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AN INTRODUCTION

AN AWARD-WINNING FULL-SERVICE AGENCY

THE
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Contents

AN INTRODUCTION

AN AWARD-WINNING
FULL-SERVICE AGENCY

Imagine, a strategic partner, not an agency

At 4 Thirteen, we understand business because we are entrepreneurs ourselves. We are here to help grow your business and to make your brand memorable.

We are 4 Thirteen.



Facebook Co.
Buying Part

//03

//04

OUR APPROACH

No matter what your business needs are, our team wants to know your story and goals to help solve them in the most creative and effective way possible.

DISCOVER

Our principle has always been the 'Why.' We want to collaborate with you to understand your business and your target audience's motivation to unlocking untapped potential.

STRATEGISE

As a full-service agency, we believe in building a strong foundation. We collaborate with you to position your brand and create a memorable experience for your audience.

CREATE

This is when we bring it all to life!

OUR EXPERTISE

BRAND CONSULTANCY

360° Brand Strategy
Brand Identity
Brand Guideline
Brand Positioning
Brand Communication and
Marketing Strategy

DIGITAL & SOCIAL MEDIA

Campaign Strategy &
Management
Content Creation
Digital Strategy
Influencer Management

TECH & WEB

Websites & Web Apps
UI/UX Design
Automation & Digitization
Business Process
Improvement
Business Intelligence
Reporting

DESIGN

Graphic Design
Corporate and Verbal
Identity
Motion Graphics
Environmental Graphics

PR

Press Release
Document Drafting
Factsheet
Spokesperson Bio

PERFORMANCE MEDIA

Data Analytics
SEO & SEM
Media Buying



Brands we worked with

“ 4 Thirteen is a super fun team to work with. Strategic, creative and extremely efficient!
Azwin Andy, Head of Brand & Product, Yoodo ”

“ 4 Thirteen always seems to understand our business needs and sees things from a business owner’s point of view.
Olivia Ore, Head Affinity & Product Marketing, Allianz Malaysia ”



//07

YODO
PANASONIC
MISC

CASE STUDY

Though our approach is consistent, we believe every brand has different needs. Here's how we've solved business challenges for our clients.





DISRUPTING THE LONGSTANDING NORMS OF THE TELCO INDUSTRY

Yoodo is the first fully digital mobile service in Malaysia. It allows you to customise your Data, Voice, and SMS in 1 simple app.

YODO BY CELCOM

BRIEF

We were called upon for our full suite of branding services to create and position the brand from the ground up, from naming to launch and marketing strategy.

SCOPE OF WORK

Brand Strategy

Brand Naming

Web and Mobile Development

Creative Campaign Development

Communication Planning

Content Strategy

Social Media Marketing



YODO BY CELCOM

CHALLENGE

Yodo was launched with zero physical customer touchpoints, from ordering a new SIM to customer service, which would be done through their app. Therefore, our focus was to help shift consumer habits and disrupt longstanding norms in the telco industry.

SOLUTION

We communicated the big idea that you can do it better by doing it yourself, and that customising your own mobile plan is the solution to your mobile plan problems.

To bring our big idea to life, our integrated marketing campaign kicked off with a launch video to let Malaysians know the power of choice is now in their hands.



CLICK TO PLAY VIDEO

OR VISIT <https://youtu.be/SnncwZrQk3Y>

ESTABLISH STRONG BRAND IDENTITY IN MARKETING CREATIVES



THE RESULTS

(Within 3 months of launch)

47%
VTR

Above benchmark VTR
(47%) across platforms

Over
100,000
app downloads

Over 100,000
app downloads and
counting

3.2 mil
engagements

3.2 mil total
engagements on social
media

180 mil
impressions

180 mil total impressions
gained online



EMPOWERING MALAYSIANS TO DO IT BETTER THEIR WAY

Yoodo is the first fully digital mobile service in Malaysia. It allows you to customize your Data, Voice, and SMS in 1 simple app.

YODOO BY CELCOM

I LOVE YODOO

BRIEF

Being in the competitive telecommunication market for the 2nd year, Yoodo aimed to create awareness on the multiple selling points of the brand.

We were given the challenge to produce a holistic campaign strategy to empower Malaysians to do it better their way with their telco.

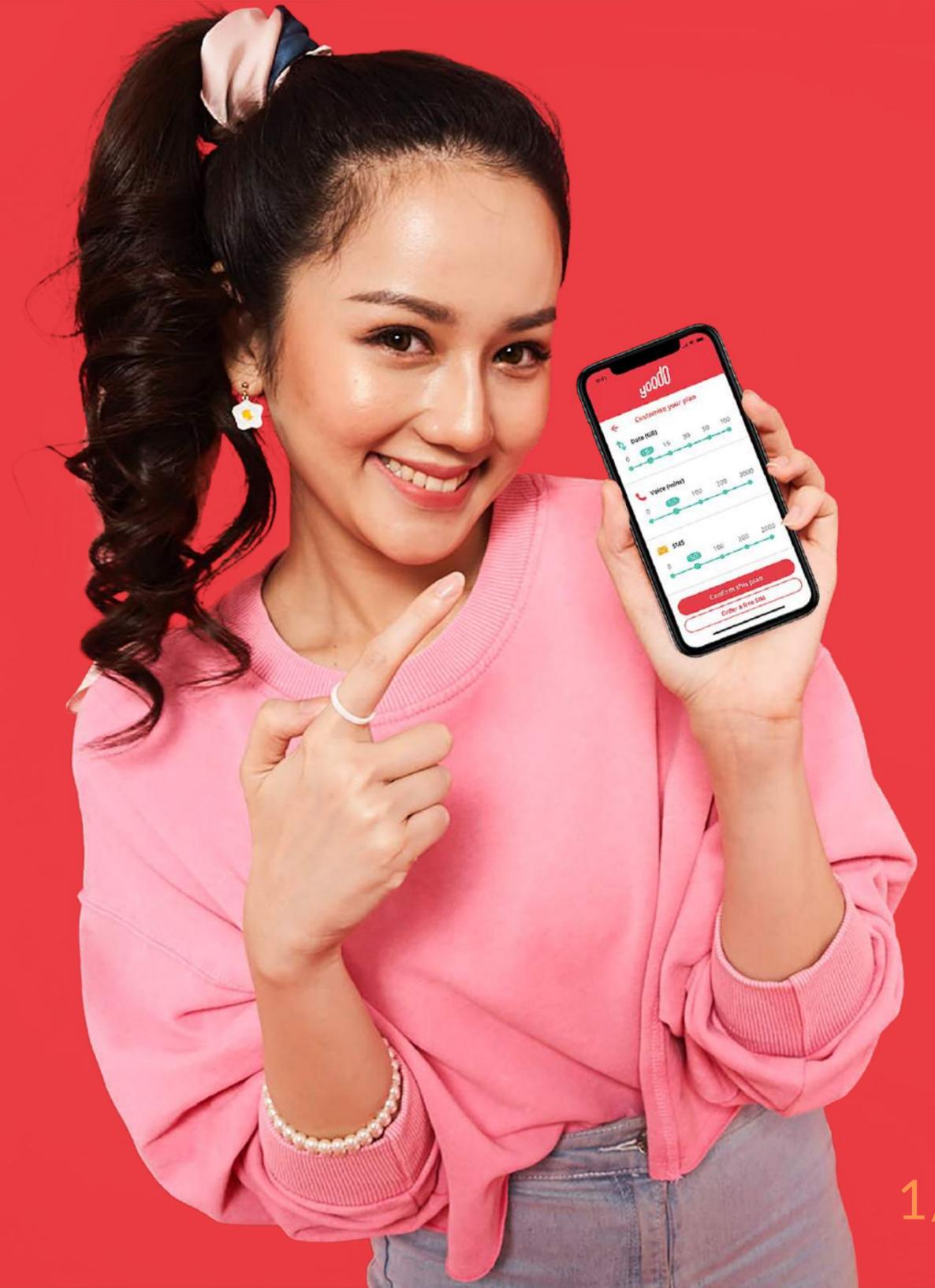
SCOPE OF WORK

Creative Campaign Development

Communication Planning

Content Strategy

Social Media Marketing



YODOO BY CELCOM

I LOVE YODOO

SOLUTION

Understanding that our target audience comes from different ages, backgrounds, and needs, we wanted to create a commercial that highlights all the things you can do with Yoodo.

