



# COGENT

SINGAPORE • MALAYSIA • THAILAND • INDONESIA



## 30 years of creative communications experience



With decades of invaluable experience in developing original communication ideas & strategies to solve varied marketing challenges, our experienced & committed creative team will be an invaluable asset to your brand.

## Expertise in multi-faceted approach & solutions

From Automobiles, Beauty, Financial, FMCGs, NFT Gaming, Technology / AI, Pharmaceutical, Shopping Malls & Tourism, our team has deep knowledge & insights on Malaysian consumers and the expertise to develop multi-faceted solutions to create strong consumer interest for our Clients' brands & products.



## Ideas that work

We are committed to developing ideas that work & campaigns that produce the desired results for our clients.

In other words, we are committed to the growth of our clients.



## Our clients





The background of the slide is a dark blue, almost black, marbled pattern. The marbling consists of intricate, swirling, and veined lines of a slightly lighter blue color, creating a complex, organic texture. The overall effect is reminiscent of traditional Japanese marbled paper (hanabishi) or a deep, swirling liquid. The text is centered horizontally and vertically over this pattern.

# **JAPANESE CLIENTELE**

# Mitsubishi Motors

Branding | Print | OOH

**NEW TRITON**

**4SURE HANDLING™**  
► POWER ► CONTROL ► AGILITY ► SAFETY

**BEACHES?  
MORE PLEASE!**



**NEW** FLYING SPORTS BAR\* ALL-ROUND MONITOR\* DRIVING VIDEO RECORDER\*

\*Available only on the Triton Adventure X. Accessories operated by Mitsubishi Motors Malaysia authorized dealers.  
\*For 3D Power 2018 award information, visit [awards.com/awards](http://awards.com/awards)

Highest in Customer Satisfaction with After-sales Services among Mass Market Brands for Two Consecutive Years (2018 and 2019)\*\*

Customer Care Line: 1800 18 8161 (Monday - Friday, 9am - 5pm) | [www.mitsubishi-motors.com.my](http://www.mitsubishi-motors.com.my) | [f](#) [@](#) MitsubishiMotorsMalaysia

**MITSUBISHI MOTORS**  
Drive your Ambition

**TRITON BAHARU**

**4SURE HANDLING™**  
► POWER ► CONTROL ► AGILITY ► SAFETY



**MITSUBISHI MOTORS**  
Drive your Ambition





# Mitsubishi Motors

TVC | Content Marketing



[Click to watch](#)



[Click to watch](#)



[Click to watch](#)

 **Mitsubishi Motors Malaysia**  
Sponsored

Now is the time to save with 0% Sales Tax & Xpand the joy with XPANDER, Malaysia's No.1 Japanese 7-seater Crossover.



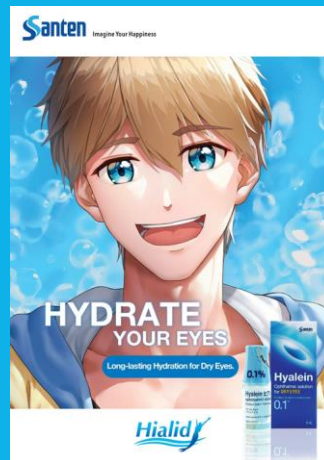


# Santen

Content Marketing | Print



[Click to watch](#)



# Mandom - Lucido-L

## Content Marketing



# Citizen

Print | Content Marketing | Ground Activation





# TSK (Wa! Journey) San'in, Japan

Social Media Management | Video Localisation



[Click to watch](#)



[Click to watch](#)

# Digital Entertainment Asset (DEA)

Content & Influencer Marketing | Social Media & Discord Management



[Click to watch](#)

