

COMPANY PROFILE & PROJECT CASE STUDIES

**Click to play*



ABOUT US

CAKE EXPERIENTIAL

Cake Experiential Communications is an experiential marketing, communications, and consulting agency, specialized in developing personalized brand experiences that engage audiences with an authentic message through meaningful, relevant and innovative ways.

Bringing Integrated Experiential Solutions To Your Campaigns.

Brand
Experience
Concept and
Strategy

On-Ground
Events
and Activation

Digital and
Interactive
Solutions

Social Media
Management and
Ad Buys



ORGANIZATION CHART

CAKE EXPERIENTIAL

MANAGEMENT					
DIGITAL	CREATIVE	SALES & MKTG	OPERATIONS	ADMIN	FINANCE
INTEGRATION	EVENTS	BUSINESS STREAM	EVENT OPERATIONS	HR AND ADMIN	FINANCE
STRATEGY CONTENT SOCIAL MEDIA DIGITAL MEDIA INFLUENCER MKTG	ART DIRECTION 3D DESIGN 2D DESIGN	EVENT SALES ACTIVATION SALES MICE SALES SPONSORSHIP EXPERIENTIAL SALES DIGITAL SALES PR SALES	TEAM LEAD PROJECT SPECIALIST SECRETARY	OFFICE ADMIN OFFICE IT HUMAN RESOURCE TALENT MGMT LEGAL QESH	ACCOUNTING CASHFLOW TAX AND AUDIT COMPLIANCE
TECHNOLOGY	INTEGRATED	SUPPORT			
SOLUTION ARCHITECT DEVELOPMENT DATA SPECIALIST PROJECT MGMT SYSTEM INTEGRATION	ART DIRECTION GRAPHIC DESIGN DIGITAL DESIGN UI/UX DESIGN	MKTG SUPPORT MARKETING FINANCE			
	STRATEGY	MARKETING			
	CREATIVE DIRECTION STRATEGY CONTENT COPYWRITING	CORP COMM PUBLICITY AWARDS ASSOCIATIONS			

CLIENT LIST

CAKE EXPERIENTIAL

AirAsia

Ray-Ban

Carlsberg

L'ORÉAL
PARIS

PUMA

The
MACALLAN
HIGHLAND SINGLE MALT
SCOTCH WHISKY



TOYOTA

MeadJohnson
Nutrition

SUNSURIA
Building Today Creating Tomorrow

Volkswagen



Johnson & Johnson



SUNWAY PYRAMID
Your Unique Shopping Adventure

Penang
GLOBAL TOURISM

ROBINSONS

Delfi



MEDISANA®
made for Life

AFFINBANK



JEN
REMEDIES

cellcard



WRIGLEY'S
DOUBLEMINT



Wing

Angkor

AWARD WINNING CAKE EXPERIENTIAL



DIGITAL SERVICES & PRODUCTS

CAKE EXPERIENTIAL



01

SOCIAL MEDIA

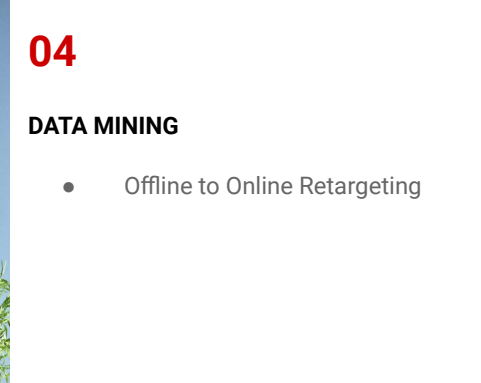
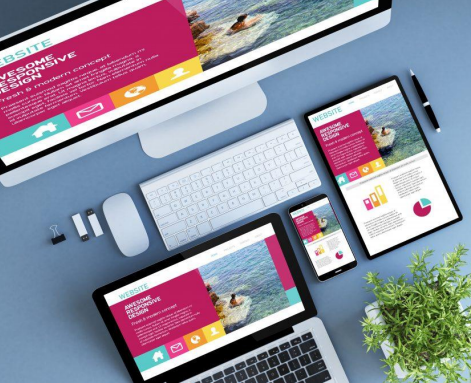
- Content Creation
- Ad Buy
- Data Analytics
- Social Monitoring
- Community Management



03

DIGITAL INNOVATION

- AR Development
- VR Development
- App Development



02

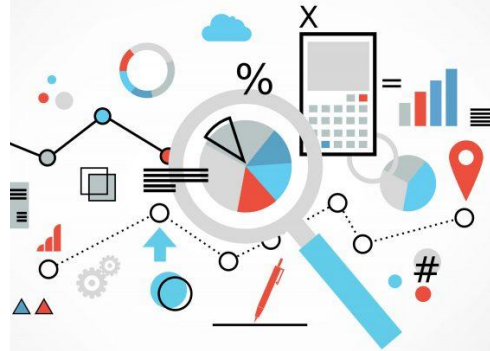
WEB DESIGN & DEVELOPMENT

- UI/UX Design
- Content Writing
- Web Strategy
- Data Analytics

04

DATA MINING

- Offline to Online Retargeting





EXPERIENTIAL EVENTS | MALAYSIA
CASE STUDIES

CASE STUDY

KRONENBOURG BLUE CHRISTMAS

The Challenge

Christmas time has rolled around once again! And Kronenbourg needed a key activation that will help to drive brand growth and further the brand proposition of "Pause for Le Moment" through the ownership of the Christmas season.

