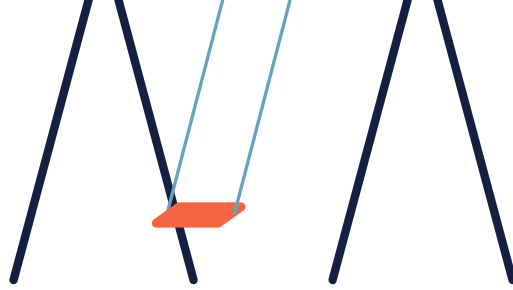




PENANG OUTDOOR ART INSTALLATION

A Conceptual Proposal by **>cake**
experiential communications



The copyright in this work is vested in Cake Experiential Communications (Asia) Sdn Bhd.

The document is issued in confidence for the purpose only which it has been supplied. The information, contents or subject matter of this document shall not be communicated in any manner to any Third Party without the prior written consent of Cake Experiential Communications (Asia) Sdn Bhd.

© Cake Experiential Communications (Asia) Sdn Bhd 2020. Private & Confidential. All Rights Reserved.

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.



CASE STUDY

PENANG TRISHAW ENTOURAGE

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/AQ6UqIP3ArI>



Brief Recap

Under the theme: “Penang Brings the World to Your Doorstep”, Penang Global Tourism looks to capitalize on locals unable to **travel overs by encouraging more travel to Penang**, where Malaysians can experience a world of tourism in Penang!

Agency Task:

- To conceptualize an instagrammable outdoor installation to capture the wonders of Penang!
- To drive and encourage domestic tourism to Penang.



Target Audience



DOMESTIC TOURISTS

Appealing to all Malaysians who are looking for a quick weekend away to Penang.

FAMILIES

Families young and old who love to eat & explore one of the greatest tourist destinations in Malaysia.

YOUTH

Millennials & Gen-Z's who are always on the lookout for the next instagrammable spot!

Our proposal



Penang: World's Alive!

Penang comes Alive! with the first urban inflatable art installation in Malaysia!

In collaboration with top game and animation artists, and international inflatable sculpture artists, the entire state is reimagined as a World-Come-Alive with **larger than life, whimsical, and bizarre installations** that transforms your favorite Penang spots into an Instagram paradise.

To promote **sustainability**, the inflatable installations for Penang: Worlds Alive! will **be constructed to be reusable and with its easy to store, transport, and installation format**, it is perfect to extend the event as a Penang: Worlds Alive Global Tour around Malaysia, the region, and the world.





CONCEPT MOOD BOARD FOR KEY VISUAL



Incorporating inflatable-like typography of the festival / event title on the map of Penang or iconic location of Penang.





Key Visual

PENANG: WORLD'S ALIVE!

**MALAYSIA'S FIRST URBAN
INFLATABLE ART INSTALLATION**



Standalone Masthead



**MALAYSIA'S FIRST URBAN
INFLATABLE ART INSTALLATION**



Installation Pillars: Penang brings you a World of...



FOOD

Foodies will find iconic Penang food spots now more instagrammable.



FUN & ENTERTAINMENT

Enhancing established entertainment centres with an instagrammable twist.



ART, CULTURE & HERITAGE

Adding a more eye-catching and contrasting twist to Penang's UNESCO Heritage Buildings.





Proposed installation venues

Encouraging tourism throughout Penang island and Mainland.

Using our inflatable installations as an attraction to attract more visitors to key areas in Penang.

Additionally using inflatables makes it easy to set up and dismantle so as to not cause any damage to property.



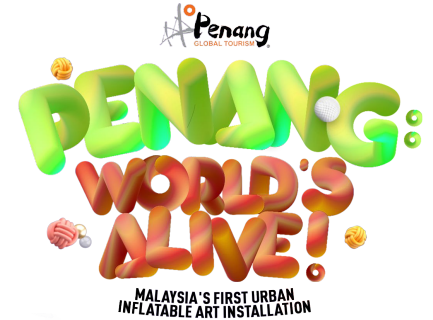
Brought to life by **STUDIO SOUFFLE**

Studio Soufflé designs and handcrafts awesome bespoke promotional inflatables!

