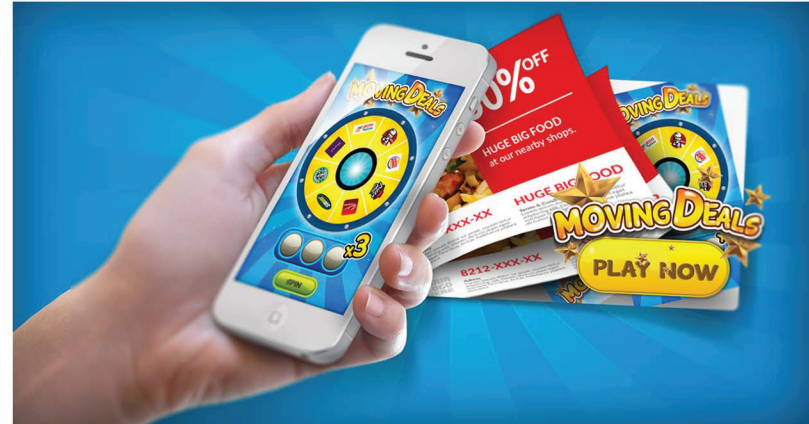


MOVING EXPERIENCES 2016



Suite 3 & 3A-13, 4806, CBD Perdana 2
Jalan Perdana Cyber 12, 63000
Cyberjaya, Selangor Darul Ehsan, Malaysia
+603-8318 1892 | +603-8320 5892

www.movingwalls.my





MAIN OFFICE

Moving Walls Sdn Bhd (978502-H)

Suite 3 & 3A-13, 4806, CBD Perdana 2,
Jalan Perdana Cyber 12, 63000
Cyberjaya, Selangor Darul Ehsan, Malaysia

Phone: +603-8318 1892 / +603-8320 5892

Fax: +603-8319 6892

CITY OFFICE :

Unit 50-04-09, 4th Floor,
Wisma UOA Damansara One,
50 Jalan Dungun, 50490,
Kuala Lumpur, Malaysia

Phone: +603-2011 3859

MOVING EXPERIENCES 2016



JANUARY 2016

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FEBRUARY 2016

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MAY 2016

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JUNE 2016

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JULY 2016

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AUGUST 2016

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SEPTEMBER 2016

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OCTOBER 2016

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NOVEMBER 2016

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DECEMBER 2016

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MOVING EXPERIENCES 2016

HOLIDAYS

Malaysian Public Holiday

Awareness Day

Social Events

Sports Events

JANUARY

- 17 Birthday of the Sultan of Kedah
- 18-31 Australian Open (Tennis)
- 19-24 Malaysia Masters (Badminton)
- 21 National Hug Day
- 24 Thaipusam

FEBRUARY

- 4 World Cancer Day
- 8 Chinese New Year
- 12-21 Winter Youth Olympics (Multi Sports)
- 14 Valentines Day
- 24 Tour De Langkawi (Cycling)
- 28 Kuala Lumpur City Day Run (Run)
- 28 Perfect 2016 World Team Table Tennis Championship WTTTC (Table Tennis)
- 29 WTA Tour 2016 - Malaysian Open (Tennis)

MARCH

- 3 World Wildlife Day
- 4 Anniversary of the Installation of the Sultan of Terengganu
- 6 Powerman Asian Championships (Multi Sport)
- 8 International Women's Day
- 12-20 School Holiday
- 17 St. Patrick's Day
- 20 International Day of Happiness
- 21 International Forest Day
- 22 World Water Day
- 23 Birthday of Sultan of Johor
- 27 Easter

APRIL

- 1 April Fool's Day
- 3 Ironman 70.3 Putrajaya (Run)
- 7-10 Master (Golf)
- 7 World Health Day : Diabetes
- 15 Declaration of Malacca as a Historical City
- 17 Run For Parkinson's
- 22 Earth Day
- 26 Birthday of the Sultan of Terengganu
- 29 International Dance Day

MAY

- 1 World Laughter Day
- 1 Global Love Day
- 7 Hari Hol Pahang
- 8 Mother's Day
- 17 Birthday of the Raja of Perlis
- 21 Wesak Day
- 23 World Turtle Day
- 28-12 June School Holiday
- 30-31 Harvest Festival (Sabah and Labuan)
- 31 No Tobacco Day

