

THE iDEA HUT

AN EXPERIENTIAL AGENCY



WE LIVE BY
INSPIRING EXPERIENCES

WE ARE



THE IDEA HUT

AN EXPERIENTIAL AGENCY

ESTABLISHED

IN 2013 WITH THE PASSION FOR UNIQUE IDEAS

EXPERIENTIAL SERVICES

LIVE EVENTS | BRAND ACTIVATION | DIGITAL MARKETING

IDEA DRIVEN EXECUTIONS

UNIQUE. BOLD. CREATIVE. ENGAGING. STRATEGIC

OUR PROMISE

TO DELIVER UNIQUE AND MEMORABLE EXPERIENCES



HERE'S THE IDEA

The Idea Hut is an experiential agency focusing on live events, brand activation and digital marketing. We are in-sync with the rapid change of trends in the industry's various platforms and this has made us equipped with conceptualizing successful holistic events / campaigns.

We realise the importance of understanding our clients' objectives and expectations in order to ensure a truly unique experience and a well crafted project.

We believe that an event speaks for itself. It's the quality of ideas and attention to details that makes us unique. That's the whole idea ; to be different.

For our latest and current work, engage with us via our social media platforms.



DESIREE LIM

The Illusionist

KENNY YONG

The Craftsman

DOUGLAS JANSZ

The Mastermind

ALLEN WONG

The Playmaker

ALVIN JOHN

The Marksman

SABRINA LEE

The Envisionist

AMANDA LEONG

The Catalyst

LET'S PLAY!

AN IDEA OF WHAT WE DO

experiential + live events

digital marketing

strategic + tactical campaigns

viral + guerilla solutions

mainstream + social media campaigns

corporate premium gifts

corporate launches + dinners

family day + carnivals

team building + incentive trips

on ground activation + roadshows

exhibitions + conferences

awards + recognitions

sporting events

HOW WE WORK

BRIEF

UNDERSTANDING THE NEEDS AND OBJECTIVES.

CRAFT

INJECTING THE RIGHT ELEMENTS INTO THE PROJECT.

PLANNING

GLUING THE PIECES TOGETHER FLAWLESSLY.

EXECUTION

CREATING THAT SPECIAL MOMENT.

SUSTAINABILITY

ENTICING YOUR AUDIENCE TO BE YOUR TESTIMONIALS.



IT ALL STARTED WITH AN IDEA



IDEAS TESTIFIED

WHAT OUR CLIENTS SAY



"reliable, dedicated
& adaptive. we
were in good
hands."

MyOPAL
auto coverage

"Creatively brilliant
even under tight
deadlines. Keep it
up! "

mongoose
COMMUNICATING WITH INTEGRITY

"excellent ideas &
quality of service."



"a well verse team
providing total
event solution with
good service &
pricing."

LIVESCAPE
GROUP
MALAYSIA SINGAPORE

"the dedication
and creative spirit
shown was truly
remarkable"



"great job!
professional till the
end."



"a dedicated team
with great ideas."



"the unique
concepts worked
well with our
objectives."



"our expectations
were exceeded."

mach
by HongLeong Bank

" you guys have
got great eye for
details."



ERICSSON

"great ideas! our
event was full of
fun."

Feruni
CERAMICHE
designed for luxury

"They grew from
good to great, this
bunch works hard
with heart!"

A Zacharevic makeover for Ipoh's old town

First Published: 7:01am, Jun 25, 2014
Last Updated: 7:05am, Jun 25, 2014

by Nurul Iman Dimiyati
Pix by by fz.com



TRAVELLERS to Penang will no doubt join the social media frenzy of snapping selfies with the famous murals found on walls in parts of inner George Town city.

This craze has extended to Johor Baru as young Lithuania-born artist Ernest Zacharevic put his creative across the Malaysian landscape.

Bringing the community closer

Kopitiam's open house a huge draw

OLDTOWN White Coffee's inaugural Hari Raya open house, which was held at its huge crowd of more than 2,000 people from Bangi and nearby neighbourhoods.

Special Hari Raya delights but also enjoy the carnival-like atmosphere and take part in the games, contests and performances.

A total of 100 children from Sekolah Asma Ceylan Tempayan Ampuan Rahmah, Yayasan

Sekelamatan Hama and Yayasan Chow Kit were also treated to a sumptuous meal and fun activities at the event.

They also received their raya and goodies from Oldtown Children Care Fund (OCCF).

