



Agency Snapshot

ABOUT US

- Founded in 2010
- Boutique digital agency
- 79 clients in the last six years
- Online strategy, design, websites, apps and banner development, email marketing (EDMs), content marketing, video production and social media management.

CLIENTS

SPORTS/LIFESTYLE

ELLE

Sport
SINGAPORE

ActiveSG

team
SINGAPORE

**SINGAPORE
SPORTS HUB**

Lagardère
SPORTS

**AFF
SUZUKI
CUP 2016**

**SAFF
SUZUKI
CUP 2015**

**WORLD RUGBY™
HSBC
SEVENS SERIES
Singapore**

BARCLAYS
SINGAPORE OPEN

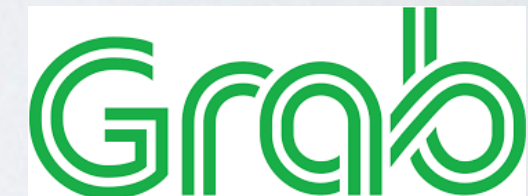
**AFC
ASIAN CUP
Australia 2015**

the
O.P.E.N.
**2015
singapore
international
festival of
arts**

Q
QUINTESSENTIALLY
LIFESTYLE

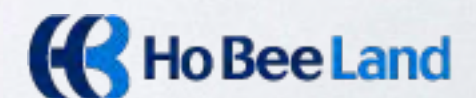
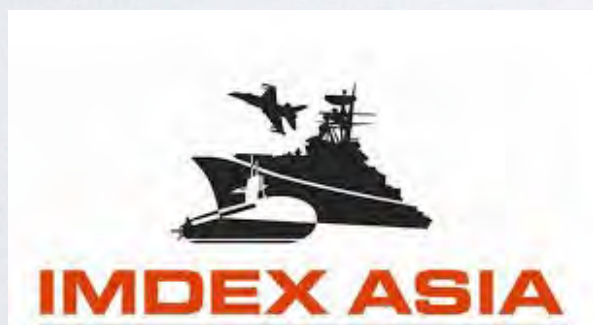
CLIENTS

