

**CRAFT & CODE**  
DIGITAL CREATIVE AGENCY

CRAFT & CODE CREATES  
**JOYFUL DIGITAL EXPERIENCES**  
THAT BRING BRANDS & PEOPLE TOGETHER THROUGH



CRAFT & CODE

GOOD &  
MEANINGFUL  
DESIGN

INNOVATIVE  
USE OF  
TECHNOLOGY

WE SPECIALISE IN  
**DIGITAL EXPERIENCES & PRODUCTS**  
ACROSS WEB, TABLET AND MOBILE DEVICES.

DESIGN

TECHNOLOGY

PRODUCT STRATEGY

ANALYTICS & OPTIMISATION

USER EXPERIENCE

EVERYTHING YOU NEED TO MAKE A SUCCESSFUL DIGITAL  
PRODUCT OR SERVICE, AND NOTHING MORE.



# HELLO

I AM...

## SELENE

**BUSINESS DIRECTOR**

Selene is a marketing veteran, having been consulting with brands like IBM, HP, Singapore Airlines, Singapore Tourism Board, Epson, Tourism New Zealand, Mastercard, and Unilever over the past 19 years. She also writes her own courses for Smarty Pants, a school she founded. Selene has a strong track record with her career and is known for her groundedness and reliable delivery.

## JULIANA

**CREATIVE DIRECTOR**

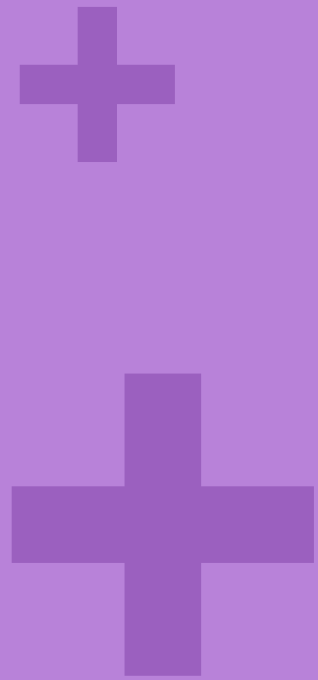
Trained by leading Creative Directors in TBWA, Juliana's biggest asset is her eye for creativity, and separating "good" & "brilliant". She is the "brain" behind C&C's creative work. In the 11 years of advertising experiences, she has worked on accounts such as Singapore Airlines, Health Promotion Board, G2000 and P&G brands.

## MEIFEN

**CREATIVE DIRECTOR**

Created award winning campaigns such as UNIQLO Surprise and HPB's Lucky Got Kaki. Highly recognized for her craftsmanship in the industry, Meifen ensures the high standard of work quality for C&C. She has worked on accounts such as ION Orchard, Changi Airport, UOB and Pernod Ricard in her 15 years of advertising experience.





# YOU + CRAFT & CODE

We ask our clients to participate directly with us in an intensely collaborative process based on specific measures of success and continuous testing and improvement. The result is one combined team, making things the right way, with less time invested in presentations and arbitrary deliverables.

**“TALENT WINS GAMES,  
BUT TEAMWORK AND INTELLIGENCE  
WINS CHAMPIONSHIPS.”**

- MICHAEL JORDAN



# BRANDS WE'VE WORKED ON



## OUR ACHIEVEMENTS



- BEST CAMPAIGN USER EXPERIENCE
- BEST CAMPAIGN MOBILE FOR EVENT



- BEST CAMPAIGN ORIGINAL CONTENT
- BEST CAMPAIGN VIDEO/RICH MEDIA



- BEST USE OF APP/MOBILE

FINALIST FOR MARKIES AWARD 2017

BEST IDEA - DIGITAL • BEST USE OF DIGITAL

# CASE STUDY

# HALLOWEEN HORROR NIGHTS 6 EVENT SITE

▲ CRAFT    🔗 CODE    ⚡ CONCEPT    🌐 LOCALISATION

While Universal Studios' Halloween Horror Nights (HHN) had remained a popular attraction over the past 5 years, there was concern that fatigue was setting in. We needed to let our target audience of horror know that HHN6 was not more of the same.

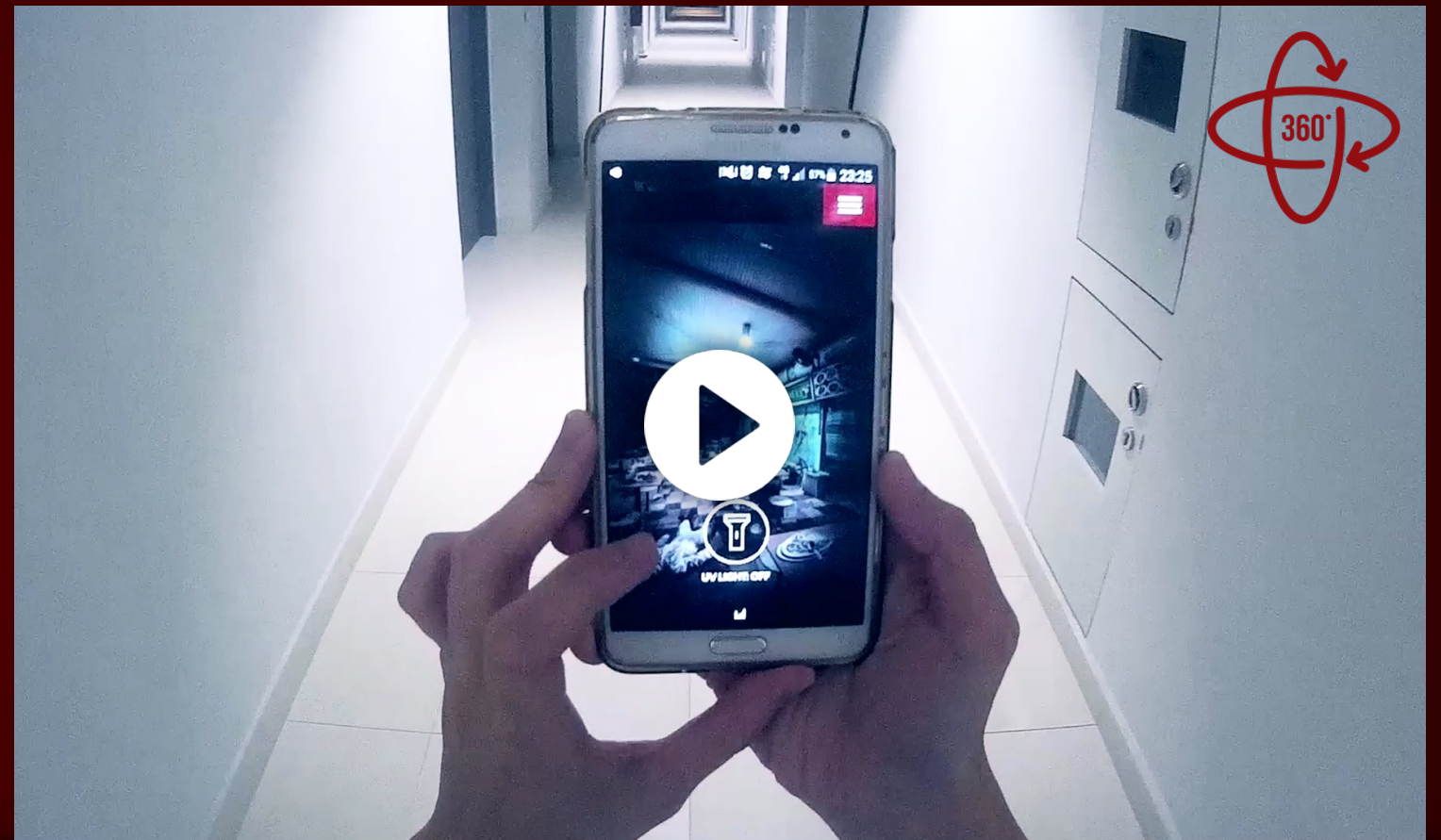


***We created an immersive experience that accurately simulates the thrill of exploring a haunted house.***

By linking mobile phone's gyroscope to our 360° environments, users could view our virtual world through their mobile phone as they moved about in the real world.