JUNE

- 5 World Environment Day
- 7 Ramadan
- 8 World Ocean Day
- 10-10 July Euro 2016 (Football) (EUFA EURO 2016)
- 14 World Blood Donor's Day
- 16-19 US Open (Golf)
- 19 Father's Day
- 26 International Day Against Drug Abuse and Illicit Trafficking
- 27-10 July Wimbledon (Tennis)

JULY

- 1 Doctor's Day
- 7 Georgetown Heritage Day
- 7 Hari Raya
- 9 Penang Governor's Birthday
- 14-17 British Open (Golf)
- 22-31 Sukma Games (Multi Sport)
- 28-31 US PGA (Golf)
- 29 International Tiger Day
- 30 International Day of Friendship

AUGUST

- 5-21 Summer Olympics (Multi Sports)
- 12 International Youth Day
- 12 World Elephant Day
- 19 World Orangutan Day
- 19 World Photography Day
- 29-11 Aug US Open (Tennis)
- 31 Merdeka Day

SEPTEMBER

- 10-18 School Holiday
- 13 International Chocolate Day
- 16 Malaysia Day
- 21 World Peace Day
- 27 World Tourism Day
- 29 World Heart Day
- 7-18 Paralympic Games (Multi Sport)
- 24-3 Oct Asian Beach Games (Multi Sport)
- 30-2 Oct Ryder Cup (Golf)

OCTOBER

- 1 Birthday of the Governor of Sabah
- 1 International Coffee Day
- 1 Australian Football League (Grand Final)
- 2 FORMULA 1 MALAYSIA GRANDPRIX(Race)
- 4 World Animal Day
- 14 Melaka Governor's Birthday
- 15 Global Handwashing Day
- 24 Birthday of the Sultan of Pahang
- 29 Deepavali
- 29 Children's Day (Malaysia)
- 31 Halloween

NOVEMBER

- 6 Hari Hol Almarhum Sultan
- 11 Sultan of Kelantan Birthday
- 12 Asia Pacific Ironman Langkawi (Run)
- 13 World Kindness Day
- 14 World Diabetes Day
- 19 International Men's Day
- 19 World Toilet Day
- 26-1 Jan School Holiday
- 27 Sultan of Perak's Birthday

DECEMBER

- 1 World Aids Day
- 3 International Day of People With Disability
- 12 Sultan of Selangor's Birthday
- 25 Christmas

BIRTHDAY OF
YANGDI-PERTUANBESAR
NEGERISEMBILAN

14 JAN 2016

BIRTHDAY OF
THE SULTAN OF KEDAH

17 JAN 2016

NATIONAL
HUG DAY

21 JAN 2016

THAIPUSAM

24 JAN 2016

18-31 JAN 2016

AUSTRALIAN OPEN (TENNIS)

19-24 JAN 2016

MALAYSIAN MASTERS
(BADMINTON)

Bring your ideas to life on these special days!

DECEMBER 2015

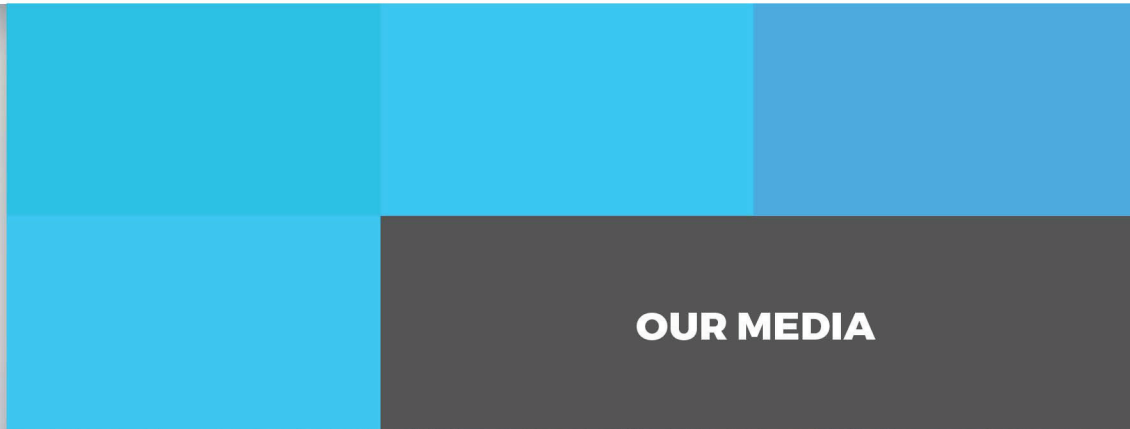
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FEBRUARY 2016

