



# Redhill

GLOBAL AGENCY, DEEP ASIAN ROOTS



[www.redhill.world](http://www.redhill.world)



# About Us



Redhill is a responsive, agile and full-service PR and communications firm. We provide strategic counsel for public relations, digital narratives, crisis management, internal communications and branding across many industries and sectors - crafting campaigns that impact a brand's positioning and market share.

Headquartered in Singapore and embedded in Southeast Asia, with a reach that extends to Northern Asia, Middle East, Europe and the US, our close-knit, multi-national team of communications specialists and public relations consultants works to support our clients across the globe.

**21**  
OFFICES

**18**  
COUNTRIES

**100+**  
CONSULTANTS

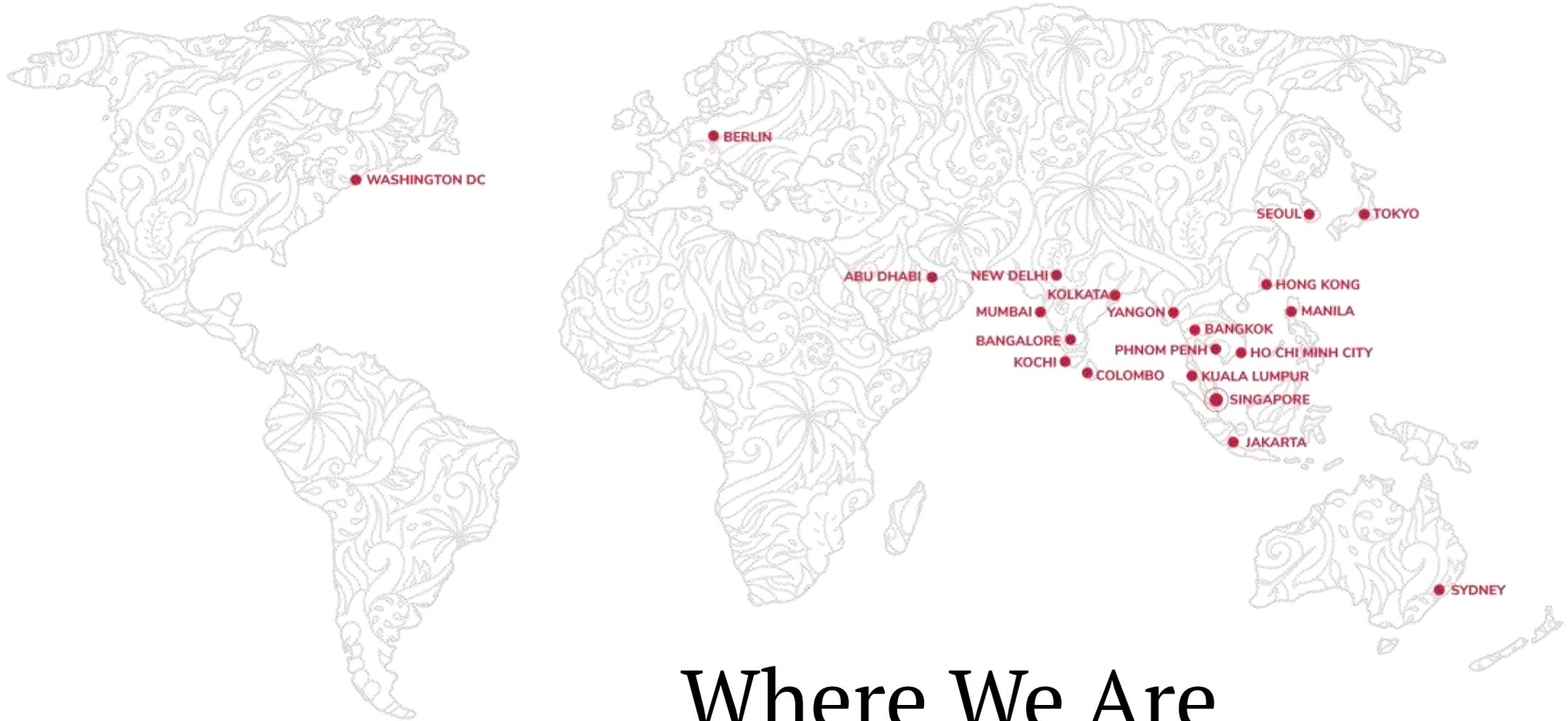
# An Award-Winning Agency

## BUSINESS AWARDS



## CAMPAIGN AWARDS





# Where We Are

# Our Clients

## TECHNOLOGY



## FINTECH & CRYPTO



## VENTURE CAPITAL



## FINANCE & INSURANCE



# Our Clients

## TRAVEL & HOSPITALITY



## FOOD & BEVERAGE



## LUXURY & LIFESTYLE



## MOBILITY & LOGISTICS



# Our Clients

## GOVERNMENT



## EDUCATION



## HEALTH & PHARMA



## NON-PROFIT



# Our Expertise

Communication Strategy	Media Relations	Media Training
Social Media	Video Production	Web Development
Content & Research	Design & Branding	Digital Marketing
Crisis Communications	Government Affairs	Event Management