CONSUMER BRANDS



CLIENTS

GOVERNMENT/CORPORATE

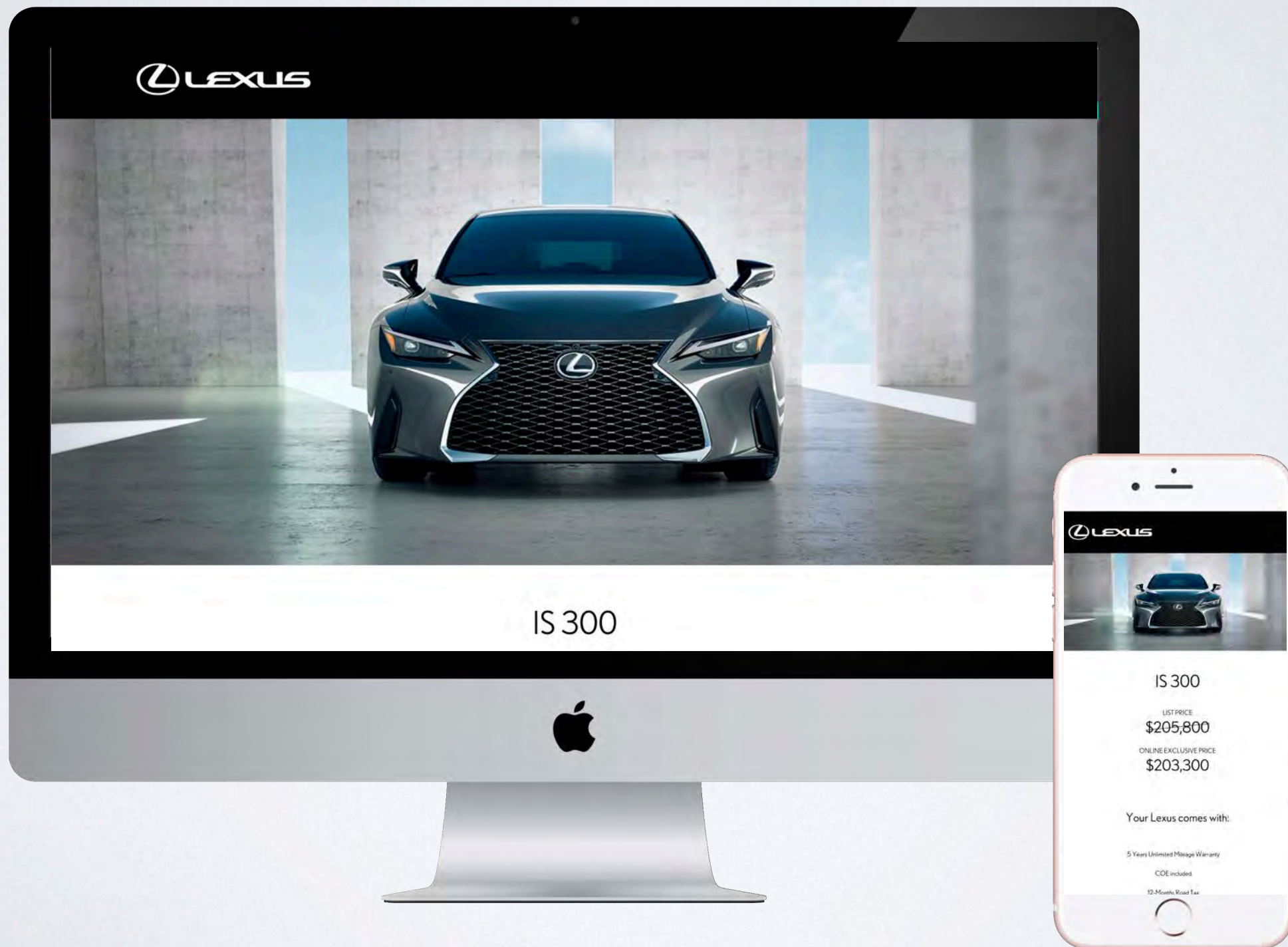




Sample Website Projects

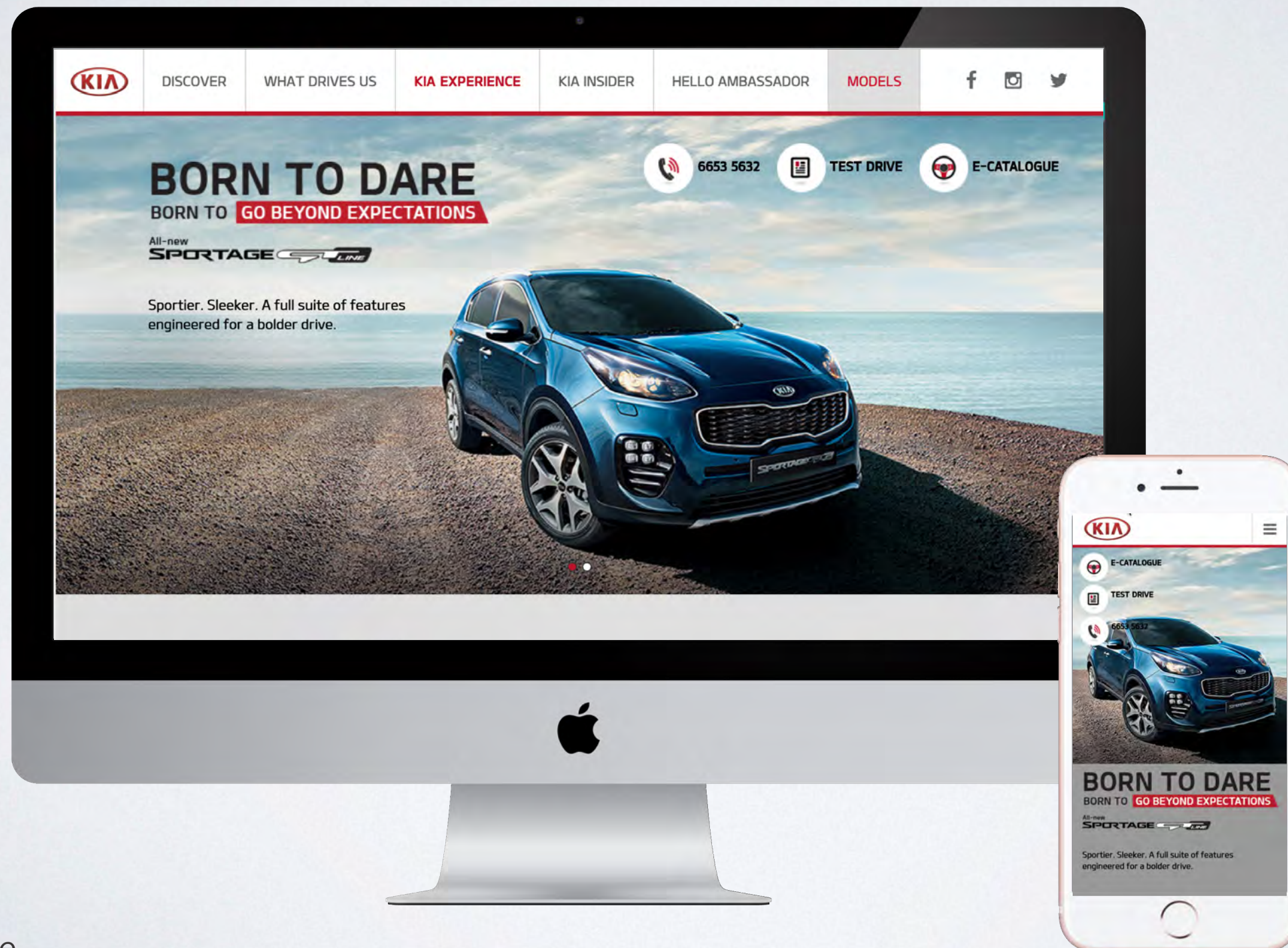
SAMPLE WEBSITE PROJECTS