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JAN 2016	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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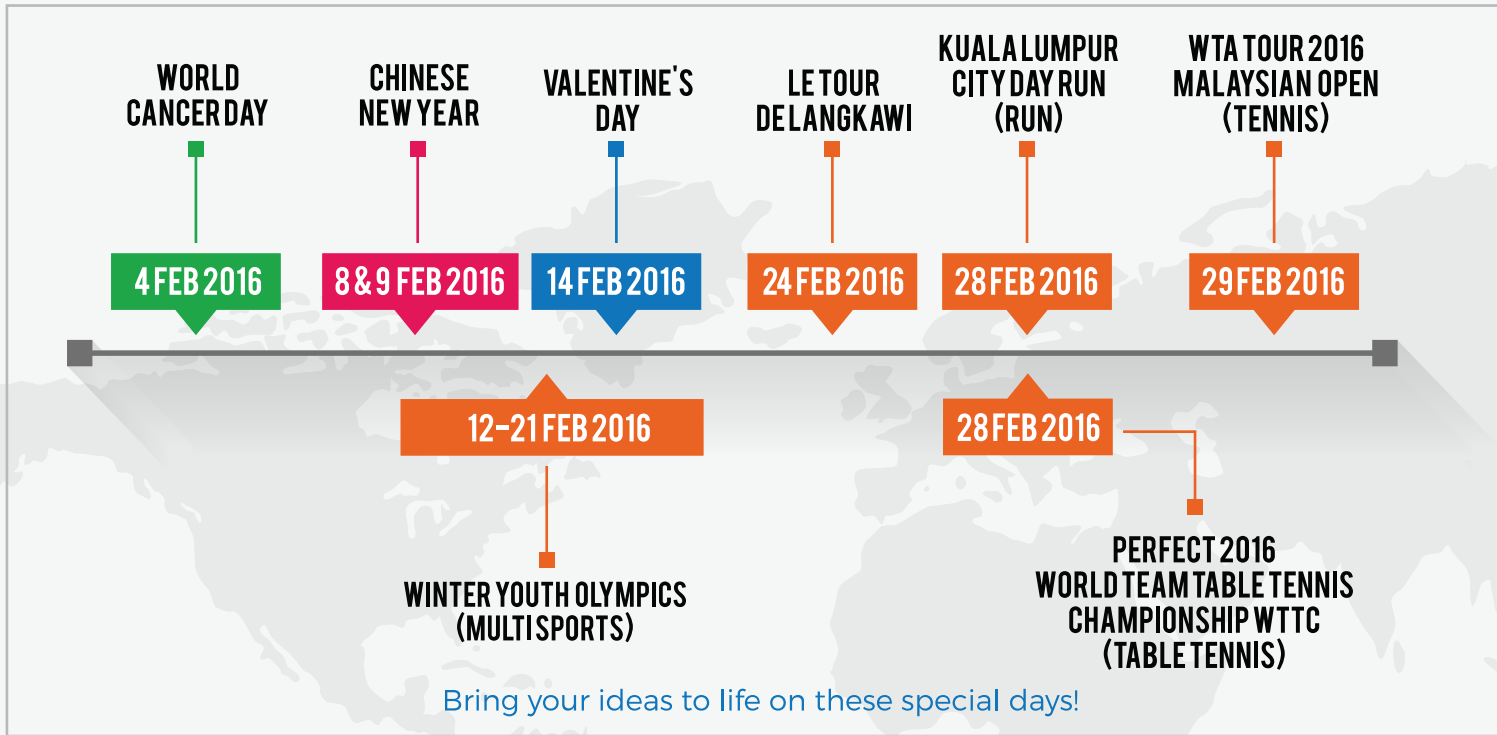


OUR MEDIA



We have built interactive digital media assets in Bukit Bintang, a shopping hub for tourists and locals alike. Standing tall at 180 feet in Bukit Bintang The Tower is the largest Solid State Engagement LED Screen in Malaysia. Located strategically at the Connection in Pavilion, Kuala Lumpur, The Passage is a large LED engagement screen that can track passers-by and measure the impact of ads in real time. Located at the entrance of Fahrenheit 88, The Arch is a large LED engagement screen that reaches pedestrian traffic and people going into the mall. It also has the ability to collect engagement intelligence using eyeball tracking.