# Our Approach

## 1. STRATEGIC CONTEXT

- Business objectives
- Communication
- Objectives
- Challenges
- Opportunities

## 2. DISCOVERY

- Desk research
- Opinion research
- Data analysis
- Situational assessment
- Social media evaluation

## 3. INSIGHT

- New Perspectives
- Reframing old problems

## 4. PROPOSITION

- Develop core narrative
- Provided reference point for future communications



## 5. CONTENT

- Driving thought/idea
- Organizing principle

## 6. PROGRAMS

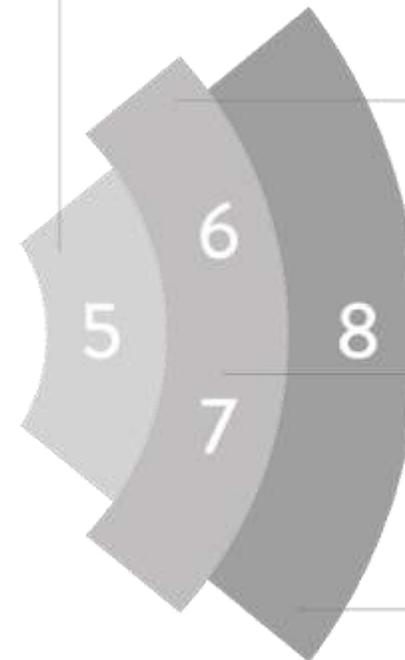
- Reports
- Events
- Research/surveys
- Film/animation
- Digital content

## 7. NETWORKS

- Platform of activities
- Campaign over time
- Multi-channel
- Multi-audience

## 8. EVALUATE

- Stakeholders
- Influencers
- Endorsers
- Communities of interest



# Our Work



# Bigo Technology

## COMMUNICATION STRATEGY

### THE BRIEF

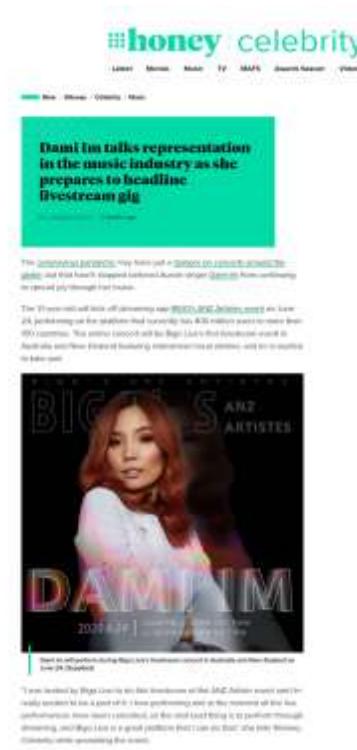
To create awareness of BIGO's ANZ Artistes live streaming event featuring renowned Australian artists Dami Im and Stan Walker, then to leverage the event to drive app downloads and new users.

### THE REDHILL WAY

Redhill used its strong understanding of the ANZ media landscape to build a targeted communication strategy. We identified key publications across lifestyle, mainstream, and tech media, then tailored the media pitch for each publication. To ensure messaging consistency, we included Bigo Live's core mission of spreading joy and happiness in the community in each pitch.

### RESULTS

Coverage and interview opportunities were secured in tier-1 media outlets such as 9Honey Celebrity, Forte, Aussie Vision. More than 12,000 Bigo Live users from ANZ and around the world tuned in to the first celebrity livestream with Dami Im and Stan Walker.





# Skyports

## MEDIA RELATIONS

### THE BRIEF

To generate media interest and coverage around the unveiling of the world's first VoloPort at the Intelligent Transport Systems World Congress 2019, in collaboration with Volocopter. Challenge: make infrastructure sexy.

### THE REDHILL WAY

Worked closely with Volocopter and Skyports to develop a narrative focused on the pioneering aspect of this endeavour and Singapore's position as a frontrunner to making this a reality.

### RESULTS

Redhill achieved a staggering 179 pieces of coverage across local, regional and global publications, with media juggernauts such as Bloomberg, BBC, CNBC, AFP and Reuters all present at the VoloPort. Published content included key content pillars ranging from ITS event coverage to key profiling pieces that incorporated brand mentions and future plans



Flying taxis could soon take off in Singapore



'Air taxi' completes test flight in Singapore



A flying taxi has completed a test flight in Singapore in a sign the technology may offer hope to cities clogged with traffic jams.