In this fast-paced film, we paired humor with unusual instances where Yoodo as the telco can help you solve the problem with its features.



CLICK TO PLAY VIDEO

OR VISIT <https://youtu.be/Kj4-vSKHSMo>

CAMPAIGN DIGITAL ADS

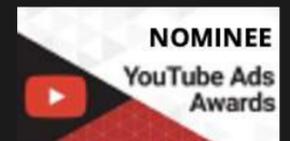


OVERWHELMING POSITIVE RESPONSES ON SOCIAL MEDIA

The video garnered massive response online and was nominated as the Best Ad for Telecommunications at the YouTube Awards, in fact, the only ad in this category that's a pure product branding ad instead of a festive-related ad.

A collage of social media comments from various users. The comments are displayed in white speech bubble-like boxes against a dark background. Each comment includes a user profile picture, name, text, and interaction options like 'Like', 'Reply', and 'Message'.

- Shazwan Jaamat** Kenapa la ak boleh ketagih tgk iklan ni...hahaha
Like · Reply · Message · 49w
- Cdee Addy** Wow cool post, thanks for sharing.
Like · Reply · Message · 1y
- Nuar Lee** Nice ad! Almost korean-like inspired ad
Love · Reply · Message · 46w
- Walda Shariff** aku sorang je ke tgk iklan yoodo sbb si sophia tu?
Love · Reply · Message · 45w
- Idzuan Bahar** Marketing dah menarik. Tapi nak tunggu review org ramai dulu..
Like · Reply · See Translation · Message · 47w
- Muhammad Sufi** Walda Shariff cantikknn
Like · Reply · See Translation · Message · 1
- Kamek Captain Azhar** Idzuan Bahar setuju
Like · Reply · See Translation · Message · 47w
- Lacos Ian** Part uncle yang cakap you dough tu lucu
Like · Reply · See Translation · Message · 46w



Panasonic

MARKETING VACUUMS DIDN'T ALWAYS HAVE TO 'SUCK'

Panasonic. A worldwide leader in the development of diverse electronics technologies and solutions for customers in consumer electronics.

PANASONIC

LOVE MEANS...

BRIEF

Panasonic's premium "iT" Cordless Stick Vacuum Cleaner comes with a Swivel Nozzle that changes shape with the twist of a wrist, allowing users to clean even the tightest gaps and corners without nozzle changes.

We were tasked to drive awareness of the newly-launched product and increase engagement surrounding its benefits.

SCOPE OF WORK

Creative Campaign Development

Communication Planning

Content Strategy

Social Media Marketing



PANASONIC

LOVE MEANS...

CHALLENGE

The product was not the only contender in the premium cordless vacuum category, and the goal is to stand out in this competitive category from the get-go.

SOLUTION

The first thing we wanted to do was identify the vacuum's differentiator and then target a suitable audience for the product: new parents and pet owners.

We wanted them to connect with three classic concerns:

Love - It will protect your loved ones from dust.

Time - You want a product that helps you to save time.

Death - You fear that if your environment is not clean, it will endanger your loved ones' health as well as yours.



CLICK TO PLAY VIDEO
OR VISIT <https://youtu.be/2ADGGVNiCxs>



Patricia Knudsen
"Love means... taking care of your family."



Cheeserland
"Love mean... keeping your loved ones happy and safe."

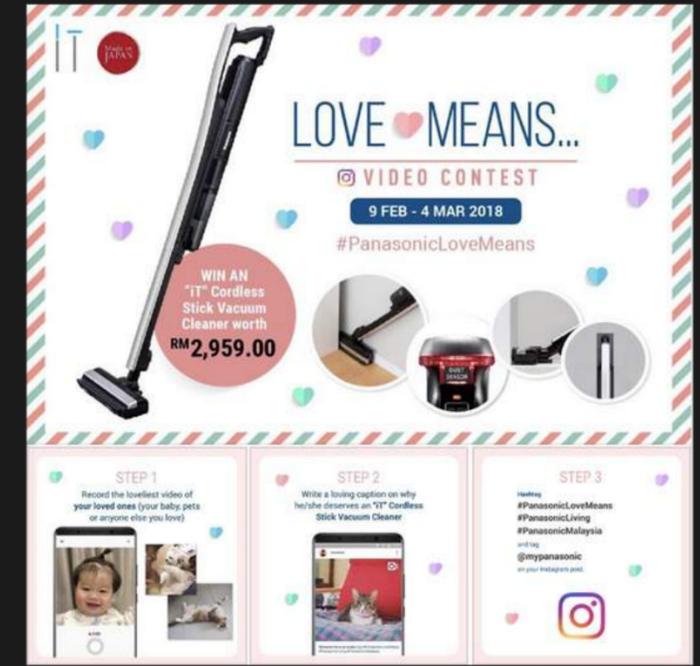


Thanuja Ananthan
"Love means... compassion for all beings."



We leveraged on the influencers to produce video contents that are aligned with our campaign messaging – Love Means, which resulted in creating contents that resonate with our target audience on an emotional level.