**Case Study Video:**

<https://youtu.be/ETWNICHtGm8>





## RESULTS

During the first two weeks of the campaign, without any other online marketing drivers, we saw a significant increase in **Revenue**, **Engagement** and **Excitement**.

**890,745** Total sessions were recorded.

Revenue **58%** ↑

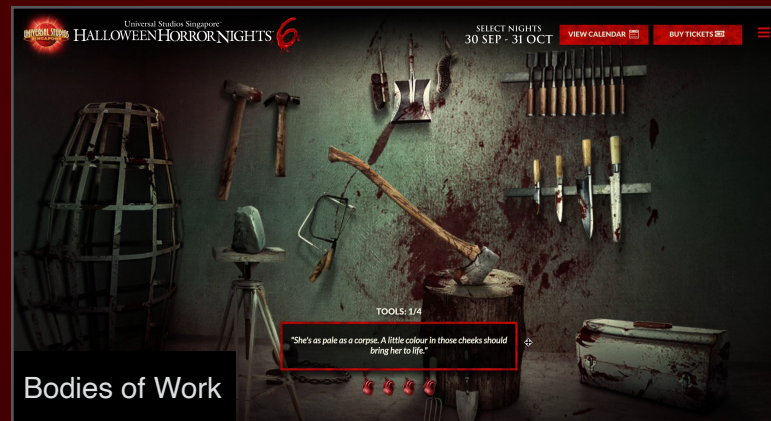
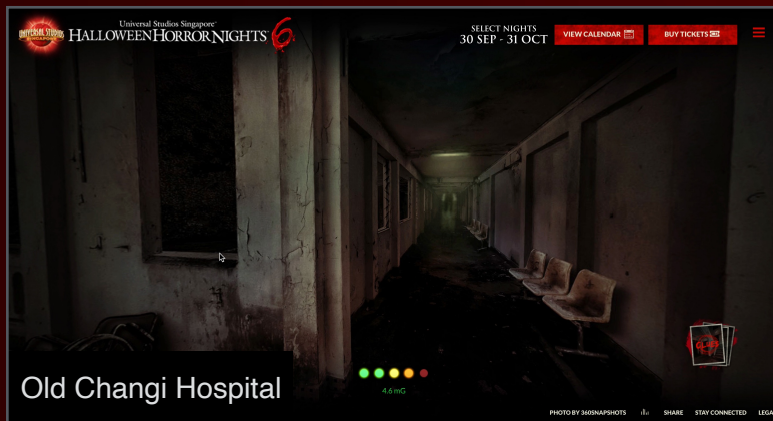
Sessions **68%** ↑

Unique Visitors **68%** ↑

Repeat Visitors **20%** ↑



*Meticulously crafted details & sound to mimic the on-ground haunted houses for HHN6*

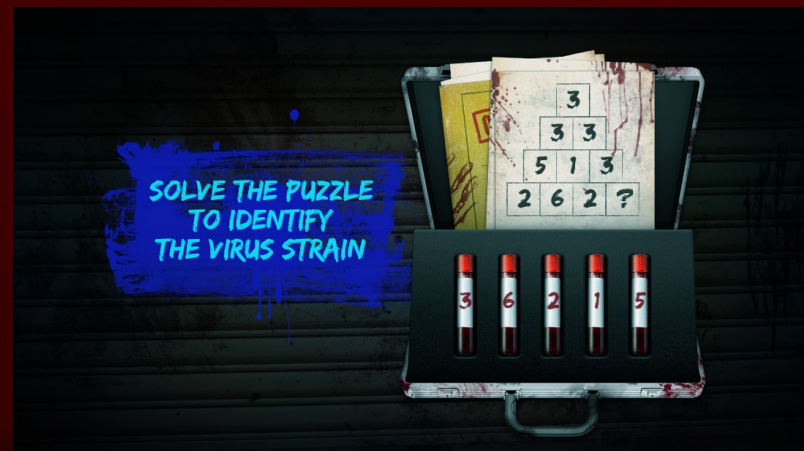




*Jump scares planted in various haunted houses to acts as an adrenaline shot for the thrill seekers*



