



# Total Brand Activation

We 「activate」 brands.



# We transform brands.

## Pico is a global leader in Total Brand Activation.

We activate brands by merging experiential, communications and technological talent to create extraordinary experiences.



# We are Pico

Experience-led, digital-first thinking and capabilities matter more than ever. In a fast-changing world where brands thrive on the experiences they generate, they need a partner that can activate them effectively. This is what Pico Group delivers.

We merge experiential, communication and technological talent to create extraordinary experiences that engage people personally. These are not just designed by teams who know how to visualise powerful content and engagements, nor crafted by digital natives to engage audiences across a range of media, channels and devices. They are all of this and more. Pico Group creates experiences that matter.

Some  
**2,000**  
talented people  
worldwide

Global Presence in  
**34**  
major cities

**One**  
Vision

Bangkok / Beijing / Boise / Cairo / Dongguan / Dubai / Gold Coast / Guangzhou / Hanoi / Ho Chi Minh City / Hong Kong / Jakarta / Jinjiang / Kuala Lumpur / London / Los Angeles / Macau / Manama / Manila / Melbourne / Milan / New York / Perth / Riyadh / Seoul / Shanghai / Shenzhen / Singapore / Sydney / Taipei / Tianjin / Tokyo / Xi'an / Yangon



We **empower** brands.

We translate your brand into amazing experiences, crafted specifically to activate your audiences.



Total  
Brand  
Activation

**BRAND IMPACT**

• 03 Brand Engagement

— The Pico Group's communication experts execute campaign solutions that tell compelling and lasting brand stories to build preference and loyalty.

• 02 Digital Enablement

The Pico Group's digital teams use cutting edge technologies to craft engaging and effective digital interactions that deliver both insight and delight.

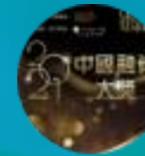
• 01 Experience Design

The Pico Group's talented experience design teams transform ideas into immersive brand experiences that produce extraordinary results.

We are half a century of  
growth and success.



EXHIBITOR Magazine's World Expo 2020 Awards  
People's Choice Awards | Winner: Peru Pavilion  
Best Elements/Details (Exterior Membrane) | Honourable Mention: Brazil Pavilion  
Best Use of Technology (SAWER System) | Honourable Mention: Czech Republic Pavilion  
Best Sustainable Design | Honourable Mention: Malaysia Pavilion



China Financial Market Awards 2021  
Company with Most Investment Value Award  
Best ESG Award



Marketing Magazine - Marketing Event Awards 2021 (Singapore)  
HSBC Hex-Live  
Best Use of Live Streaming | Gold  
Best Content Creation for a Virtual Event | Bronze  
HP Inc. Malaysia's 2020 Launch and Partner Event – 'Creators of Tomorrow'  
Best Digital Integration | Gold



Marketing Magazine – Agency of the Year Awards 2021 (Hong Kong)  
B2B Agency of the Year | Gold  
Event Agency of the Year | Gold



advertising + marketing magazine – Agency of the Year Awards 2020 (Malaysia)  
B2B Agency of the Year | Gold  
Event Marketing Agency of the Year | Silver



Special Events Magazine  
Annual List of 50 Top Event Companies 2012 - 2020 (U.S.)

50 years  
of experience

Some  
2,000  
talented people worldwide

Global Presence  
in 34  
major cities

Production Facilities  
about  
90,000 sq. m.

Revenue  
US\$521 million  
(As at 31 October 2021)

Market Capitalisation  
US\$205 million  
(As at 31 October 2021)

Pico Far East Holdings Limited  
HKEX Stock Code  
752

Pico (Thailand) Public Company Limited  
Thailand MAI Stock Code  
PICO



‘Total brand activation in this new era is experience-led and digital-first. Our mission is to deliver tomorrow’s extraordinary experience today, innovative and effective solutions for our clients which transform perceptions.’

- Lawrence Chia, Chairman of Pico Far East Holdings Limited



Pico was founded in Singapore in 1969 as Pico Art Studio.

Incorporated in Singapore as a private limited company providing exhibition stand building work.

Expanded into China, Asia, Europe and North America.

Diversified into image-building businesses like interior fit-out and event management.

Delivered pavilions at our first World Expo : Expo 1986 in Vancouver.

Expanded into Vietnam and the Middle East.

Listed on the Hong Kong Stock Exchange under the name Pico Far East Holdings Limited (SEHK: 752) since 1992.

Solidified our global reputation by delivering major sports venues overlay projects at the Olympics and other sports mega-events, and at top-tier world economic events.

Introducing wider capabilities and integrated marketing brand engagement, digital and social, PR, experiential marketing and interactive technology.

Years of digital transformation has endowed the group to provide solutions that meet tomorrow’s market needs.