Contest posts



THE RESULT

443

Total video entries

+2000%

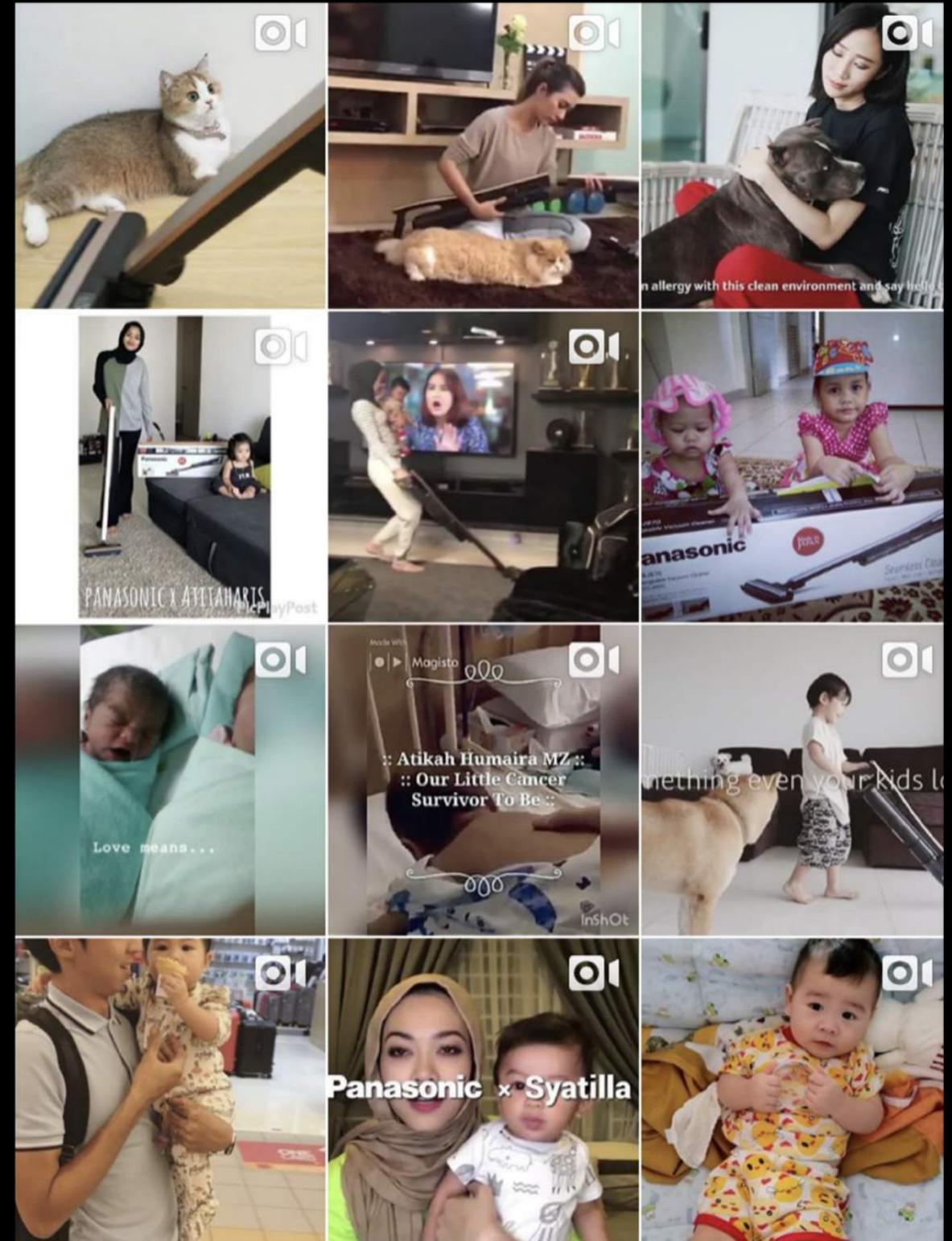
Participation rate

128,000

Ad recall lift (people)

By creating an engaging campaign with a strong messaging that resonated with our target audience on an emotional level, we were able to encourage them to share their stories of love with us.

The hashtag #PanasonicLoveMeans became a gallery of love that now resides on Instagram.





REIMAGINE 44 YEARS OF LEGACY

Akademik Laut Malaysia (ALAM), also known as Malaysian Maritime Academy, trains and prepares Malaysians for a maritime industry career.

ALAM BY MISC

Malaysian Maritime Academy



BRIEF

We were called to refresh the ALAM logo while retaining the heritage of the brand identity.

CHALLENGE

ALAM was founded in 1977 and is owned by the Ministry of Transport Malaysia, but operated by MISC Bhd.

The ALAM identity has been in place since the foundation of the brand. ALAM needs an identity that is on par with its status as one of the world's best maritime education institutions.

ALAM BY MISC

Malaysian Maritime Academy



BEFORE



AFTER

SOLUTION

With the brand vision and shared values in mind, we wanted to maintain the compass and anchor but giving it a contemporary refresh of the logo.

Our logo is designed to accentuate the compass, which signifies ALAM's commitment to providing a world-class maritime education to every student within the institution.

The anchor symbolizes the rich traditional history of honor, excellence, and accountability at the heart of charting the future direction.

THE APPLICATION



//07

YODO

BIG BAD WOLF BOOKS

OSK PROPERTY

SOCIAL CASE STUDY

Though our approach is consistent, we believe every brand has different needs. Here's how we've solved business challenges for our clients.





MAKING IT POSSIBLE TO LOVE A TELCO ON SOCIAL

Yoodo is the first fully digital mobile service in Malaysia. It allows you to customise your Data, Voice, and SMS in 1 simple app.

YODOO POWERED BY CELCOM

BRIEF

As the creative and social agency of Yoodo, we were tasked to grow Yoodo's social channel in order to create a strong social media presence and connect with the audience in a relevant manner.

SCOPE OF WORK

Brand Strategy

Social Media Strategy

Content Creation

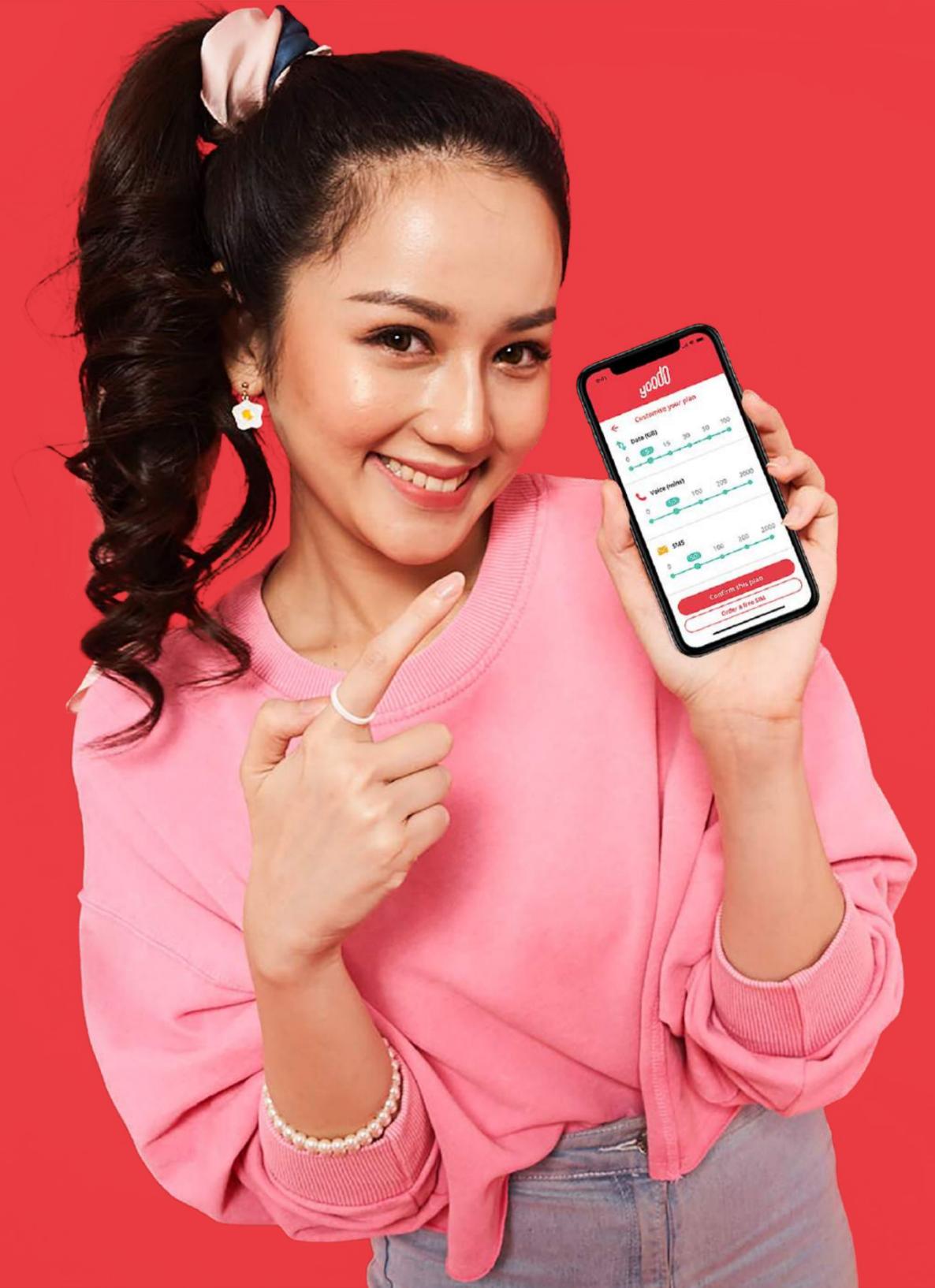


YODOO POWERED BY CELCOM

CHALLENGE

As a telco start-up with a limited budget, we faced a challenge where we have to grow Yoodo's Instagram page organically, with no media spend.

Aside from that, we are also up against the general perception that consumers has towards their telco. Most people hate their telco. How do we get them to follow us and engage with us as a brand on social?



YODO POWERED BY CELCOM

SOLUTION

We question ourselves, what makes a good content from a telco brand? Truth is, it's not always about the product. It's how well the brand understands my lifestyle, my language, my interest, and speak to me in a way that interest me.