MOVING EXPERIENCES



JANUARY 2016

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MARCH 2016

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FEB 2016	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
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● Malaysian Public Holiday

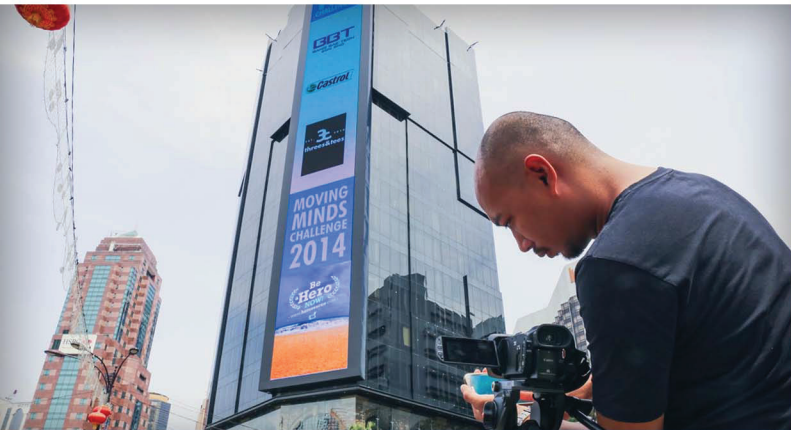
● Awareness Day

● Social Events

● Sports Events

DISCOVER WHAT INSPIRES US





MOVING MINDS CHALLENGE



Leading brands and agencies competed in the Moving Minds Challenge 2014. Between January 14th and Jan 26th 2014, international and regional brands such as McDonalds, Castrol, Intel, Ambank, Chatime and Malindo Air, among others were given airtime on The Tower, Malaysia's largest solid state LED engagement screen to showcase their creativity and execute interactive campaigns. The challenge had an elite panel of judges comprising Creative Directors of the top creative agencies in Malaysia.

WORLD WILDLIFE DAY (Green) - 3 MAR 2016

ANNIVERSARY OF THE INSTALLATION OF SULTAN OF TERENGGANU CHAMPIONSHIP (Red) - 4 MAR 2016

POWERMAN ASIAN CHAMPIONSHIP (Orange) - 6 MAR 2016

INTERNATIONAL WOMEN'S DAY (Blue) - 8 MAR 2016

SCHOOL HOLIDAY (Purple) - 12-20 MAR 2016

ST. PATRICK'S DAY (Blue) - 17 MAR 2016

INTERNATIONAL DAY OF HAPPINESS (Blue) - 20 MAR 2016

INTERNATIONAL FOREST DAY (Green) - 21 MAR 2016

WORLD WATER DAY (Green) - 22 MAR 2016

BIRTHDAY OF THE SULTAN OF JOHOR (Red) - 23 MAR 2016

EASTER (Blue) - 27 MAR 2016

Bring your ideas to life on these special days!

FEBRUARY 2016

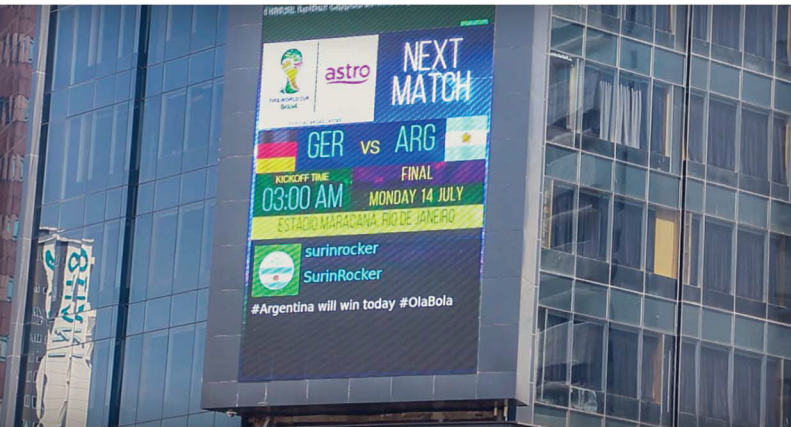
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APRIL 2016