1960s  
Commercial  
Art Studio

1970s  
Exhibition  
Stand-Builder

1980s  
Image Builder

1990s  
Event Marketing  
Company

2000s  
Experiential  
Marketing Company

2011  
Total Brand  
Activation

Beyond 2020  
Experience-led,  
digital-first

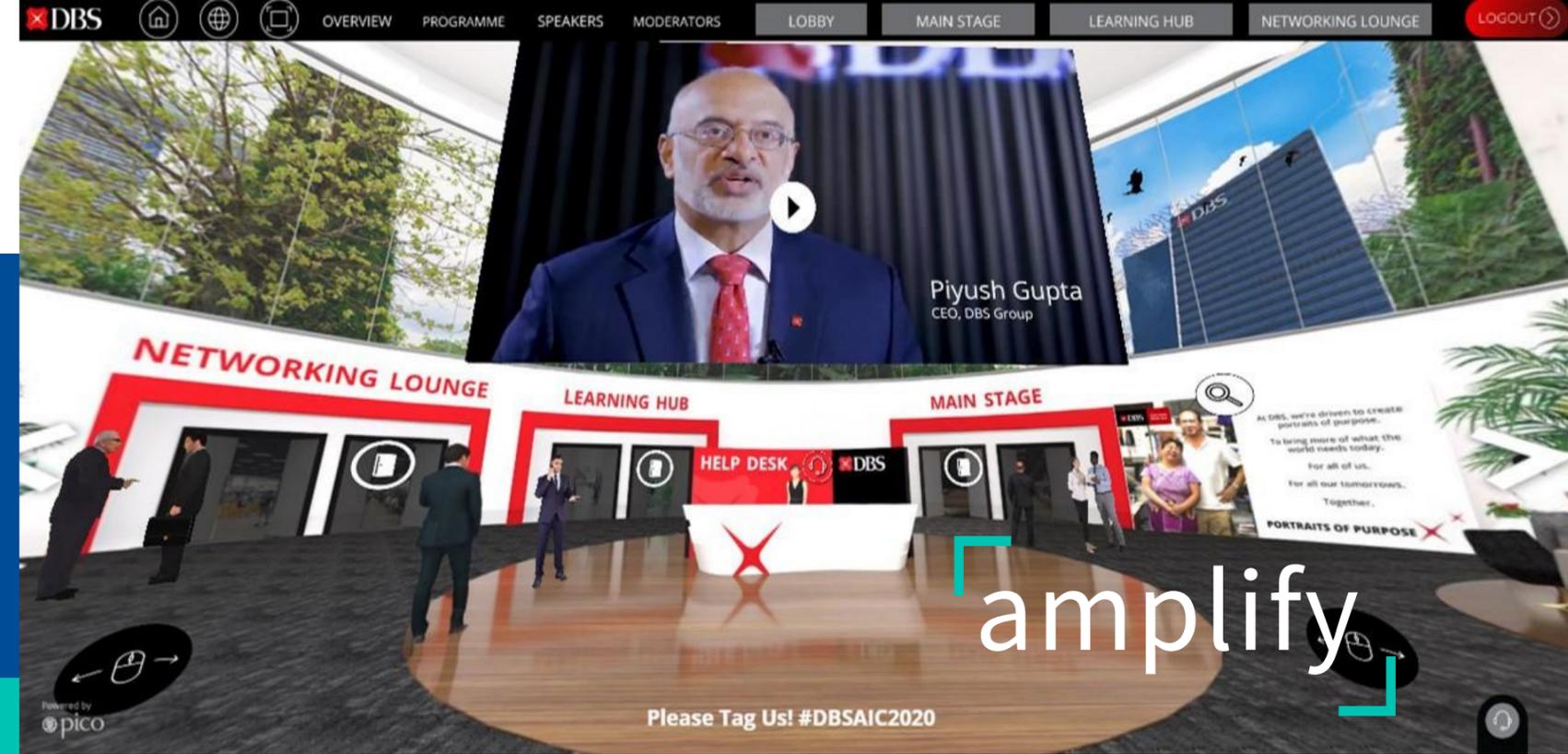


We amplify brands.



# DBS Asian Insights Conference

The DBS Asian Insights Conference is a biennial flagship event by DBS Bank. The conference brings together global thought leaders, C-suite executives and specialist experts to discuss the most pressing issues of the day, with a top-level audience that includes high net worth individuals and business leaders. DBS Bank engaged Pico to produce a virtual solution which recreated the in-person conference experience to the greatest extent possible – and deliver it seamlessly for a global audience.



## Insight

Creating a truly engaging and immersive virtual conference required the team to draw from its wide experience in show production and technology. A key tenet was to develop the experience as part of a potential long-term 'new normal' strategy rather than a stop-gap measure during the pandemic when social gatherings were restricted. This would require the team to fully leverage and push the boundaries of typical virtual formats, including its potential to expand the audience and speaker base, support more diverse content, and extend the event beyond the 'live' conference dates to increase its lead-generating potential and stretch the client's ROI.