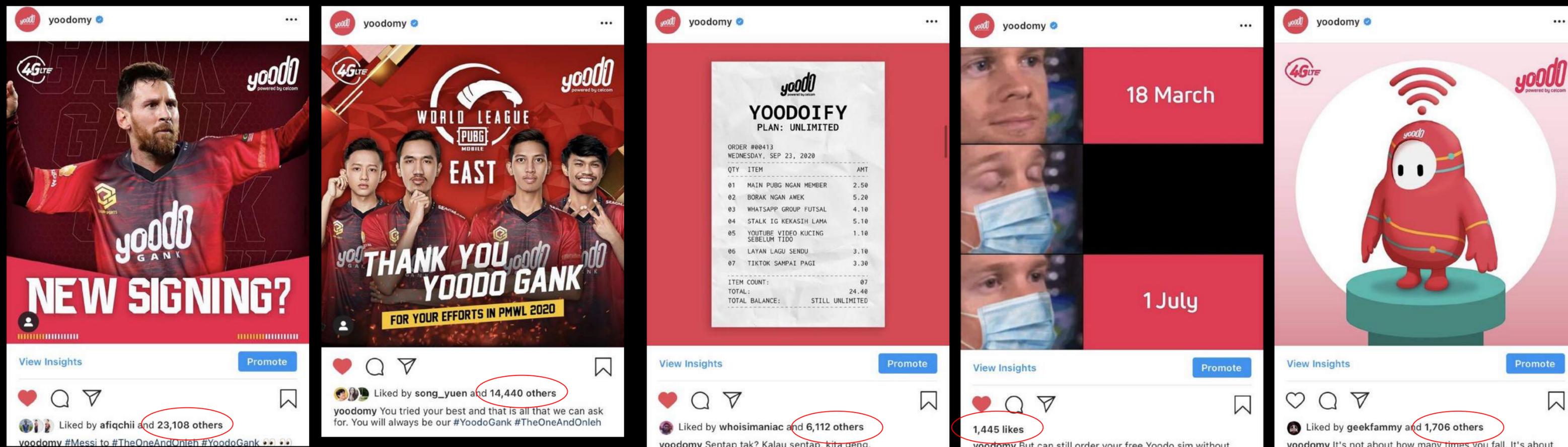
We implemented 3 key strategies:

**Trend jacking on topical
contents**

**Supercharging product
contents with dank memes**

**Incentivise fans for taking
action**

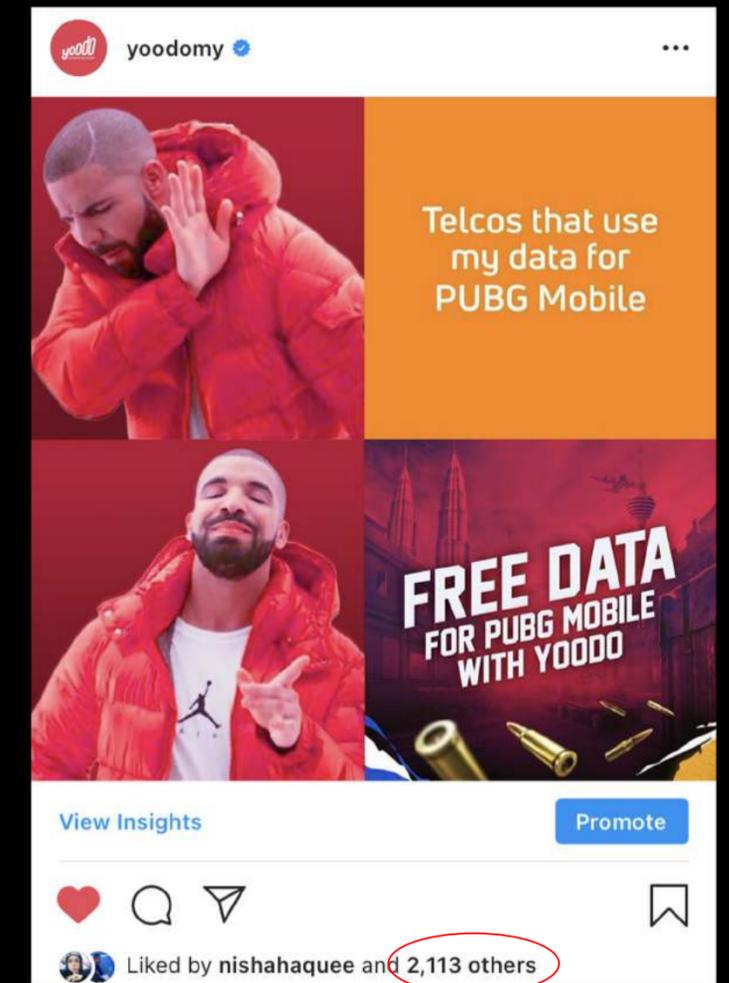
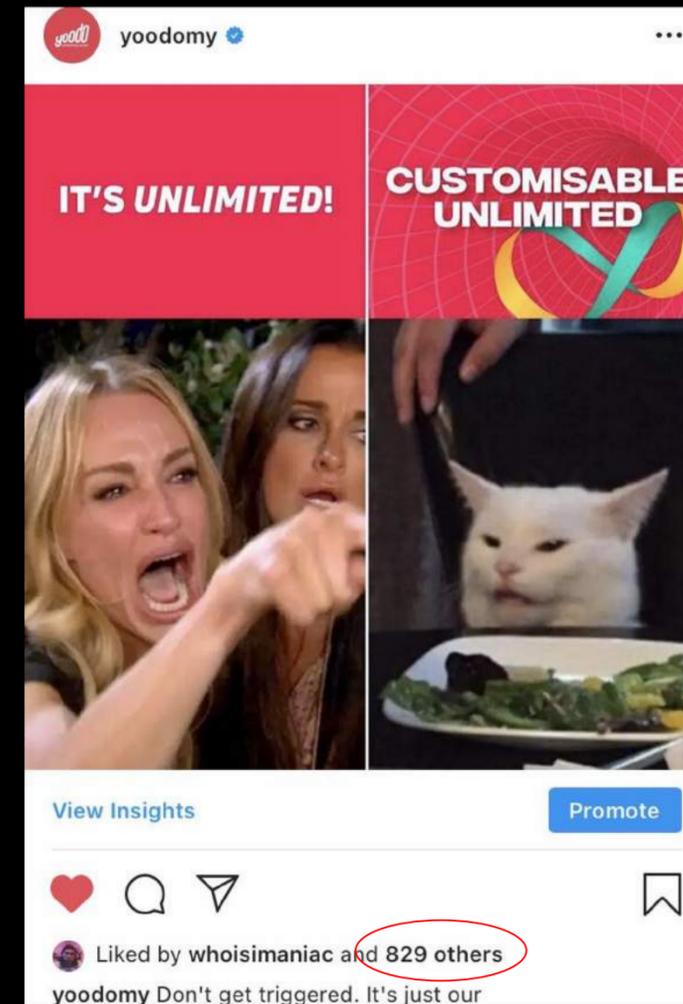
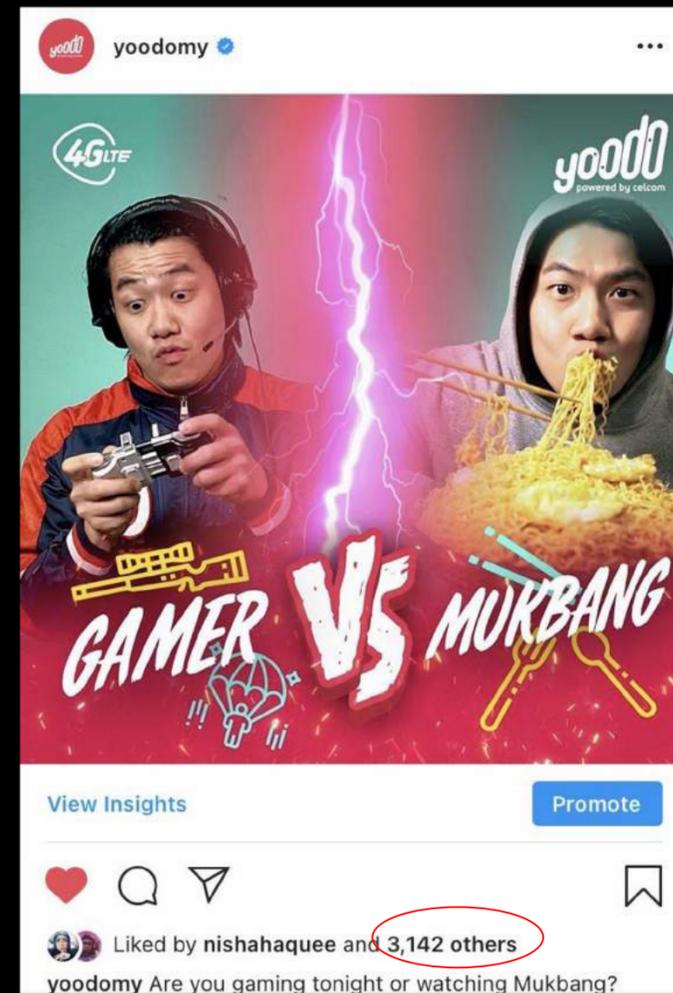
TRENDJACKING CONTENT