LEXUS - EBOUTIQUE



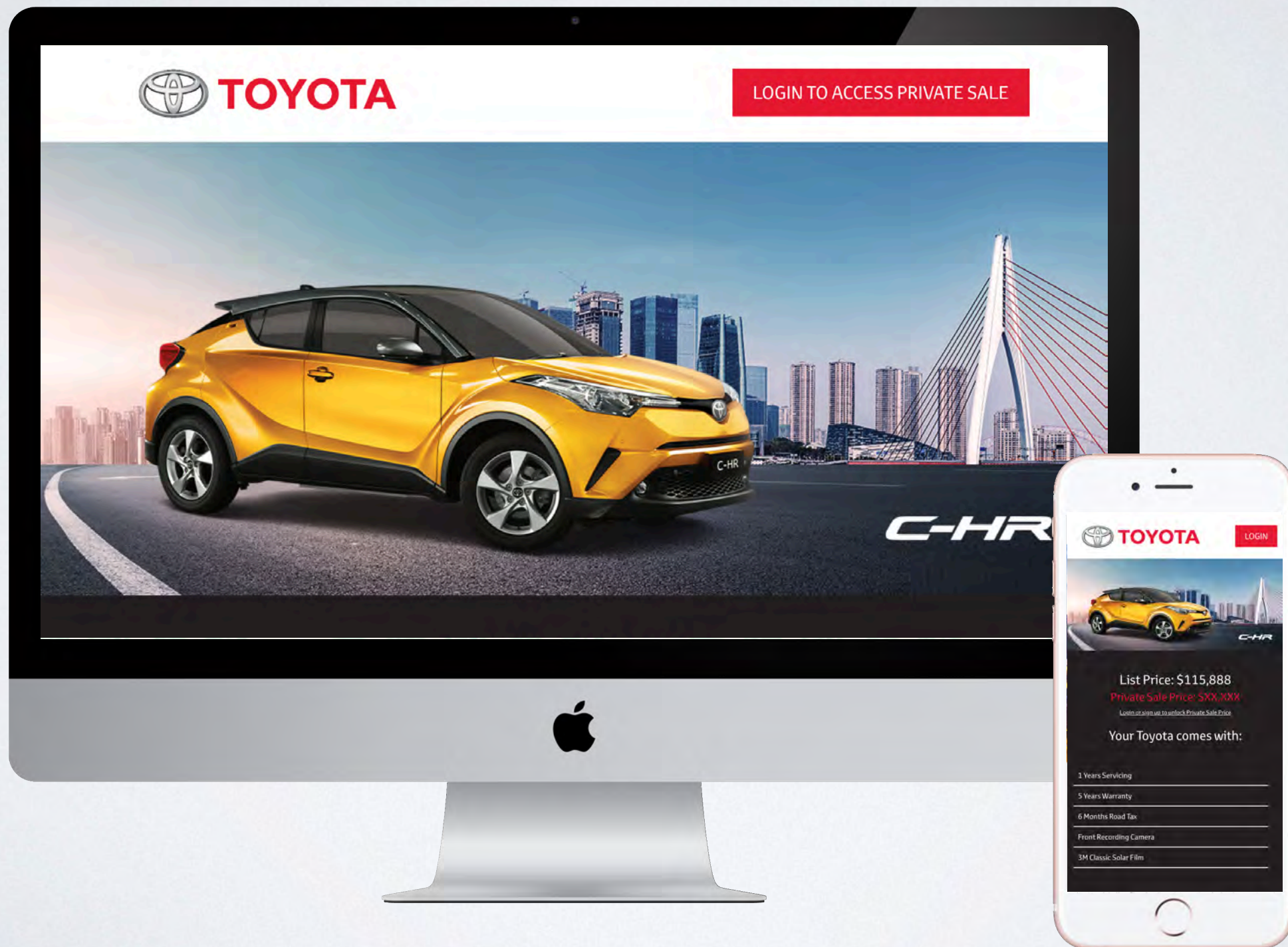
SAMPLE WEBSITE PROJECTS

KIA - GO BEYOND EXPECTATIONS



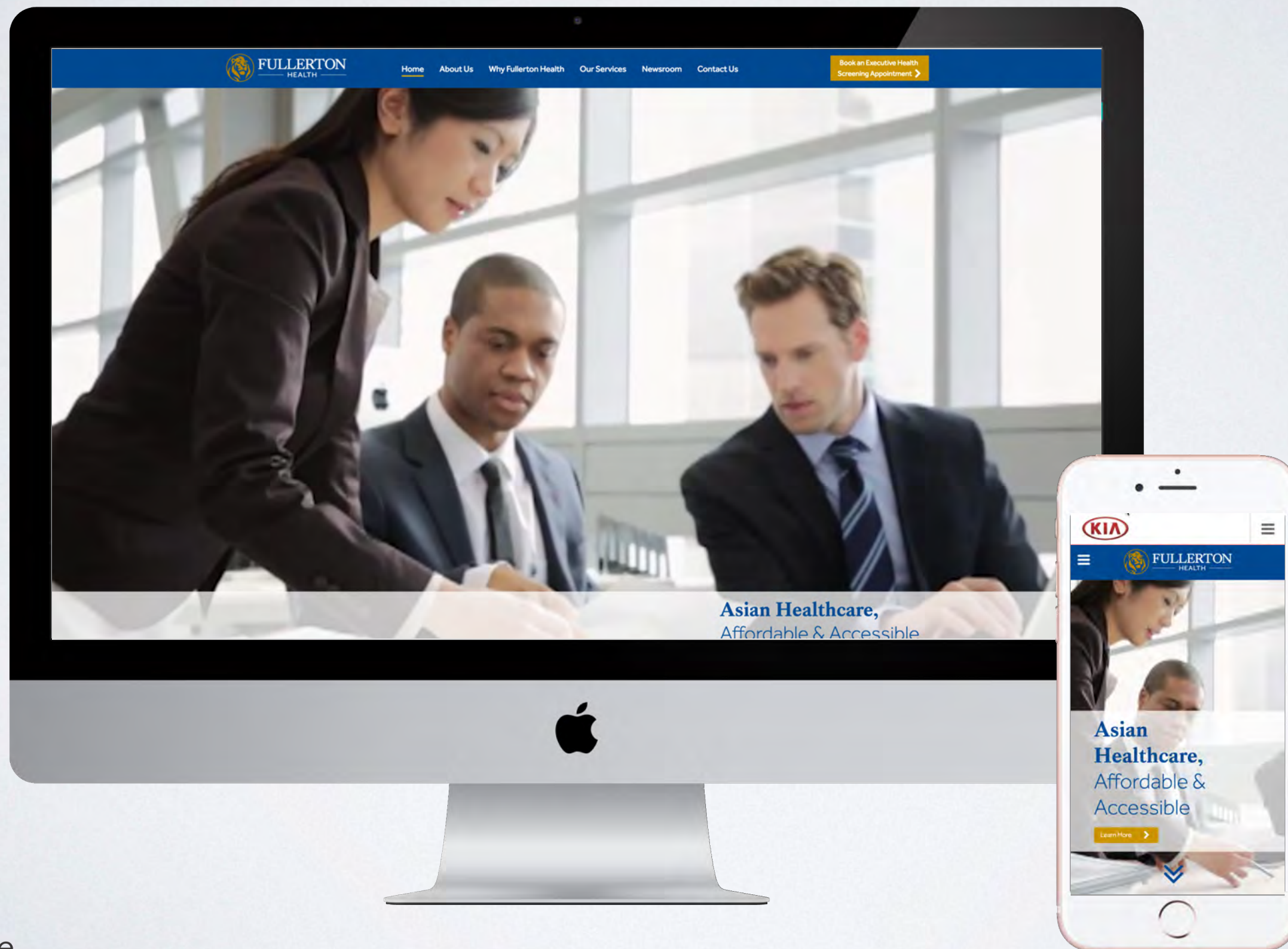
SAMPLE WEBSITE PROJECTS