The Idea

Christmas is nothing without the Christmas spirit, stories, and memories captured for the season. Thus, we came up with a roving activation where we could bring the joy of Christmas to 12 hotspots in the Klang Valley and 28 outlets regionally.

The Results

Weaving in a sampling exercise, we were able to give out 2500 bottle of Kronenbourg, along with welcoming an additional 2500 guests during our Kronenbourg Pause For A Blue Christmas Outdoor Christmas Party where an additional 1900 bottles of Kronenbourg was sold.



PENANG TRISHAW ENTOURAGE CASE STUDY

Penang Global Tourism wanted to promote Penang as a key tourist destination to travelers around the region. With this being the first time Penang has independently promoted the island state out of the country, the campaign had to be something engaging and exciting.

The Penang Trishaw Entourage leveraged on the iconic Penang trishaw and brought the experience of riding an authentic Penang trishaw on the streets of Penang to travelers in 5 cities around the region; which are Hong Kong, Singapore, Jakarta, Bangkok and Taiwan.

The hand-made trishaws was brought to the 5 cities together with an inflatable mini George Town setup for the guests to experience cycling the trishaws around Penang. Guests could also take a photo with world famous Penang street art, savor Penang's delectable local snacks, witness original Penang craft demonstrations, book value added packages, and take part in a Ride, Snap and Win contest at the event.

The Penang Trishaw Entourage managed to create an engaging and unique experience for travelers to encourage them to book their next holiday to Penang.

Video link - <https://youtu.be/AQ6UqIP3Arl>



KIEHL'S DETOX WATER BAR

CASE STUDY

Kiehl's launched their first sampling truck - "Generosity on Wheels" to promote their philosophy of "Try before you buy". It has successfully achieved an overwhelming response from the potential customers.

To promote the launch of their new range of skincare products, We collaborated with Kiehl's to create the Kiehl's Detox Water Bar using a whimsical VW Kombi Van to share some joy with their guests in a healthy way. Customized Kiehl's infused water, based on the ingredients of the new product were given out to draw customers and subtly communicate the product benefits. On top of that, Kiehl's gave out free samples for guests to try the products before they buy it.

The Kiehl's Detox Water Bar has successfully created awareness and obtained more product trials for the brand.



ENFAGROW A+ BRAIN EXPO

CASE STUDY

The Brain Expo is a world class educational event to help parents discover how nutrition and stimulation helps develop their child's brain in the four key areas of development.

Guests could witness exhibits of real human brains and brain models, while qualified science and medical Brain Ambassadors share information on brain sciences. Parents and children could also enjoy interactive activities such as the Brain Booster Augmented Reality game, a fully immersive 360° Brain Galaxy Dome projection and other activities in the Intellectual, Motor, Emotional and Communication Zones such as the Holo-Rainbow, Genius Dance Steps with virtual dancers, the Giant Piano and learn how to Land a Drone. The activities were designed to provide both parents and children with a fun and educational learning experience.

Over 19,000 people attended the Brain Expo 2015 and exit surveys conducted shows that 96% of parents learned more about brain sciences during the expo, and 99% would recommend the event to family and friends. The event was successful in positioning Enfagrow A+ as the true brain development expert.

Video link - https://youtu.be/GViv_uqysKq



PETROSAINS SCIENCE FESTIVAL '17

CASE STUDY

The Petrosains Science Festival 2017 was a 3-day event that centered around 'Little Plans for the Big Planet', and aimed at highlighting sustainable efforts through the lens of science. As the event organiser, the challenge for Cake Experiential Communications was to create a journey that can engage visitors at multiple touch points throughout the 3-day event. Therefore, for richer engagement, we delivered content that was experiential, shareable and data-driven.

To unfold 'Little Plans for the Big Planet' in an inspiring yet sustainable way, paper collaterals were kept to a minimum, and visitors could plan their visits through the website or the festival app. To keep visitors engaged digitally and on-ground, we created a 3D QR Treasure Hunt that led them around KLCC's Esplanade as they hunt for 3D art. A freebie was given when they collected all four.

The three-day festival garnered the attention of over 900,000 visitors, with total visitors increasing manifold when compared to previous years. More importantly, their Little Plans for the Big Planet assured us that they will shape a better future for all.

Video Link: <https://www.youtube.com/watch?v=s0T9tE9I9FA>





DIGITAL INNOVATIONS | VR & AR
CASE STUDIES

THE RIDING DEAD VR EXPERIENCE

CASE STUDY

Experience the Zombie Outbreak yourself with The Riding Dead VR Experience!