Throughout the year, we have consistently executed trend hijacking contents that have contributed to **high organic engagement (The highest in the telco industry)** on one of our key social media platforms - Instagram.

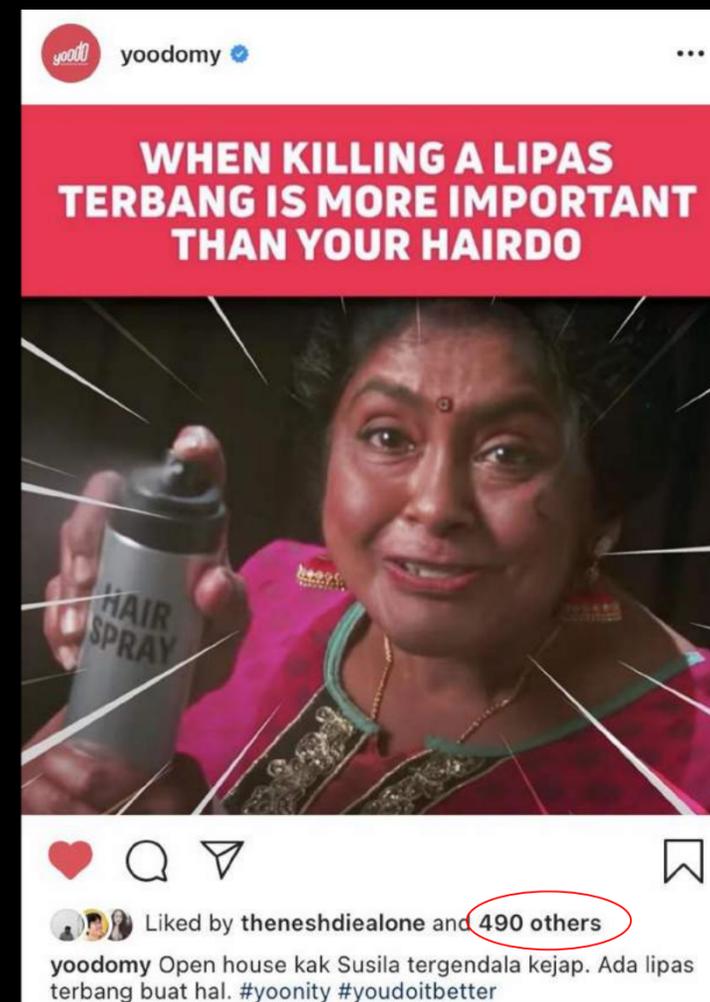
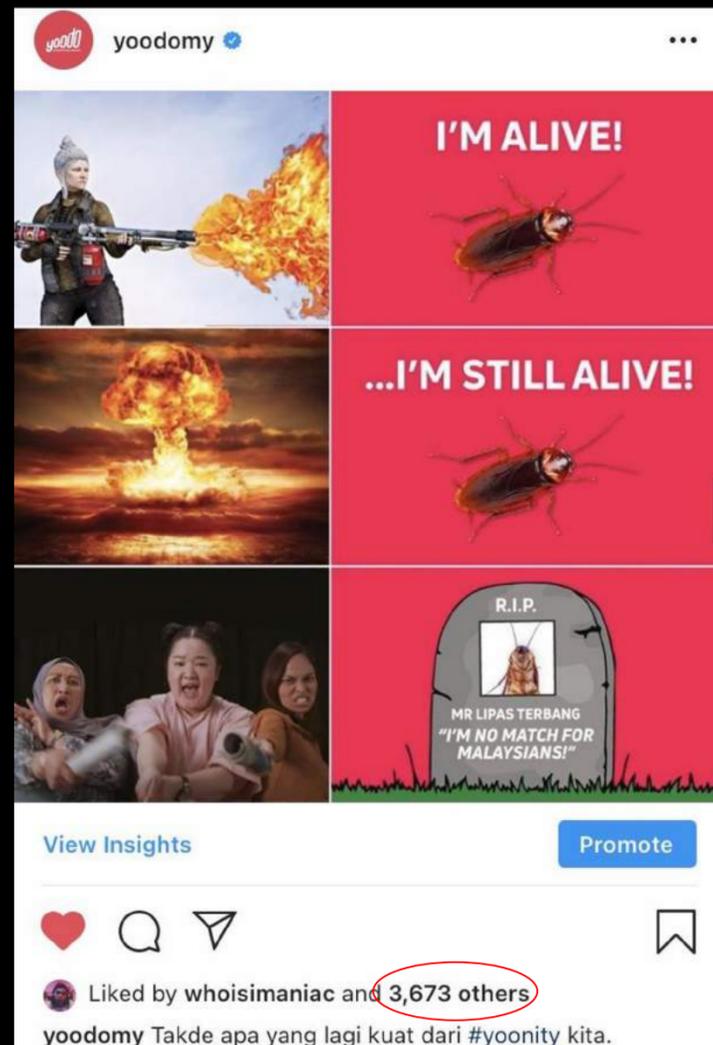
Trends we've hijacked include Messi leaving Barcelona, Yoodo Gank winning the World League, Spotify's Receiptify, COVID-19, Fall Guys, Money Heist, etc.

SUPERCARGING PRODUCT CONTENTS WITH DANK MEMES



Understanding that meme content works well on Instagram, we've also executed product-related content in the form of memes.

SUPERCARGING PRODUCT CONTENTS WITH DANK MEMES



For selected campaigns, we also created memes for campaign sustenance in order to drive audience to watch our campaign video on YouTube channels.

