



Penang Brings the World to Your Doorstep



Brief Objective & Vision

Objective:

- To promote domestic tourism to Penang.
- To diversify the current tourism portfolio of Penang.
- To further strengthen the collaborative ties by showcasing each countries special and unique attraction.

Vision:

To build an instagrammable outdoor miniature park experience to showcase the world countries places of interest.



Event Overview

Location:

To be Confirmed (Penang, Outdoor)

Display Period:

3 – 6 months



Event Theme

Penang Brings the World
to Your Doorstep



Insta-worthy Spots



A scaled-down version of the world's wonders, historical heritages and famous scenic sites in one location, a **photorealistic world-famous site** will be a good vantage point to capture wonderful photographs for social media postings and memories. **Everyone can be a globetrotter.**





Option 1

Design Concept:

Luminous Neon



Design Inspiration

Transform the space into the **illuminating neon world**, featuring the different cultures, heritage and unique places of the world countries.



The Approach

The thematic approach of the event will skew toward portraying the mannerism of visual art.

- Vibrant neon pictorial elements and graphic impact.
- Visual messages manifested in a plethora of scales, stylistic variations, colors and arrangements.



Aesthetic Look & Feel



Giant geographic segmentation map at the entrance of the exhibit park.



We segment the space into 6 continents:





To showcase a panoramic view of historical landmarks in this neon mini Europe.



We segment the dietary cultures of Asia into 3 major types:

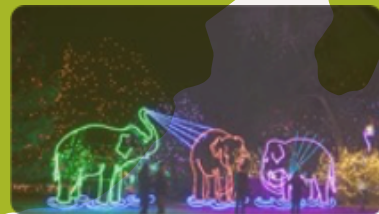
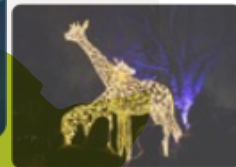
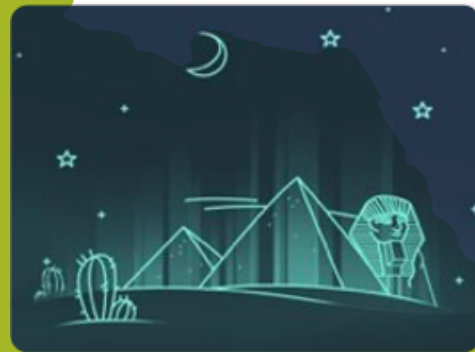
- Southwest - India, Pakistan, Sri Lanka and Burma.
- Northeast - China, Korea and Japan.
- Southeast - Thailand, Laos, Cambodia, Vietnam, Indonesia, Malaysia, Singapore and Brunei.





Africa – Nature & Wildlife

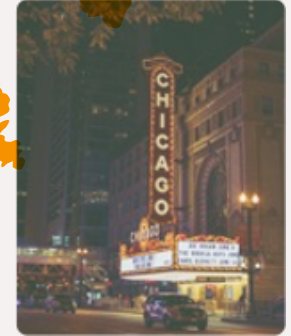
Immerse yourself in some of the South African selected cities, colorful neon illuminated animal figures, Lion, Elephant, etc., to create a glowing Night Safari magical wonderland.





Oceania – Nature & Wildlife

With the abundance of flora and fauna, Australia is truly a nature lovers dream. In this segment, we will showcase the Australia's wildlife decorated in neon outline.



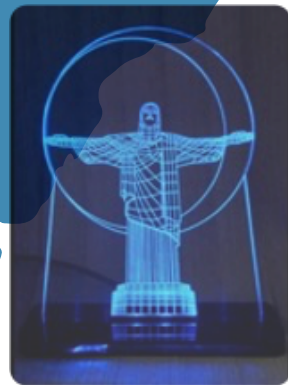
North America – Modern City

Spectacular illumination neon streets of the major cities in North America, featuring the bright modern-life of New York City, Los Angeles, Las Vegas, Chicago, Copenhagen and Vancouver.



South America – Heritage

Unique heritage landmarks decorated in colorful neon design.





Option 2

Design Concept:

Photorealistic World



Design Inspiration

Showcase the **photorealistic proportions** of the world's iconic landmarks, scaled-down famous historical and contemporary architectures from many major cities to be arranged next to one another to form a mini world exhibit.