TOTOTA - ONLINE PURCHASE SITE



SAMPLE WEBSITE PROJECTS

FULLERTON HEALTH



SAMPLE WEBSITE PROJECTS

SINGAPORE SPORTS HUB - HERE TO PLAY



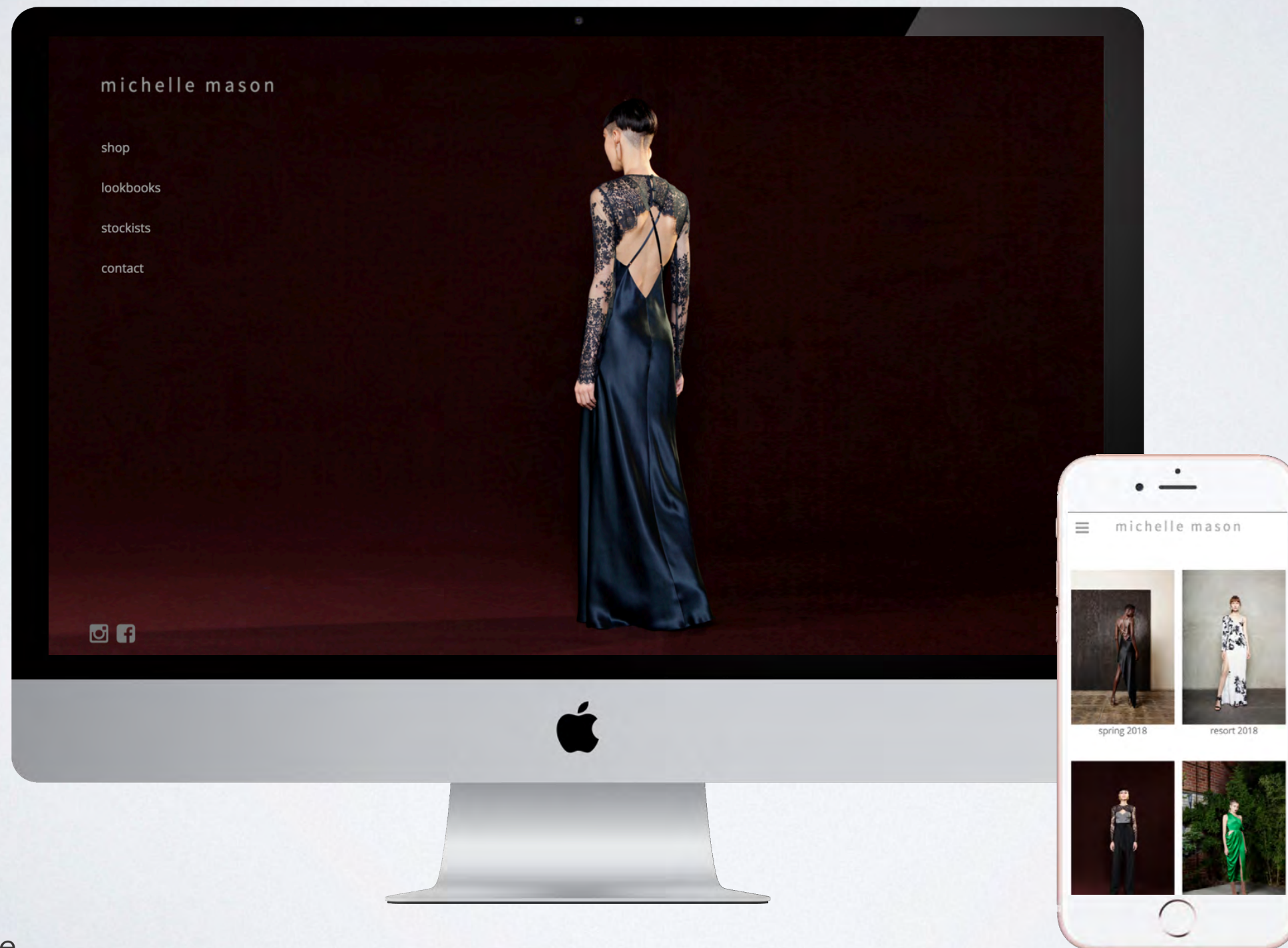
SAMPLE WEBSITE PROJECTS

