



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.

Some
2,200
talented people
worldwide

Global Presence in
36
major cities

One
Vision

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.



 **pico**

pico+

 **BA** CREATIVE
NETWORK

 **jmp**

 **ASMITH**
Visual Branding Experience

pico pro

 **INFINITY**
MARKETING TEAM

 **FUTR**
RETAIL • MARKETING • COMMERCE

 **smith** PLUS
INTERACTIVE BRANDING EXPERIENCE

pico PLAY

 **epicentro**

 **GLOBALINK** MP
EVENTS INTERNATIONAL INC.

 **WORLD IMAGE**

Bangkok / Beijing / Cairo / Chicago / Colombo / 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 / Zhengzhou

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.



Event Marketing Awards 2020 (Hong Kong)
Mercedes-Benz BAM Festival
Best Launch | Gold
Best Business Solution | Bronze



Marketing Magazine - Agency of the Year Awards 2020 (Hong Kong)
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



Marketing Magazine - Marketing Event Awards 2020 (Singapore)
Virtual edition of DBS Asian Insights Conference 2020
Best B2B Event: Conferences / Meetings / Seminars | Gold
Best Use of Hosting Platforms | Silver
Best Immersive Experience + Best Virtual Event (B2B) | Bronze



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



InnoESG Prize 2019 (Hong Kong)

50 years
of experience

Some
2,200
talented people worldwide

Global Presence
in 36
major cities

Production Facilities
about
100,000 sq. m.

Revenue
US\$444 million
(As at 31 October 2020)

Market Capitalisation
US\$179 million
(As at 31 October 2020)

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 venue 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

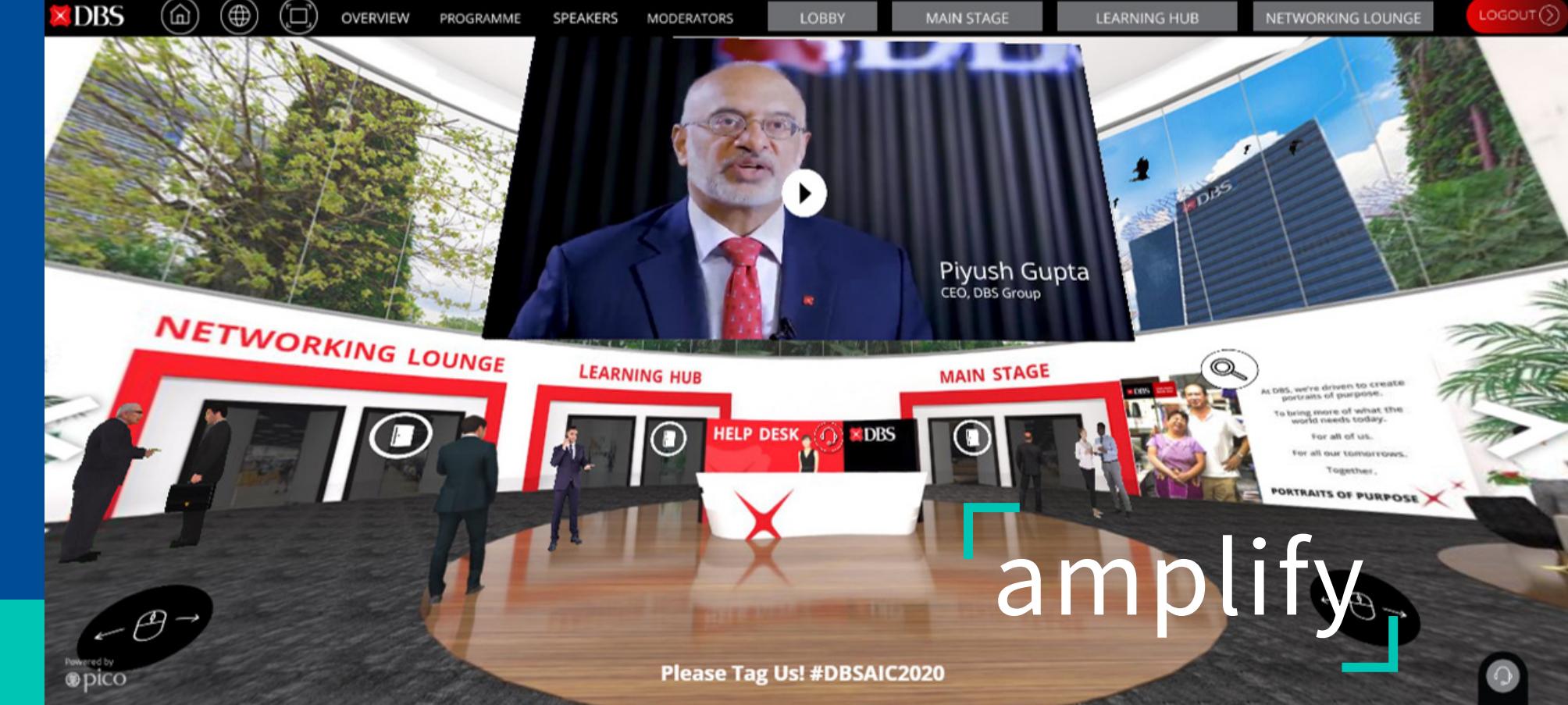
During the development of the platform and user interface, managing the client’s content, and arranging the global livestream, the team relied on industry insights and know-how to ensure participants and viewers enjoyed a thoughtful experience. Pico also offered technical and back-end data support and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