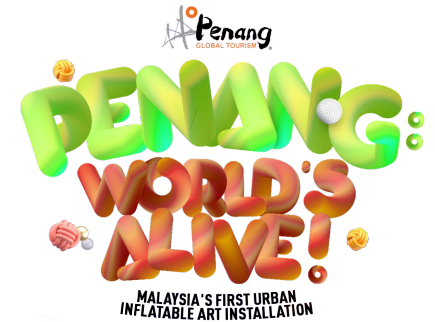
Studio Soufflé strives to push the boundary with inflatable technology to create unique and high impact solutions for inflatable event spaces, experiential marketing, inflatable retail displays, inflatable creative installations, inflatable exhibition stands and more. Our local East London studio allows clients to be involved in the creative process from the beginning from concept through to creation.

As well as a fully custom inflatable service, Studio Soufflé also offers clients an off the shelf inflatable range including inflatable domes and inflatable walls which can be customised with their corporate colours and branding.





Penang: World's Alive at Georgetown Town Hall



Penang: World's Alive at Campbell House



Penang: World's Alive at Clan Jetty

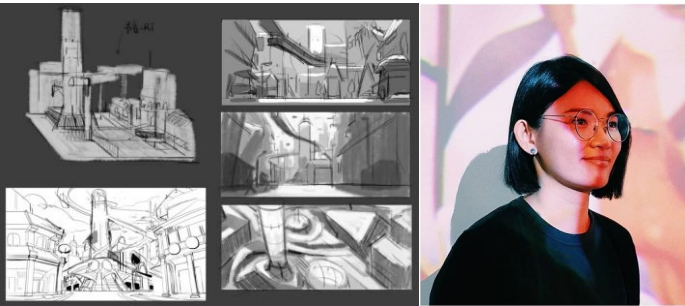
Envisioned in
collaboration with
international Malaysian
video game &
animation artists



Meet Tan Qi Xyuan



The incredibly charming and detailed interpretation of Georgetown, Penang drawn in Overwatch's signature art style has impressed many Malaysians, while instilling a sense of pride in our own country, the artist behind the art, Ms Tan Qi Xyuan.



Meet Kiki Poh & Andrea Goh



Kiki Poh and Andrea Goh are among the several Malaysian-born talents who are behind some of Disney Pixar's notable works of digital art, one of which is Cars 3, the new 3D computer-animated film that is already gaining positive reviews.



The image is a promotional banner for Lemon Sky Studios. It features a prominent logo in the top left corner, a navigation bar in the top right, and a large grid of 40 images showcasing various 3D game assets. The bottom left corner shows a group of people at a gaming event. The navigation bar includes the text 'GALLERY', a hamburger menu icon, and 'EN'. The grid of images displays a wide variety of assets, including characters, vehicles, and environments, demonstrating the studio's capabilities in 3D modeling and game development.



Additional collaboration partners:



The One Academy Penang

Official academy partner



Grab

Official transport partner
Promo codes
On car advertisement
In car branding/merchandise



MyKuali

Potential "World of Food"
installation partner

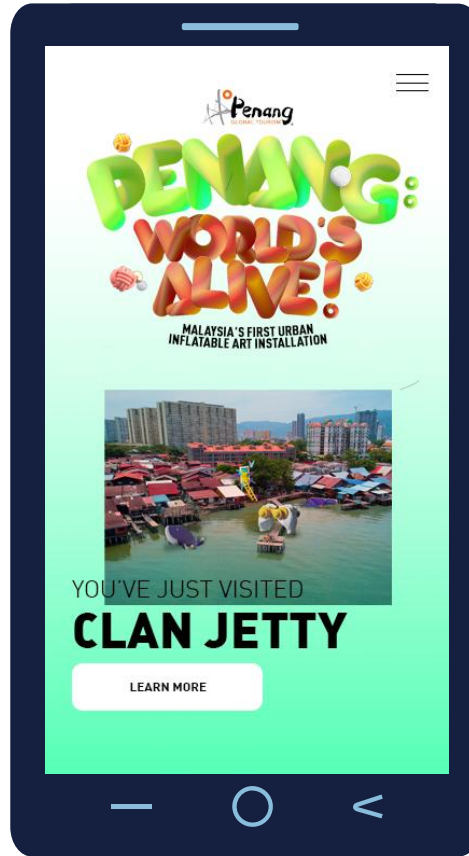
The One Academy

Student Installation Contest

As a run up to the activation period, we will be running an in-university contest where students will get to **submit their ideas for an installation.**

