our clients core needs first, before collaborating closely to develop and deploy the perfect creative strategy.

# CORE VALUES



## EXPERIENCE

With 10+ years working across various disciplines of creative design, we are confident in executing a wide range of projects of the highest quality.



## CREATIVITY

Offering international standard creative direction we are able to deliver truly unique events utilizing the latest trends & technology.



## VALUE

As a small, independent and agile agency we are able to offer the best market value whilst still delivering the highest quality.



## TEAM

We maintain a strong and adaptable local team of industry professionals able to execute and manage events from small to large, simple to complex.



## CONTACTS

We have an extensive and trusted database of high quality contacts covering the width of the industry including suppliers, manufacturers, artists, entertainers, venues etc.

# OUR PROCESS

## INITIAL MEETING

A chance for us to sit down and discuss your requirements in detail and get to know more about you, your company and your brand.

## IDEATION

Based on our research we will develop various creative options covering a range of different directions suitable for your project.

## REVISE / APPROVE

If there is further work to be done we will continue to hone and revise until you are 100% happy with the direction and scope of work as well as allocated budget.

## EXECUTE

As we execute your project our team will be fully engaged in delivering the creative materials to the highest standards making sure that your brand is represented in the best possible way.



## RESEARCH

We will conduct detailed research on your project, looking at competitors activities as well as global trends within your industry to ensure we are delivering the very highest standards.



## PRESENTATION

Once we have completed our proposal we will present to you and your decision makers to allow you to understand in detail the options we have developed and give feedback /input on the final project where necessary.



## PREPARE

Once we have final approval we will begin the preparation phase keeping you updated with the progress every step of the way so you and your team always understand exactly where we are in the process.



## REVIEW

Once the project is concluded we will arrange time to meet and review the outcome in detail. With open feedback on how we performed to your standards and expectations.

We understand that creative projects can be complex and challenging projects with many dynamic pieces in play. That is why we have a clear process where we keep our clients involved every step of the way but without them having to be directly 'hands on' with the project. Let us do the hard work for you and make your next design project beyond extraordinary



# DIGITAL MARKETING

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With over 10 years experience in digital marketing in both B2B & B2C, we have built up a deep insight into how brands can best leverage online channels to drive business, develop and grow a strong customer base and move into new potential markets with confidence.

## DIGITAL MARKETING SERVICES



### SOCIAL MEDIA MANAGEMENT

- Social Strategy Development
- Content schedule
- Copywriting (multi-lang)
- Paid Advertising strategy
- Reporting & analysis



### KOL & KOC MANAGEMENT

- Ideal Customer Persona identification
- KOL & KOC Management
- Content development
- Reporting & Analysis



### GOOGLE ADWORDS & WEBDESIGN

- SEM Strategy Development
- Keyword identification
- Campaign management
- Web implementation (tracking)
- Web development
- Reporting & Analysis



# GRAPHIC DESIGN

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**Lush** FRI DEC 13  
SPECIAL GUEST DJ FROM KOREA  
**ASSIVE**  
1800 TEQUILA  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** Merry Lushmas  
Tuesday December 24th  
**Ladies Night**  
Christmas Eve  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** TUE NOV 12  
BRIAN'S BIRTHDAY  
**PURPLE Pabozza**  
MUSIC PROVIDED BY D-RDC & MR JOLLY  
CELEBRATE WITH BRIAN IN THE FRONTROOM | DRESSCODE PURPLE  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** DIA DE LOS MUERTOS  
Jose Cuervo  
SATURDAY NOVEMBER 2ND  
JOSE CUERVO SPECIALS & FREE FACE PAINTING  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** FRI NOV 08  
**Mercy**  
SLOVAKIA'S OPEN FORMAT MASTER  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**NEW YEARS EVE**  
2020  
**Lush**  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** THUR JAN 09  
**PAUL VANDYK**  
MISSION: GUIDING LIGHT  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** THUR JULY 16  
Featuring **THE SPIC**  
**THIRD Thursday**  
50% OFF ALL DRINKS ALL NIGHT  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** ST-PATRICKS DE MAYO  
Friday June 26th & Saturday June 27th  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON

**Lush** INTERNATIONAL WOMEN'S DAY  
WEEKEND CELEBRATION FRIDAY 6th TO SUNDAY 8th  
RESERVATIONS: (MR.DE) 0918 630 742  
02 Ly Tu Trong, Dist 1, HCMC  
LUSHSAIGON