ONEB ASIA



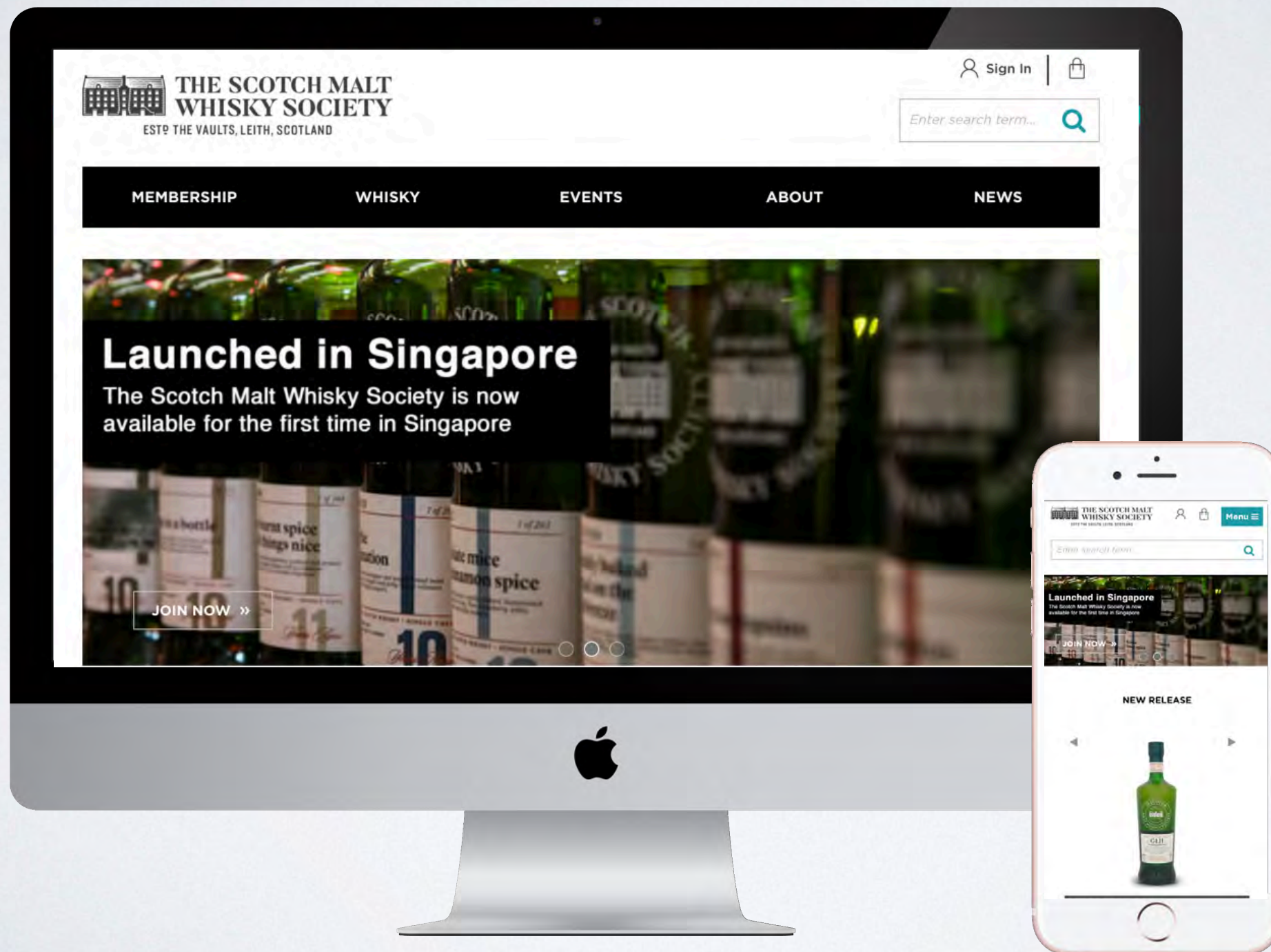
SAMPLE WEBSITE PROJECTS

MICHELLE MASON (eCommerce)



SAMPLE WEBSITE PROJECTS

The Scotch Malt Whisky Society (eCommerce)