*Interactions and activities kept the users engaged*



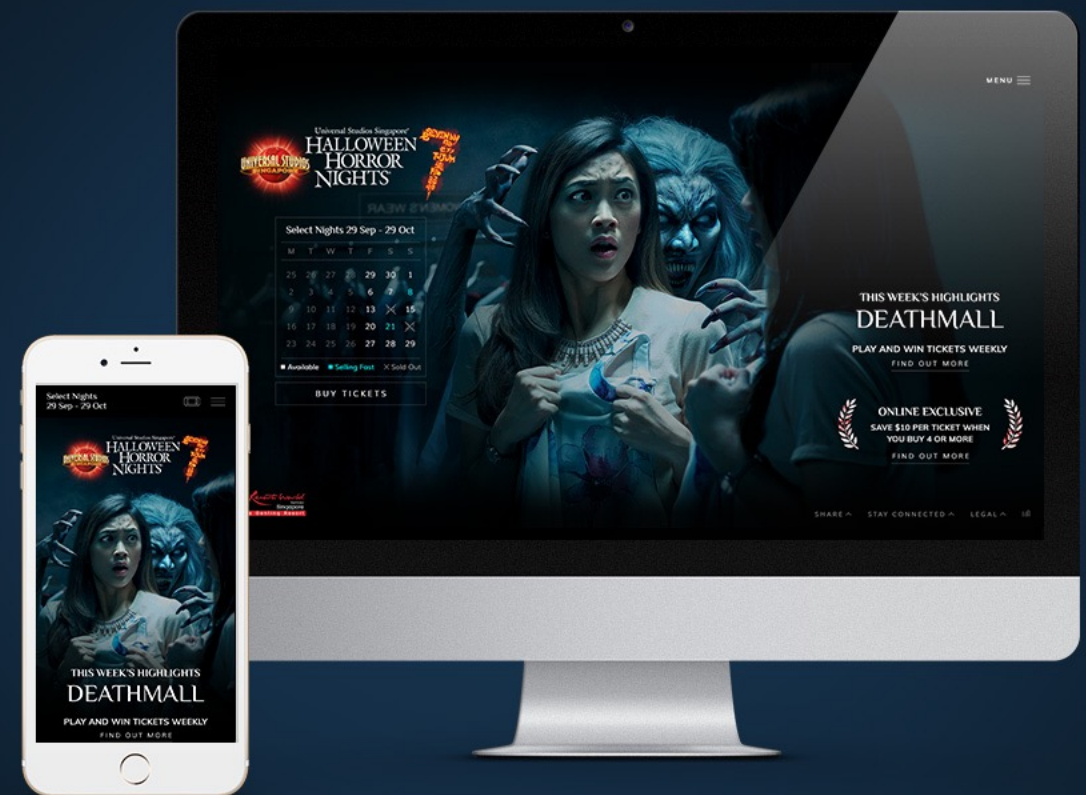
SOME OF OUR  
**OTHER WORKS**



# HALLOWEEN HORROR NIGHTS 7 EVENT SITE

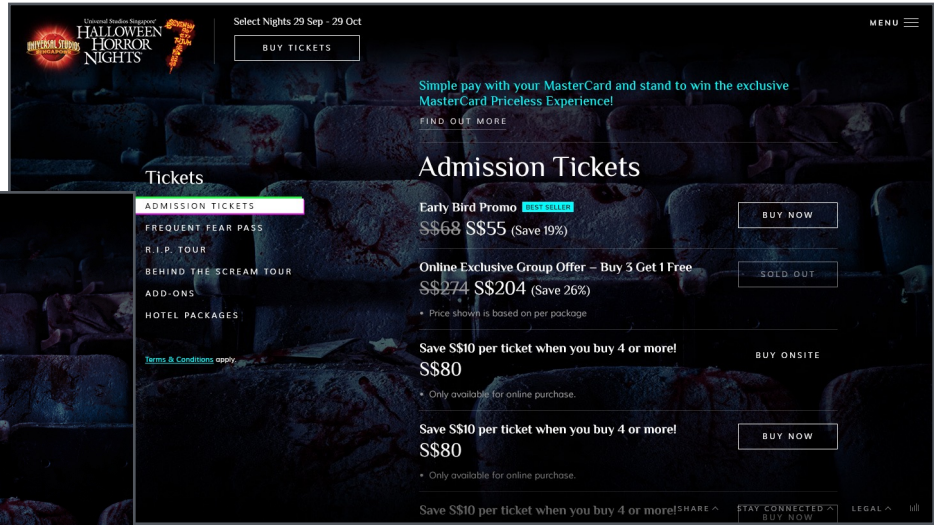
▲ CRAFT    ⌘ CODE    ⚡ CONCEPT

With the learnings obtained from HHN6, we were able to create HHN7 microsite with an improved site experience. This resulted a decreased drop-off rate and increased sessions and unique/repeat visitors.



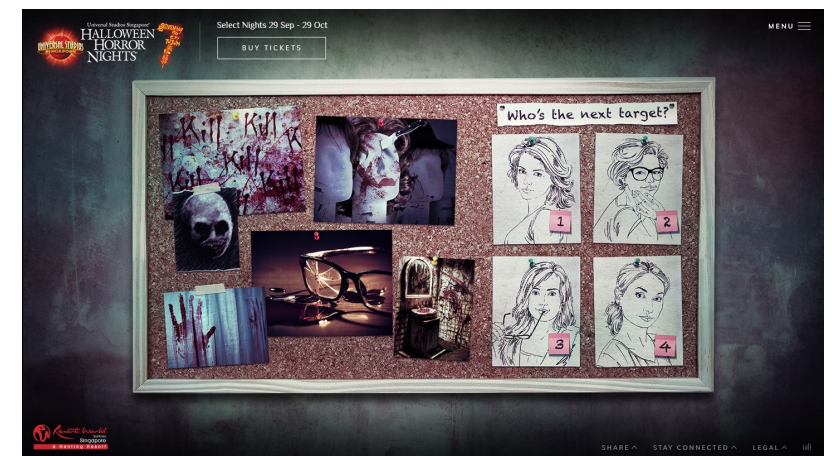


Jump scares were integrated into the site to create an element of surprise for the users.





*We created several mini games that exudes the various themes of the haunted houses and unveil them weekly*







# THE OPEN VAULT AT OCBC SITE REVAMP

▲ CRAFT    [ ] CODE    ⚡ CONCEPT

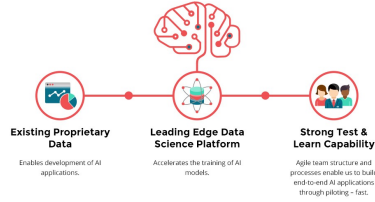
The Open Vault (TOV) is an innovation lab by OCBC. They wanted a brand image that can be differentiated from their competitors. Something less corporate, more vibrant and fun, yet professional.



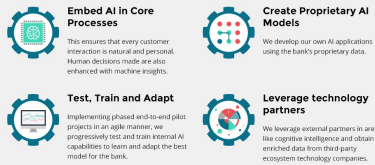
We identified a color palette that is unique to TOV, and within the OCBC color guide. Massive amount of information were simplified into digestible contents with the aid of infographics.

**AI Lab**  
Transforming OCBC Bank into an AI-enabled organisation, our AI Lab explores cases that solve banking problem statements and enhance customer journeys.

**Our AI Capabilities**



**How We Build Organisational Intelligence with AI**



**Let's Collaborate!**

Fancy yourself a potential ecosystem or tech partner? Or perhaps you're an AI talent with an insatiable desire to change the future? Hit us up for a chat to see how we can collaborate together.

[CONTACT US NOW ->](#)

- Ecosystem Partners**  
Partner us to unleash the power of combined data.
- Tech Companies**  
Partner or license us cognitive AI technologies.
- AI Talent**  
Come join the AI team.

**We'd love to talk about what matters to you.**

[GET IN TOUCH ->](#)

The Open Vault At OCBC

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Singapore 059402

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**TOV Innovation Challenge 2018**  
Thank you for your participation. See you next year!  
[VIEW FINALIST ->](#)

**Meet Our 2017 Graduates**

**SOOREEM**  
Soreem (Singapore) transforms data into deep consumer insights. This enables companies to adopt niche marketing by targeting specific groups of customers. Soreem is currently in production with OCBC.

**STRANDS**  
Strands (Spain) helps to reduce business complexity for SME with a one-stop portal that can track, manage and analyse their finance. Strands is currently in production with OCBC.

**SILENT EIGHT SEARCH**  
From 30 minutes to 3 seconds - that's how much time Silent Eight (Singapore) can reduce for compliance investigations. Silent Eight is currently in production with OCBC.

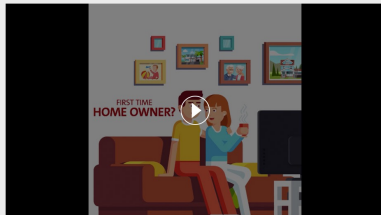
**BlackSwan Technologies**  
BlackSwan technologies track contacts, link analysis between entity and information - enabling a more accurate compliance program.

**9SPOKES**  
An aggregator of various productivity apps. Spokes (New Zealand) makes it convenient for SME owners to monitor their businesses.

**boundlss**  
Leveraging Artificial Intelligence (AI), Boundless (Australia) provides personalised health & wellness recommendations to its users.

**2016 Alumni**

**Hear it from our Graduates!**



**Gallery**

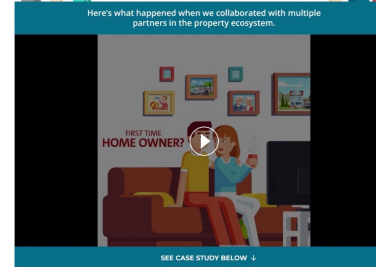


**Together, Let's Create a Seamless Future**

**We believe in the power of...**



Here's what happened when we collaborated with multiple partners in the property ecosystem.



**Come Partner Us!**

Neither a fintech firm nor bank? Doesn't matter. Here's how we can collaborate:

- Experiment with Us**  
The Open Vault opens up opportunities for you to use OCBC Bank's data sandbox where you can experiment with real anonymised customer data and bring your solution to market swiftly.  
[CO-CREATE WITH US NOW ->](#)
- Connect via APIs**  
The API Store is a sandbox testing platform that lets you access additional data from fintech to lifestyle, and create new solutions. Connect and tap into a stunning amount of innovation!  
[EXPLORE NOW ->](#)
- Leverage our Strong Presence**  
OCBC's strong Asia presence and global network across 14 countries gives you access to a broad existing regional customer base. An advantage that's strengthened further by our strategic foreign partnerships.  
[FIND OUT MORE ->](#)
- Access Strong Data Analytics Capability**  
We are a recognised leader in data and analytics, with a world-class enterprise data platform that keeps expanding through our ecosystem partners. By collaborating with us, you will be gaining valuable access to analytics leaders.

**CASE STUDY 01 "We Economy with StarHub"**  
A bank and a telecoms powerhouse teamed up right in fact, Singapore's first bank-telecom partnership is driving a more collaborative ecosystem across sectors.

**CASE STUDY 02 "One Advisor Home"**  
Not just a mortgage loan provider but more home packaging partner - a bank's role is being drastically. Check out how OCBC is reimagining the pre-to-lead customer journey.