# UOB's The Finlab Magazine

## CONTENT & RESEARCH

### THE BRIEF

The UOB-owned incubator was looking for a way to showcase all the start-ups it had worked with.

### THE REDHILL WAY

We proposed moving the conversation from just a showcase to a value-added publication that weaved the tale of each incubated company with a timely and important discussion within the FinTech space. Driven by in-depth interviews, stylized editorial photography and original content, the magazine kickstarted an annual series that chronicles the evolution of FinTech in the region.

### RESULTS

A custom publication produced for the Singapore FinTech Festival.



# Nokia

## CONTENT & RESEARCH

### THE BRIEF

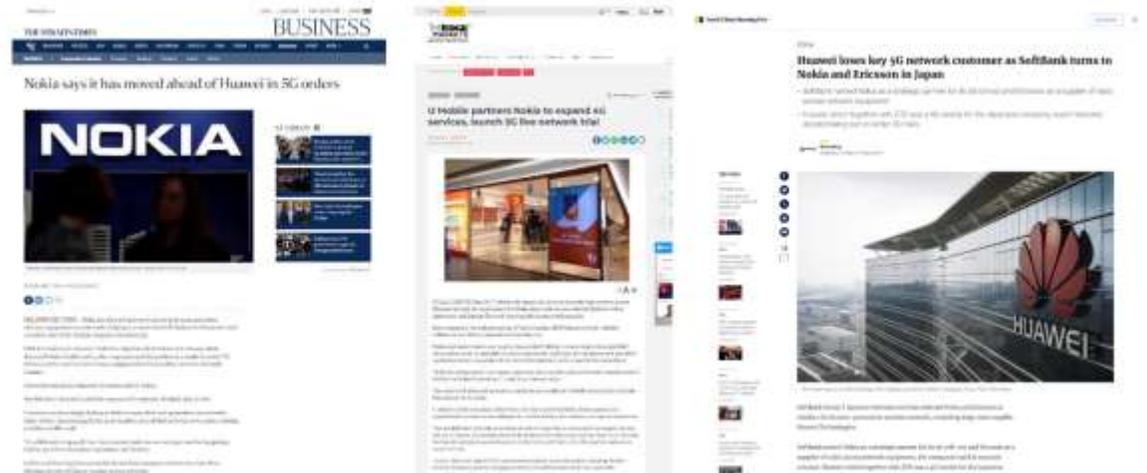
To build awareness and leadership for Nokia in the 5G space; to increase share of voice for Nokia compared to its primary 5G competitors across the APJ region.

### THE REDHILL WAY

Redhill leveraged Nokia's global proof points, localizing information to make it relevant across the APJ region. Redhill emphasized Nokia's 5G end-to-end portfolio, enterprise solutions, and Industry 4.0 solutions to ensure consistent media coverage. Redhill also focused on establishing the APJ leadership team as thought leaders, via social media and speaking slots at credible events.

### RESULTS

225% increase in media mentions across the APJ region in the first year; increase in share of voice as compared to all competitors; increase in positive media coverage.



# Builder.ai

## MEDIA RELATIONS

### THE BRIEF

To increase awareness of the no-code, human assisted-AI software development platform that allows rapid digital transformation for large scale Corporates, SMBs & SMEs alike

### THE REDHILL WAY

Redhill used creative story angles to pitch Builder.ai's products and services across India, Singapore, Malaysia, Indonesia, Thailand, Dubai and the Philippines.

RH aimed at securing Authored Articles, 1-1 interviews, Product Reviews & speakership opportunities for the brand

### RESULTS

Secured print, online, and social media coverage (features and product reviews) in tier-1 Tech, Business, Trade & Online media including Tech Crunch, Economic Times, Hindustan Times, The Manila Times, Business Today, Indo Telko, Warta Pena News among others. In total we have secured 75+ pieces in coverage until now.



# Compact Kältetechnik

## VIDEO PRODUCTION

### THE BRIEF

To come up with a concept for a video that would be used at the CHILLVENTA trade fair and on the company's digital channels.

### THE REDHILL WAY

Redhill placed a strong emphasis on creating energy by using moving shots in the video. We created the concept, developed the script, directed and shot the video, and handled all of the post-production. The final video demonstrated the company's work and production environment, giving business partners and future employees a strong, positive first impression of the company.

### RESULTS

The company displayed the video at CHILLVENTA trade fair and shared it on its digital channels.