Drive in BH... Cinema at the Bay

In the Kingdom of Bahrain, many businesses coped with COVID-19's economic challenges with a strong dose of creativity. This was particularly true for those in the hard-hit recreation sector.

One standout idea was the launch of Bahrain's first and only drive-in cinema. Created and operated by Pico and Mukta A2 Cinemas, it would be located centrally in Manama on a site of approximately 15,000 sq. m. at Bahrain Bay.



Insight

The drive-in format was potentially an ideal venue for COVID-free entertainment, inherently creating a 'touchless' experience for a target audience of families and movie lovers.



Solution

Pico originated the idea of drive-in as well as taking responsibility for the overall design concept and venue production. As part of their effort, the team liaised with government authorities to gain the necessary approvals and permissions.

With 'touchless' being a key feature, all transactions were contactless and integrated into a mobile app developed by Mukta A2 Cinemas. Tickets were sold via website on a per-car basis, with a maximum of four occupants per vehicle. Each ticket also included a food-and-beverage package, with orders delivered to cars by tricycle. Further COVID-safe arrangements included adequate spacing between cars.

The unprecedented nature of the project meant that sourcing the 21 x 9 metre cinema screen was a major task. The Pico team not only helped to procure this essential item from an American vendor, but also installed it with online assistance from the United States. The site as a whole was arranged so that the screen was obscured to all but ticket-paying patrons.

As built, the cinema's design was endearingly retro, as manifested through such elements as signage, lighting, the screen façade and exit arch, and various boldly coloured structures. Adding to the cinematic experience was a programme of live pre-shows on Thursdays, Fridays and Saturdays. The 15-20 minute performances by musicians and comedians were accommodated on a special stage built on the site by the Pico team.

Results

- Full house on opening day
- More than 2,200 bookings (one car per booking) in less than a month
- Approximately 20 films screened in less than a month
- 80 cars attending VIP/media launch

Testimonials

'Drive-in BH is much more than a nostalgic idea or retro way to see movies, it is also one of the safest ways for communities to gather...We are thrilled to partner with Pico group to create this shared and unique cinematic experience and to bring people together.'

– Mr. Akshay Bajaj, COO, Mukta A2 Cinemas ME





QUARKS:
ENTER INTO THEIR WORLD
AND FEEL OURS

We [translate] brands.

Virtual Sharp Dealers' Convention



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.

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.

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.