The Open Vault At OCBC  
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**We'd love to talk about what matters to you.**

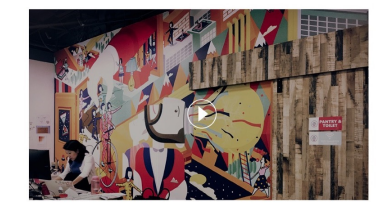
[GET IN TOUCH ->](#)

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**ABOUT US**  
**An Open Call for Open Innovation**



We know that to develop breakthrough solutions that are out-of-the-box, we need to look out-of-the-box. That's why here at The Open Vault, we actively collaborate with external fintech firms to rapidly test and validate new ideas and solutions - before bringing winning prototypes quickly to the market. Our goal is to make banking simpler, more transparent, more instant and more rewarding for customers as well as ourselves. In becoming digital leaders and innovators, we are also creating and supporting a mindset shift among the people who work with us day to day.

**How We Are Shaping The Bank of The Future**

- Seamless Customer Experience**  
Natural, frictionless and personal
- Data as a Core Advantage**  
Leverage data-centric models for advantage
- Enriched Ecosystem**  
Partnerships for enhanced living



**Meet The Team**

We love that what we do is changing the future. Meet the hungry game-changers who are driving our vision.



**We'd love to talk about what matters to you.**

[GET IN TOUCH ->](#)

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# CHRISTMAS ECARD MICROSITE

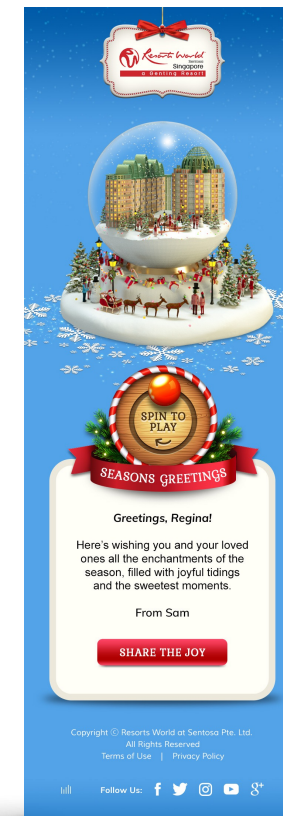
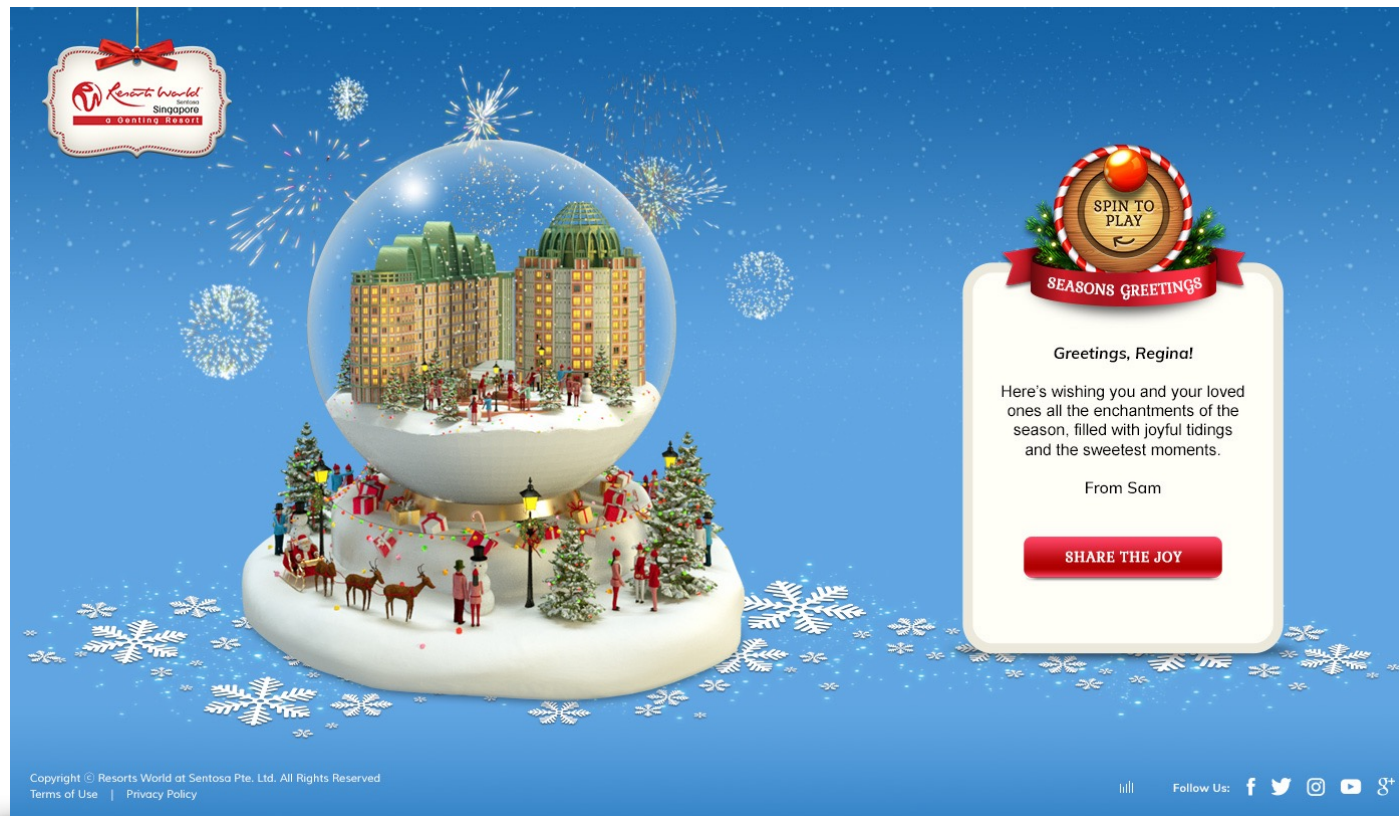
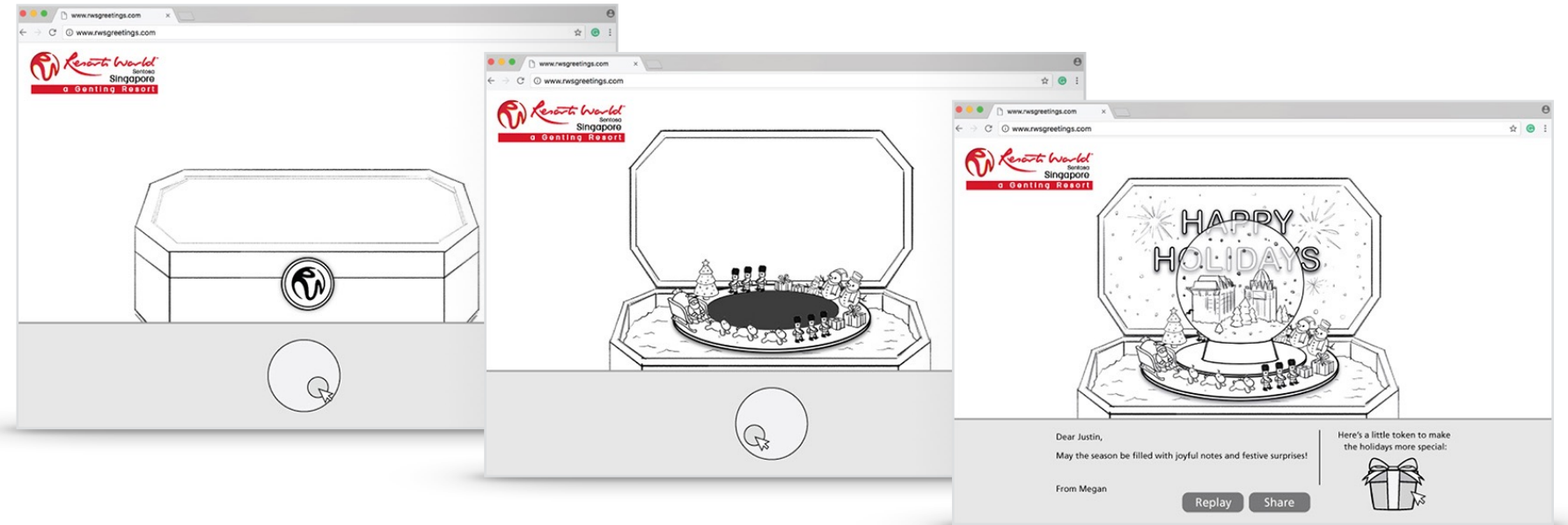
▲ CRAFT    □ CODE

We were tasked to create a single page microsite that allows the public, RWS management and staff to send Christmas eCards to friends and business partners through different channels.