SAMPLE WEBSITE PROJECTS

SOGURT



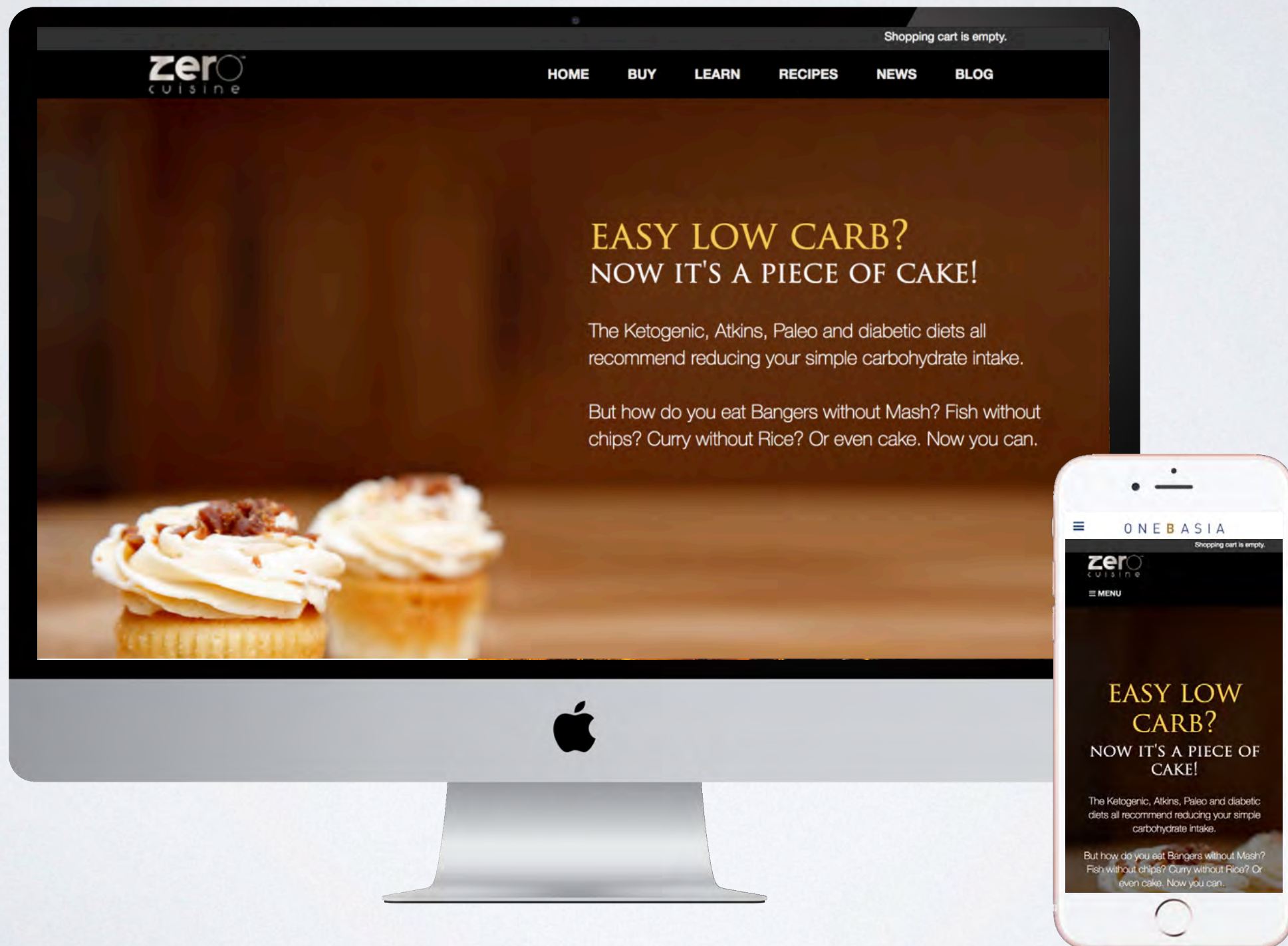
SAMPLE WEBSITE PROJECTS

THE COCONUT CLUB



SAMPLE WEBSITE PROJECTS

ZERO CUISINE



SAMPLE WEBSITE PROJECTS

ASQE



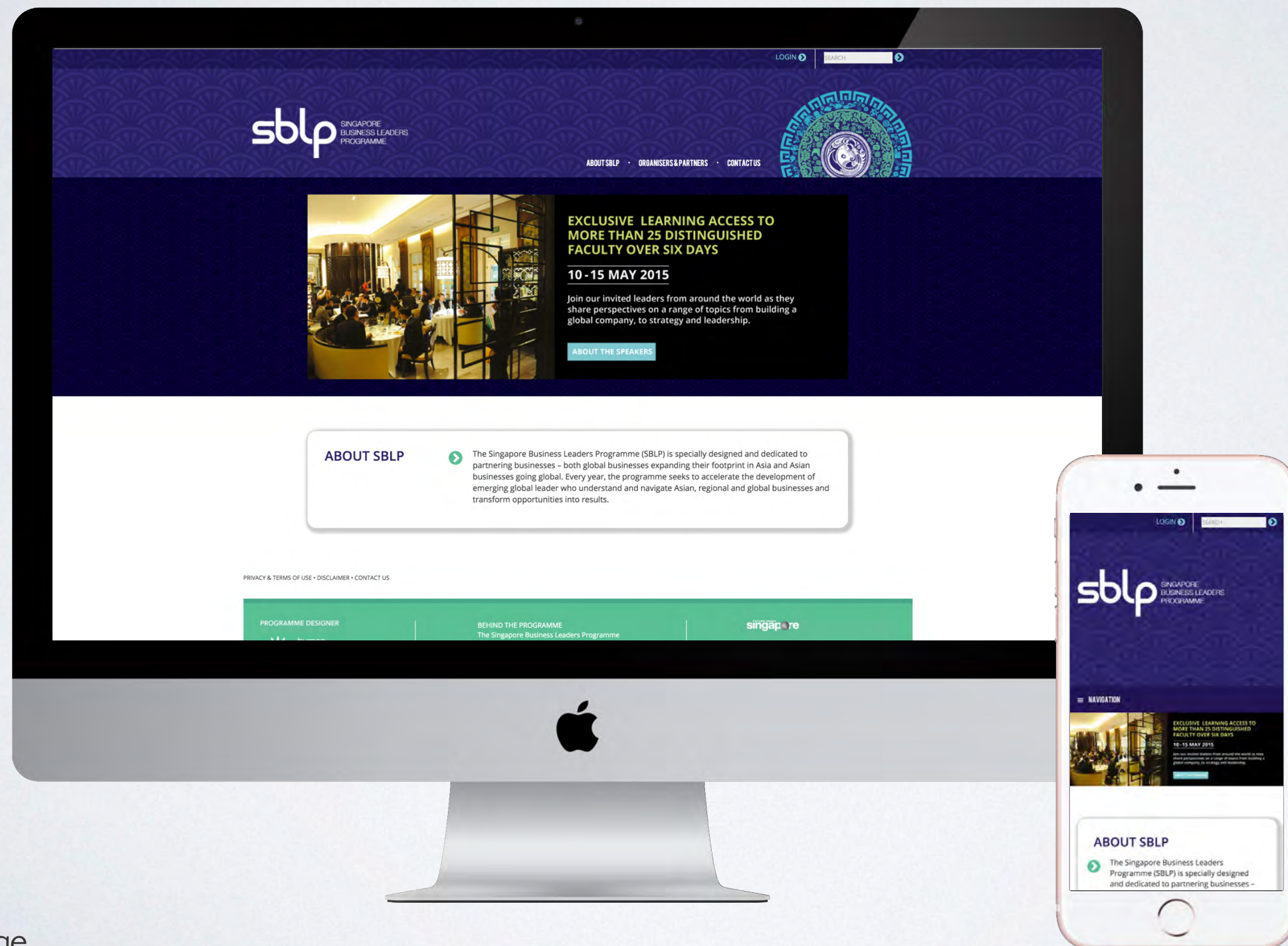
SAMPLE WEBSITE PROJECTS

GLOBAL-ASIA LEADERSHIP ACCELERATOR PROGRAMME



SAMPLE WEBSITE PROJECTS

SINGAPORE BUSINESS LEADERS PROGRAMME



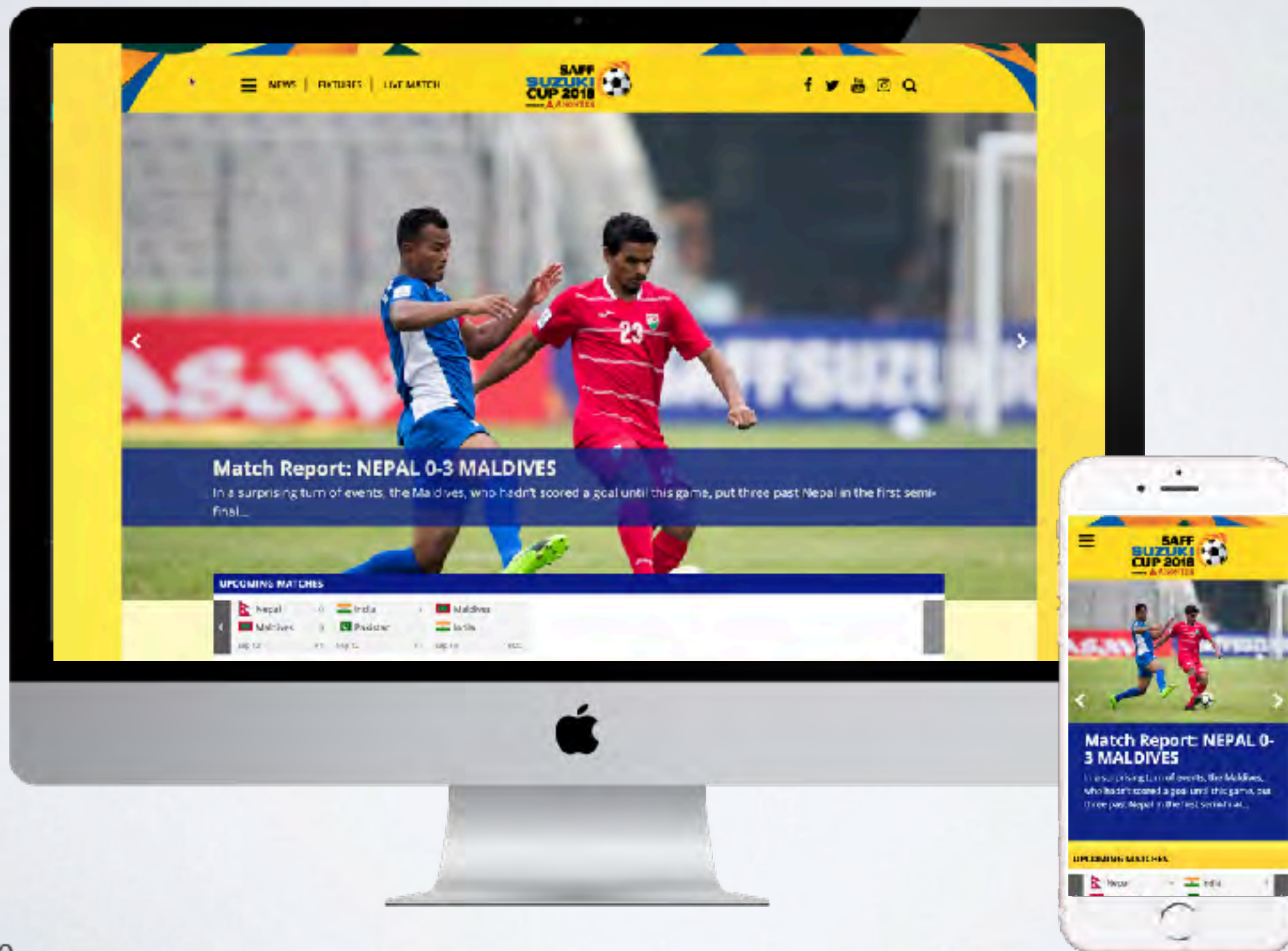
SAMPLE WEBSITE PROJECTS

AFF SUZUKI CUP 2010 - 2016



SAMPLE WEBSITE PROJECTS

SAFF SUZUKI CUP 2018



SAMPLE WEBSITE PROJECTS

GRAPPLE ASIA



SAMPLE WEBSITE PROJECTS

DR MARK LOH





AFF SUZUKI CUP

PROJECT HIGHLIGHTS

INTRODUCTION

- The AFF Suzuki Cup is the premier football tournament in SE Asia
- The old 2008 website was a static one that was underperforming in terms of traffic, being the official website of such a high profile event
- It also had no social media presence
- We took over the project for the 2010 tournament and they quickly became our favourite client



AFF SUZUKI CUP 2010

- Redesigned from the ground up