Results

- 481 participants at the convention, with attendance rate of 99%, exceeding client expectations of at least 350 participants
- Global audience from Malaysia, Thailand, Vietnam, Singapore, China, Japan, Indonesia, Philippines, Australia, Europe
- 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

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



ignite



A photograph of a woman with dark hair pulled back, wearing large, ornate silver hoop earrings and a patterned necklace. She is smiling and looking slightly to her left. The background is dark and out of focus.

We「enable」brands.

Cyberport

Digital Entertainment Leadership Forum

Online gaming is one of the few industries whose fortunes rose during the COVID-19 pandemic.

To promote further esports development in Hong Kong, Cyberport – an innovative digital community with around 1,600 start-ups and technology companies – engaged Pico to create the Digital Entertainment Leadership Forum (DELF).

DELF was designed to support the industry as it decodes its value chain and identifies growth opportunities, market drivers and new monetisation models. Targeted at millennial and Gen Z e-gamers, the Forum kicked off with the theme ‘New Normal of Digital Entertainment: From Gamification to Esportification’.



Poll Question:
In 2020, which sport property
League of Legends beat on the
of the most marketable sports
properties?

27% NFL
18% Formula 1
9% Wimbledon
45% All of the above

Insight

Diverse content, tournaments, interactive games and a rewards programme would help maintain a high level of engagement and encourage active participation.

Solution

The Pico team provided an extensive suite of virtual event management services.

To create an immersive and unique experience, the Pico team scratch-built the event's virtual platform. After the homepage, visitors entered a hexagonal virtual stage. Colourful spotlights and animated effects including a replicated audience gave the setting a futuristic and celebratory feel. Industry players could access the platform at any time and from anywhere to explore a programme that included more than 70 speakers, 15 live tournaments, show matches, performances, more than 30 start-up showcases, and a pitching contest.

Visitors could also use the platform to view exhibition start-up booths, including mobile and console game brands, gamified learning, digital and esports solutions and XR/VR/AR solutions. Clicking on a company's booth gave visitors access to its information, video and website. To facilitate the business matching process further, visitors could even chat one-on-one with company representatives. In all, the event offered more than 100 hours of content for participants to see, hear and experience.

The custom-made platform also supported livestreaming and networking, and featured a convenient info desk and various mini-games to keep visitors engaged. The livestreams themselves were managed by the Pico team to ensure a smooth virtual experience for all.

To maintain a high level of engagement, Pico worked with the client to create and implement a rewards programme. Visitors earned points on the site by completing different tasks, with the daily top 10 players winning prizes. Continuing the ‘gamification’ theme, Pico also designed a mini game – ‘Gear Hunt’. By clicking on gaming gear icons which popped up randomly on the platform, participants could earn reward points while minimising their idle time.

With the virtual platform remaining live for a month after the two-day initial event, DELF was extended far beyond the walls of its Hong Kong venue, maximising its impact and influence among online visitors from around the world.



Results

The two-day forum attracted 600,000+ combined views from 30 countries or regions.

www.pico.com

The new INFINITI QX50 roadshow



With its unique combination of spirited performance and distinctive style, the new QX50 is an experience that is not easily forgotten. That's why INFINITI chose to introduce its latest SUV to China by taking it directly to its potential owners, inviting them to get up close and personal with the car and the brand during a four-month roadshow that took it to major cities across the country.

Pico was entrusted by INFINITI to provide turnkey event management services for 12 stops of the roadshow.



Insight

By taking the QX50 physically to a wide range of locations, potential owners could experience the vehicle personally, enabling them to both explore its features and build their own relationship with INFINITI. That is vital to the promotion of the new model and the marque. With the aim being to engage families and potential high-income customers, most stops consisted of popular shopping destinations.

Solution

At each roadshow stop the team worked to create a presence that would make passers-by turn their heads. As well as showcasing the sleek styling of the QX50, the show space lured visitors with an array of engaging interactions, including flash mob performances, claw machines and PAC-MAN games, and prize giveaways. Those drawn into this lively 'INFINITI zone' could enjoy themselves while learning about the brand and its latest model.