We worked closely with the client and 3D artist to translate what the client envisioned into the microsite



Users can interact with the snow globe and send out the ecard through these channels:



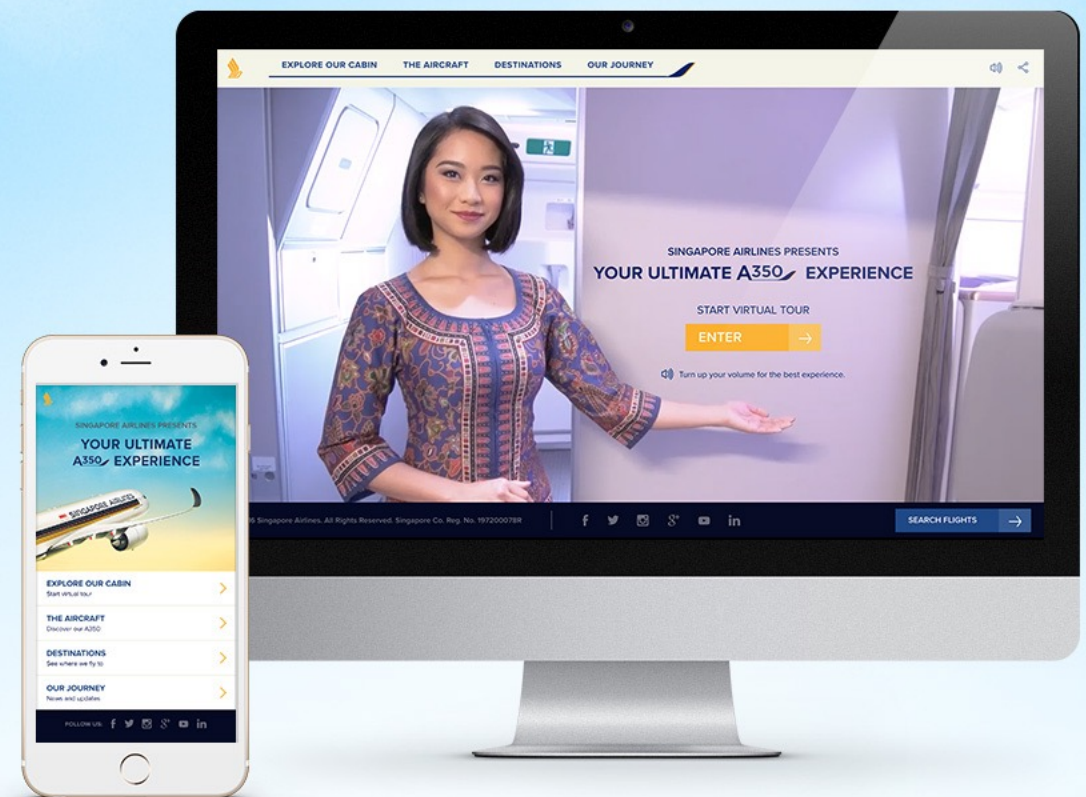




# A350 EXPERIENCE CAMPAIGN SITE

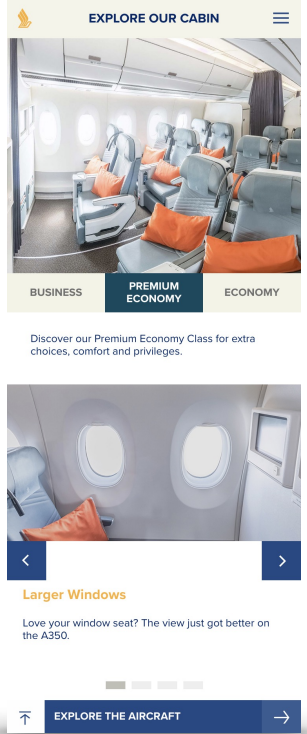
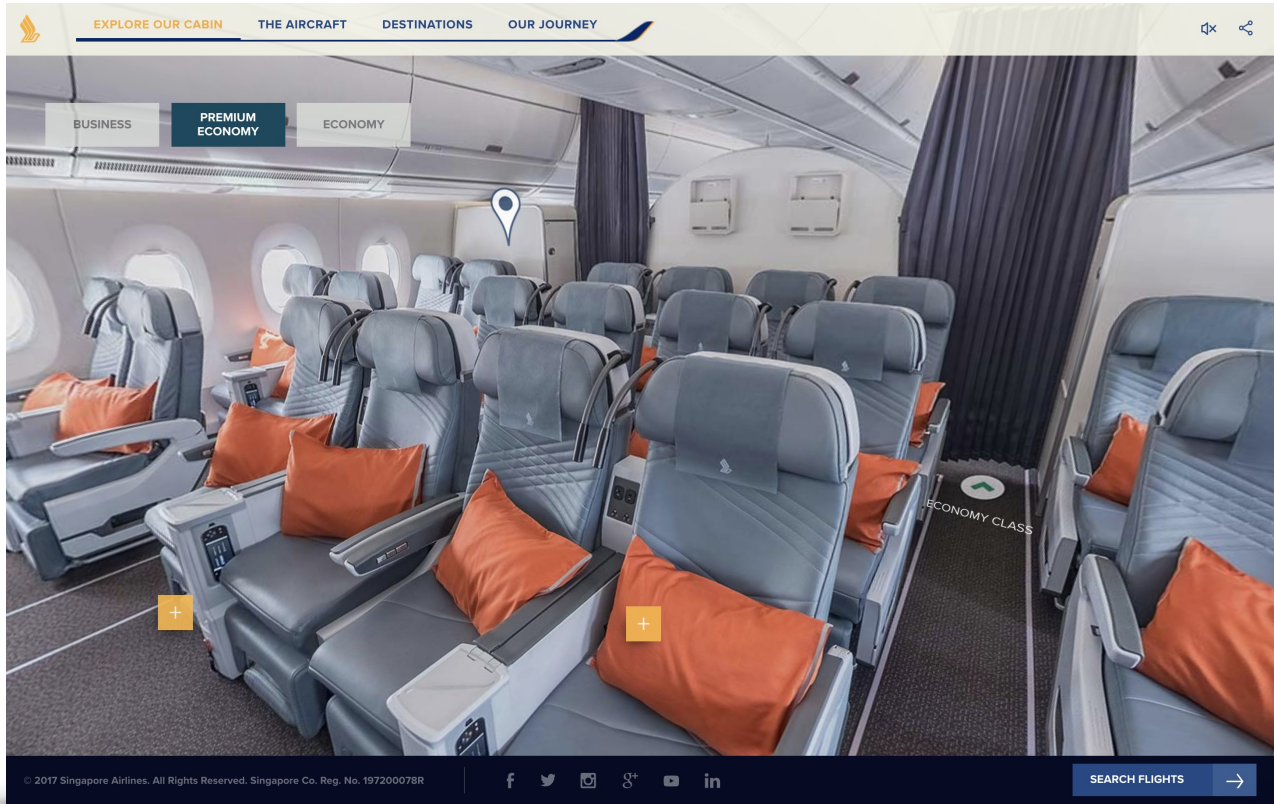
▲ CRAFT    [ CODE

This is a joint collaboration with TWBA Singapore. We are in charge of the design and development in this project. Our task is to create a digital experience to introduce SIA new aircraft A350.

