







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.





The Illusionist

KENNY YONG
The Craftsman

DOUGLAS JANSZ
The Mastermind

ALLEN WONG
The Playmaker

ALVIN JOHN
The Marksman

SABRINA LEE

The Fnvisionist

AMANDA LEONG
The Catalyst



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.

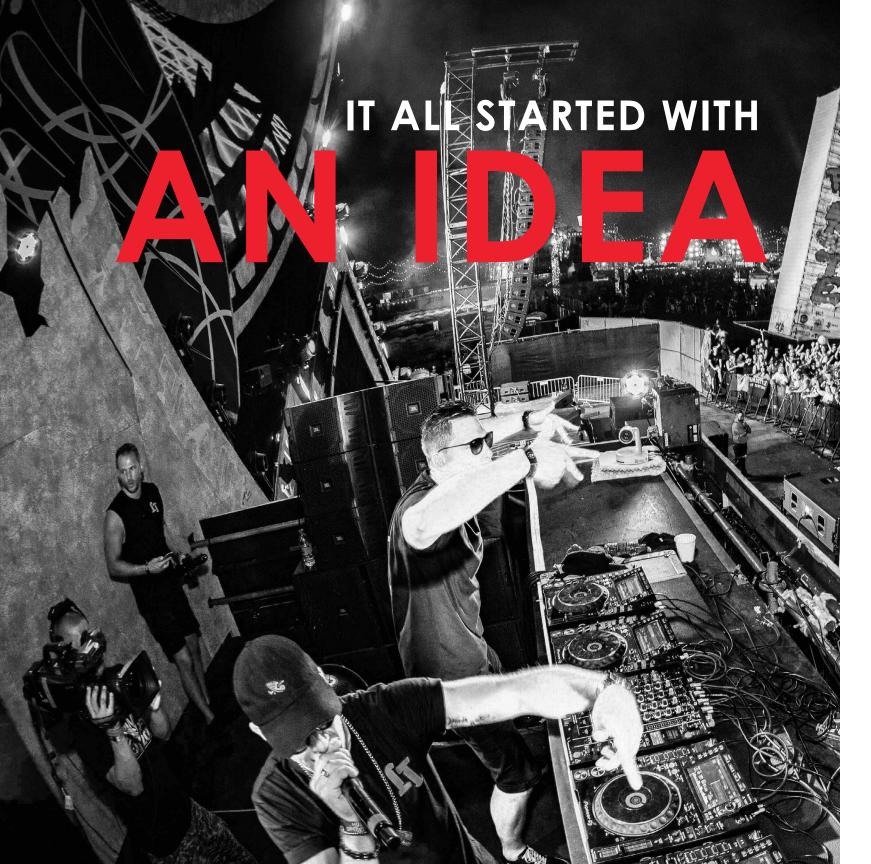
EXECUTION

CREATING THAT SPECIAL MOMENT.

SUSTAINABILITY

ENTICING YOUR AUDIENCE TO BE YOUR TESTIMONIALS.















































































































































WHAT OUR CLIENTS SAY



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



"a dedicated team with great ideas."



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



"excellent ideas & quality of service."



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



details."



"the dedication and creative spirit shown was truly remarkable'



"great job! professional till the end."



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



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





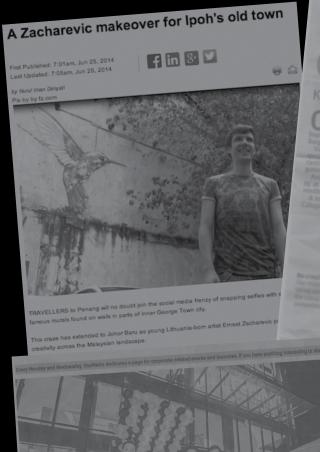
"the unique concepts worked well with our objectives."



"our expectations

were exceeded."

" you guys have got great eye for



RHB unveils new credit card

Ultimate fitness warrior



ite Coffee earns

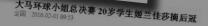
活品质。" Feruni Ceramiche执



Oldtown White Coffee Perkenal Mural Ipoh Old Town

Your smile can take you places







4位住丽分享喜悦之情,左起为亚军宋美拎、冠军 姬兰佳莎、季军迪雅蒂雅娜及殿军思蛙尔娜。

(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。

Astro Channel 318 www.goshop.com.my

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美后,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拎(25岁),并夺 得才艺小姐附属名衔。季军为来自吉隆坡的迪 雅蒂雅鄉(25岁),也嬴获最上镜小姐名衔。 殿军则是佳丽中年龄最小的思娃尔娜(18 岁),也是美体小姐及最佳笑容小姐的得主

OUR IDEAS IN THE NEWS









#teamideahut











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 thier very own combi van called the "gopitiam" and they wanted to launch this while highlighting timeless and vintage elements remenising 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.