# Beyond Coffee

## SOCIAL MEDIA, MEDIA RELATIONS

### THE BRIEF

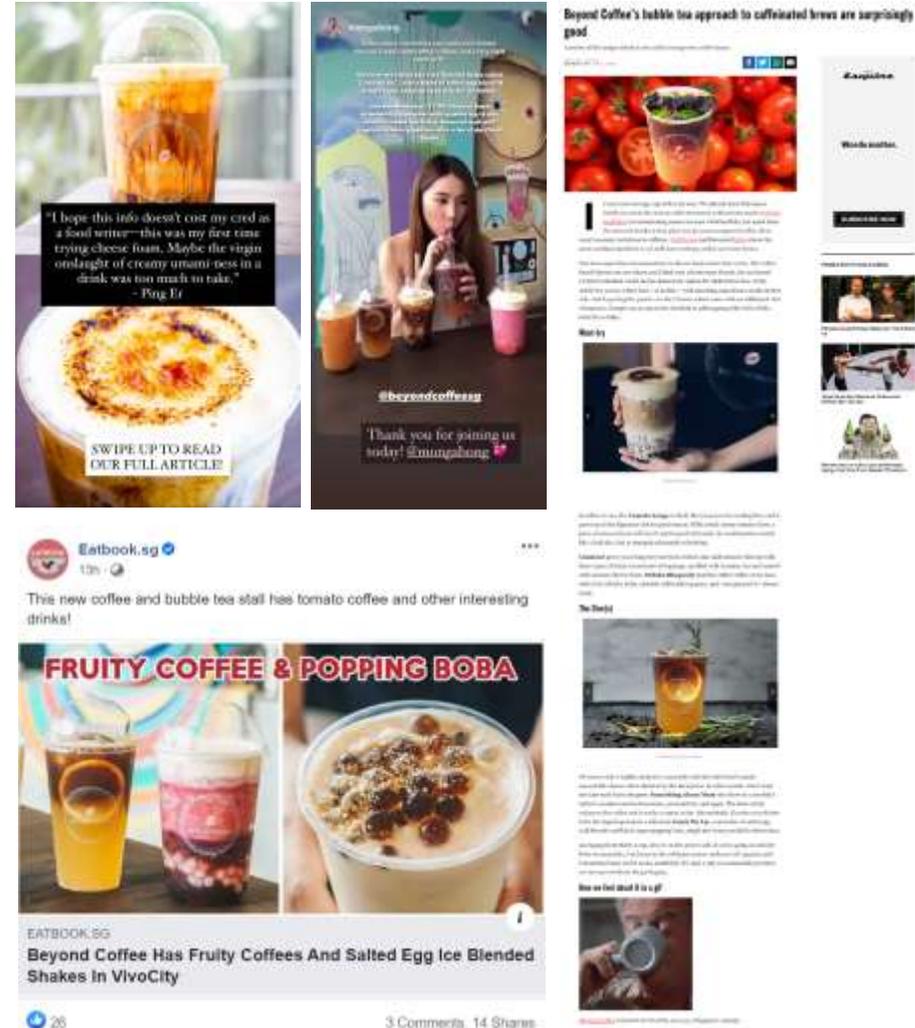
To introduce the brand as an innovative purveyor of crafted coffee beverages and drive awareness around its first store launch in Vivocity.

### THE REDHILL WAY

Redhill identified key media/industry contacts and conducted 13 tastings with key media and KOLs to introduce them to the brand. We then crafted press releases for both the launch and seasonal beverage offerings to draw attention to the brand's innovative offerings. We also managed the brand's social media channels and redesigned its beverage menu to make it more visually appealing.

### RESULTS

Over a period of 3 months, Redhill secured 47 pieces of media coverage across online and social media, garnering a PR value of \$682,650. Redhill also drove a 33% increase in Instagram followers and a 14% increase in Facebook followers.



# TRACKS

## DESIGN & BRANDING

### THE BRIEF

To establish a consistent brand by creating a corporate identity booklet for the Berlin-based startup.

### THE REDHILL WAY

Redhill started by fully understanding the brand's vision and mission. Using this knowledge, we developed content and image guidelines that match the brand's desired identity. We took the exercise a step further by building marketing collateral templates based on the new guidelines.

### RESULTS

Redhill delivered a professional and comprehensive corporate identity booklet that allows the brand to maintain a consistent identity in everything that it does.



# Lair East Labs

## DESIGN & BRANDING

### THE BRIEF

To produce merchandise with the new company branding and logo.

### THE REDHILL WAY

Redhill incorporated the new brand colours to design merchandise for Lair East Labs to use at events to draw attention to and represent the company. The team designed a selection of items including tote bags, t-shirts, pens, water bottles, mugs and caps. The focus was for the items to be friendly and memorable yet professional.

### RESULTS

Redhill delivered designs for merchandise with both white and black backgrounds. The merchandise has been well-received and accurately portrays the atmosphere, style and feel of the company.



# raiSE Festival for Good 2020

## SOCIAL MEDIA

### THE BRIEF

To increase awareness of and participation in raiSE's first virtual Festival For Good - Asia's largest celebration of social enterprises and the impact that they create - across social media.