Just as importantly, by spearheading a successful on-brand virtual conference, DBS Bank would also be better positioned as a digital-first thought leader.

## Solution

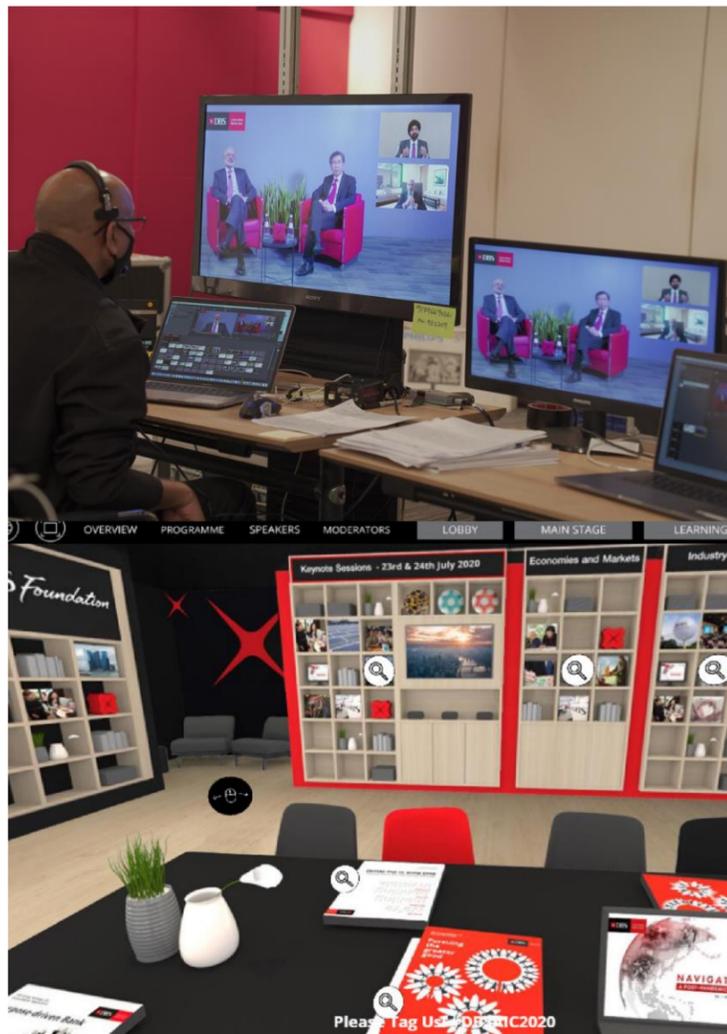
During the development of the platform and user interface, managing the client's content, and arranging the global livestream, the team relied on industry insights and know-how to ensure participants and viewers enjoyed a thoughtful experience. Pico also offered technical and back-end data support and analysis for event decision making and remarketing purposes.

Visitors could enter the 'venue' with a virtual tour starting with a stunning 360-degree panoramic event lobby. From there, a simple click transported them to any of three main spaces – the Main Stage, Learning Hub and Networking Lounge. A help desk was manned by a virtual assistant to answer enquiries.

In the Main Stage, visitors could access and watch livestreams of 14 keynote and panel sessions. Pico provided show production support, including speaker, moderator and admin onboarding, as well as set and selected video productions.

At the Learning Hub, visitors could access and download a wide variety of exclusive content from DBS. This included a showcase corner focusing on DBS Bank's social enterprise efforts. By clicking on virtual shelves, visitors could also browse through recordings of past conference sessions as well as research topics on a varied number of topics.

Completing the immersive experience was the Networking Lounge, which enabled guests to meet, mingle and text chat in real-time – just as they would at an 'in-person' gathering, but without being constrained by place.



## Results

2,331 unique visitors and 80+ media representatives from 46 countries in attendance.

## Testimonials

'We appreciate Pico's efforts to create a truly immersive virtual conference. Their professionalism in creating an interactive website and a creative concept for the site platform, and in ensuring smooth operation, helped make our first virtual conference a real success.'

– Myrna Poon, COO, Group Strategic Marketing & Communications, DBS Bank



# PATEO Showroom

Located at the Nanjing Jiangbei New Area Industrial Technology Research and Innovation Park, the 1,200 sq. m. PATEO Showroom was created as an employee showcase of the corporate culture and technologies that have made the company into the giant it is today.