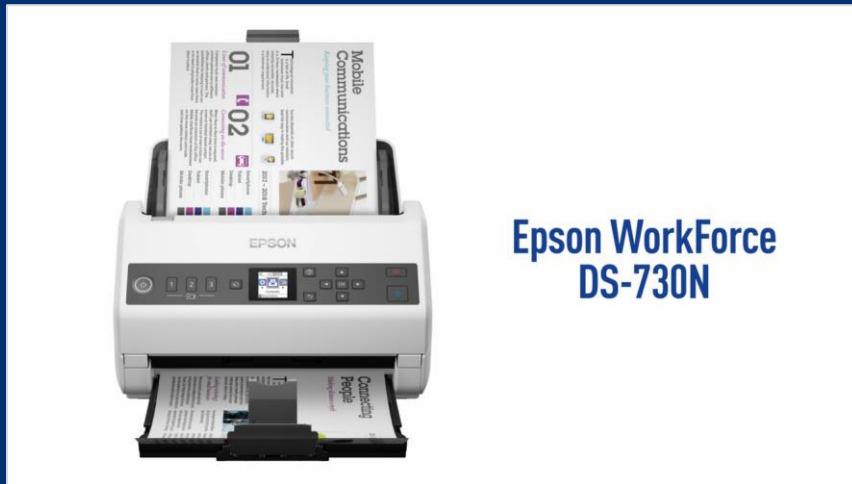


# EPSON Malaysia

Content Marketing | e-Commerce

# Boon Siew - Honda

Print | Content Marketing



Epson WorkForce  
DS-730N

[Click to watch](#)



Lampu Signal Reka Bentuk Baru



Lampu Belakang Berpadu



# Hap Seng - Fuso Truck

Print | Content Marketing | Radio

**DON'T PLAY PLAY!**



**MILES CAMPAIGN**

ONLY THE REAL STUFF WORKS

UP TO **50%**

RIGHT HERE, RIGHT NOW!  
PARTS PRICE MARK DOWN!  
1<sup>st</sup> MAY TO 31<sup>st</sup> JULY 2019

**FREE**

- oil filter for every service
- warranty with 1000hrs
- 1000hrs or more
- 1000hrs or more



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DRIVING YOUR BUSINESS



**FUSO PROTECT**  
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THE SERVICE CONTRACT THAT PROMISES MORE BENEFITS & SAVINGS.

**FUSO**

FUSO AUTHORIZED DISTRIBUTOR  
HAP SENG TRUCKS DISTRIBUTION

# Daihatsu

Print | Content Marketing | BTL

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AT [WWW.DAIHATSU.COM.MY](http://WWW.DAIHATSU.COM.MY) OR CALL  
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DAIHATSU (MALAYSIA) SDN. BHD.



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**DAIHATSU GRAN MAX**  
PICK UP AND PANEL VAN

**SALES REBATES**  
UP TO **RM4,000\***  
**FREE** HD BASH CAR

**Pick-up Truck 1.5L**

**MCVE**  
PERODUA OPERATOR VEHICLE CLUB

Find us at:  
Booth No. M24 & M25  
20<sup>th</sup> - 22<sup>nd</sup> June 2019  
MECC, Kuala Lumpur

**BRANCH / DEALER'S STAMP**

This Raya season, find your ideal business partner in a Gran Max. Enjoy greater savings, reliability and the very best with Daihatsu. To boost your business workhorse. Visit your nearest authorized Daihatsu showroom to find out more on our special deals.

\*Based & subject to approval

**BUILT QUALITY**

**100,000 HRS PROTECTION**

DAIHATSU (MALAYSIA) SDN. BHD.  
Customer Hotline: 03-5510 9988

[www.daihatsu.com.my](http://www.daihatsu.com.my)

**DAIHATSU HINO PERODUA**

**CELEBRATE MALAYSIA**

**SPARE PARTS BONANZA**

PROMOTION PERIOD:  
1 AUG 2018 - 30 SEPT 2018  
DAIHATSU SHOWROOM, SHAH ALAM

**DAIHATSU & HINO PARTS UP TO 60% OFF**

**PERODUA PARTS UP TO 70% OFF**

Get your supplies and replacement of genuine parts at the best prices today!

Service Hotline: 03-5512 3411

The background of the slide is a dark blue, almost black, marbled pattern. The marbling consists of intricate, swirling, and veined textures that create a sense of depth and movement. The colors range from deep navy blue to a slightly lighter, more vibrant blue in the highlights of the swirls.