### THE REDHILL WAY

Redhill developed and executed a complete social media content marketing and advertising plan across Facebook, Instagram, and LinkedIn. Content was segmented by platform and audience to ensure only the most relevant content was shown, and we continuously optimized our strategy as the event happened to achieve maximum impact at all times. On the ad front, we employed a mix of prospecting and remarketing campaigns to consistently reached new audiences and encourage older audiences to return.

### RESULTS

- Over a period of 6 weeks:
- 41,000+ visitors to the event website via social media
- 6.5 million+ impressions on social content
- 22% increase in online sales for participating social enterprises
- 283 social media posts



# Palm Drive Capital

## MEDIA TRAINING

### THE BRIEF

To provide an extensive media training session with the Palm Drive Capital spokespersons.

### THE REDHILL WAY

Redhill conducted a four-hour media training session with the three managing partners of Palm Drive Capital. Redhill presented the dos and don'ts of how to act in front of media and helped prepare some strategies that could be used to calm nerves or answer controversial questions. A 15-minute mock interview was then conducted for each of the partners, followed by a constructive feedback session.

### RESULTS

Redhill delivered a thorough feedback report on the performance of each of the managing partners. There was a visible improvement in how the managing partners conducted themselves in future interviews.



# Fat Belly Singapore

## DIGITAL MARKETING

### THE BRIEF

To build brand awareness and increase followers and engagement on social media to drive reservations growth.

### THE REDHILL WAY

Redhill audited the brand's presence on both Instagram and Facebook, then developed an earned + paid strategy that focused on improving content and copywriting. An always-on Performance Marketing strategy - phased out across Traffic, Conversion, and Remarketing - served not only to amplify brand awareness but also to drive a sustained increase in the number of confirmed daily reservations at the restaurant. Organic partnerships with celebrity and micro KOLs helped boost reservation numbers during important campaign months.

### RESULTS

Instagram:

- 3x increase in followers in less than a year, 10% coming from influencers
- 13% avg. monthly follower growth rate
- 5% avg. monthly engagement rate

Website and Sales:

- Record sales on Valentine's Day weekend 2020
- \$20-25 avg. cost per reservation
- 15% increase in avg. daily weekday reservations
- 35-40% of total reservations driven by Facebook advertising



# Kimpton Maa-Lai Bangkok

## INFLUENCER PR

### THE BRIEF

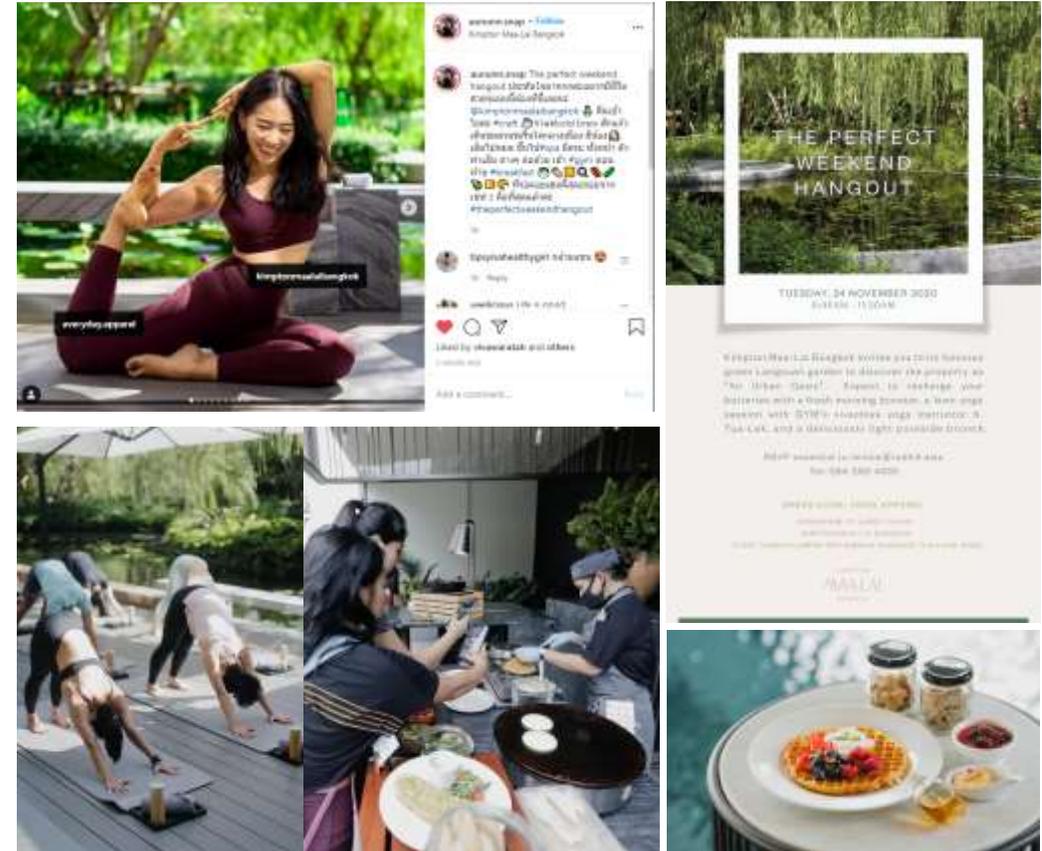
To introduce the target audience to the hotel's wellness program by leveraging popular KOLs, and to highlight the brand's famous Morning Kickstart Program, GYM, amaranth by HARNN, and Pool.Bar.

