



VM&SD

ACTIVATION 360°
• Experiential Marketing • Thematic Event Production • Retail Theatrics

from inventing full blown
CAMPAIGN STRATEGIES to
creating tactical work for
EVENTS and **POINT-OF-SALES**,
we have a comprehensive
suite of **CREATIVE** and
TECHNICAL EXPERTISE to
deliver on demand.

We are a marketing & promotions agency who offer a rare combination of experiential marketing, event and retail design expertise. Collectively, we express them as Activation 360°, a strategic offering we present to marketers to help them create distinctive, meaningful touch points.

Established in 1992, we are one of the few local agencies that have the creative and technical capability to conceive and produce a wide range of activation solutions for product launches, events marketing, M.I.C.E. and retail promotions.

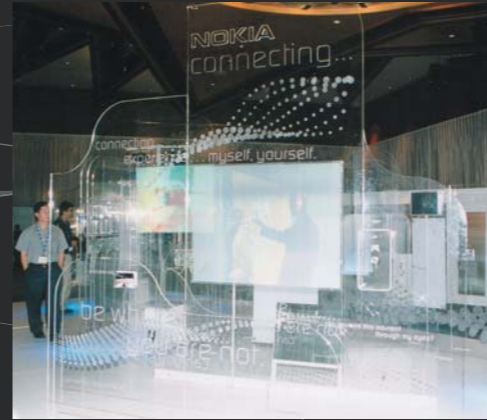
EVENTS MANAGEMENT

PRODUCT LAUNCHES MEDIA EVENTS SPECIAL EVENTS ROAD SHOWS M.I.C.E.

When you work with our Events team, you gain access to two decades worth of knowledge and expertise in Show Production, Space Design, Hospitality and Destination Management. Since our beginning, we have produced and managed events of all forms and shapes, from intimate ones to massive sorts.

“ On behalf of the Singapore Red Cross Society, I would like to express our grateful appreciation to you for your committed involvement in ensuring the success of the Great Singapore Duck Race. It has certainly made an impact as a first for Singapore, in our waters and in the Asia Region. I would like to especially thank you for spending your time over the many months of planning to ensure that the event was a success. ”

Li. Gen (Retired) Winston Choo | Chairman



RETAIL PROMOTIONS

VISUAL MERCHANDISING RETAIL SPACE AND INTERIORS POS KIOSKS IN-STORE PROMOTIONS MANAGEMENT

We have deep roots in the design and build industry. For many years, right up to the present, we have produced work for a wide range of industries; from Coca-Cola's thematic vending machines to DFS retail stores.

“Creative, innovative, super-efficient, excellent and professional customer services... are just a few of the many distinguishing features and strengths of a fantastic company called VM&SD. A truly one-stop shop for all your needs in the travel-retail promotions business...”

Tam Nguyen | Regional Manager | Rémy-Cointreau Travel Retail Americas



PROJECT SUPPORT

BRAND AMBASSADORS LOGISTICS AND OPERATIONS MANAGEMENT FIELD MARKETERS ACTIVATION CREW TECHNICAL AND PRODUCTION

We provide turn key solutions for promotions, events, general contracting, material production and installation. In addition, we have a dedicated team managing recruitment, training and development of Brand Ambassadors, Field Marketers and Activation Crew.

“...ICPC Conference had an overwhelming success, as it was well coordinated with extreme attention to the details in achieving our goals and requests. I can always trust that VM&SD never fails to produce innovative and fresh ideas with flawless execution. Eric’s team never fails to provide value-added services that aren’t provided in other companies I have worked with...”

Mr Eric Low | Chairman, Organising Committee | International Crime Prevention Conference



CREATIVE SERVICES

ADVERTISING AND COMMUNICATIONS MARKETING AND SALES COLLATERALS IN-STORE PRINT AND DIGITAL MEDIA MERCHANDISING APPLICATIONS

Being a full service agency, we employ a diverse mix of creative talents (both local and international) that are skilled in advertising, print environment, and digital design disciplines.

“...a very dedicated group, committed to the projects they undertake, ensuring with all means to fulfill the necessary to their best ability & capability... and will go beyond their means to produce quality work ...”

Valencia Teo | Promotions Manager | LianBee Jeco (Braun Buffel, Renoma, Roccobarocco, Pierre Cardin, BrunoMagli)



OUR CLIENTS



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