Aesthetic Look & Feel





Option 3

Design Concept:



TOUR THE WORLD WITH
SNOOPY

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penang



THE POWER OF PEANUTS

99%
CONSUMER
BRAND
AWARENESS

45 MILLION
COMICS READ
EVERY DAY*

FORBES'
MOST BELOVED
SPOKESCHARACTER FOR
TWO YEARS IN A ROW

#1 RANKED
TV SPECIALS

**AWARD-
WINNING**
APPS DISTRIBUTED
WORLDWIDE:
15 MILLION
DOWNLOADS

OVER 1
BILLION
SOCIAL MEDIA
IMPRESSIONS*



*Nielsen Media Research/
National People Meter, 2014



#TOP 10 MOST ICONIC CHARACTER ON SOCIAL MEDIA

Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Likes, Comments & Shares

Page	Total Page Likes	New Page Likes	Posts This Week	Engagement This Week
1  Snoopy	8.3m 	▲ 0.7% from last week	16	2.5m 
2  Frozen	19.5m 	▲ 0.9% from last week	13	1.3m 
3  Garfield	17m 	▲ 0.1% from last week	14	924.5K 
4  Minions	27.3m 	▲ 0.5% from last week	3	634.4K 
5  Disney	50.1m 	▲ 0.1% from last week	35	587.1K 
6  Star Wars	13.1m 	▲ 1.1% from last week		
7  Pusheen	8.5m 	▲ 0.3% from last week		
8  Hello Kitty	15.2m 	▲ 0.1% from last week		
9  Marvel	14.2m 	▲ 75.6% from last week		












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TOUR THE WORLD WITH SNOOPY EXHIBITION

“

**1ST TOUR THE WORLD WITH
SNOOPY EXHIBITION
IN THE WORLD**

52 SNOOPY

**WITH
DIFFERENT
THEMES**

**FROM
DIFFERENT
COUNTRIES**

DESIGN CONCEPT - TOUR THE WORLD WITH **SNOOPY**



DESIGN CONCEPT - TOUR THE WORLD WITH **SNOOPY**



PAST EVENT PHOTOS - TOUR THE WORLD WITH SNOOPY



SNOOPY QUANTITY : 53
FIGURINE HEIGHT : 90-140cm
INFLATABLE SNOOPY HEIGHT : 6m

PAST EVENT PHOTOS - TOUR THE WORLD WITH SNOOPY



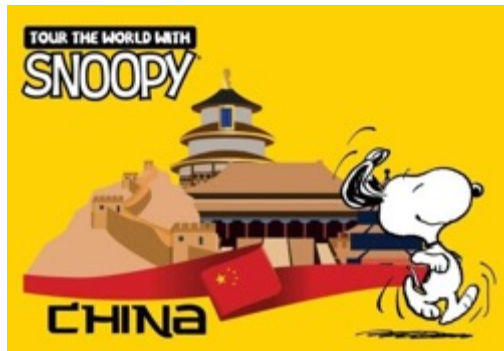
TOUR THE WORLD WITH **SNOOPY** **X'MAS & NEW YEAR COUNTDOWN SHOW**

TOTAL EVENT HEADCOUNT
ESTIMATED 1.2 MILLION PAX



TOUR THE WORLD WITH **SNOOPY**

PROMOTIONAL MATERIAL



SNOOPY **NEW CONTENT** **FOR** **penang**

EXCLUSIVE SNOOPY (SPIKE) WITH TRISHAW IN PENANG



PHOTO OP WITH **SNOOPY** FIGURINE



PHOTO OP WITH **SNOOPY** FIGURINE



PHOTO OP WITH **SNOOPY** FIGURINE



Proposed Venue



Option 1: Central Park Batu Kawan



The modern community park designed with lush landscaping amenities and attractions sits right the mainland landing point of Sultan Abdul Halim Muadzam Shah Bridge also known as the second Penang bridge, which makes it convenient for visitors from both mainland and island.



Option 2: Penang Esplanade



Penang Esplanade is where most of the major events and celebrations happening throughout the year.

The waterfront and wide-open space, neighboring to the historical buildings of Penang make this place a must-visit place for every visitor.





Cost Estimate



Option 1: **Luminous Neon**

1)	Preliminaries (Insurance, licenses & etc.)	RM 10,000.00
2)	Neon lights and structure (est. 1.5m – 2mHt)	RM 313,000.00
	a) Set & Production	
	b) Logistics	
	c) Labors	
3)	Design conceptualization & graphic development	RM 40,000.00
4)	Event Management	RM 37,000.00

GRAND TOTAL

RM 400,000.00

*The above cost does not inclusive of electrical consumption and space rental charged by the venue.



Option 2: **Photorealistic World**

1)	Preliminaries (Insurance, licenses & etc.)	RM 10,000.00
2)	2D Photorealistic proportion buildings (est. 1.5mHt)	RM 323,000.00
	a) Set & Production	
	b) Logistics	
	c) Labors	
3)	Design conceptualization & graphic development	RM 30,000.00
4)	Event Management	RM 37,000.00

GRAND TOTAL

RM 400,000.00

*The above cost does not inclusive of electrical consumption and space rental charged by the venue.



Option 3:



1) Preliminaries (Insurance, licenses & etc.)	RM 10,000.00
2) Snoopy Rights & Development Fees	RM 353,000.00
a) Usage of Snoopy figurines	
b) Repair and maintenance	
c) Set & Production	
d) Logistics	
e) Labors	
3) Event Management	RM 37,000.00

GRAND TOTAL

RM 400,000.00

*The above cost does not inclusive of electrical consumption and space rental charged by the venue.



Thank You!

Presented by Silver Ant Activate Sdn Bhd

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