## Insight

As the design evolved, the project team ensured that the space itself would tell the PATEO story. The brand's philosophy of delivering products with 'ultimate quality', 'ultimate experience' and 'ultimate interaction' would be expressed through sleek, futuristic architecture. Flowing, open spaces and strategic mirrored surfaces would create a sense of boundless space – and boundless possibilities. The showroom's actual content would be substantial, interactive, and integrated closely into the architecture to generate a wholistic experience combining both physical and virtual elements.



# captivate

## Solution

Pico was appointed to provide a wide range of services, including conceptualisation, design and build, installation, and production of control software, video and sound effects.

Looking futuristically white, glossy and elegantly uncluttered, the showroom is organised into different themed areas, dubbed 'Prologue', 'Innovation', 'PATEO's core', 'Service Experience', 'Internet of Everything' and 'Future of Automotive' etc. Each offers a corresponding interactive experience. Wherever possible, the Pico team incorporated PATEO's own technologies into the experience, giving users a 'real world' taste of how they work.

In one such experience, users sit inside a semi-enclosed car cabin equipped with voice and hand gesture controls for functions such as adjusting audio volume, raising or lowering windows, or using a range of lighting effects. Meanwhile in the 'Internet of Everything' area, smart appliances in living room, kitchen and lounge settings are controlled by visitors while they sit in another vehicle cabin, allowing them to gain insight to how their cars and homes can be connected.

As a final engaging touch, visitors can experience the company's 'mobile store' concept. A van-like virtual model is used to simulate how the concept would bring different store services such as groceries or barbering to the customer on demand. After giving it a try, visitors receive a gift dispensed from the back of the 'mobile store' to continue their engagement.

## Testimonials

'We are very satisfied with the showroom. It presents a vast array of content in an organised, user-friendly way while maintaining brand consistency. We hold a high standard for details and craftsmanship, and the Pico team amply achieved it with their expertise. Also, thanks to the virtual/physical interactive experience created with the help of Pico, our target audience can fully experience PATEO's new technologies in an innovative and immersive way.'

– Tansy XU, Director of Museum Projects, Shanghai PATEO Electronic Equipment Manufacturing Co., Ltd.





QUARKS:  
ENTER INTO THEIR WC  
AND FAVOURS

We translate brands.

# Virtual Sharp Dealers' Convention

## Insight

For the first time, the convention would connect Sharp dealers and overseas management members on a virtual platform. To ensure a high level of participant engagement, the programme would be deeply immersive, inviting constant interaction through features such as giveaways and special product deals. Meanwhile, an in-person media session would encourage coverage from a first-person perspective, giving the brand message greater weight.

## challenge

## Solution

Pico proposed a virtual event to Sharp in response to Malaysia's social distancing measures for pandemic control. The team went on to provide full technical support to the event, as well as brainstorming and designing all the key visuals and collateral. This included engaging with suppliers to develop an event website with the wide range of customisable functions required by the client, as well as executing a live broadcast.

The convention programme comprised media and dealer sessions, with the former running in the morning. In the event's sole in-person element, media representatives gathered at Sharp's headquarters in Kuala Lumpur to meet the emcee and witness virtual product launches. The Pico team carefully prepared lighting and audio equipment for a Q&A session and a mix of face-to-face and virtual meetings with VIPs. Guests' temperatures were checked and hands sanitised upon entering the venue, and seating was arranged to ensure safe social distancing.

Dealer sessions were entirely virtual and ran in the afternoon. These featured video content developed and scheduled by Pico, using virtual backgrounds to complement the emcee's and VIPs' live presentations. The team exploited the format to include a range of attention-getting effects, including pop-out and disappearing elements, and sounds such as hands clapping.

Lucky draws, quiz sessions and surprise gifts were woven into the proceedings to maintain momentum and a high level of audience interest. As a further measure to retain the audience for the duration, announcements of prize winners were not made until after the event concluded.

Demonstrating the value of a live online platform as a sales-driven tool, dealers could purchase products showcased at the event using a 'place order' button. Real-time sales figures which were monitored by Pico were even shown during the broadcast as an additional element of excitement.



Each year, consumer electronics and home appliance giant Sharp hosts a convention that brings together dealers, business partners and management team members from Malaysia and abroad to celebrate their shared achievements.

In 2020, participants looked forward to something different – but even more memorable – than in previous years: a convention that would mark '108 Years of Cutting-edge Innovation' by being completely virtual for the very first time. A highlight would be the introduction of the 'e-sharp' online shop, as well as sophisticated products which have set new benchmarks for doing business virtually/remotely, such as Sharp's Remote Life Technology.

## Results

- 481 participants at the convention, with attendance rate of 99%, exceeding client expectations of at least 350 participants
- Global audience from Australia, China, Europe, Indonesia, Japan, Malaysia, Philippines, Singapore, Thailand and Vietnam
- Approximately 50 media representatives at Sharp HQ
- Over 10,000 comments in active live chat
- Over RM4,300,000 worth of live sales in 10 minutes



# JD Discovery



ignite

In 2020, leaders from the technology, academic and investment sectors gathered in Beijing before an in-person and livestream audience for the JD Discovery. Its theme was 'Digital Intelligence Interconnection and Shaping the Future', and its aim was to offer insight on digital intelligence trends, best practices in application, and future development.



