PENCILBOX GROUP

has been spearheading our Advertising Agency business to a wide range of clienteles across the region. We don’t just stop at what the textbooks say. We are always on the get-go to establish the most innovative and creative ways and channels to develop the most exciting and surprising creative solutions.

We adapt to an always-flexible approach as we compose, design and tell a story. We take the time and effort to seriously understand the business, nature and science and brand positioning of every unique individuals and established companies. Our clients are our main priorities because they are happy, we are happy!

With a collective industry experience of more than two decades, our team is a bunch of creative crackpots that believe in the power of Branding and Digital Marketing. The evolving network has pushed the boundaries of the traditional marketing methodology. Therefore, we take a few steps further when we collaborate with our customers in order to create the most effective and impactful branding solutions and advertising strategies that help businesses develop and grow successfully. Ultimately, we ensure long-term customer engagement as we grow together in respective industries.

We put creativity on the brainstorm table everyday! We champion our creative services with great passion, knowledge, experience and an impeccable taste. If you ask for a poached egg, we will give you Eggs Benedict served with smoked turkey and Hollandaise sauce on lightly toasted Sourdough bread. If you tell us it is a pen, we will tell you that it is a 0.5mm blue ink ballpoint.

At Pencilbox, your working experience with us will always be fun, inspiring and surprising!

“Our clients are our main priorities because they are happy, we are happy!”
OUR MISSION

We set clear aims and goals in delivering great works with lasting impressions. We believe that each effective solution and strategy is the embarking point to a successful business.

We provide the right components and ingredients to take your businesses and enterprises to greater heights through proper marketing strategies, digital solutions, branding repositioning and creative inputs. We foster a great deal of curiosity and critical thinking skills to allow ideas to grow into a results-driven creative environment that enable innovative breakthrough outcomes.

“"You can’t use up creativity. 
The more you use it, the more you have.”

- Maya Angelou -
5 RIGHT TOOLS AND SKILLS WE BELIEVE IN.

OUT OF THE PENCILBOX
We believe that it is important to always think of great ideas in order to be outstanding.

BE FABULOUS
Never be contented for the usual stuff. We will add the ‘extra’ to your ordinary.

HAVE FUN
We know for a fact that great things in life come to us when we have fun!

EVERY SECOND COUNTS
Time is precious, time is gold. We know that time management and being efficient is the key to a successful story.

STAY CALM AND SMILES
We believe that challenges make us stronger and cooler human beings; therefore we take charge of every situation with positivity and a smile.
WE WORK HARD AND PLAY HARD.
When we have fun with our inspiration, the ideas are magical; exactly what we inject into our products and services!

Creative Design
Our creative team tells more than just a story, we create an impression that lasts.

Marketing Strategy
Providing effective strategies and planning to propel your brand, from ATL, BTL, to Digital services.

Branding
There are great ways to enhance your business prospects with the right branding solutions.

Digital Experience
Be in sync with the world of technology and communications with the right digital strategies.
We believe that the right team is important to build a synergy that reflects our personalities and business nature.

Our directors in Pencilbox share similar zest, about goals and vision.

Key People

Serena Chiam
CEO

Kiefer Cher
Account Director

Alvin Yap
Creative Director

Zubairi
Project Director
The Team

Adrienne Tan
Operation Manager

Vayne Kow
Project Manager

Su Ann
Admin

Jeffry Siow
Senior Graphic Designer
Hitachi Refrigerator is the star product for all fridge range using the combines abilities of Inverter Compressor and Dual-Fan Cooling technology to enable energy saving and to preserved the freshness for your foods and beverages.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Hitachi - Hitachi Aircon Campaigns

Hitachi Aircon operate by consuming significantly less power by optimised compressor speed and fans to have energy saving.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Hitachi - Hitachi Washer Campaigns

Hitachi washer are highly advanced with intelligent Sensor Systems, Auto-Self Clean and many remarkable features - been well-known in 2015 launched at Bangsar Shopping Mall.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Hitachi Made-In-Japan (MIJ) series is a premium range introduces a series of smart and ecologically inspired yet luxuriously designed home appliances. Japanese design and technology at its finest.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Hitachi luxury rice cooker helps a lot for your family. The digital rice cooker have a lot of features ultimately for your family.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Kaloba campaign kick off since 2014 among health-care targeted to pharmacies and doctors. The campaign generated 300% sales and profit driven within a year. We bring Kaloba in different aspect to engage with consumer by the family portrait shown an infection easily spread to the entire family if we don’t mend, Kaloba comes as a guardian of the family whenever you need it.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Tebonin campaign launched since 2014 (Q3) for the treatment of mental losses. The campaign received very good feedback among doctors and pharmacies which generated 120% sales throughout a year.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Papulex used to pharmacy product before on-the-shelf product. “Love Your Skin Again” has been launched since 2013 in ATL & BTL.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
- Digital Media
Papparoti Campaign

Flavor of the Month
Signature Bun & Ice Blended
Chocolate Banana
Combo @ RM10.90

Mother’s Day SPECIAL
Promotion
Combination @ RM13.90

Signature Bun & Ice Blended
Strawberry Yogurt Combo

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Ninolac Launched

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Clique Clinic - Branding

Clique engaged with Pencilbox as a retained marketing agency from ATL to BTL.

Services:
- Copywriting
- Design Development
- Digital Media
- Print
- eDM
Epay - POSM

Services:
- Copywriting
- Design Development
- Digital Media
- Print
- eDM
Menarini - Fastum Gel Campaign

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Churros - Branding

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Kollektion - Kitchen Appliances Catalogue

Contents

Our Philosophy

White Passion Exklusiv

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Kollektion - Home Appliances Catalogue

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Audio Synergy CI

Typography:
Trebuchet MS (Bold)

CMYK Color:
- C: 0
g: 0
M: 100
Y: 100

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Sliq CI

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Macro Investment Brochure & Leaflet

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Pristine - Yogood Web Design

Yogood is a sub-brand of Pristine offering products for a different market segment. In a short time, Yogood has established a big market share, thanks mainly to our supporters who trust us in offering high quality and delicious products.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Precious Smile Dental clinic provide the highest level of patient care and dentistry in a relaxing, warm and welcoming environment. Precious Smile Dental clinic provide all aspect of general, cosmetics/aesthetic, orthodontics and implants dentistry.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
The Design Studio is a Kuala Lumpur-based interior design firm known for its innovative approach in creating functionally sophisticated residential and commercial interiors.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Sliq is an Aesthetic clinic based in Oasis Ara Damansara. The clinic interiors were designed to provide a relaxing and warm ambience for every visit to the clinic. Sliq also provide private waiting areas and rooms for customers who enjoy a little more privacy.

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Pappa Roti Web Design & Franchise Order

Services:
- Copywriting
- Design Development
- Creative Solution
- Print
Our Clients

- e-pay
- Menarini
- LF Asia
- Low Yat Group
- Hitachi
- Papulex
- Macro
- Fastum Gel
- Pappa Roti
- Showa
- Clique
- Lebensstil
- Yogood
- Stiq
- Pristine

and many more...
We’re setting our insights far to beyond

ONE 01 Planning
TWO 02 Ideas
DELIVER 05 FIVE
REVISE 04 FOUR
THREE 03 Development
LAUNCH 06 SIX
CONNECT.

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+603 6419 1815
We’re so much more than just a creative + digital agency... From branding, to websites and digital, think of us as a one-stop agency for you and your business.

thank you! :-}