INCENTIVISING OUR FANS FOR TAKING ACTION

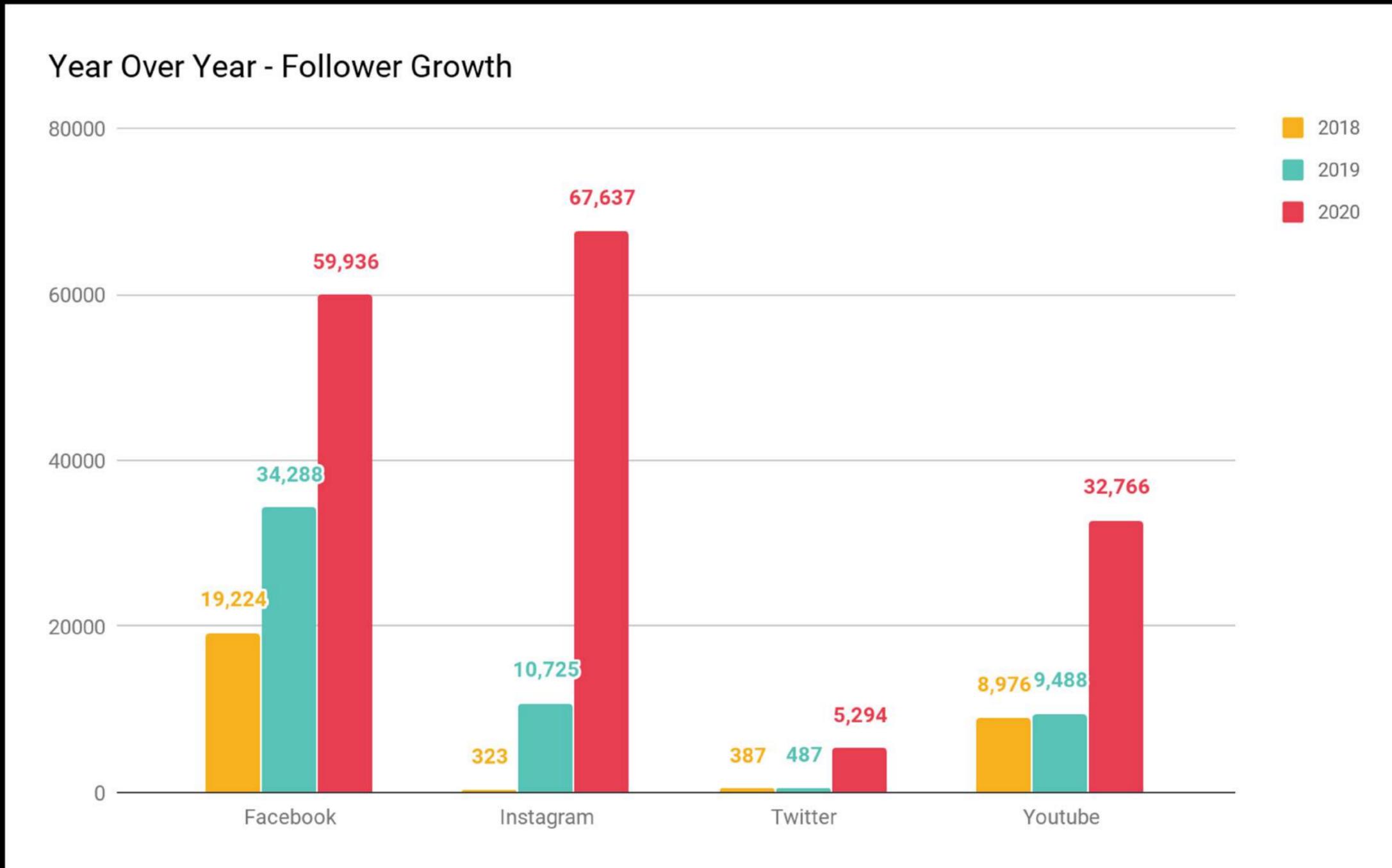


Yoodo Belanja

Yoodo Belanja is a campaign aimed at driving followers to Yoodo's Facebook. We recognised that netizens will take action if they are incentivised for their action. Prizes given are as simple as MBO movie tickets and Yoodo Face Masks.

The content has gotten healthy traction by helping the brand to gain followers and engagement such as comments and shares.

THE RESULT



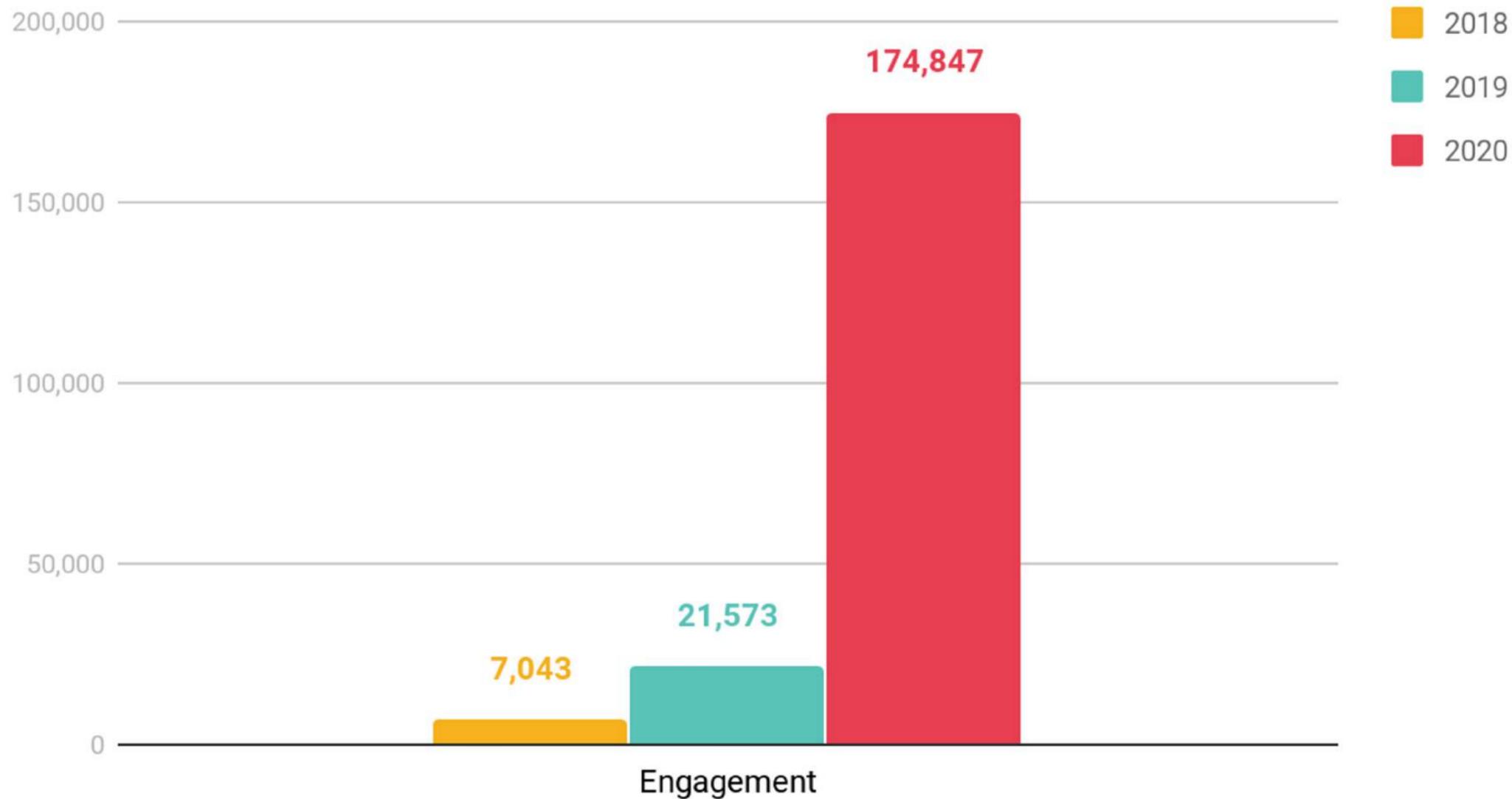
We successfully helped Yodo to grow on Facebook, Instagram and Youtube significantly in the year 2020.

Instagram's follower growth:
+528%

Facebook's follower growth:
+75%

THE RESULT

Instagram - Total Engagements



Total Engagement for Instagram has spiked in the year 2020 having the highest growth, compared to the previous years.