## Insight

JD Group aimed to promote its business and demonstrate its technological achievements via both physical and virtual interfaces. As experts from different disciplines and industries would be sharing their insights and exploring practical uses of JD technologies, the event would support them with a main forum, six sub-forums, and multiple online thematic forums. Visual effects would create a conducive atmosphere for exchanges of ideas in both the physical space and the online platform.

## Solution

Pico was entrusted to create the event, with the team delivering overall event management of the physical conference, production and management of the online platform, and video recording and livestreaming services.

In keeping with the event's theme and purpose, the team strove to create a venue that would be a memorable visual representation of digitalisation and intelligence. Taking a deep dive into technology-fuelled design, they evolved a futuristically black, clean-lined décor scheme that extended to both the physical space and the online platform.

The online-offline synchronisation was more than visual; the team ensured that all activities and processes between them would proceed seamlessly. The team not only filmed and livestreamed activities in the main and sub-forums, but also recorded, edited and broadcasted materials from the online thematic forums. Photos from the physical event were uploaded instantly for visitors' immediate access. Just a day after JD Discovery ended, its entire contents were publicly accessible via the online platform.

## Results

- 1,432 visitors joined the physical forums, of which 1,000 engaged in interactions
- 102 media present, with a 78% participation





We enable brands.

# The 112<sup>th</sup> NAACP Virtual National Convention and 43<sup>rd</sup> ACT-SO National Competition

The National Association for the Advancement of Colored People (NAACP) has long been the pre-eminent civil rights organization in the United States. Their annual National Convention brings together social activists, industry leaders, public servants, and the general public to share experiences and ideas and discuss solutions on affecting positive change in black communities across the country.

In 2020, Pico's Infinity Marketing Team (IMT) played a key role in taking the Convention online for the first time in response to the COVID-19 pandemic. The event successfully won a Gold in 'Best Diversity Campaign' and a Silver in 'Best Virtual Event or Experience' at the 2021 PRO Awards.

In 2021, IMT was again entrusted as lead production partner to make the 112th NAACP Virtual National Convention and 43rd ACT-SO (Afro-Academic, Cultural, Technological and Scientific Olympics) National Competition an even more engaging experience for all participants.

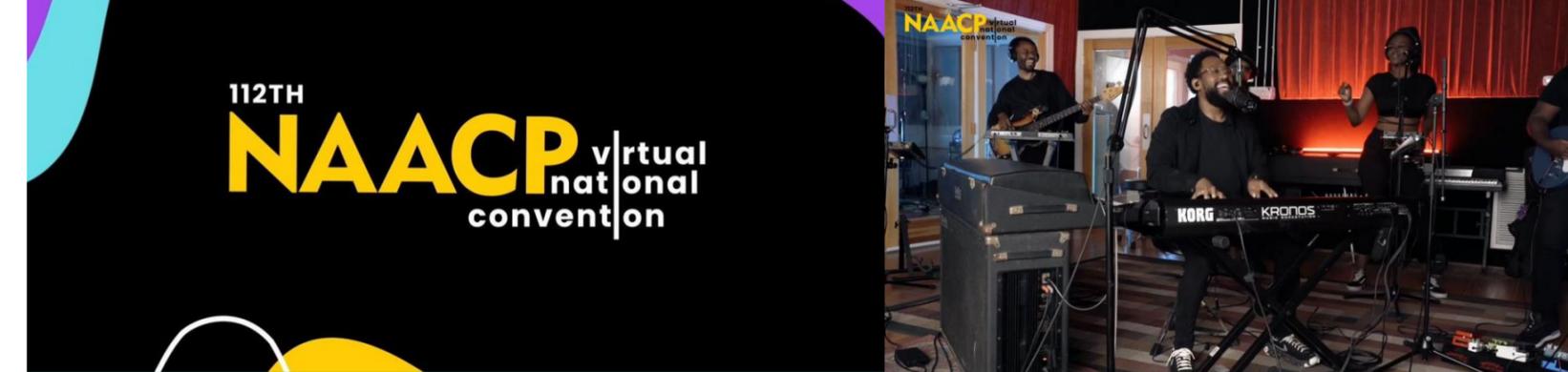
## accelerate

### Insight

The goal of convention was to engage members of the black community and their allies and continue to encourage the fight forward for racial justice. The target audience of the Convention ranged from young to old, with many of the latter not being tech-adept.