### THE REDHILL WAY

As dawn broke, the Redhill team welcomed the KOLs with Morning Kickstart refreshments before handing them each a personalized water bottle and leading them to the hotel gardens. Branded mats were laid out for a sunrise yoga session with in-house instructor Khun Tualek, followed a tour of each venue within the wellness program, including the beautiful amaranth by HARNN spa and GYM. The morning concluded with a stop at Pool.Bar for a healthy and visually stunning buffet. We ensured the KOLs left the hotel with an understanding of the brand's unique wellness proposition to share with their followers.

### RESULTS

Redhill garnered a PR value of ฿1,305,000 across third-party social media platforms.



# Hitachi

## DIGITAL MARKETING

### THE BRIEF

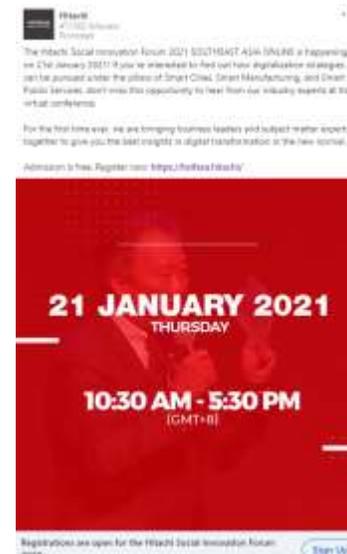
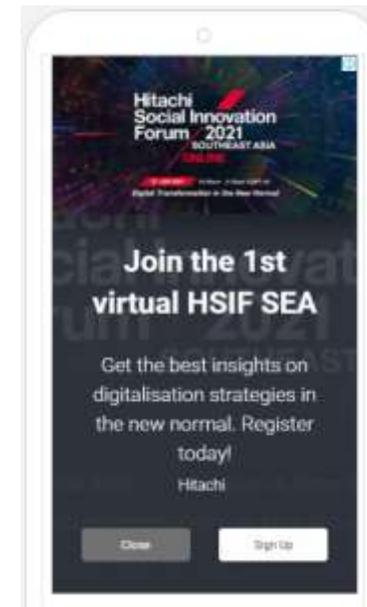
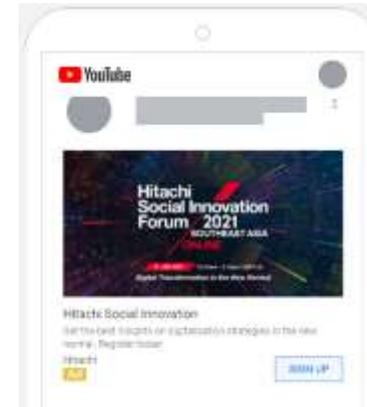
To prepare and execute a performance marketing plan aimed at driving registrations from Singapore, Vietnam, Thailand, and Philippines for the virtual Hitachi Social Innovation Forum 2021.

### THE REDHILL WAY

Given a 10-day runway, Redhill conceptualized and launched an advertising campaign across Facebook, LinkedIn, and Google in 4 markets that aimed to maximize website traffic to the event landing page and drive regional awareness around the event. Keeping in mind the event's strong B2B focus, we leveraged the sophisticated audience targeting features provided by each platform to ensure that only the most relevant audiences were being exposed to our content.

### RESULTS

- 2,218 event attendees, 72% of which came from SG, VT, PH and TH
- Over 12 million impressions on social content
- Over 260,000 clicks driven to the event website
- Avg CTR of 2.2% across markets
- Avg CPC of US\$0.06 across markets



# Jungle Ventures

## MEDIA RELATIONS

### THE BRIEF

Jungle Ventures, a newly formed VC fund, wanted to establish its presence as a leading Venture Capital fund in Southeast Asia.

### THE REDHILL WAY

Redhill built Jungle Ventures' profile across Southeast Asia and India - focusing on feature stories, research reports, and profiling new senior hires. Redhill focused on the factors that make the VC different - how it backs mid-career professionals and their view that the metro cities across SEA are a homogeneous market. Redhill also managed event organization and media interviews for Ratan Tata's visit to Singapore, as an advisor of Jungle Ventures.