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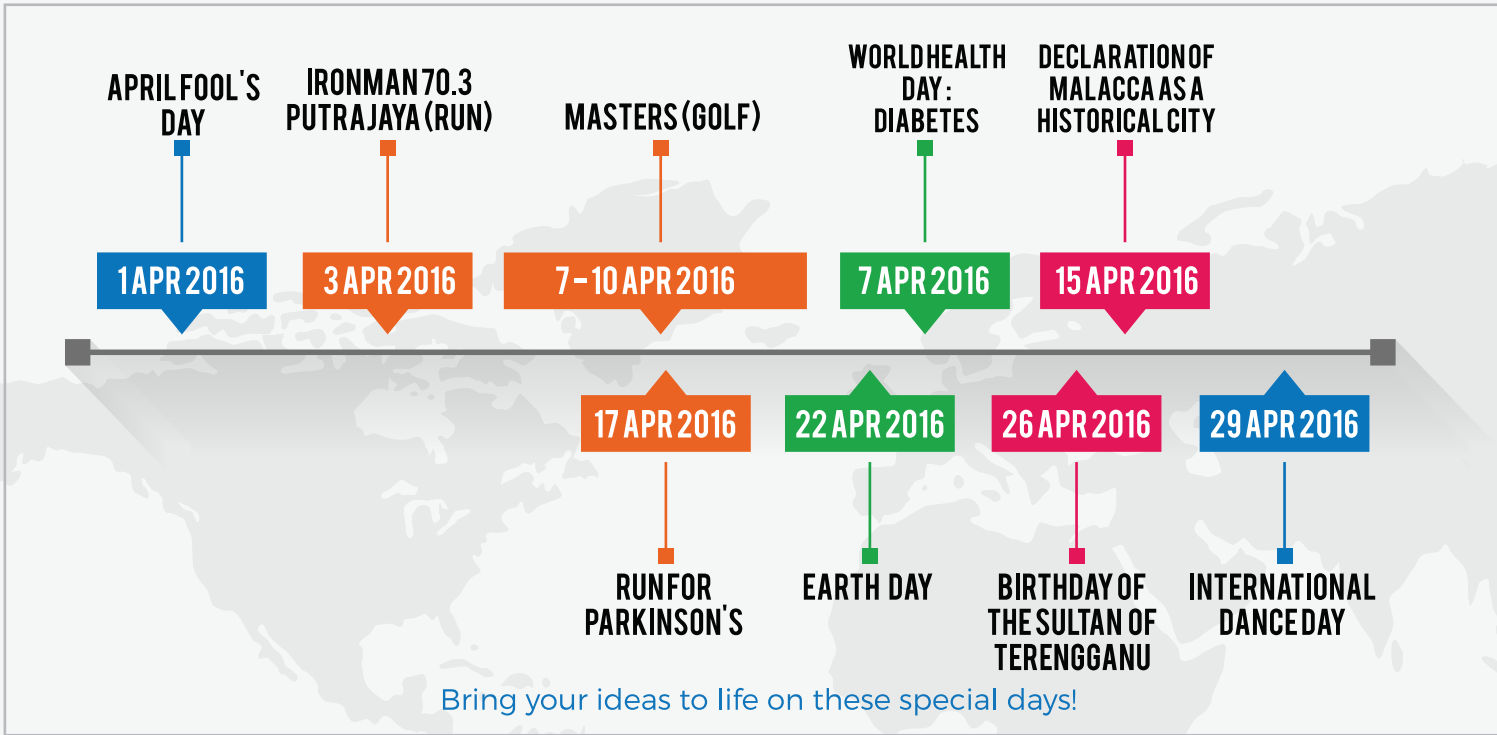
MAR 2016	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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During the FIFA World Cup 2014, we created an integrated Social Media campaign to build up the atmosphere in Bukit Bintang for the late night matches. We used Malaysian football fans' Social Media participation to fuel the excitement on The Tower, the biggest outdoor screen in Kuala Lumpur over a two-week period. Fans used twitter to vote for their favourite team's flag to be "unfurled" on the big screen.

