



TINGO AD AGENCY PROPOSAL

TRANSFORMING IDEAS INTO
NEXT-GENERATION
OUTCOMES

📍 Malaysia





FROM EGGS TO CHICK TO CHICKEN.
YOU NEVER KNOW WHAT SURPRISES AND
POSSIBILITIES AN EGG CAN HOLD.
THE ENDLESS POSSIBILITIES OF AN EGG REPRESENT
THE POTENTIAL OF OUR COMPANY.

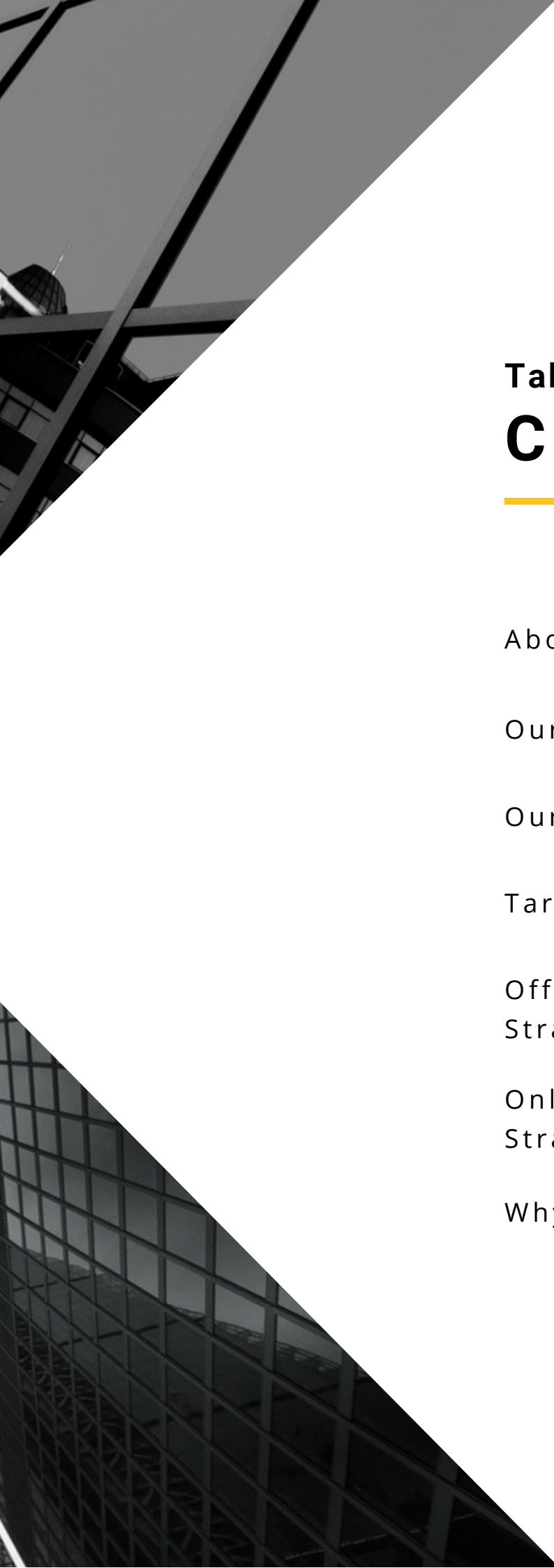


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ABOUT US

Tingo AD Agency Company is a full-service advertising company that offers various marketing services, including public relations, broadcasting, journalism, and advertising.

OUR MISSION

Our mission is to assist their customers in achieving their business objectives by developing unique and successful marketing programs that establish brands, engage audiences, and produce measurable outcomes.

We have an experienced team that works closely with clients to understand their unique needs and develop customized strategies. We include services like brand development, media planning and buying, creative development, digital marketing, social media management, and public relations. Our team specializes in creating campaigns that integrate many different channels and techniques to produce a unified and effective marketing program.



"Prepare to have your imagination subverted."