**BLUSH**  
B E A C H

**HAPPY HOUR | ALL DRINKS & BOTTLES 50% OFF**  
EVERY DAY | 4PM - 7PM

**RESERVATIONS / INFO : 0235 3869 988**

**@BLUSHBEACH | WWW.BLUSHBEACH.COM**  
Blush Beach Club | Lac Long Quan Street, Dien Ngoc Dien Ban



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*Vesper*

**SATURDAY  
NIGHT  
LIVE**

LIVE MUSIC FROM **9PM**

Reservations & Info +84 (0)28 3822 9698 | [www.facebook.com/vespersaigon](http://www.facebook.com/vespersaigon)  
The Landmark Building, 5b Ton Duc Thang, District 1, HCMC




*Vesper*

*"Thank God it's Friday!"*

**FRIDAY NIGHT VESPERS**

SPECIAL GUEST DJ FROM **9PM TO LATE**

Reservations & Info +84 (0)28 3822 9698 | [www.facebook.com/vespersaigon](http://www.facebook.com/vespersaigon)  
The Landmark Building, 5b Ton Duc Thang, District 1, HCMC

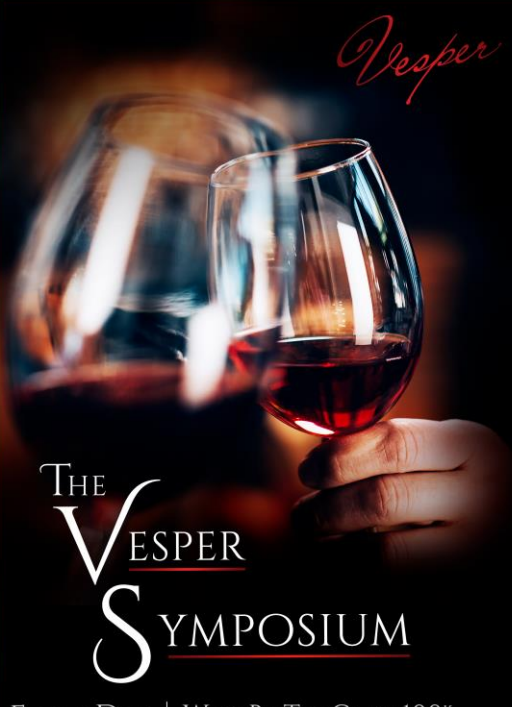


*Vesper*

**FROM VESPER  
WITH *Love***

Every Monday From 7PM to 10PM  
Ladies Drink For **FREE**

Reservations & Info +84 (0)28 3822 9698 | [www.facebook.com/vespersaigon](http://www.facebook.com/vespersaigon)  
The Landmark Building, 5b Ton Duc Thang, District 1, HCMC



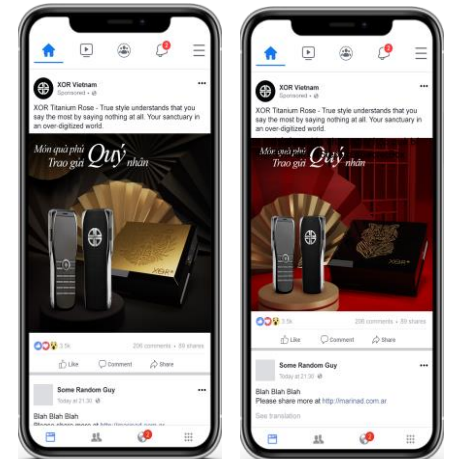
*Vesper*

THE **V**ESPER  
**S**YMPOSIUM

EVERY DAY | WINE BY THE GLASS 100K  
4PM - 7PM | 50% OFF ALL WINE BOTTLES





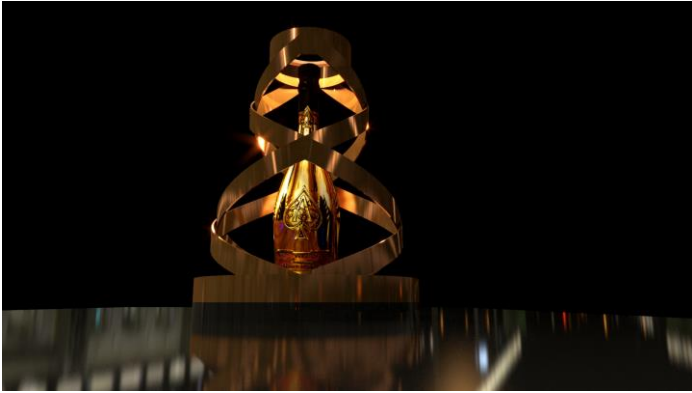






3D DESIGN

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# EVENTS & ACTIVATIONS

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# BRAND ACTIVATION – MOËT PARTY DAY 2016 / 2017



Photocall | Photo Frame | Illuminated boxes | Dance Performance | Dancer Costume



# NIGHTLIFE EVENT - LUSH DAY OF THE DEAD | JOSE CUERVO



Branded TV Screen Decal | Branded Bar Decal Wrap | LED Candy Skull hangers | Branded Bunting / Flags