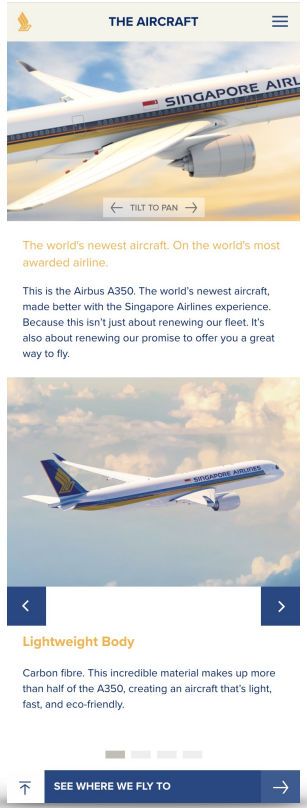




Uses get to explore the different cabins in a 360° virtual walkthrough



3D model of the aircraft created for user to interact and explore its exterior





EXPLORE OUR CABIN THE AIRCRAFT DESTINATIONS OUR JOURNEY

## HELLO WORLD. MEET THE SINGAPORE AIRLINES A350.

Experience our A350 on selected flights\* and arrive refreshed for anything. Visit us again for updates on other destinations.

\*Subject to operational changes.

CLICK ON A DESTINATION TO EXPLORE MORE.

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DESTINATIONS

HELLO WORLD. MEET THE SINGAPORE AIRLINES A350.

Experience our A350 on selected flights\* and arrive refreshed for anything. Visit us again for updates on other destinations.

\*Subject to operational changes.

Destination	Flying from	
SINGAPORE	09 May 2016	+
AMSTERDAM	09 May 2016	+
BARCELONA	02 Apr 2017	+
BRISBANE	16 Oct 2017	+
CAPE TOWN	30 Oct 2016	+
DÜSSELDORF	21 Jul 2016	+
TOKYO	13 Dec 2016	-

Arrive rested and ready to stand in awe. Mount Fuji holds a special place in the hearts of the Japanese. The almost perfect, snow-capped volcano stands tall at 3,776 metres. Solitary but majestic, it is revered as a sacred place and a source of inspiration for centuries. Let it capture your heart too.

Just one of the many ways to enjoy Tokyo after a comfortable and relaxing flight on our A350.

SEARCH FLIGHTS

OUR JOURNEY

THE SINGAPORE AIRLINES A350. DISCOVER OUR JOURNEY.

Follow our latest updates, from what's going on to what's next.

**ANNOUNCEMENTS**  
A new companion app for your inflight entertainment experience

Singapore Airlines introduces a first-of-its-kind mobile application that offers customers greater control over their inflight entertainment experience, even before boarding the aircraft.

READ MORE

**ANNOUNCEMENTS**  
Our first Airbus A350-900 arrives in Singapore

The aircraft arrived at Singapore Changi Airport on 3 March 2016 with great fanfare. Guests were treated to a spectacular water cannon salute and a tour of the new aircraft.

READ MORE

**ANNOUNCEMENTS**  
Singapore Airlines takes delivery of the first A350-900

Delivered straight from the Airbus Delivery Centre in Toulouse, the Airbus A350-900 is the first of 67 A350 aircraft on firm order. This includes seven of an ultra-long-range variant for which Singapore Airlines will be the launch customer.

READ MORE

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FOLLOW US: f t i s+ y in

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EXPLORE OUR CABIN THE AIRCRAFT DESTINATIONS OUR JOURNEY

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READ MORE

**ANNOUNCEMENTS**  
Flying direct to Amsterdam from 9 May 2016

Singapore Airlines will launch the inaugural long-haul flight of its new Airbus A350-900 fleet on 9 May 2016. The A350 will serve the Airline's daily flight to the city of charming canals as SQ324, as well as its return flight SQ323.

READ MORE

**BEHIND THE SCENES**  
Ready for the launch

**ANNOUNCEMENTS**  
Flying direct to Düsseldorf three

**ANNOUNCEMENTS**  
World's longest non-stop flight to

**ANNOUNCEMENTS**  
First flight out: Amsterdam, 2016

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SEARCH FLIGHTS



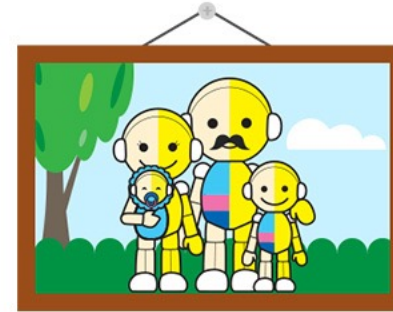
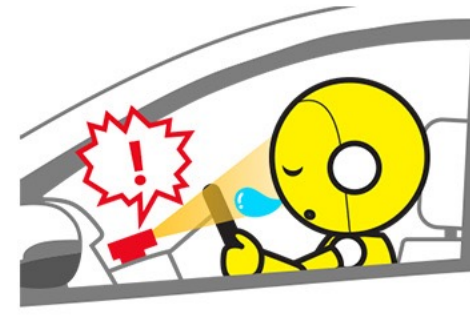
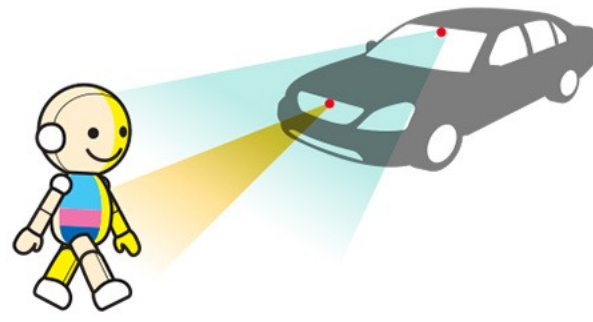
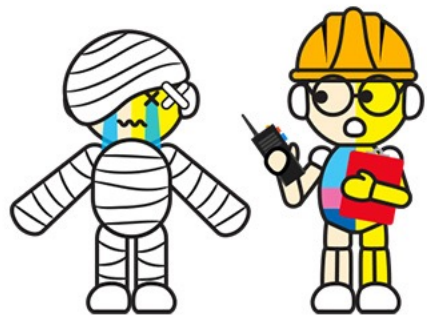

# BE SAFETY LEADERS CAMPAIGN SITE REVAMP

▲ CRAFT    📄 CODE    ⚡ CONCEPT    🌐 LOCALISATION

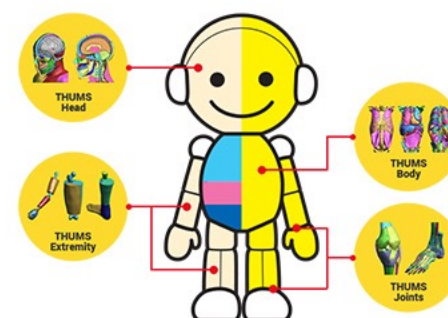
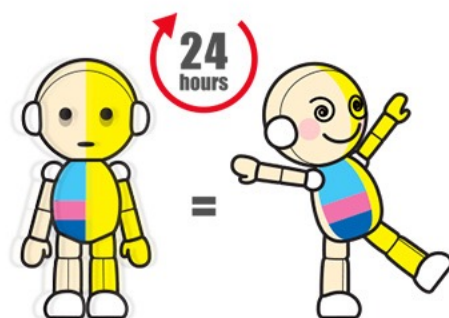
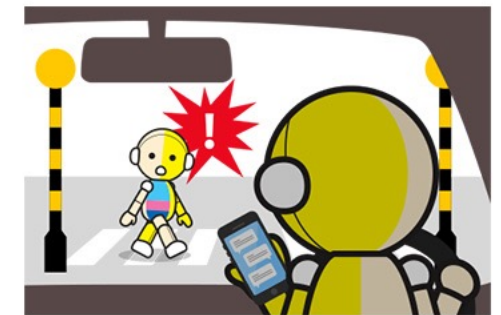
Toyota wanted to revive a dormant campaign site with the aim to advocate a zero accident world. The education on road safety is a rather dry topic, we need to engage the user in a interesting way.