MOVING EXPERIENCES



MARCH 2016

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MAY 2016

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- Malaysian Public Holiday
- Awareness Day
- Social Events
- Sports Events

DISCOVER WHAT INSPIRES US





PENALTY KICK REDEMPTION



A real-time campaign developed in just 48 hours. We created a virtual penalty kick experience using motion capture. Penalty shootouts were a trend of the FIFA World Cup 2014 as many of the knockout matches were decided from the spot. The pressure was on as the crowd cheered on the penalty takers.

MOVING EXPERIENCES

WORLD LAUGHTER DAY

GLOBAL LOVEDAY

HARI HOL PAHANG

MOTHER'S DAY

BIRTHDAY OF THE RAJA OF PERLIS WESAK DAY

1 MAY 2016

1 MAY 2016

7 MAY 2016

8 MAY 2016

17 MAY 2016

21 MAY 2016

1 MAY 2016

23 MAY 2016

28-12 JUNE 2016

28-12 JUNE 2016

31 MAY 2016

LABOUR DAY

WORLD TURTLE DAY

SCHOOL HOLIDAY

HARVEST FESTIVAL (SABAH & LABUAN)

NOTOBACCO DAY

Bring your ideas to life on these special days!

APRIL 2016

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JUNE 2016

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MAY
2016

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● Malaysian Public Holiday

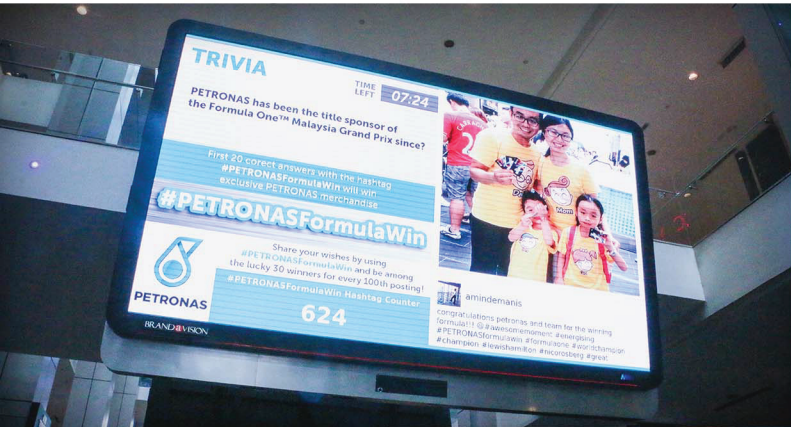
● Awareness Day

● Social Events

● Sports Events

DISCOVER WHAT INSPIRES US





The Mercedes AMG PETRONAS F1 Team won the 2014 season's Formula One racing constructors' award and they wanted to celebrate their triumph with the rest of Malaysia. An interactive tweet campaign using #PETRONASFormulaWin was developed for Facebook, Twitter and Instagram interacting with our engagement screen in Pavilion. It was complemented with various ground activities and prizes for selected tweets.

WORLD ENVIRONMENT DAY

1ST RAMADHAN

WORLD OCEAN DAY

UEFA EURO 2016

WORLD BLOOD DONOR DAY

5 JUNE 2016

7 JUNE 2016

8 JUNE 2016

10 JUNE - 10 JULY 2016

14 JUNE 2016

4 JUNE 2016

16 - 19 JUNE 2016

19 JUNE 2016

26 JUNE 2016

27 JUNE - 10 JULY 2016

BIRTHDAY OF THE YANGDI-PERTUAN AGONG

USOPEN (GOLF)

FATHER'S DAY

INTERNATIONAL DAY AGAINST DRUG ABUSE & ILLICIT TRAFFICKING

WIMBLEDON (TENNIS)

Bring your ideas to life on these special days!

MAY 2016

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JULY 2016

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LOVE GENERATOR



The Love Generator is an award-winning co-creation platform where students became creative developers for leading brands. The central theme of the challenge – Love – resolves around the need to create an emotional connection between consumers and brands. Industry professionals became “Love Gurus” as they mentored the students. Some of the winning ideas were run as real campaigns while talented students received on-the-spot internship opportunities.