"We have always positioned Oldtown as an ideal place for friends, family and business associates to meet. Our venue reflects the diverse Malaysian culture and taste buds. The Hari Raya open house is definitely a demonstration of what Oldtown is about," said Tan.

Ultimate fitness warrior



A participant during the gruelling Under Armour SkyWarrior Rainforest Challenge. — Under Armour

SPORTS brand Under Armour recently ended the year on an exciting note, with the Under Armour SkyWarrior Rainforest Challenge.

The fitness challenge marks the finale of the *Earn Your Armour* Challenge, a series of free bi-weekly workout sessions organised by the brand which gained widespread popularity with the public in 2015.

As part of the challenge, Under Armour's gym partners sent teams to battle each other and overcome obstacles, to earn the title of the ultimate fitness warrior.

About 120 participants from across Malaysia turned up at 20 at SkyWarrior Putrajaya, all geared-up to face the obstacle head-on.

"This challenge is a true test

EXPERIENCE A LIFETIME

Stars thrill aspiring young paddlers

Local table tennis stars from local who experienced opportunity of a net, mingled with

also gaining insights into the technical aspects of the game. The children also had a glimpse into the lives of top table tennis stars through a question and answer session.

Stars were joined at the end of the Corporate Social Responsibility (CSR) event.

"We are coming up with a lot of campaigns to boost the numbers so hopefully within a year, we can hit 10% market share," she said, adding that RHB had a number of partnerships in the works.

There are about 500,000 RHB credit card users now while its debit card services has 2.1 million users.

The MyEG-RHB Visa Credit Card, in an exclusive partnership with MyEG. The bank targets to issue 50,000 of these cards for the first year.

Meanwhile, RHB Bank Bhd managing director Datuk Khairussaleh Ramli said the number of internet and mobile banking users grew by more than 39% in 2013, with customer spend growing by more than 34%.

"Looking at these encouraging trends, we increased the pace in tying up collaborations with e-commerce merchants in an effort to help boost customer spend," he said in his speech.

He said the bank had also in the pipeline a mobile lifestyle application and a social banking product that would leverage on current trends and technology to engage younger users.

MyEG Services Bhd executive chairman Datuk Norraezah Mohamad said the company would launch its mobile app iPayEasy for new credit card users to pay for goods and services using smartphones. "Two years ago, we allocated RM700ml to invest into this service over a five-year period," she said, adding that MyEG had used up RM350ml so far.

MyEG's business is largely government-related online transaction services, with 70% of its revenue channelled from this segment.

For the newly launched card, cardholders stand a chance to win up to five million reward points equivalent to RM25,000 when they spend a minimum of RM100 upon signing up for the new card between now to September 30.

White Coffee earns

T2APAC chief executive and commissioner, Jeff Chua promised that the Malaysia stopover will definitely not be their last.

"It is nice to see these young players here today participating in activities alongside some of the world's best table tennis players. This proves that the sport is gaining momentum in Malaysia and we will continue with our efforts to organise such events for the betterment of the sport," said Chua.

He said the bank had also in the pipeline a mobile lifestyle application and a social banking product that would leverage on current trends and technology to engage younger users.

MyEG Services Bhd executive chairman Datuk Norraezah Mohamad said the company would launch its mobile app iPayEasy for new credit card users to pay for goods and services using smartphones. "Two years ago, we allocated RM700ml to invest into this service over a five-year period," she said, adding that MyEG had used up RM350ml so far.

MyEG's business is largely government-related online transaction services, with 70% of its revenue channelled from this segment.

For the newly launched card, cardholders stand a chance to win up to five million reward points equivalent to RM25,000 when they spend a minimum of RM100 upon signing up for the new card between now to September 30.

MyEG's business is largely government-related online transaction services, with 70% of its revenue channelled from this segment.

For the newly launched card, cardholders stand a chance to win up to five million reward points equivalent to RM25,000 when they spend a minimum of RM100 upon signing up for the new card between now to September 30.

MyEG's business is largely government-related online transaction services, with 70% of its revenue channelled from this segment.

For the newly launched card, cardholders stand a chance to win up to five million reward points equivalent to RM25,000 when they spend a minimum of RM100 upon signing up for the new card between now to September 30.

MyEG's business is largely government-related online transaction services, with 70% of its revenue channelled from this segment.