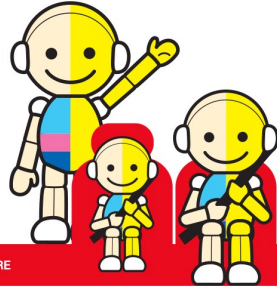



*We made use of THUMS, a Toyota's mascot, to present the information in a comical and quirky way*



# WE ARE SAFETY LEADERS

Safety Depends On Leadership and Teamwork. Safety is our priority. It is not just about safer cars, it is also about creating safer roads for a more enjoyable drive. Safety is for everyone. You can play a part in Safety Leadership so we can build the Safest Road Environment for everyone. Join us as Safety Leaders today!

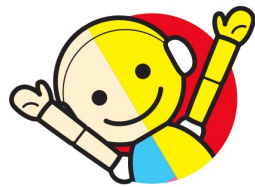
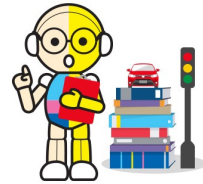


LEARN MORE



## FUN FACTS & TIPS

LEARN MORE

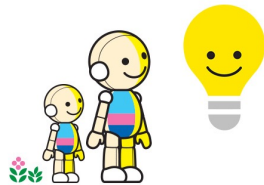


## MEET THE SMARTEST DUMMY

MEET THUMS

## DRIVING SAFETY INNOVATIONS

OUR TECHNOLOGY



## SAFETY LEADER POP QUIZ

START NOW

## TOYOTA'S SOCIAL INITIATIVES

READ MORE



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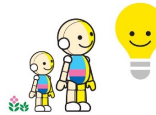
## MEET THE SMARTEST DUMMY

MEET THUMS



## DRIVING SAFETY INNOVATIONS

OUR TECHNOLOGY



## SAFETY LEADER POP QUIZ

START NOW



## TOYOTA'S SOCIAL INITIATIVES

READ MORE



# WE ARE SAFETY LEADERS

To build a safer road environment, we require more than one person's effort or the most advanced technology. Safety depends on leadership and teamwork. As such, we want to involve everyone in "Safety Leadership". When everyone plays a part together with the help of Toyota's safety technology, we can build the Safest Road Environment for all.

Safety is for everyone. Join us as safety leaders today.



## ARE YOU A DISTRACTED DRIVER?

TAKE QUIZ

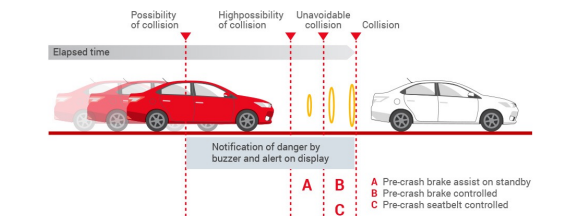
# WORLD-CLASS TECHNOLOGIES. WORLD-CLASS SAFETY.

Your safety comes first. That's why we work hard to make our technologies second to none. By adopting a holistic approach to safety, we strive to make our vehicles safe not just for the driver, but for all road users.



## PRE-COLLISION TECHNOLOGY

Toyota studied the moments before a collision to see how we could minimize damage and injury, or perhaps avoid the collision altogether, during those important seconds before impact.