JUNE 2016

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AUGUST 2016

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NATIONAL DOCTORS' DAY

1 JULY 2016

GEORGETOWN HERITAGE DAY

7 JULY 2016

HARI RAYA AIDILFITRI

6 & 7 JULY 2016

PENANG GOVERNOR'S BIRTHDAY

9 JULY 2016

BRITISH OPEN (GOLF)

14-17 JULY 2016

22 JULY - 31 JULY 2016

SUKMA GAMES (MULTISPORTS)

28 JULY - 31 JULY 2016

USPGA (GOLF)

29 JULY 2016

INTERNATIONAL TIGER DAY

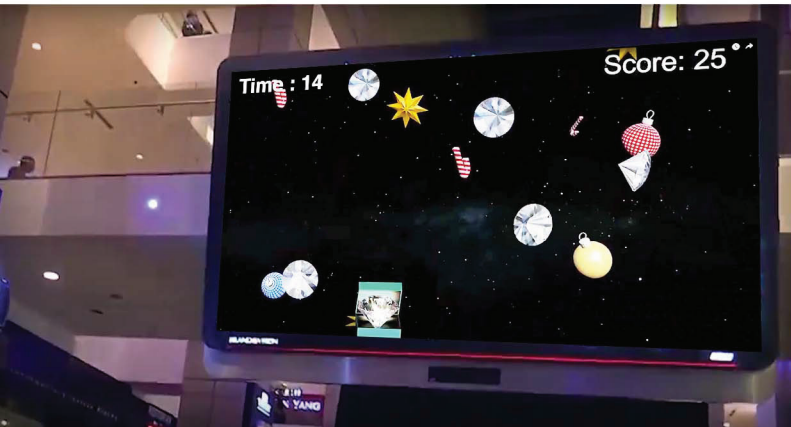
30 JULY 2016

INTERNATIONAL DAY OF FRIENDSHIP

Bring your ideas to life on these special days!

JULY 2016	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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CATCH THE DIAMONDS



This digital campaign was created to launch a new diamond brand – Hemera. Targeting young and affluent Malaysians, we used gamification and a live augmented reality interaction at Pavilion KL over a two-week campaign period. We developed “Catch the Diamonds”, an AR game and “Swipe the Diamonds” for mobile devices with sharing capability for social media.

*Campaign executed for Poh Kong through OMG Agency.

MOVING EXPERIENCES

JULY 2016

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SEPTEMBER 2016

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SUMMER OLYMPICS
(MULTISPORTS)

5-21 AUGUST 2016

INTERNATIONAL
YOUTH DAY

12 AUGUST 2016

WORLD ELEPHANT
DAY

12 AUGUST 2016

WORLD
ORANGUTAN
DAY

19 AUGUST 2016

19 AUGUST 2016

WORLD
PHOTOGRAPHY DAY

29 AUG - 11 SEPT 2016

US OPEN
(TENNIS)

31 AUGUST 2016

MERDEKA
DAY

Bring your ideas to life on these special days!

AUG 2016	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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- Malaysian Public Holiday
- Awareness Day
- Social Events
- Sports Events

DISCOVER WHAT INSPIRES US





CHRISTMAS IN ATLANTIS



"Christmas in Atlantis" was an aquatic themed Christmas campaign created by Sunway Pyramid. We designed an Augmented Reality experience to engage the holiday crowd. A giant LED screen displayed a full 3D underwater scene complete with friendly dolphins, seahorses, jellyfish, and even mermaids.

People who stood in front of the screen were tracked by a camera that allowed them to interact with the sea creatures. Photos of their experience were uploaded on the website in real time.

AUGUST 2016

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OCTOBER 2016

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SCHOOL HOLIDAY (10-18 SEPT 2016) - Social Events

INTERNATIONAL CHOCOLATE DAY (13 SEPT 2016) - Social Events

MALAYSIA DAY (16 SEPT 2016) - Malaysian Public Holiday

WORLD PEACE DAY (21 SEPT 2016) - Awareness Day

WORLD TOURISM DAY (27 SEPT 2016) - Social Events

HARI RAYA AIDILADHA (12 & 13 SEPT 2016) - Malaysian Public Holiday

WORLD HEART DAY (29 SEPT 2016) - Awareness Day

PARALYMPIC GAMES (MULTISPORTS) (7-18 SEPT 2016) - Sports Events

ASIAN BEACH GAMES (MULTISPORTS) (24 SEPT - 30 OCT 2016) - Sports Events

RYDER CUP (GOLF) (30 SEPT - 2 OCT 2016) - Sports Events

Bring your ideas to life on these special days!

SEP 2016	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI





CELL WARS

Cell Wars is an addictive and fun shooting game optimised for desktop and mobile. The game is hosted on a custom website and requires no download to play. The game is branded by our client and helps them connect with a younger audience, while driving traffic to their website and social media.