# **NOTABLE CLIENTELE**



# WOODS'

PEPPERMINT  
COUGH SYRUP

Always There  
To Care

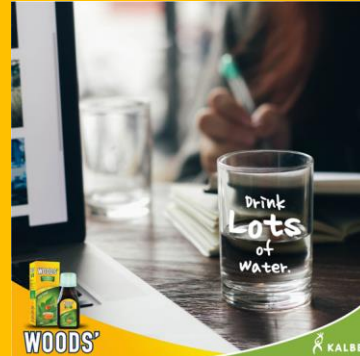
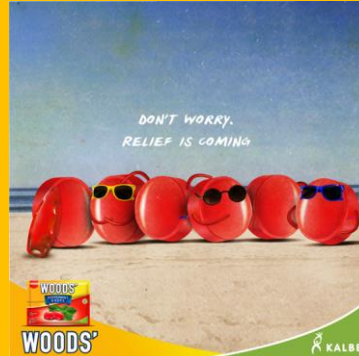


KKLIJ 1356/2017 MAL19911401XC

KALBE

## Kalbe International – WOODS'

Content Marketing | Influencer Marketing



# Kalbe International – WOODS'

OOH | TVC



[Click to watch](#)



[Click to watch](#)



[Click to watch](#)



# Kalbe International – FITBAR

Social Media Management



# Merck – Sangobion Iron Supplement

Content Marketing | Social Media Management



# Pharmacare - Nature's Way Kids A+

## Content Marketing



Kids A+

With strong determination, Alex glues together the last piece of his project.



Kids A+

Alex paints the miniature characters.



Kids A+

Thanks to his creativity and good eyesight, Alex brings the yacht to life!



Kids A+

Grow Smarter with Nature's Way Kids A+ today.



Kids A+

Alex has been eating smart and healthily to help him grow taller.



Kids A+

Now that he is tall, he makes the highest jump for the school Annual Sports Competition.



Kids A+

Of course, his mother is super proud of him too!



Kids A+

Achieve Optimum Growth with Nature's Way Kids A+ today.





# Fusionex

Print | Content Marketing | OOH



# Apple - Switch

Content Marketing



[Click to watch](#)

[Click to read full article](#)

First Made-in-Malaysia Apple partnered co-created video launches



Apple and its partner in Malaysia, Switch, achieved a new milestone today when it launched the first ever Apple Partnered Co-Created Video for the Malaysian market. The video titled "Sampin Segera", features a unique story written specifically for Malaysians by Malaysians.

# Chubb

## Content Marketing | Print

**CHUBB**

### What is Craftsmanship<sup>SM</sup>?

It's the human touch that combines art and science to create something unique.

We need to think about craftsmanship in terms of physical things: how well, clearly, carefully, creatively, honestly and lovingly, we work.

But what about the understanding of insurance to craft protection for some things and "chance things" for the service looking for coverage when you need it most. The claims and loss prevention?

For your business.

Your employees.

Your home.

The people you love.

When they need a particular kind of protection and service.

At Chubb, we provide.

We give coverage. "Craftsmanship".

We have insured.

**CHUBB**

### About Chubb In Malaysia

Chubb is the world's largest publicly traded property and casualty insurer. With operations in 41 countries, Chubb provides commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance and life insurance to a diverse group of clients. The company is distinguished by its extensive product and service offerings, broad distribution capabilities, exceptional financial strength, underwriting excellence, superior claims handling expertise and local operations globally.

Parent company Chubb Limited is listed on the New York Stock Exchange (NYSE: CB) and is a component of the S&P 500 Index. Chubb maintains executive offices in Zurich, New York, London and other locations, and employs approximately 33,000 people worldwide.

Chubb's operations in Malaysia: Chubb Insurance Malaysia Berhad provides a comprehensive range of financial services available to large corporate, small and medium sized businesses, as well as individuals through a network of distribution channels. With a strong underwriting culture, the company offers responsible and prudent underwriting both on financial strength. Chubb in Malaysia has a network of over 23 branches and more than 2,000 agents.

Always Got You Covered

Chubb. Insured.<sup>SM</sup>

Protecting Businesses with Flexible Coverage

**CHUBB**

Happy Grocery Shopping  
Melodies that you can hum by heart.

**CHUBB**

We Serve to Protect You and Your Business

**CHUBB**

Comprehensive Protection for Medical Practitioners

**CHUBB**

# Naza Group - KIA

## Print | Content Marketing | BTL

Enjoy up to **RM14,000\* rebates** when you drive home the new Cerato

**Fun Amplified.**

NEW **CERATO**  
From **RM91,888** on!

\*Terms & conditions apply.

**KIA**  
The Power to Surprise

**KIA Service**

Get quick, easy, and convenient Family-like Care service with Kia's newest app!