For the newly launched card, cardholders stand a chance to win up to five million reward points equivalent to RM25,000 when they spend a minimum of RM100 upon signing up for the new card between now to September 30.

MyEG's business is largely government-related online transaction services, with 70% of its revenue channelled from this segment.

For the newly launched card, cardholders stand a chance to win up to five million reward points equivalent to RM25,000 when they spend a minimum of RM100 upon signing up for the new card between now to September 30.

MyEG's business is largely government-related online transaction services, with 70% of its revenue channelled from this segment.

For the newly launched card, cardholders stand a chance to win up to five million reward points equivalent to RM25,000 when they spend a minimum of RM100 upon signing up for the new card between now to September 30.

Ceramiche推出最新前卫瓷



通过每以独特创意设计和技术结合能够让每个人的家居生活着色彩及艺术，从而提高个生活品质。” Feruni Ceramiche执行董事Mr C.C. Ngei在推介礼上致词时表

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

是木地板及墙壁而

Oldtown White Coffee Perkenal Mural Ipoh Old Town



IPOH - Oldtown Bhd, pengendali rangkaian kafe Oldtown White Coffee dan pengeluar produk minuman kopi segera, hari ini memperkenalkan siri mural dikenali sebagai 'Art of Oldtown' oleh artis terkenal Ernest Zacharevic.

Mural itu merakam Ipoh Old Town, mempamerkan warisan dan keunikannya kepada rakyat Malaysia dan pelancong, kata Pengarah Eksekutif Alex Chuah pada sidang media di sini hari ini.

Chuah, yang juga Ketua Pegawai Operasi Oldtown White Coffee, berkata Zacharevic telah merakam semangat budaya kopi tempatan dalam tujuh mural yang menakutkan, dan beliau telah menyilapkannya dalam tempoh satu setengah bulan.

"Sejak awal perjalanan saya di Malaysia, saya selalu mendengar cerita mengenai warisan dan budaya Ipoh.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.

"Saya berterima kasih kepada Oldtown kerana membenarkan saya meninggalkan hasil kerja saya di sini hari ini.



1 Largest tile showroom in KK (from left) Feruni Ceramiche Sdn Bhd director Roger Ong, Persatuan Matrik Malaysia (PM) Sabah Chapter chairman Victor Wong Kon Yu, Feruni Ceramiche managing director G2 Ngai and PCL Logistics Group Sdn Bhd CEO Datuk Michael To celebrating the official opening of the Feruni showroom in Kota Kinabalu, Sabah. It is the state's largest tile showroom yet, measuring 15,000sq ft of retail space over four storeys.



Your smile can take you places

JOIN the biggest citrus-themed photo competition of its kind to commemorate 100 years of Sunkist. Citrus lovers from the United States, Canada, China, Korea, Hong Kong, Japan, Singapore, Malaysia and Taiwan are invited to submit original photos of themselves with a creative "Sunkist Smile" (that is, with an orange wedge in the mouth). The grand prize package features flights to Times Square in New York. Sunkist will also make donations to the Special Olympics for every eligible entry.

Open until May 15, those keen can submit a photograph and brief caption of 25 to 40 words to www.sunkist.com/100.

Judging criteria are based on creativity (40 per cent), fun factor (30 per cent) and quality of image (30 per cent).

15 for grabs in the Malaysian category is the grand prize of a five-day-four-night return trip for two to San Francisco and a basket of Sunkist citrus.

A digital camera and a basket of Sunkist citrus will be given to five runners-up.

As part of the campaign, Sunkist will be running weekend mobile roadshows at shopping malls, hypermarkets, universities and colleges in the Klang Valley in March and April, with photo taking opportunities and online submission, and the chance to win exciting Sunkist premiums.

"We're proud to have developed one of the largest food brand names in the world," said Tim Lindgren, CEO of Sunkist Growers.

"People have been showing us their Sunkist Smiles for years because it's a fun way to enjoy the fruit.

"By turning this into an international event, we look forward to celebrating people around the world connecting with Sunkist."

Each year, millions of crates of citrus spanning 12 varieties are harvested in California and Arizona, and then shipped throughout the United States and abroad.

Crops are managed closely as growers, often third and fourth-generation small farmers, take great care year-round to nurture the land, pick fruit at its prime and then pack the fruits.

The Sunkist brand was first used in 1907 to promote and unify an emerging fruit co-operative formed by independent growers known in the past as the Southern California Fruit Exchange, and later became the California Fruit Growers Exchange.