The NAACP outlined the major goal for the Convention's virtual platform as offering an experience that mimicked the in-person event and was easy-to-access, smooth, immersive and engaging. In addition, ACT-SO wanted a platform that would enable student competitors to present their work effectively and allow judges and contestants to interact.

This would require IMT to build an interactive event platform with special consideration given to making it both highly user-friendly and engaging for users of all types.



### Solution

IMT developed the platform using Pico's Virtuosity – a suite of innovative solutions for high-performance 'emotional' virtual events. It helped achieve the goal of providing a seamless experience with a single point of entry to events from the site's agenda page.

From there, the site identified different types of users and granted their appropriate types of access. For example, voting delegates were automatically taken to Zoom so they could talk and vote in their regional meetings, judges and contestants were separated from competition spectators, and spectators from the general public were directed to the content viewer page.

The Convention's programmes were also to be streamed on NAACP's social platforms, Facebook and YouTube to enable participants to access the event in their most convenient way. Complementing the virtual event were engaging interactive features including audience polling, Q&A sessions and live chat, all of which allowed visitors to connect with each other and the content.

The need to livestream the Convention and ACT-SO Competition's 72 events back-to-back over the nine-day schedule – including regional meetings, performances, panel discussions and competitions – was the most challenging task for IMT. The majority of the events would be live competitions that relied heavily on judges and contestants to arrive on time and present or host interviews within their allotted time, with very few pre-recorded elements.

To tackle this, four stream production teams were brought on to handle the schedule of events and break them up so that no events were overlapped. This gave teams adequate time to reset set-ups and check talent for their next event. The arrangement optimized the transition precisely through each event's run of show and then from one livestream to the next. It also gave teams some buffer to overcome any problems that could arise during a broadcast and to prevent a cascading impact on the remainder of the day's scheduled events.

Highlights of what was a very successful Convention included messages from Kamala Harris, Vice President of the United States, Derrick Johnson, NAACP President and CEO, and Leon Russell, NAACP Chairman; as well as segments such as DJ sets, the Resolutions Plenary, #GenZCultureTalk, Black Women Lead National Town Hall, and the 43rd ACT-SO Awards Ceremony.