### RESULTS

Jungle Ventures are clearly identified in SEA, India and the US as a leading Venture Capital fund in Southeast Asia. The company's philosophy, vision, and portfolio companies have been highlighted across media in Asia.



# Emirates A380 5th Anniversary

## EVENT MANAGEMENT, DESIGN, MEDIA RELATIONS

### THE BRIEF

To celebrate 5 years of operation for the airlines iconic A380 in Mumbai and highlight the superlative product with unmatched flying experience.

### THE REDHILL WAY

Redhill hosted a media roundtable with the airline's country manager to showcase the growth of the A380 in India, its contributions to the Indian Economy, and the aircraft's unmatched onboard offerings. Specially crafted invites, menu cards, and infographics were designed to create a customized experience for all the media.

### RESULTS

The discussion between the Emirates country manager and journalists was converted into positive stories across Tier-1 Indian media resulting coverage in 3 tier-I publications and showcased Emirates' Airbus A380s as a world class aircraft equipped with industry-leading comforts in the air.



# Symphony

## MEDIA RELATIONS

### THE BRIEF

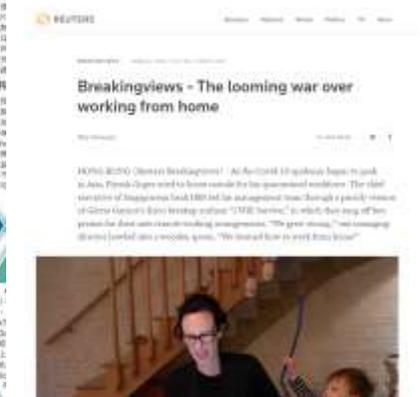
To increase brand awareness within the financial communities of Singapore, Hong Kong, Japan, and Australia.

### THE REDHILL WAY

Redhill tailored a communications campaign underlined by a strong, overarching key message framework that showcased the company's leadership, products, and solutions in all four markets. This included consistent media engagement and opportunistic outreach to demonstrate how Symphony and its platform-supported financial institutions maintained business continuity amid the pandemic. We also positioned company spokespeople as thought leaders through media interviews and update meetings with tier-1 publications.

### RESULTS

Over a six-month period, 160 pieces of coverage across the four markets with 100% message pull-through with a positive/neutral tonality. This included 25 interviews across tier-1 mainstream and trade publications, such as Channel NewsAsia (CNA), The Nikkei, Nikkei Asian Review, Hong Kong Economic Times, Reuters, Asian Private Banker, CNET, and Hubbis.



# Luno

## MEDIA RELATIONS

### THE BRIEF

To establish and expand the cryptocurrency company's position as the go-to industry source.

### THE REDHILL WAY

Redhill developed a communications plan focused on leveraging the company's industry expertise. We started by developing a series of bylines for mainstream, trade, and vernacular publications, then sent out weekly crypto market updates to keep media in the loop. We also secured interviews for the company's local country manager and global CEO with tier-1 media. All coverage was tracked and presented weekly to the company's global PR team.

### RESULTS

In 5 months, we generated more than 45 pieces of coverage across local print and online media, including The Malaysian Reserve, Focus Malaysia, The Star, SoyaCincau, The Edge, New Straits Times, and Bernama. We also secured a high-level sponsorship deal with a leading crypto event that included keynote and panel slots.



### You Can Now Trade Ripple On Luno



Luno has officially added a new cryptocurrency to its platform. Starting today, Luno members will be able to trade using Ripple (XRP).

### The Malaysian Reserve

### Encouraging women in crypto investment



# e-Residency

## EVENT MANAGEMENT, MEDIA RELATIONS

### THE BRIEF

To organize three events that introduced local government representatives, media, and entrepreneurs to Estonia's e-Residency programme.

### THE REDHILL WAY

Redhill planned and organised events in Bangkok, Chiang Mai, and Bali. Expert speakers and digital entrepreneurs were invited. Media interviews were facilitated on-site with e-Residency spokespeople.

### RESULTS

Redhill established e-Residency as a viable business solution for digital entrepreneurs in Thailand and Indonesia. All three events were well attended, resulting in engaging discussions between speakers and the audience. Coverage included stories in Forbes, Bangkok Post, and Bisnis Indonesia.



# Michigan Ross

## MEDIA RELATIONS

### THE BRIEF

To build awareness of and increase sign-ups to the business school's executive education programs among business leaders in Singapore and Indonesia.

### THE REDHILL WAY

Redhill crafted and executed a comprehensive communications plan that focused on profiling the Michigan Ross faculty members as thought leaders in the executive education space. Leveraging the findings of a regional survey on leadership skills conducted by the faculty, we introduced key business and HR media to the business school via interactive webinars on executive education hosted by the school's Chief Education Officer, Melanie Weaver Barnett. We also worked with influential media to secure op-eds and one-on-one interviews to showcase the faculty's expertise.