APPPOINTMENT	CLAIM STATUS
SPECIAL OFFER	EXEMPTED PARTS
KIA CALL	CALLBACK

**KIA**  
The Power to Surprise

**NAZA KIA MALAYSIA AUSTRALIAN OPEN 2016 MELBOURNE**

28TH JANUARY - 1ST FEBRUARY 2016

**picanto**  
Baharu

**UN.TYPICAL**  
Komplek yang Melengkapkan

**KIA**  
The Power to Surprise

**UN.TYPICAL Connectivity**  
Fresh Tuneless Audio System (Voice CallPlay & Android Auto Ready)  
\*Android OS version 4.4 and above for the full experience.  
\*Android OS version 4.4 and above for the full experience.

**UN.TYPICAL Looks**  
Daytime Running Light & Full LED Light  
LED Light also works for the full experience.  
\*LED Light also works for the full experience.

**UN.TYPICAL Safety**  
Advanced Driver Assistance System (ADAS)  
\*ADAS also works for the full experience.  
\*ADAS also works for the full experience.



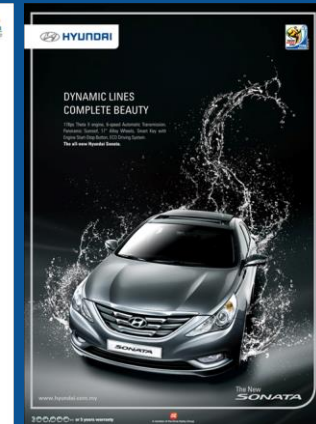
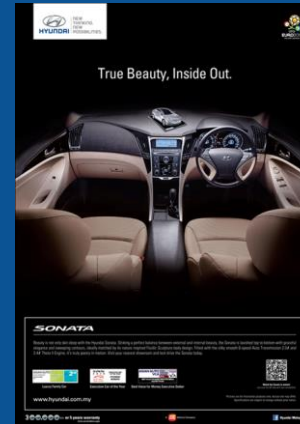
# Audi Malaysia

Print | TVC & Radio | Content Marketing



# Sime Darby - Hyundai

Print | Radio | Ground Activation



# Persatuan Insurans Am Malaysia (PIAM)

360° Launch Campaign

ATL | BTL | PR | Ground Activation | Digital Marketing

LIBERALISATION OF MOTOR INSURANCE/TAKAFUL  
**PLAY YOUR ROLE**

LIBERALISATION OF MOTOR INSURANCE/TAKAFUL  
**PLAY YOUR ROLE  
BE A RESPONSIBLE  
CAR OWNER**

LIBERALISATION OF MOTOR INSURANCE/TAKAFUL  
**PLAY YOUR ROLE  
BE A SMART  
CONSUMER**

ENJOY MORE BENEFITS  
AND BETTER PROTECTION

MAINTAIN YOUR VEHICLE FOR  
BETTER MOTOR PROTECTION BENEFITS

SHOP AROUND TO ENJOY MOTOR  
PROTECTION PLAN THAT SUITS YOUR NEEDS

PIAM

PERLINDUNGAN LEBIH BAIK UNTUK RAKYAT MALAYSIA

**KINI  
ANDA SEBAGAI  
KONSUMER BERHAK  
MEMBUAT PERUBAHAN**

MENGAPAKA? (Why?)

BILAKAH? (When?)

APAKAH? (What?)

BAGAIMANA? (How?)

PIAM

**MAINKAN  
PERANAN ANDA**

**UNTUK JALAN RAYA  
YANG LEBIH SELAMAT**

PIAM

[Click to watch](#)

# Affin Bank Berhad

360° Launch Campaign

ATL | BTL | Digital Marketing | PR Event

**Just Tap & Save!**

With  
**AFFINBANK BHPetrol  
"Touch & Fuel"  
MasterCard® Contactless**

Petrol Rebate up to **10%**  
Complimentary BHPetrol eCard  
**AFFIN Bonus up to 0.8%**  
Activation Gift

AFFINBANK

**Balance Transfer**

Enjoy our attractive one-time upfront interest by transferring your balance from other credit cards to AFFINBANK Credit Card. Participate now!