-TingoAD agency

OUR TEAM



Tan Lee Ting

Chief Executive

Set the strategic direction, drive growth and profitability, lead and develop the team, build strong client relationships, stay on top of industry trends.

Low Ann Nee

PR manager

Develop PR strategies, manage media relations, write press release, manage social media presence, and crisis management.



Hon Jing Huan

Marketing manager

Develop and execute effective marketing strategies that help company achieve its broader business objectives and building brand awareness.



Nayyara Elaheebocus

Operations manager

Oversee the day-to-day operations of the company, ensuring that all processes and procedures run smoothly and efficiently.

“
CLIENT'S
SUCCESS IS
OUR
SUCCESS.”

”
-TingoADagency

OUR UNIQUENESS

DESCRIPTION

Quality & Reliability

Tingo AD Agency has a goal to provide superior campaigns that successfully convey customers' messages and meet their objectives.

Unique Value Proposition

Tingo AD Agency has its own inventiveness, uniqueness, and ability to engage with consumers on a deeper level.

Expertise & Specialization

Tingo AD Agency has built specialized teams to fulfill the demands of customers and has competence in a variety of fields, including branding, strategy, creative development, and media planning.

Pricing and Value

While Tingo AD Agency offers a full-services, we are dedicated to offering the highest quality service at the most cost-effective pricing from the customer's point of view.



Be bold;
Be creative;
Be visionary;
Be customer-focused.

–TingoADagency



TARGET AUDIENCE

-Transforming Ideas into Next-Generation Outcomes-

Tingo AD Agency Company

The Target Audience for Tingo AD Agency Company are the businesses who are looking for influencers and agencies to promote, advertise or even upgrade their business, brand etc. We are even targeting small business to help them increase their branding value and their presence in the business world.



- Age - 15 to 90
- Gender - Any Gender

50%

It can also be anything to do with all kind of businesses



50%

It can be anything from fashion and beauty to travel and the news.

Once our client and customers have their creative idea for any kind of business, Tingo AD agency will design and set the whole branding for them.

ONLINE MARKETING STRATEGIES



WEBSITE

A website is typically the first point of contact for potential clients, it is critical to establish a good first impression. We invest in professional design, user-friendly navigation, and high-quality content to display our brand and services.