The winning design will be chosen by the Chief Minister himself Y.B. Chow Kon Yeow, and set up by the One Academy students, bearing the name. Not only will this engage the youth, but will also tie back to PGT supporting local students and the art scene.





DIGITAL PASSPORT



Through our learnings of past projects done with PGT, we know that getting people to visit each spot will be a challenge. **Thus, we will be incorporating a Digital Passport mechanic where users will be able receive complimentary gifts from partners.**

Additionally, to help get the instagrammable movement going, **each spot will include "Penang: Snap Boards"**. A printed board featuring a QR Code that when scanned, will display examples for other top photos that have been taken at that spot exactly. The webapp will also contain more information about the artist, the installation, and our partners.



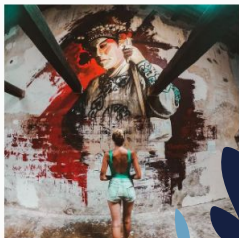
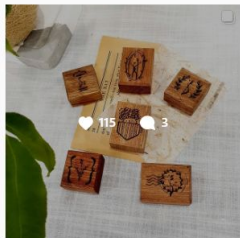
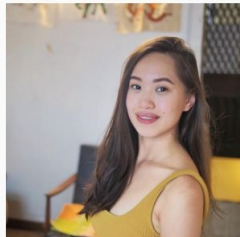


#penangart

11,251 posts

Follow

Top posts



#PenangWorldsAlive IG Photo Contest

As a means to further encourage participation, the top 10 photos submitted under the **#PenangWorldsAlive IG Photo contest** will stand a chance to win a weekend getaway to Penang, inclusive of hotel stay in Penang, and all expenses paid passes to top attractions.



Penang: World's Alive! Virtual Tour

For those who are unable to visit the installations in person (i.e. international tourists / domestic tourists not willing to travel), **they will be able to view and visit our inflatable installations via a virtual tour available on the Penang: World's Alive! microsite.**

Additionally, if users are able to spot and snap a picture of all Penang: World's Alive! logos in the virtual tour, they will be able to win a weekend getaway to Penang, as well as passes to restaurants and attractions.





In
summary...

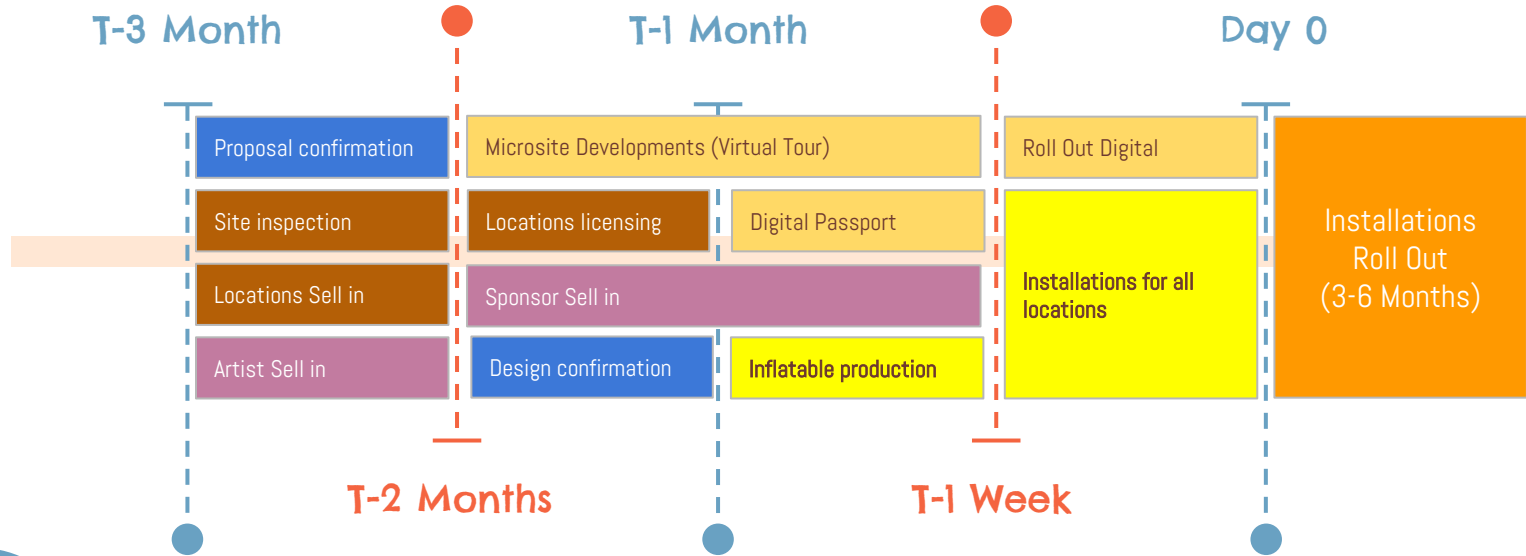
Penang: World's Alive!