Campaign Period : Now until 31 April 2017

AFFINBANK

**Current/Savings Account (CASA) Campaign**

**3.88%**

**TO START THE YEAR WITH A BANG!**

Campaign Period : Now until 31 March 2018

AFFINBANK

**\*\*\*\*\***

**Replace Your Signature  
with a 6-Digit PIN**

[www.pinandpay.com.my](http://www.pinandpay.com.my)

**PIN & PAY**

AFFINBANK



# Malaysian Takaful Association (MTA)

Content Marketing | Website

## TAK ADA ALASAN LAGI

TAK  
TAHU

KONSEP  
TAKAFUL  
MUDAH  
DIFAHAMI

TAK  
PERLU

TERDAPAT LEBIH  
20 JENIS  
PERLINDUNGAN  
TAKAFUL

TAK  
MAMPU

BERMULA  
DARI  
RM0.10\*  
SAHAJA

TAK  
PERCAYA

E-BAYARAN  
KINI LEBIH  
MUDAH DAN  
SELAMAT

\*Berkas simbahang kerosakan  
berdasarkan disamping  
kawasan disamping  
"Perakul" Berpaya sama  
dari syarikat.

TAKAFUL  
MUDAH  
DIFAHAMI

PASTIKAN  
ANDA  
DILINDUNGI  
TAKAFUL

PELAN  
TAKAFUL  
MAHAL?

# Great Eastern Takaful

ATL | Research | Digital Marketing

### BERJAYA BERSAMA



Ingin hidup anda adalah kemudahan kami.  
Di Great Eastern Takaful, kami menawarkan pilihan penyelesaian takaful yang khusus untuk memenuhi segala keperluan perlindungan anda dengan tenaga kerja yang beribawa yang akan sentiasa bersama anda pada setiap langkah.

Bersama, kita jadikan ia satu kenyataan.

BERJAYA BERSAMA GREAT EASTERN TAKAFUL



Layari [www.greastertakaful.com](http://www.greastertakaful.com) atau [GreatEasternTakaful](https://www.facebook.com/GreatEasternTakaful)

Great Eastern Takaful Berhad (916257-H) Menara Great Eastern, Tingkat 3, 303, Jalan Ampang, 50450 Kuala Lumpur.

### BERJAYA BERSAMA



Ingin hidup anda adalah kemudahan kami.  
Di Great Eastern Takaful, kami menawarkan pilihan penyelesaian takaful yang khusus untuk memenuhi segala keperluan perlindungan anda dengan tenaga kerja yang beribawa yang akan sentiasa bersama anda pada setiap langkah.

Bersama, kita jadikan ia satu kenyataan.

BERJAYA BERSAMA GREAT EASTERN TAKAFUL



Layari [www.greastertakaful.com](http://www.greastertakaful.com) atau [GreatEasternTakaful](https://www.facebook.com/GreatEasternTakaful)

Great Eastern Takaful Berhad (916257-H) Menara Great Eastern, Tingkat 3, 303, Jalan Ampang, 50450 Kuala Lumpur.







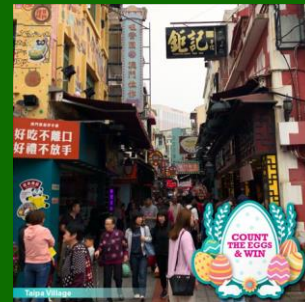
# Legoland Malaysia

Content Marketing | BTL



# Macau Tourism

OOH | Content Marketing





# Faber

Print | Content Marketing



**FABER**  
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**Miliki Bahagian Sejuk Beku Anda Sendiri**

Peti Sejuk Beku Faber menyediakan lebih ruang untuk simpanan sambil memelihara ruang dapur anda, ia menggunakan teknologi mesra alam dan memelihara ruang simpanan untuk jangka masa yang lebih panjang.

**PROMOSI RAYA**

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**FABER**

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Kami memahami keagungan dan kesungguhan perayaan raya. Di rumah Raya 'H', hadirkan ketuhar elektrik Faber FORMO kepada yang tersayang, yang mudah digunakan dan selamat dengan pelbagai saiz.

**PROMOSI RAYA**

FORMO 15 (15 Liter)	RM 89	FORMO 36 (36 Liter)	RM 319
FORMO 21 (21 Liter)	RM 129	FORMO 44 (44 Liter)	RM 359
FORMO 28 (28 Liter)	RM 209	FORMO 66 (66 Liter)	RM 459

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**Wireless Cooling Power**

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**SMART FAN**  
Anywhere, Anytime.

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Print | Content Marketing



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OFFICIAL TELEVISION OF THE 2018 FIFA WORLD CUP™



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**A Sense of TASTE**



**A Sense of REFRESHMENT**





**CREATIVE IDEAS THAT  
LEAVE A MARK.**

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YEARS OF  
COGENT  
IDEAS

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