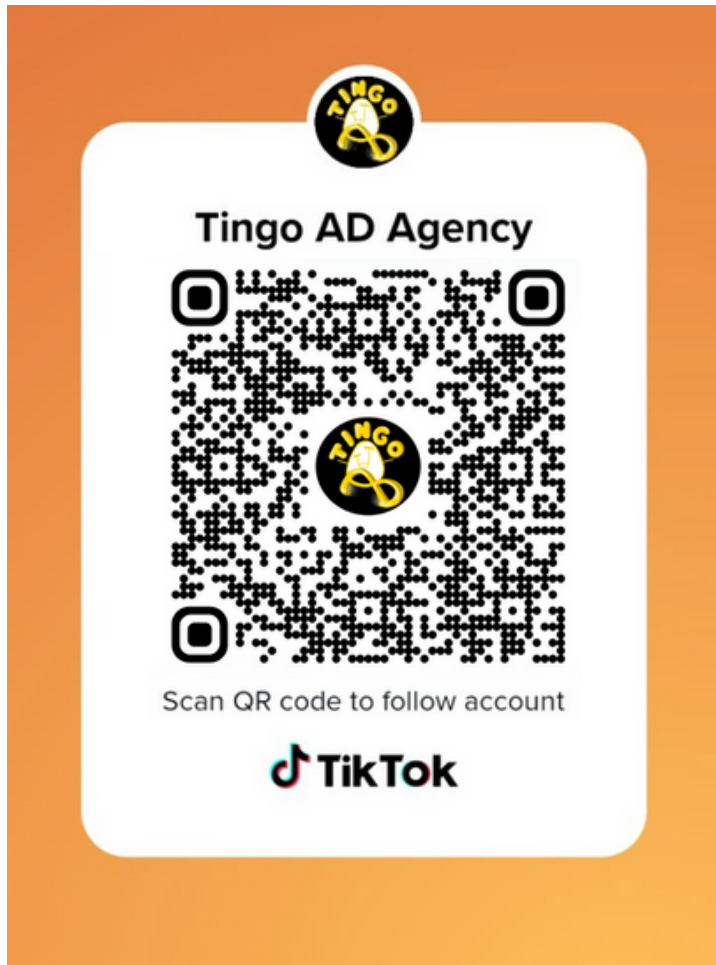
SOCIAL MEDIA

Sites like Facebook, Instagram, Twitter, and LinkedIn are effective tools to connect with our audience and advance our brand. We created a social media plan that fits our business and target market, and our team will regularly publish engaging and informative content.



CONTENT

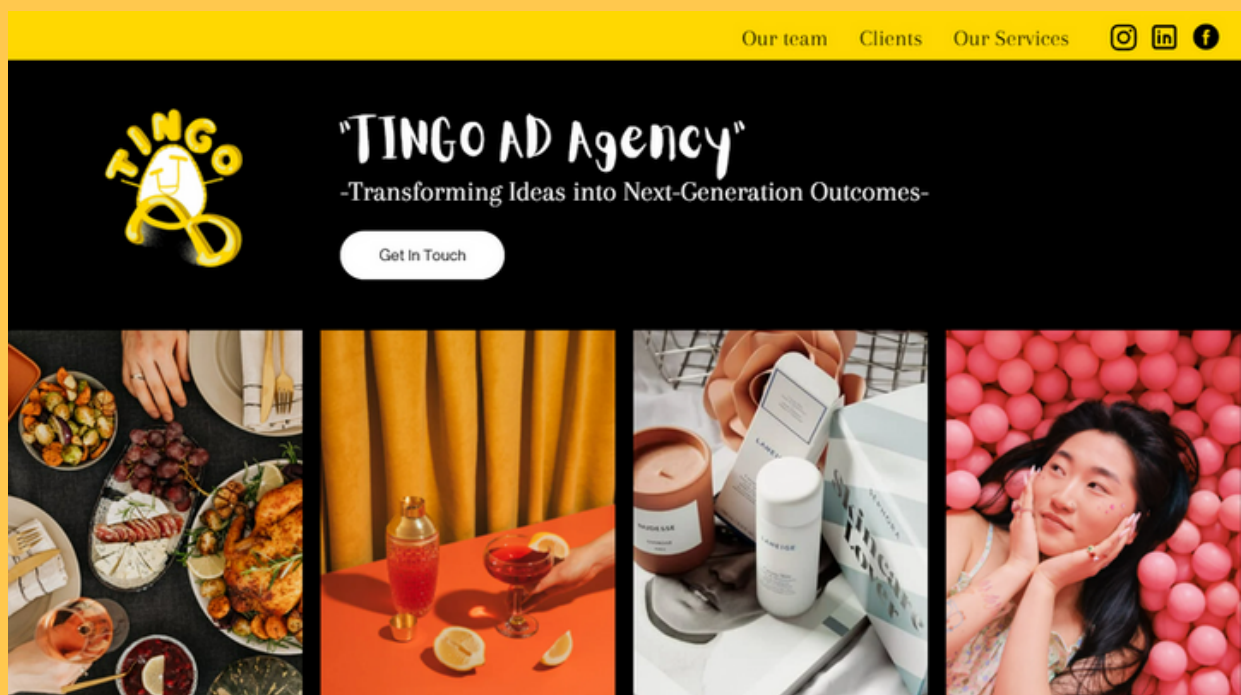
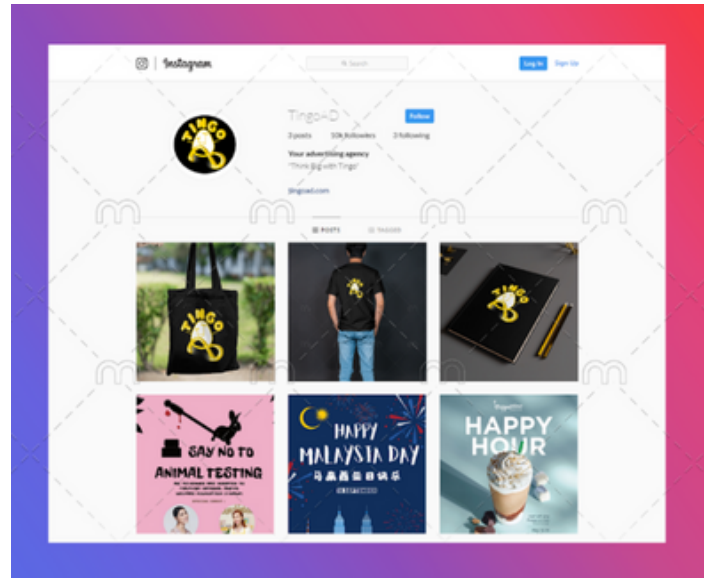
We aim to establish our business as a thought leader in our industry by consistently creating and disseminating excellent content, such as TikTok Videos and social media updates.