观 星辰之光



Results

The total number of visitors to the 12 stops exceeded 300,000.



The 3rd China International Import Expo

The 3rd China International Import Expo (CIIE) – the world's first import-themed national-level expo – was held at the National Convention and Exhibition Center in Shanghai. Pico was proud to have served exhibitors from several sectors at the show, including General Electric China (GE China), which appointed Pico to help activate its brand at the CIIE for the third consecutive year.

The result was a pair of booths for GE China and GE Healthcare, both inspired by the brand's 'Inventing the Future of Industry' theme. By integrating live demonstrations on the show floor and interaction with visitors through the cloud, Pico helped showcase GE's innovations across the four key sectors of aviation, energy, medical, and industrial digital solutions.



Insight

As in previous years, GE China used the third edition of CIIE to unveil a series of new products. Responding to the prevailing pandemic conditions, GE Healthcare – one of GE's core businesses – displayed a range of cutting-edge precision medical technologies and digitised pandemic prevention and control equipment in the Public Health and Epidemic Prevention Zone at the Medical Equipment and Healthcare Products Exhibition Hall. Pico presented these and more of GE's latest achievements with an immersive visitor experience using digital technologies such as augmented reality (AR).

Solution

Pico provided full range of services for the GE booths, including initial creative ideas and layout plans, overall design implementation, construction, on-site booth operation and event management.

One highlight of the finished booths was the use of AR to enhance the interactive demonstration capability of physical technology. For example, it was used to project an image of GE Healthcare's Noah Integrated CT Examination Room and a GE logo in front of visitors. 'Noah' began as a solution for doctor-patient isolation during the pandemic and has since evolved into a fever clinic and regular public health and pandemic prevention facility.

Pico also led the project's programme development, scene design, motion design and hardware equipment. One innovative result was the synchronisation of the dual booths' aforementioned AR image to also display onscreen at another GE booth in a different hall. The image was accompanied with information on GE Healthcare's public health, pandemic prevention and smart hospital solutions.

CIIE also saw the unveiling of GE Healthcare's artificial intelligence 'APEX CT System' and 'Mural' virtual clinical command centre. Pico oversaw video production and event operation and management for the launch ceremonies. For the duration of the expo, GE Healthcare conducted online contract signing with dozens of China-based enterprises and organizations. Pico provided event creativity and management, visual content design and live broadcast management for the signing ceremonies.

Results

During the six-day exhibition:

- 30+ contract signing ceremonies
- 50,000+ visitor selfies in front of the GE booths
- 50+ pieces of mainstream media coverage
- Visits to the GE booths via the cloud:
 - Live viewers: 260,000+
 - Likes: 22,000+
- 10+ pieces of interactive content, engaging 50,000+ readers



Testimonials

'Although it was GE China's third exhibition at the CIIE, it was the first time for our dual booths with GE Healthcare. We hoped to show the best both GE China and GE Healthcare have to offer while bringing visitors a delightfully new experience. Pico's support in the last three years has helped make the CIIE a signature event for GE China. The third edition of CIIE was extraordinary for one and all. Despite the challenges posed by the pandemic, the Pico team was able to deliver with the highest quality. As well as ensuring smooth on-site booth operation, Pico created an engaging visitor experience. We look forward to working with them on more projects in the future.'

– Michelle Li, GE China Communications



+

We activate brands.



We are Pico.





activate@pico.com
www.pico.com

Copyright © 2021 Pico Global Services Limited (a Pico Group company). All rights reserved. No part of this work may be reproduced in any form by any means, graphic, electronic or mechanical, including but not limited to photocopying, recording, taping or information storage and retrieval, without the written permission of Pico Global Services Limited. Any unauthorised use of this publication will result in immediate legal action.

Disclaimer: The photos shown in this literature were taken by photographers commissioned by Pico, courtesy of our direct and indirect clients, and were chosen to highlight Pico's part in our clients' projects and to place it in context. While care has been taken to select the most appropriate photos, no implication is intended that all elements in the projects shown in the photos and videos were executed by Pico.