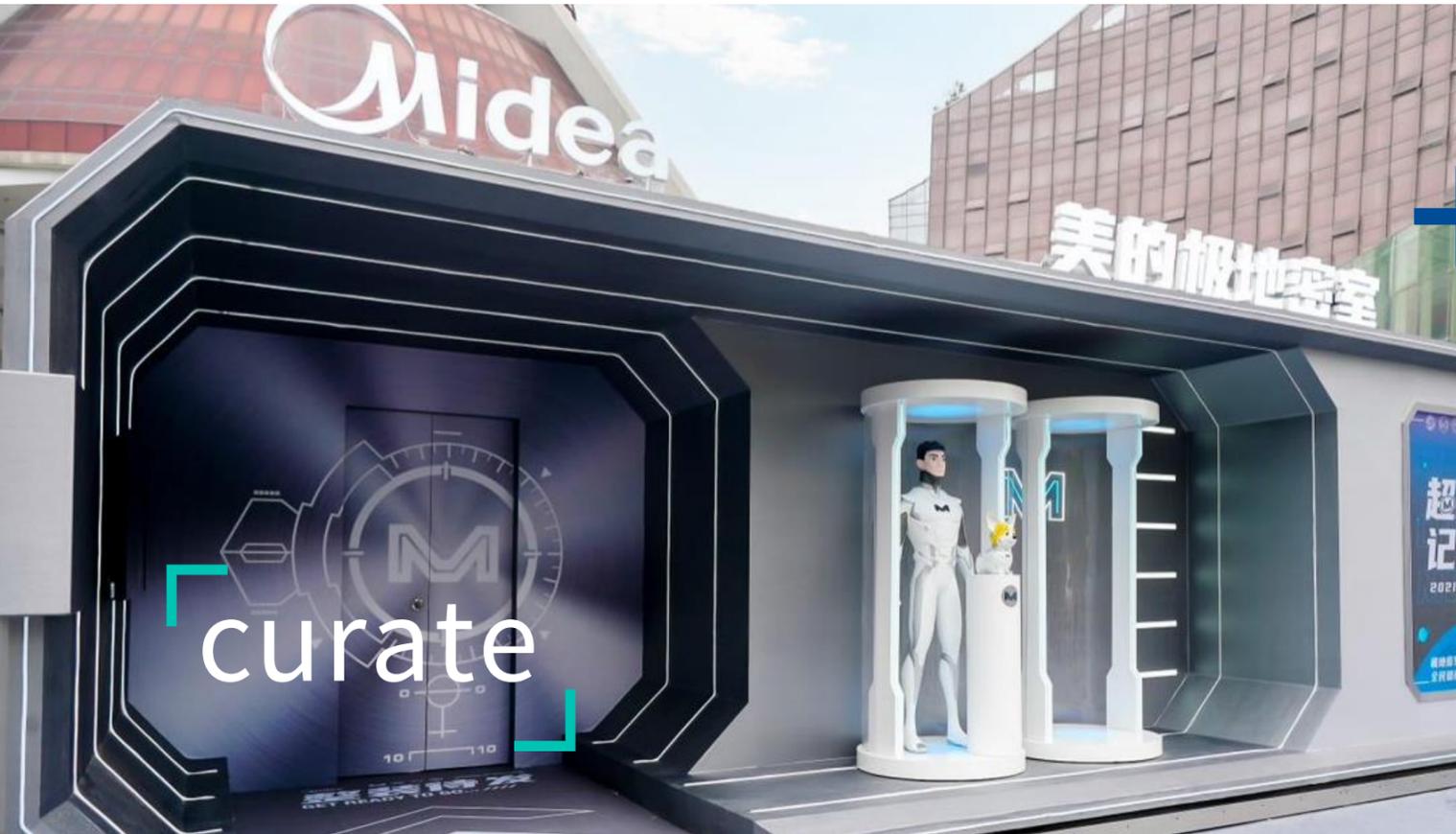
### Results

As of 16 July 2021 (two days after closing):  
Total plays of all events: 47,132  
Total viewers: 300,000

### Testimonials

'Infinity Marketing Team's professionalism, flexibility and reliability were invaluable! Their complex meetings expertise made it easy to produce NAACP's 112th Annual Convention, virtually, for the second time.'  
– Gina Lawrence, Director for Events Planning, NAACP

# Escape Room Experience at Midea Pop-up Store



## Insight

The location of the pop-up store – Chengdu 339 Plaza – was selected for its popularity among younger consumers. In keeping with the demographic's expectations, activities designed for the pop-up would be diverse, interactive, and centred around a storyline for 'M Bo'. The Pico team ensured that the storyline and accompanying spectrum of media promotion would also incorporate local culture and language.

Meanwhile, the pop-up's most gamified element – the 'Escape Room' – would invite both online and offline visitors to explore the Midea brand and its products with a focus on technological excellence and relevance to youth.

## Solution

Promotion began well before the pop-up's appearance, in the form of an online game on the brand's WeChat H5 page. As well as designing the game, the Pico team also produced an Escape Room experience video. To relate it directly to prospective visitors, it included vernacular dialogue as well as familiar Chengdu scenes.

Keeping its young, tech-savvy audience in mind, a further promotional effort before and during the event used KOLs from tech, gaming and other popular channels on platforms including Weibo, Douyin, Kwai, Youku and iQiyi. Ultimately, the KOL strategy successfully led to the creation of an Escape Room fan community, ready to experience the pop-up's various activities. During the broadcast of the live experience, the KOLs also enabled online fans to interact with Escape Room users by voting on their actions. Inside the Escape Room, displays and demonstrations of Midea home appliances were woven organically into the experience. Visitors encountering a refrigerator, for example, used the brand's smart home app to access food freshness information as well as a password to the next stage of the game.

In all, the storyline had players following clues to uncover five 'clues' that would recover M Bo's lost memories and discover password keys to unlock the next step in their journey. After completing the game and experiencing a variety of products along the way, players were rewarded with tokens and entered into an exciting gift draw from a 'blind box' vending machine. Those who also shared their Escape Room experience on Weibo and followed Midea's official account received an additional prize. Yet more prize giveaways occurred at intervals throughout the event.

Outside the Escape Room, the pop-up offered visitors more engaging experiences, including a colouring game and activities centred on M Bo's 'partner', Technology Dog. The character's creator, a local artist, was present on opening day to share his creative concept and lead the audience and his students to create more Technology Dog artworks together.

Brimming with gamified activities and supported by extensive online content, this pop-up store in a popular Chengdu shopping centre was Midea's way of burnishing its brand image by targeting a young and trendy audience with the launch of a new promotional character, 'M Bo'.

The Pico team's involvement was comprehensive, with their turnkey solution taking both offline and online facets of the project all the way from concept design to execution.

## Results

- Gained 150+ million impressions
- 140 million+ views during the livestream
- Topic view rate of 10 million+
- 10 million video views
- 180,000 interactions
- More than 95% of participants were from the targeted group (35 years old or under)
- Over 90% of the participants said they 'liked' or 'extremely liked' the overall event design

## Testimonials

'We aimed to make a big impression with this pop-up – online as well as offline – in only two days. As our target audience was young and tech-savvy, the method was to use an interactive gaming experience interwoven with product display and demonstration and brand promotion. The Pico team's experience-first, digital-led approach brought it all together, from developing the Escape Room premise, to introducing the M Bo character, bringing our products into the experience, and facilitating how the online audience interacted with the live event.'