TIKTOK

Wondering what content we do? Scan to know more.

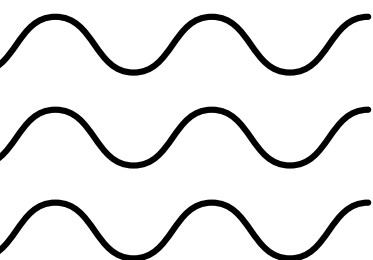
Instagram





At Tingo AD Agency, we believe that establishing a strong "offline" presence is essential for making good first impressions and attracting new customers.

We intend to do this through creating professional and memorable business cards, attending networking events and conferences, being involved in our community, and utilizing promotional materials. These ideas can help us build a powerful offline presence that promotes our brand identity, expertise, and commitment to continuous improvement.



OFFLINE MARKETING

BUILDING AN IMPACTFUL 'OFFLINE' PRESENCE &
POSITIVE FIRST IMPRESSIONS

GAINING EXPOSURE

As a company's business card frequently serves as a potential customer's first impression of it, it needs to be attractive, simple to read, and consistent with its overall brand identity.



Organize events:

One of the focuses in raising awareness of the firm will be to host events that allow people to experience our services personally. Tingo AD intends to throw a launch party to highlight our efforts and expertise.

Attend networking events and conferences:

The Tingo AD team will undoubtedly be active in social events such as industry events and conferences in order to meet possible clients, partners, and collaborators.



Getting involved with the community

CSR PROGRAM

Tingo's AD aims to support local businesses by providing them with affordable advertising opportunities. By sponsoring these businesses, Tingo's AD helps them reach new customers and grow their sales, which in turn benefits the community as a whole.

Our Own Merch

PROMOTIONAL ITEMS

Tingo AD will create products with our company's logo and contact information, such as pens, bottles, tote bags, and notebooks to help keep our company top-of-mind with new clients and partners. Employees will also be required to wear the company attire during social functions and events.



WHY WORK WITH US

Tingo AD Agency has a team of experienced professionals who have worked on a wide range of advertising and broadcasting projects. With our expertise, we can help you create compelling and effective campaigns that meet your goals.

At Tingo AD Agency, we are always looking for new and innovative ways to create content and engage with audiences. We use the latest technologies and techniques to ensure that your campaigns stand out in a crowded marketplace.

Moreover, Tingo AD Agency offers a wide range of services, including PR, broadcast, journalism, and advertising. This means that we can help you with every aspect of your campaign, from planning to execution.

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We are committed to delivering measurable results for our clients. We use data and analytics to track the success of our campaigns and make adjustments as needed to ensure that we are meeting your goals.



by Hon Jing Huan
Marketing Manager



TINGO AD AGENCY

"STAY INSPIRED. NEVER STOP CREATING."



**YOUR
ADVERTISING
NEEDS**

2023