### RESULTS

Redhill secured 33 pieces of coverage across print, online, and social media in 2 markets over the 3-month campaign, achieving a PR value of S\$466,468.



# VP Bank Singapore

## SOCIAL MEDIA

### THE BRIEF

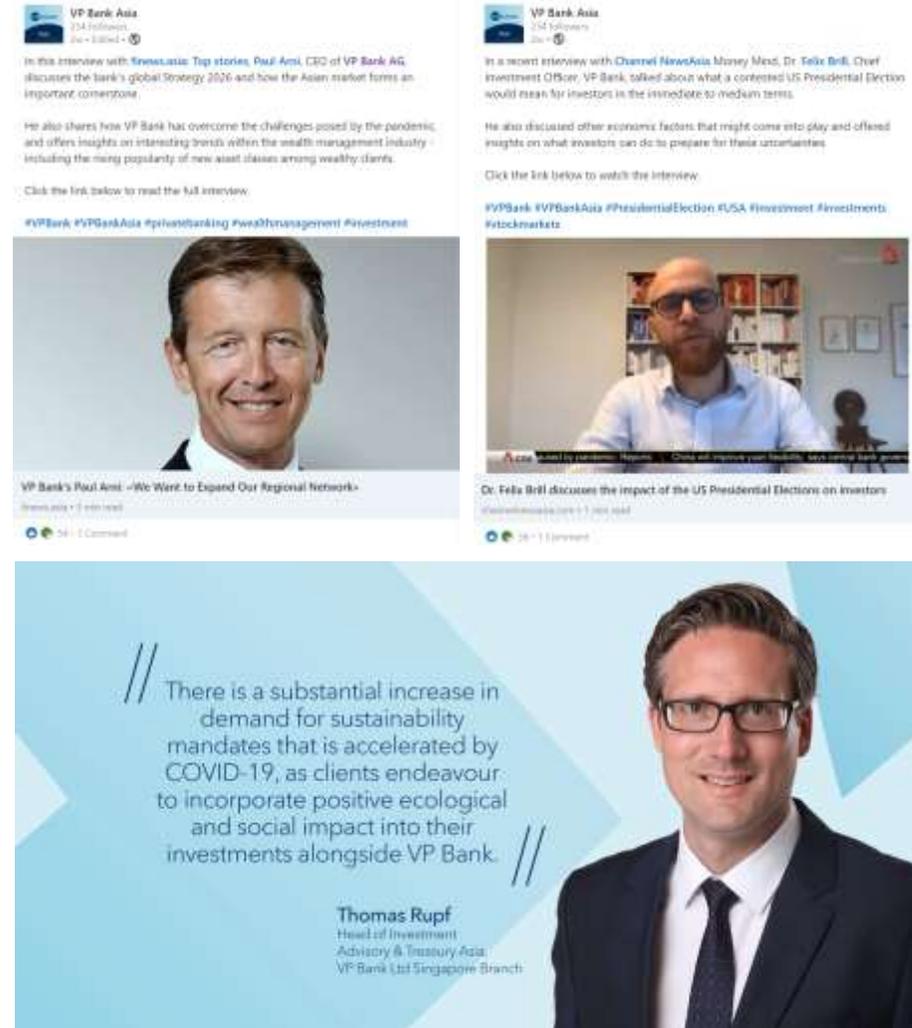
To position VP Bank as a thought leader in the wealth management, private banking and intermediary spaces on LinkedIn.

### THE REDHILL WAY

In developing a LinkedIn strategy that was aligned with our integrated communications efforts to build awareness and thought leadership of the bank, Redhill created and launched an affiliate page for the Asian market to reach target audiences with relevant content. As part of the content strategy, we identified five content types - spokespeople profiling, thought leadership, on-ground content, curated content, and products and services – that would encourage greater engagement among followers. We then created content for each type that resonated with the respective target audiences.

### RESULTS

- Over 300 new followers in the first five months
- 6.4% average organic engagement rate
- 145,000+ total content impressions



# The Billion Dollar Fund for Women

## MEDIA RELATIONS

### THE BRIEF

The initiative to support female entrepreneurs with funding by institutional investors wanted to spread the message of the upcoming launch of its fund at an event in Bali and continue PR work going forward.

### THE REDHILL WAY

In a very short time frame, Redhill developed a global PR and communication strategy and successfully promoted the launch via social and traditional media. We organized interviews with and articles in major publications and supported the development of TBDF's social media strategy and website design.

### RESULTS

Redhill placed TBDF in major business publications such as Forbes, The Edge, Der Spiegel, WSJ, DealStreetAsia, Süddeutsche Zeitung, and Barrons.



# Get in Touch

hello@redhill.world