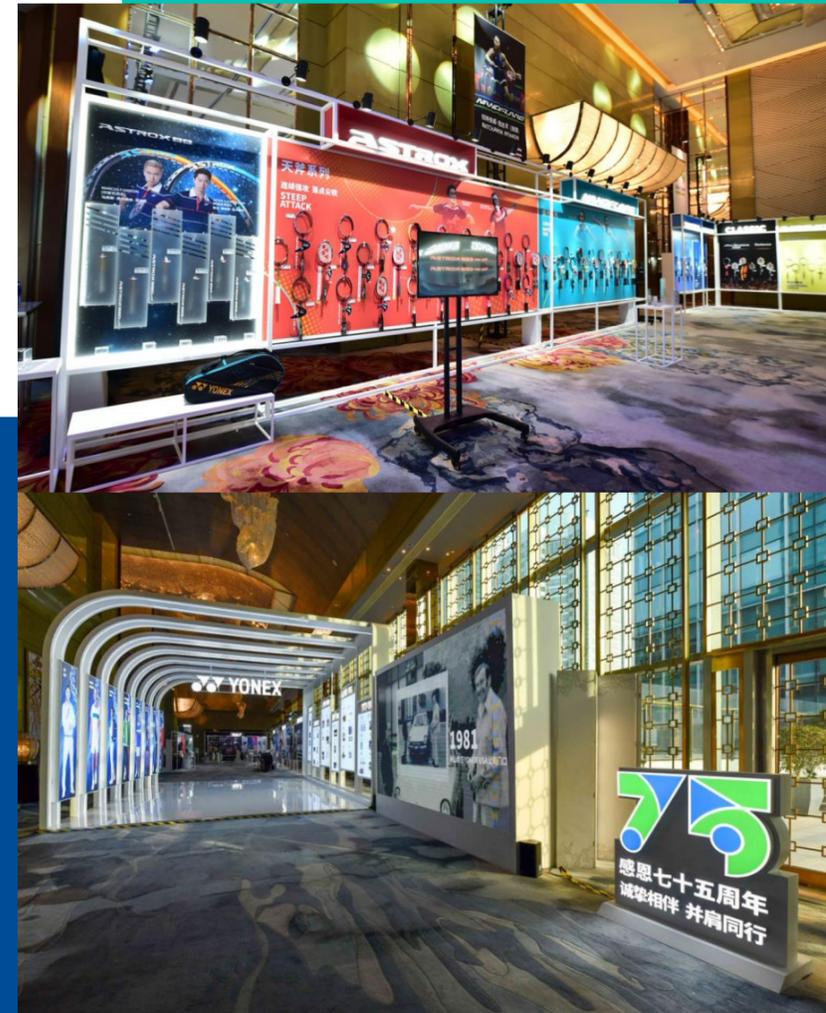
– Leon Pang, Brand Communications Department of Midea Group

# Yonex Newest Technology and Products Trade Show

In early 2021, sports equipment brand Yonex hosted one of its twice-yearly Newest Technology and Products Trade Shows in Shanghai. As well as introducing the brand's latest products to dealers, the event sought to raise sales and media exposure via personal appearances by badminton celebrities, including Lin Dan, Ren Chunhui, Yang Yang, Li Zhifeng and Xiong Guobao. Pico was commissioned to provide event planning, design, build and operation services.



deliver



## Insight

Most of Yonex's retail stores are located in badminton stadiums and shopping malls, while its main customers are badminton fans and players who have demanding requirements for product performance. The show leveraged rich interactive experiences and the influence of badminton celebrities to attract media and thus became a new channel for the brand to disseminate product information and enhance its image.

## Solution

With 2021 being Yonex's 75th anniversary, the event became an ideal opportunity to showcase its heritage. Visitors to the show entered through a 'time tunnel' which presented a journey through the historical milestones that led to the brand's growth.

Inside the venue, product display too received a refreshing, attention-grabbing twist, with ultra-transparent 'Ice' LED screens adding a dynamism to the new items.

The event programme was interactive: dealers could order products while attending meetings in the main conference area. They could also join in hands-on 'experience sessions' for badminton, tennis and golf equipment, as well as a racquet-stringing workshop. To disperse the mass of attendees, the event space was divided into three 'breakouts', each with a capacity of 300 people.

## Results

The event attracted approximately 800 participants, as well as representatives of 20 media outlets.

## Testimonials

'The consistently branded atmosphere helped to accentuate brand image and product selling points. Pico's expertise was evident in the event activation solutions that caught dealers' attention throughout the programme.'

– Miss Zhang Xiaohui, Marketing Manager, Yonex (Shanghai)

We activate brands.



We are Pico.



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[www.pico.com](http://www.pico.com)

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