- Gave fans a much richer experience including LIVE score updates, news reports, photo galleries, match highlight videos and player profiles
- Increased traffic (page views) by 1023% from 2008
- Integrated and managed social media for user generated content - Facebook page & YouTube channel
- Facebook page - 193,172 fans in 4 months
- YouTube channel - 1.8 million views in 4 months



AFF SUZUKI CUP 2012

- Improved from 2010
- Added live streaming of events
- Added and integrated Twitter feed
- Integrated live social feed on website and live fan tweets
- 12.3% increase in unique visitors from 2010
- 12.1% increase in traffic from 2010
- Facebook page - 235,000 fans in 4 months
- YouTube channel - 3.4 million views (115% increase)
- Twitter - 21,807 followers, over 600,000 mentions



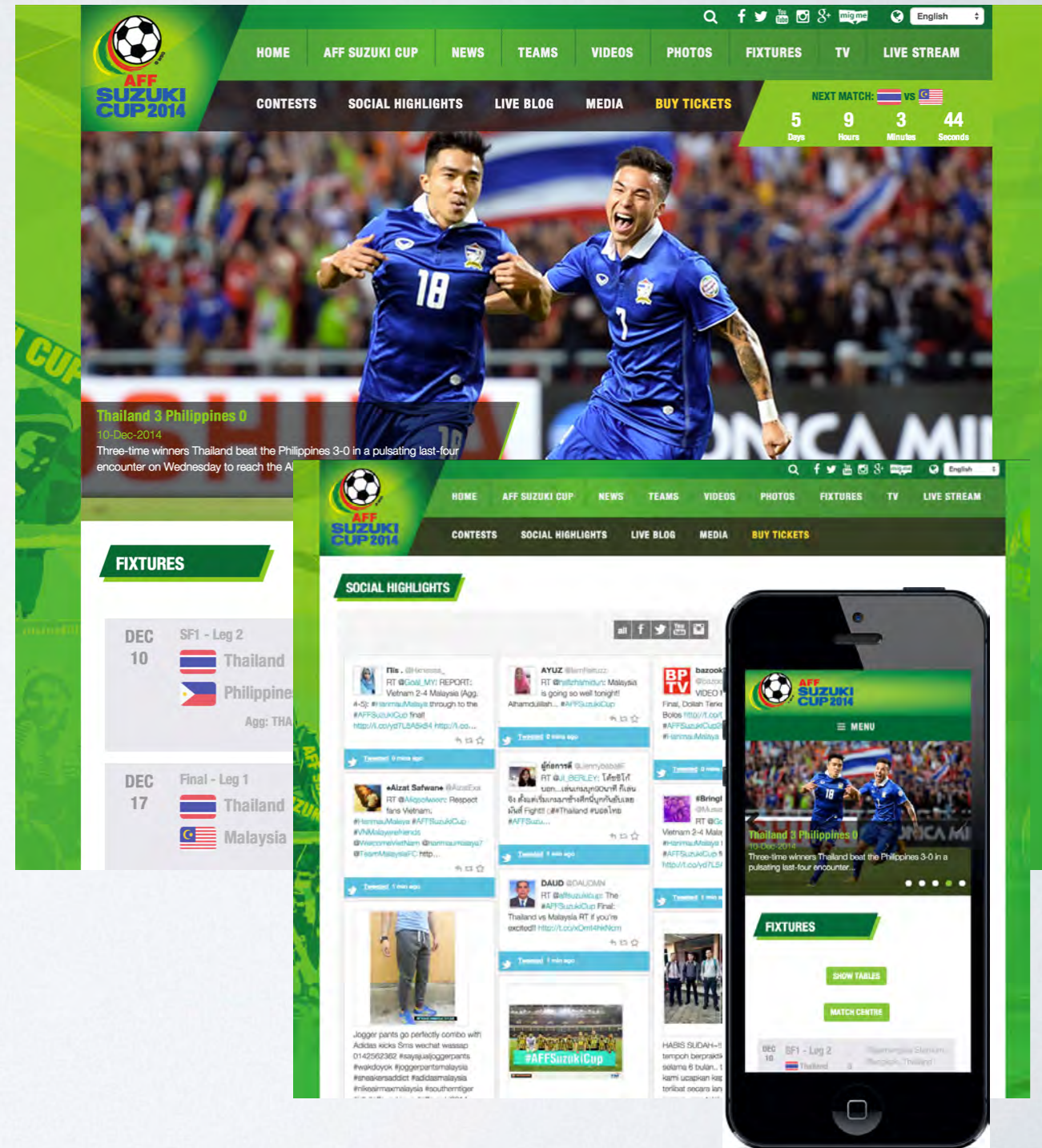
SOCIAL CONTESTS

- Created and managed Facebook apps/contests
- Ultimate Fan contest - Winner was given a Suzuki motorcycle
- Contests had over 81,000 page views garnering more than 50,000 votes