Penang comes Alive! with the first urban inflatable art installation in Malaysia!

In collaboration with top game and animation artists, and international inflatable sculpture artists, the entire state is reimagined as a World-Come-Alive with **larger than life, whimsical, and bizarre installations** that transforms your favorite Penang spots into an Instagram paradise.



Production Lead Time





The Cake Advantage:

Experience Focused

Our roots as an experiential agency means that we ensure that each engagement brings out key messages and ideas to create a richer and memorable experiences.

Creative & Strategic Solutions

Ensuring meaningful journeys and creative executions that satisfies objectives and leaves a lasting impression on employees.

All-in-one Technical Expertise

From crafting out the aesthetics, laying out the user journey, to the back end, coding the entire experience. We've got the whole team housed together to ensure cohesive and seamless production process.

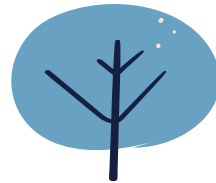


We're moving to Penang!

looking forward, we'll officially be opening a new office in Penang to accommodate our growing list of Penang clients.

Thank you!

Any questions? Tell us what you loved!



Ballpark costings

Item/Description		Cost (RM)
Inflatables (3 months)	1. Penang Bridge 2. Butterworth Art Walk 3. Penang Town Hall 4. Campbell House 5. Armenian Street 6. Chulia Street 7. Clan Jetties Delivery and storage Installation and transportation Maintenance fees	280,000.00 packaged packaged packaged packaged packaged packaged packaged packaged packaged
Virtual Tour	Virtual Tour Microsite Digital Passport	38,000.00 32,000.00
Collaboration & Partners	Animators (Tan Qi Xyuan, Kiki & Andrea, Lemon Sky Studio) The One Academy, Grab, Mykuali etc	To be discussed
Location Licensing	Authority and licensing Insurance - Public Liability, Contractor All Risk & 3rd Party Workmanship	By PGT
Management	Agency Fee	25,000.00
	Subtotal	375,000.00
	SST 6%	22,500.00
	Grand Total after SST 6%	397,500.00

**CALL US & LET'S
HAVE A CUPPA!**



FOR ENQUIRIES

coffee@cakexp.com

MALAYSIA HEAD OFFICE

Cake Experiential Communications (Asia)
Sdn. Bhd.

A-1-6, Jalan SS25/35, Taman Mayang,
47301 Petaling Jaya, Selangor, Malaysia

CAMBODIA OFFICE

Cake Experiential Communications
(Cambodia) Co. Ltd.

F3-03, Level 3, TH1 Building, #98-100
Street 70, Sangkat Sras Chork, Phnom
Penh, Cambodia

www.cakexp.com

 [cakexp](https://www.facebook.com/cakexp)