+710% growth on total engagement

THE RESULT

Audience Growth by Profile			
Instagram Profile	Followers	Net Follower Growth	% Change
 Competitor Average	74,032	6,762	10.1%
 yoodomy yoodomy	67,637	56,983	528%
 celcom celcom	76,834	290	0.4%
 digitelco digitelco	106,473	10,896	11.4%
 maxis maxis	56,184	10,226	22.3%
 myumobile myumobile	56,638	5,634	11%

Yoodo has the **highest growth** in terms of Audience Growth on Instagram, with the growth of **528%** in comparison to our competitors.



TRANSFORMING A LOCAL BOOK SALE INTO A CULT ACROSS ASIA

Big Bad Wolf Book Sale is the largest book sale in the world. It's the most looked forward event of the year for book lovers and non book lovers.

BIG BAD WOLF BOOKS

BRAND & SOCIAL STRATEGY

BRIEF

Book sales are a common sight in KL. How do you make yours a one-of-a-kind experience? We took up the challenge to give our client's sale a distinct personality that stands out from the competition.

SCOPE OF WORK

Brand Strategy

Social Media Strategy

Content Creation



BIG BAD WOLF BOOKS

BRAND & SOCIAL STRATEGY

SOLUTION

We started off by giving life to the brand through an original character, the Big Bad Wolf.

Our goal was to craft an **unforgettable and intimate experience for the fans.**

In the Big Bad Wolf's bold voice, we rolled out engaging social media, interactive experiences, contests, limited-edition merchandise and the art direction for each event.



BIG BAD WOLF BOOKS

BRAND & SOCIAL STRATEGY

SOLUTION

The Wolf has since become a superhero, a swashbuckling pirate, a time-traveller, and a retro video game in each new campaign.

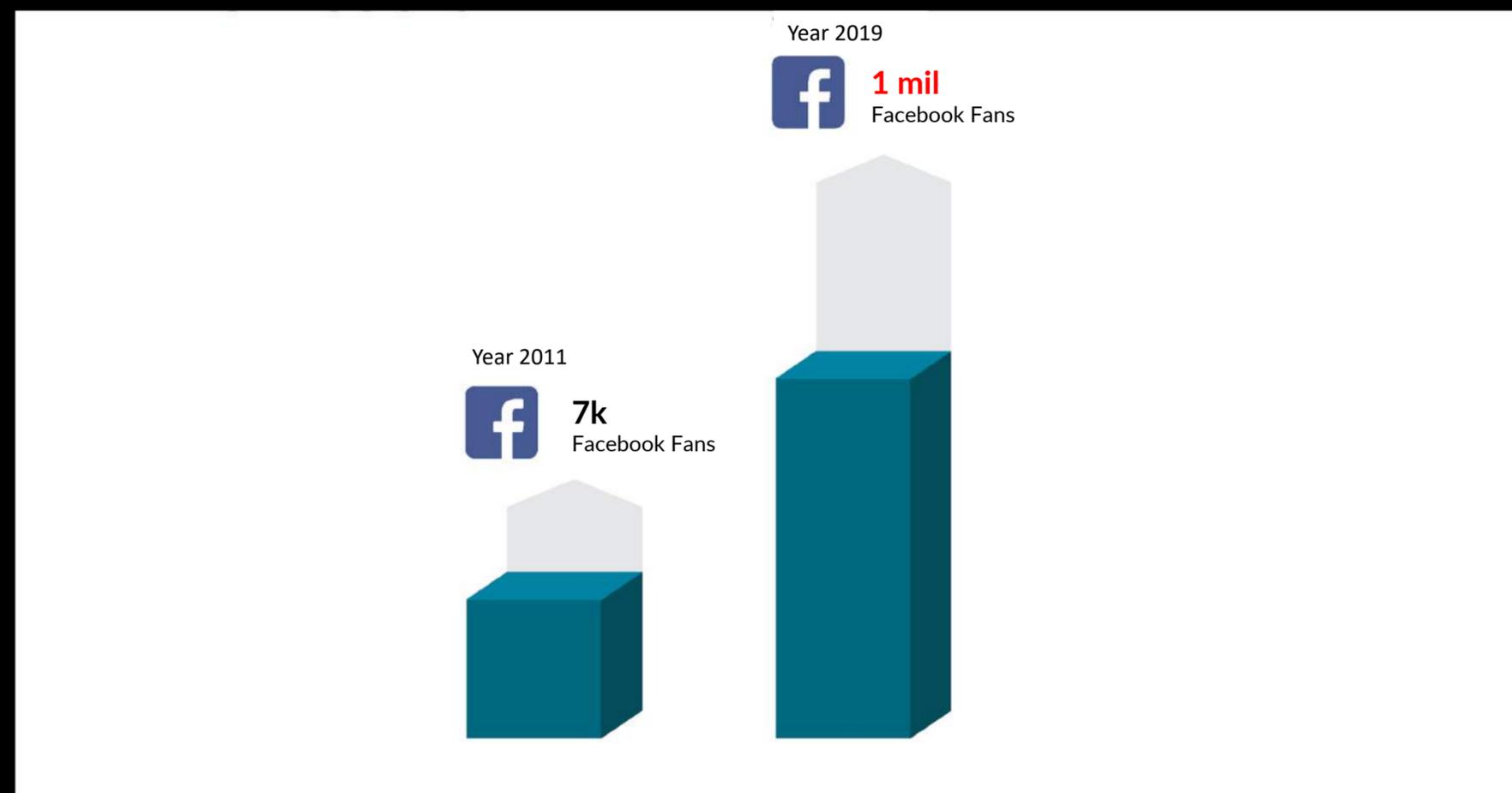
No two sales are ever the same.



BIG BAD WOLF BOOKS

BRAND & SOCIAL STRATEGY

The RESULT



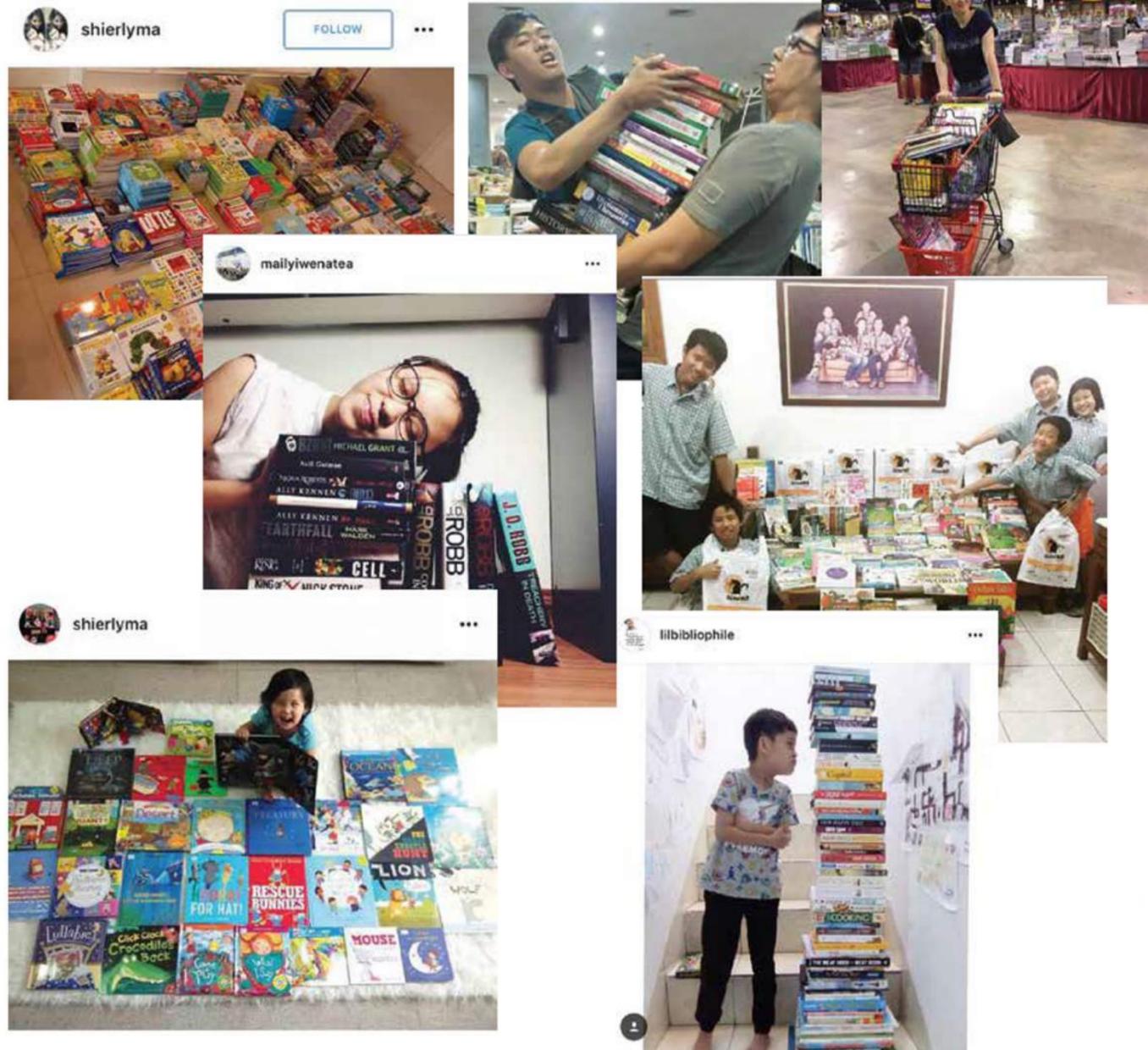
Throughout the years working with Big Bad Wolf, we grew the brand from zero follower to 1 million followers.