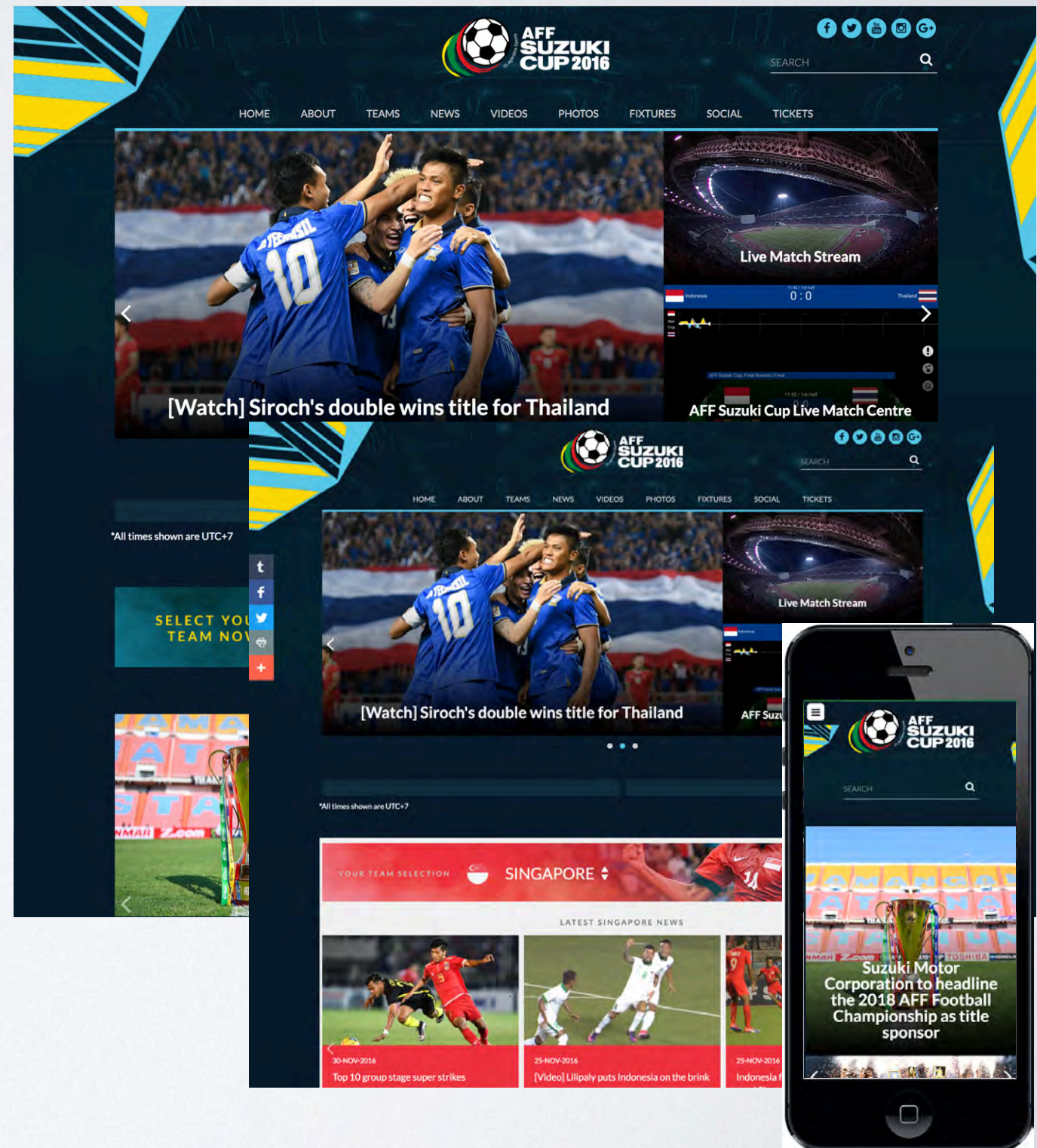
AFF SUZUKI CUP 2014

- Completely redesigned and rebuilt for 2014
- Responsive website for optimized viewing across all devices
- Multi-language site - English, Bahasa, Thai, Vietnamese
- New and improved social media highlights wall
- Added and integrated Instagram
- Increased focus on sponsors and ads, including sponsor-specific zones
- Social Media
 - Facebook page - currently 631,000 fans
 - YouTube - 102,000 subscribers
 - Twitter - 50,000 followers
 - Instagram - 5,200 followers



AFF SUZUKI CUP 2016

- Completely redesigned and rebuilt for 2016
- Responsive website for optimized viewing across all devices
- Added new feature which allows users to select their favourite team so that team-specific content will always appear on the homepage
- Added country-specific content modules (Thailand) so that specialised content only appears when viewed in targeted countries



COMMUNITY MANAGEMENT

myActiveSG / Sport Singapore

CHALLENGE

In September 2015, SportSG tasked us to run their main Facebook channel, ActiveSG with the main objectives of growing page likes and increasing engagement with ActiveSG members.

STRATEGY

Looking at the analytics, we learnt and tested the content types and formats that really resonated with our audience and therefore crafted our content calendar and social campaigns to match this. On the community management front, the data showed that more and more people were making queries regarding ActiveSG's membership, fitness facilities and programmes so we transformed it into a social customer care platform and were highly responsive to queries and personal messages.

RESULTS

Since taking over, we've grown the ActiveSG community by 331.4%, and kept our response times to under 3 hours. As a result of this, SportSG has also tasked gyro to manage 4 more social channels for 2017-2018.



FOR MORE INFORMATION
PLEASE CONTACT

KJ Tan

kj@thebluebridge.net

+65 900 85 855

thebluebridge

THANK YOU!

thebluebridge