# NIGHTLIFE EVENT - LUSH LUAU | BACARDI



TV Screen branded Decal | Bar Branded Deca | Hanging Flowers Décor | LED Tiki Masks | Entrance Decor



# NIGHTLIFE EVENT – CHAINSMOKERS & ZED



VIP Design | Décor Concept & Production | Furniture design and Production | AV concept

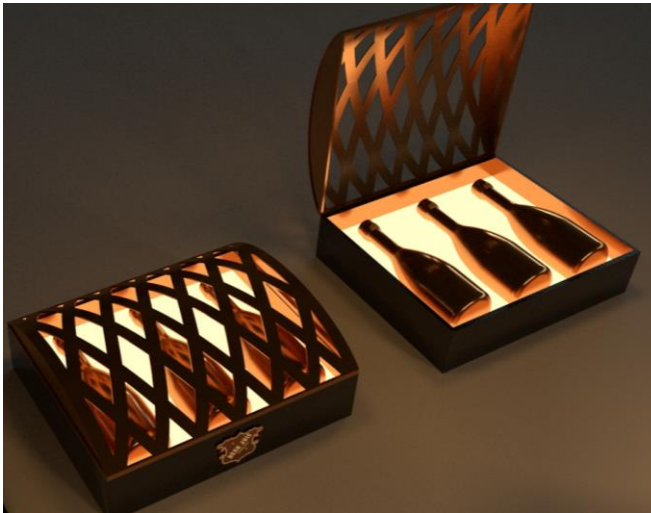
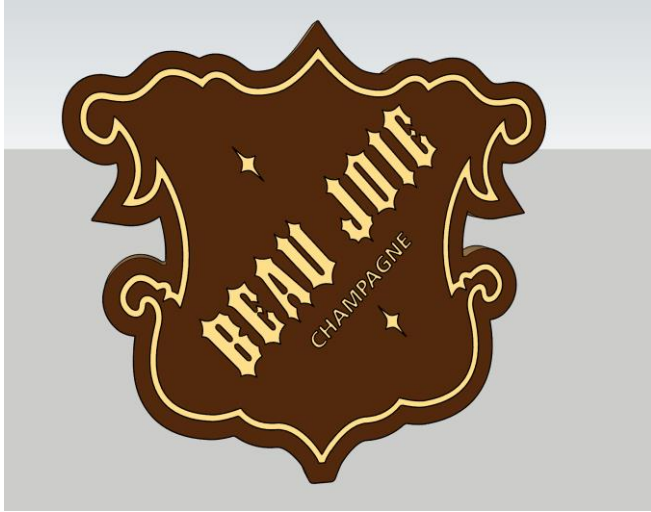


# POSM PRODUCTION

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**Client:** Beau Joie **Project Date:** Q4 2020 / Q1 2021

**Brief:** To design and produce a bespoke VIP bottle delivery package.

**Outcome:** With a new premium Champagne brand entering into the market we were tasked with creating a unique vehicle for delivering bottles to the customers in a nightlife setting.

Taking inspiration from the logo and bottle itself we produced a copper light-up sign as well as a three bottle presenter with a distinctive lattice design mirroring the bottle sleeve.

The bottle presenter was especially challenging working with local suppliers to execute the design to our standard and specification. Going through various iterations and revisions we eventually found a solution that gave us the luxury premium image that the client was looking for.

# POSM PRODUCTION



**Client:** Glenfiddich / Luc Belaire  
**Project Date:** Q4 2020 / Q1 2021

**Brief:** To create a bespoke illuminated signage for outlets in both HCMC and Nha Trang.

**Outcome:** With a very tight deadline to complete and deliver the project we collaborated with the local brand team as well as the prospective venues to create signage that met both space requirements and design briefs.

The venue in Nha Trang is outdoor and open to the weather so the design needed to offer sufficient protection from both water and wind.

For the Black Bottle Boys tagline rather than using neon LED we opted for genuine glass neon to give the sign a more genuine premium feel.



# POSM PRODUCTION



**Brand:** Peroni **Project Date:** Q3 2020

**Brief:** To create a suite of branded signs for a new F&B outlet in District 1, HCMC.

**Outcome:** Working with a unique building that has a curved façade the exterior sign needed to blend with the architectural style whilst still giving the brand maximum visibility. Working with the Peroni brand manager we came up with a classic 'blub' design following Peroni's logotype.

Inside, a large 2m x 2m square mirror added to the environmental branding as well as giving the small ground floor room a feeling of space.

Leading up to the top floor the more modern Peroni sign gives both illumination to a dark stairwell as well as a creating an intimate atmosphere with a gentle blue glow.



THANK YOU

Let's Continue the Conversation

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