We took a simple idea: **‘Making books affordable for all’** and turned it into a reading revolution.

The Big Bad Wolf’s mass success with both serious book lovers and the non-reading public rests on the incredible prices of its books and the fun, festive experience of its book movement.

With our campaigns, the Wolf is now a **beloved icon in Malaysia** who is treated as almost like an old friend by his fans.

The RESULT



Annie Zamhari Excellent all around on your part , appreciate the great & courteous organisation and staffs : World Class Customer Service ! All around ! I rather drive that distance again for such comfort of traffic free, ample parking, book pickup service area.... I was there with my babies, a 6 month old & a toddler; thank you from the bottom of my heart to the traffic controller, parking guys, cashiers etc; simply heaven sent ! I stayed away from many warehouse sales but Thanks wolf, mama had a great time coming thrice and my broods are all enjoying the great bounties . Can't wait for more :)
about an hour ago · Like · 5 people

Tuan Hui-Wearr **best ever big bad wolf sale** (i've been to all 4) in terms of organization etc.
about an hour ago · Like · 3 people

Patricia George Heng Introduced a few friend the BBW sales and they went not expecting that many books to buy...and what more they are saving for the next sales :)
about an hour ago · Like

Kim Yen Loh Dear Wolfie and crew, **don't worry about the critics because there are a lot of us who know you're doing a great job** 😊. I found a ton of gems I wouldn't normally touch in a normal bookshop. Thank you for all the great finds!
Like · Reply · 13 · February 17 at 10:53pm

Big Bad Wolf Books You're very welcome, faithful fan, and know this – every Sale is built on the last, to be even BETTER than the ones before. Look forward to our next events...and enjoy your books! >)
Like · 1 · February 18 at 11:17am

Anita J Perera Good bargain.. went on the 15th itself... 24 books ... really had a good buy for story books for my pre school... the children enjoyed the stories... no one believed I got it for RM1 per book.... and of course Chicken Soup for the soul... RM8??!! I would not want to leave with out it that I had to grab 3 titles just for me 😊
Like · Reply · February 20 at 3:52pm

Cheng Yew **more 24 hours non-stop sales please !** I couldn't go there because it closes by the time I finished working plus midnight shopping for books is really awesome 😊
Like · Reply · 10 · February 20 at 12:14am

Aida Batrisyia Wahhhhhhhhh!!!! Don't tell me that now.... Wait until i get there, then u tell me.. Me wanna go there so badly..... Can u come n pick me up here? ME WANNA MANGA!!!!!!!!!!!!!! WANNA RIGHT NOW!!!!!!!
Like · Reply · 2 · February 19 at 12:58pm

Big Bad Wolf Books COME MANGA RIGHT NOW
Like · 8 · February 19 at 1:04pm

Waileng Wong **How nice if Doremon really exist!** I would love to borrow his Dokodemo door (anywhere door a.k.a. Pintu sesuka hati) and be at MIECC NOW!!!
Like · Reply · 17 · February 15 at 1:49pm

donotcopyme ; i wish i wish with all my heart , that YOU're here or im there , so we'll be together and never apart—

dheerant Awooooooo se you next year bad wolfie @bigbadwolfbooks don't forget my preview pass and can't wait to visit ur next sale

m_hafizi_zh Thanks for the good books. See yaa againn wolfie

mnksrff Thnks BBW and thumbs up to their super duper awesome, friendly and helpful staff!! What a great attitude they have there! Good job!! 🙌🙌🙌

OR
Big
mo
yea
int
spa



CAN YOU BEAT THESE CRAZY POSES?



ONLY IN MALAYSIA: MIDNIGHT MAKAN, LEPAK AND...BOOKSHOPPING!!!

www.bigbadwolfbooks.com





REBUILDING BRAND LOVE FOR A PROPERTY DEVELOPER

OSK Property. Established in 1997, OSK Property (OSKP) develops residential, township and commercial projects located in strategic growth areas across the country.

OSK PROPERTY

SOCIAL MEDIA STRATEGY

BRIEF

OSK Property is an established player in the property industry. To remain relevant to a rising younger group of customer, they seek for social media content strategy that speaks and resonate to the millennials. We were tasked to strategise the content strategy and execution.

SCOPE OF WORK

Content Strategy

Social Media Marketing



OSK PROPERTY

SOCIAL MEDIA STRATEGY

CHALLENGE

Due to some negative incidents in the past, the brand needed to work a lot harder to regain trust from the public. The brand has kept its promise to deliver the best quality of development, hence our task as their agency is to present the brand to a younger audience in an appealing way.

SOLUTION

We started off by setting a clear brand tone and voice that resonated with the target audience.

The next step was to revamp their look and feel to portray their brand as modern and refreshing to stand out among their competitors.

The content strategy was built based on cementing the brand as a trustworthy advocate in the property industry to guide our customer to make the right home purchase.



OSK PROPERTY

SOCIAL MEDIA STRATEGY



OSK ESSENTIAL HOMES

Achieve your dream space with OSK Property's practical layout choices catered to all your needs!

OSKPROPERTY.COM.MY/ESSENTIALHOMES



HOUSING IN 2021

7 PERKS THAT CAN HELP YOU OWN A NEW HOME



PROPERTY JARGON

YOU NEED TO KNOW BEFORE PURCHASING A HOME



MORATORIUM ENDED?

3 WAYS TO MANAGE YOUR LOAN REPAYMENTS



Having trouble getting a

MORTGAGE LOAN?



5 IMPORTANT AREAS YOU MUST IMMEDIATELY INSPECT IN YOUR NEW HOME

THE RESULT

+3330

Instagram
followers (Oct
2019 – Sep
2020)

+18%

Facebook
followers
growth (Oct
2019-Sep 2020)

98.8%

Growth in
engagement*
(Supported by
media buy)

Within the first year of engagement, we saw a huge leap in no. of followers and engagement, supported by media buy strategy.

We have grown the Instagram page from 0 followers to 3330 organic followers in the first year of engagement.

We also saw a 98.8% growth in overall engagement, supported by media buy and other marketing effort.



THE LEADERSHIP TEAM



DANNY GNANIAH

CEO &
CO-FOUNDER



DOREEN CHEW

COO &
CO-FOUNDER



MATT DANESHVAR

HEAD OF TECH &
ASSOCIATE PARTNER

READY TO GET STARTED?



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