Cake Experiential, in partnership with Zeno Group and KIX created an in-car VR Experience to promote the upcoming season of The Walking Dead on FOX Channel Asia.

In partnership with FOX Channel Asia and Grab. The public can order #TheRidingDead rides with Grab by selecting the special icon in the Grab app, and they'll be treated to a chilling Virtual Reality ride to your destination!

We successfully create a highly effective Engagement and User Experience for Online and Offline

1 Million Video Views

3,300 Facebook Comments

15,152 Shares



MILO VR RISING OF CHAMPIONS CASE STUDY

We successfully digitize Milo Roadshow nationwide and create a new spectrum Event engagement from a Digital perspective.

Easily generate crowds and thus leading to more sales conversions at the roadshow both.

52,496 Played

20% Product Sales Increase



INTERACTIVE VR WALKTHROUGH CASE STUDY

Realistic 3D rendering of property unit (based on CAD/3DMax files)

Atmospheric audio for immersive effect

Interactive walk around function

Gyroscope enabled look around function

Stereoscopic mode for Oculus VR headset mode

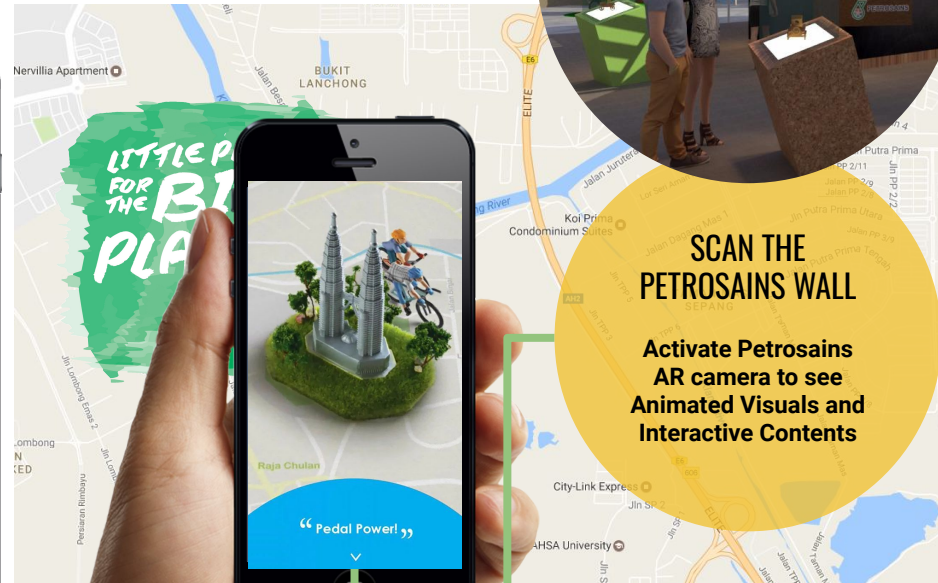
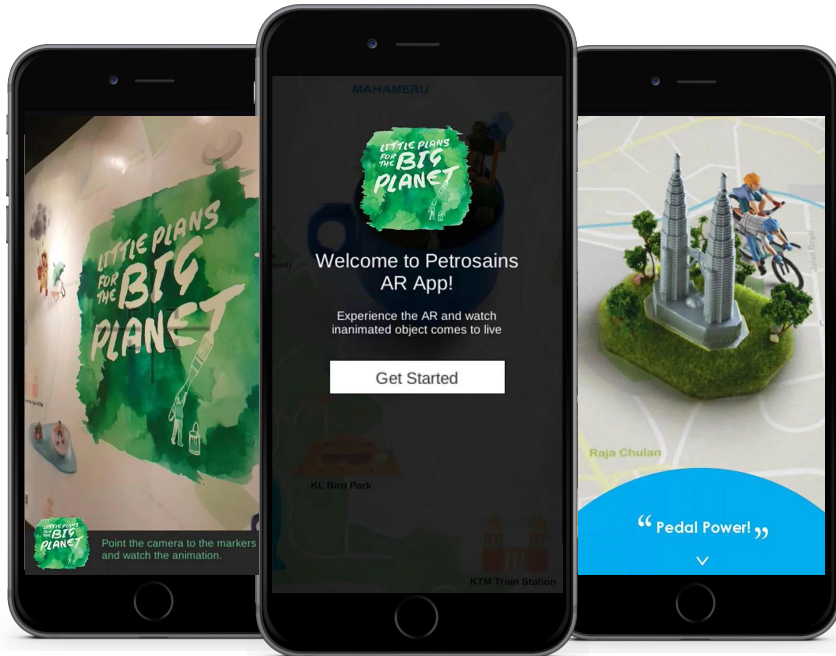
Single screen mode for mobile device mode



PETROSAINS AR APP

CASE STUDY

In championing and encouraging a sustainable lifestyle in Malaysia, the Petrosains Science Festival Kuala Lumpur is back for the fourth year since its inception in 2013 with the theme “Sustainable Living” and tagline “Little Plans for the Big Planet”. We create an AR app to be distributed to the public to create an awareness



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HAVE A CUPPA!



FOR ENQUIRIES

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