In 1908, the Sunkist name captured the organization's interest and was adopted as a trademark for boxes of premium quality fruit.

For more information visit www.sunkist.com.



Zacharevic standing in front of one of his murals. — Bernama photo

IPOH: Oldtown Bhd, operator of the Oldtown White Coffee cafe chain and maker of Oldtown instant beverages and products, yesterday unveiled a series of murals known as the 'Art of Oldtown' by renowned artist Ernest Zacharevic.

大马环球小姐总决赛 20岁学生姬兰佳莎摘后冠

全国 2016-02-01 09:33



4位佳丽分享喜悦之情，左起为亚军宋美玲、冠军姬兰佳莎、季军迪雅雅雅雅雅及殿军思佳尔娜。

吉隆坡31日讯）2016年马来西亚环球小姐总决赛昨晚在金马宫酒店圆满落幕，来自雪州、现年20岁的姬兰佳莎（Kiran Jassal）以稳健台风及优雅姿态艳压群芳，夺得后冠，并将代表马来西亚参加2016年国际环球小姐赛事。

姬兰佳莎是名学生，她从14名佳丽中脱颖而出，成为大马环球小姐新届后冠，将获得5万令吉现金奖及总值超过20万令吉的奖品。她也赢得最佳笑容小姐附属奖之一。

亚军为来自森美兰州的宋美玲（25岁），并夺得才艺小姐附属名衔。季军为来自吉隆坡的迪雅雅雅（25岁），也赢取最上镜小姐名衔。殿军则是佳丽中年龄最小的思佳尔娜（18岁），也是美体小姐及最佳笑容小姐的得主。

OUR IDEAS IN THE NEWS



#teamideahut





SHOW + TELL

OUR BRAINCHILD IDEAS



TOUCH 'N GO RETAIL DASH CHALLENGE

BRIEF

Touch n' Go needed to educate the public that their cards could now be used for spending at retail stores and not just for parking and toll usage.

CHALLENGE

To change the mindsets of the consumers to use their Touch n' Go cards to perform retail transactions.

THE IDEA

We came up with the Retail Dash Challenge, a board game concept which was inspired by Monopoly. A life-size board game where landing on any participating merchant space, players could choose to "spend" with their giant mock Touch n' Go card. Players were also able to win prizes and cash value for their cards.

OUTCOME

Successfully educated the public about the new service. Patrons were rewarded and sales were boosted for Touch n' Go as well as it's participating merchants during the roadshow.



THE NEXT MISS UNIVERSE MALAYSIA GALA NIGHT 2016

BRIEF

The client wanted a unique feel and experience for the event while upholding the exclusivity of the event.

CHALLENGE

To break away from the beauty pageant norm, while keeping it exclusive and focusing on the pageant as the key highlight of the event.

THE IDEA

We conceptualized a hybrid between a beauty pageant and a musical show. Directed and choreographed by The Idea Hut and Pat Ibrahim, the evening saw a beauty pageant contest with musical elements as house-hold theatre names graced the event to put on a memorable show.

OUTCOME

The show was a fresh feel to the whole beauty pageant industry. The audience were captivated throughout the show, not only by the performances, but also by the pageants as they were also part of the performances.



OLDTOWN WHITE COFFEE TIMELESS “GOPITIAM” CAMPAIGN

BRIEF

Oldtown White Coffee produced their very own combi van called the “gopitiam” and they wanted to launch this while highlighting timeless and vintage elements reminding the good old times.

CHALLENGE

To showcase the gopitiam van to the mass public while getting them to interact and remember the activation.

THE IDEA

The Idea Hut came up with the timeless classic picnic where vintage elements such as games, snacks, music and trends were showcased at the roadshow and how OldTown White Coffee helped them bring out their nostalgic memories.

OUTCOME

We managed to hit emotional sentiments with the mass public allowing them to relive their childhood once again.



CREATE

ACTION

ENGAGE

INSPIRE

EXPERIENCE



LET US INSPIRE YOUR **NEXT EXPERIENCE**

THE iDEA HUT

INSPIRING EXPERIENCES

www.myideahut.com

a-09-09, plaza taragon kelana,
no. 3 jalan ss6/6, kelana jaya 47301
petaling jaya, selangor, malaysia
+603 7623 3678
excuseme@myideahut.com

ENGAGE WITH US

   /THEIDEAHUT

AFFILIATIONS