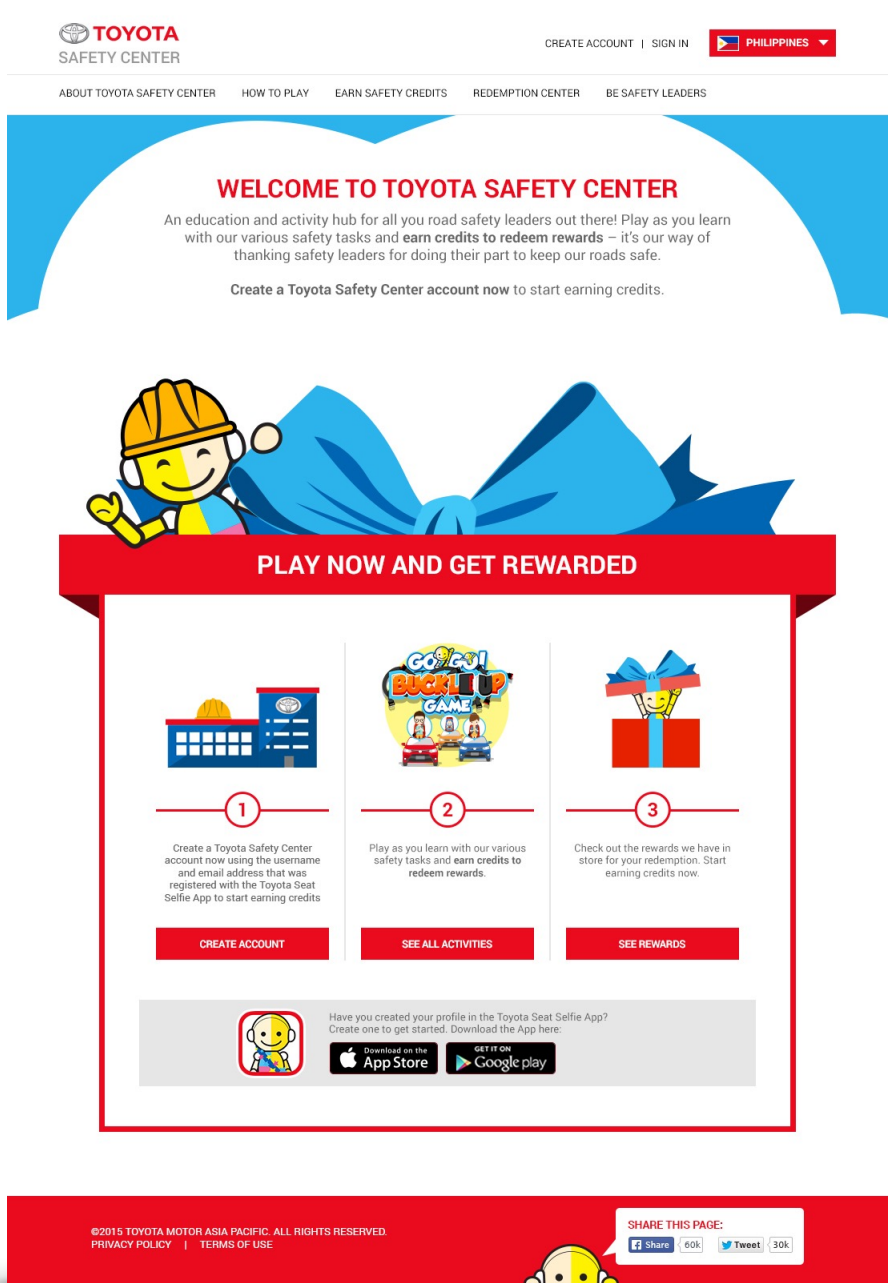




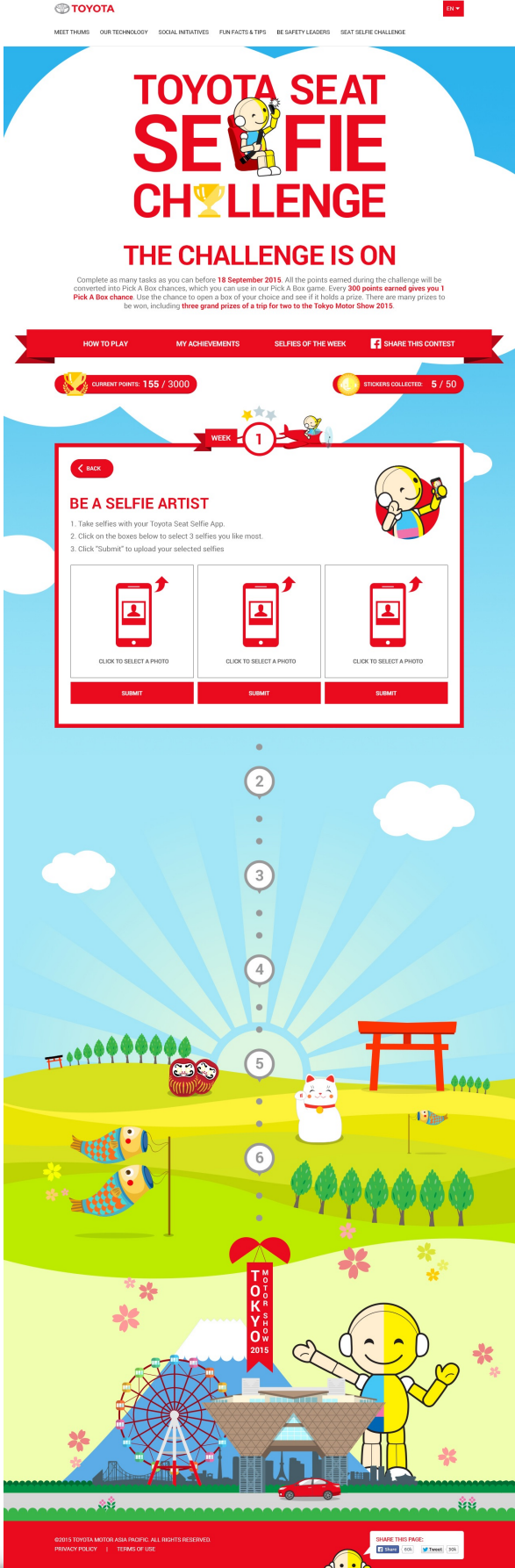
Extensions



Games



Redemption Site



Contest Site

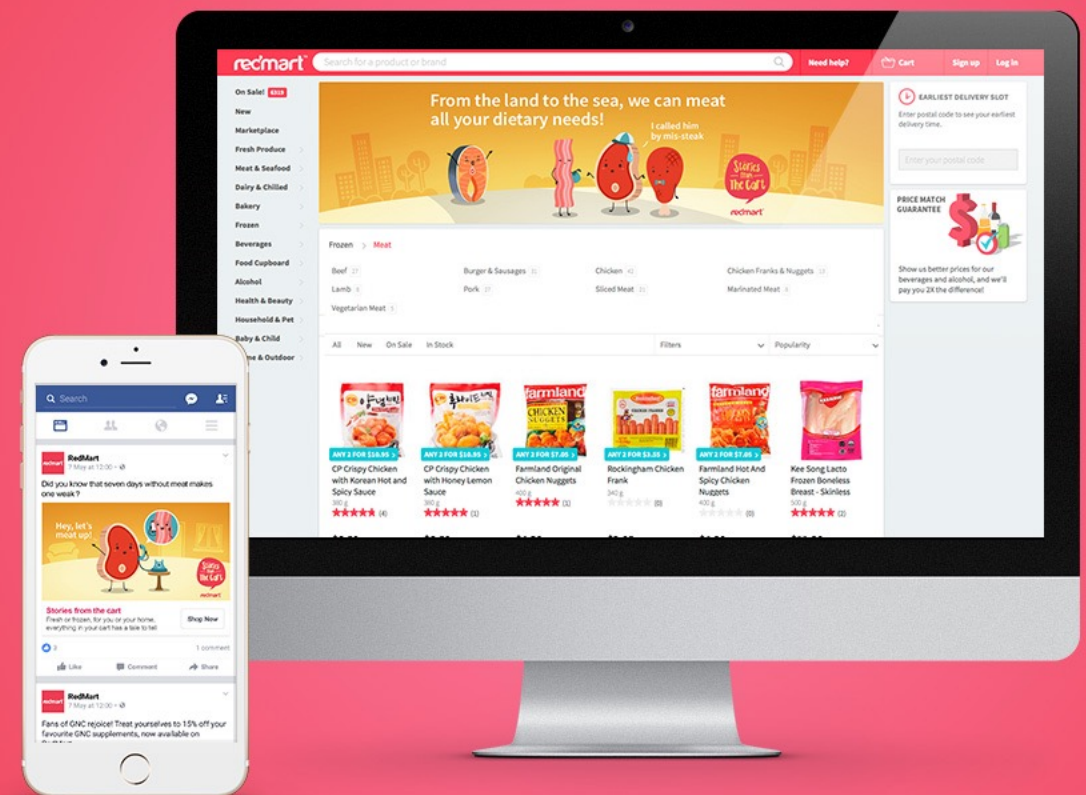


redmart™

# STORIES FROM THE CART FACEBOOK ADS

▲ CRAFT ⚡ CONCEPT

This is an extension to campaign 'Every product has a story' where Redmart wants to give a fun personality to their products to showcase their wide product range and also to drive more new users to redmart.com.



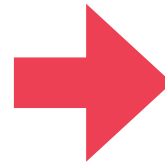
We created a series of 2-part comic strip using puns, leading users from Facebook to their respective product pages on [redmart.com](http://redmart.com)

**RedMart**  
February 22 · 🌐

Some things are gouda on their own, but are even feta when they're together.

**Stories from the cart**  
A wide variety & great prices mean our products aren't the only ones with stories to tell

REDMART.COM [Shop Now](#)



**redmart** Search for a product or brand Need help?

**On Sale!** 6319

New  
Marketplace  
Fresh Produce  
Meat & Seafood  
Dairy & Chilled  
Bakery  
Frozen  
Beverages  
Food Cupboard  
Alcohol  
Health & Beauty  
Household & Pet  
Baby & Child  
Home & Outdoor

**Whatever shape or size pasta or cheese you're after, we probably have it.**

I found you!

All New On Sale In Stock Relevancy

Product	Price	Rating	Action
Perfect Italiano Mozzarella Grated Cheese (250g)	\$6.75 (15% OFF \$7.95)	★★★★★ (2)	<a href="#">ADD TO CART</a>
Perfect Italiano Mozzarella Block Cheese (250g)	\$7.75	★★★★★ (1)	<a href="#">ADD TO CART</a>
Lemnos Haloumi Cheese (180g)	\$6.50	★★★★★ (2)	<a href="#">ADD TO CART</a>
Lou Perac La Brique De Brebis Sheep Cheese (150g)	\$6.90	★☆☆☆☆ (0)	<a href="#">ADD TO CART</a>
Tradition Shredded Cheddar Cheese (250g)	\$4.95	★★★★★ (2)	<a href="#">ADD TO CART</a>
Entremont Comte Cheese (200g)	\$8.90	★★★★★ (2)	<a href="#">ADD TO CART</a>

# Stories From The Cart

redmart™

RedMart February 22 · 🌐

And you thought your job was bad...

I have the worst job in the world! Yeah, right.

Stories from The Cart

Stories from the cart  
A wide variety & great prices m  
to tell  
REDMART.COM

Whatever the situation, we have what you need to get the job done.

HELP 24

Stories from The Cart  
redmart

RedMart February 22 · 🌐

Do you know who's always late?

Sorry guys, I'm latte!

Stories from The Cart

Stories from the cart  
A wide variety & great prices m  
to tell  
REDMART.COM

Never run late again with our huge selection of caffeine fixes.

Stories from The Cart  
redmart

RedMart February 22 · 🌐

Relationship status: It's complicated.

Me or her? You have to choose!

Stories from The Cart

Stories from the cart  
A wide variety & great prices m  
to tell  
REDMART.COM

Consider your options for breakfast or late-night snacks sorted.

Cereals-ly? We're just friends?

Stories from The Cart  
redmart