Players have to protect the good cells from the bad cells. The game has three levels with increasing difficulty. A minimum score is required to move on to the next level. The top scores are updated on a leaderboard and the players compete for weekly mini prizes and a grand prize.

BIRTHDAY OF THE GOVERNOR OF SABAH

INTERNATIONAL COFFEE DAY

AUSTRALIAN FOOTBALL LEAGUE (GRAND FINAL)

FORMULA 1 MALAYSIA GRAND PRIX (RACE)

AWAL MUHARRAM

WORLD ANIMAL DAY

SEPTEMBER 2016

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

NOVEMBER 2016

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

1 OCT 2016

1 OCT 2016

1 OCT 2016

2 OCT 2016

2 OCT 2016

4 OCT 2016

14 OCT 2016

15 OCT 2016

24 OCT 2016

29 OCT 2016

29 OCT 2016

31 OCT 2016

MELAKA GOVERNOR'S BIRTHDAY

GLOBAL HANDWASHING DAY

BIRTHDAY OF THE SULTAN OF PAHANG

DEEPAVALI

CHILDREN'S DAY (MALAYSIA)

HALLOWEEN

Bring your ideas to life on these special days!

OCT 2016

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON



INTERACTIVE LEARNING

Digital media is revolutionising the education process. Today's generation is comfortable with using technology to navigate daily tasks so it is only natural for digital to take learning beyond the classroom.

We created an Augmented Reality application for Petronas INSTEP for students to understand the gas dehydration process through 3D models. This is helpful especially since the actual unit is very large and expensive.

MOVING EXPERIENCES

OCTOBER 2016

S	M	T	W	T	F	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

DECEMBER 2016

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

HARIHOL
ALMARHUM
SULTAN

6 NOV 2016

BIRTHDAY OF
THE SULTAN OF
KELANTAN

11 NOV 2016

ASIAPACIFIC
IRONMANLANGKAWI
(RUN)

12 NOV 2016

WORLD
KINDNESS DAY

13 NOV 2016

WORLD
DIABETESDAY

14 NOV 2016

19 NOV 2016

INTERNATIONAL
MEN'S DAY

19 NOV 2016

WORLD
TOILET DAY

26 NOV - 1 JAN 2016

SCHOOL HOLIDAY

27 NOV 2016

BIRTHDAY OF
THE SULTAN OF PERAK

Bring your ideas to life on these special days!

NOV
2016

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED



● Malaysian Public Holiday

● Awareness Day

● Social Events

● Sports Events

DISCOVER WHAT INSPIRES US



MOVING DEALS

PLAY NOW



MOVING DEALS

This is an innovation for merchants to communicate their promotions and products to smartphone users who are near the physical stores. It uses gamification to put participating retailers' deals on a wheel of fortune type mechanism. Users can visit the website, spin the wheel and get a promotion/deal that they can redeem right away.

WORLD AIDS DAY

1 DEC 2016

INTERNATIONAL DAY OF PEOPLE WITH DISABILITY

3 DEC 2016

BIRTHDAY OF THE SULTAN OF SELANGOR

12 DEC 2016

PROPHET'S MUHAMMAD BIRTHDAY

12 DEC 2016

CHRISTMAS

25 DEC 2016

Bring your ideas to life on these special days!

NOVEMBER 2016

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JANUARY 2017

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

DEC 2016	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT

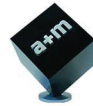




Our Awards

Our pioneering efforts in bringing digital out of home has won us various plaudits from some of the most respected awarding bodies in the media industry. These include the following :

2014 AWARDS



Best Idea for Business Event



Best Idea for Business Events



Best Engagement Strategy by a Media Owner



Best Launch by a Media Owner



The Most Innovative Technology



Best Acquisition Team



Best Use of Experiential /Live Marketing

2015 AWARDS



Best Idea for Business Events



Best Event or Experiential Marketing Campaign



Most Innovative Technology



Best Event by a Media Owner



Best Media Solution - Experiential



Best Corporate Branding by a Media Owner



Best Insights & Research Project by a Media Owner



Best Use of Co-creation



Best Creative Team



Best PR/ Guerilla Marketing



Best Innovative Idea or Concept



SME100 Awards for Fast Moving Companies