

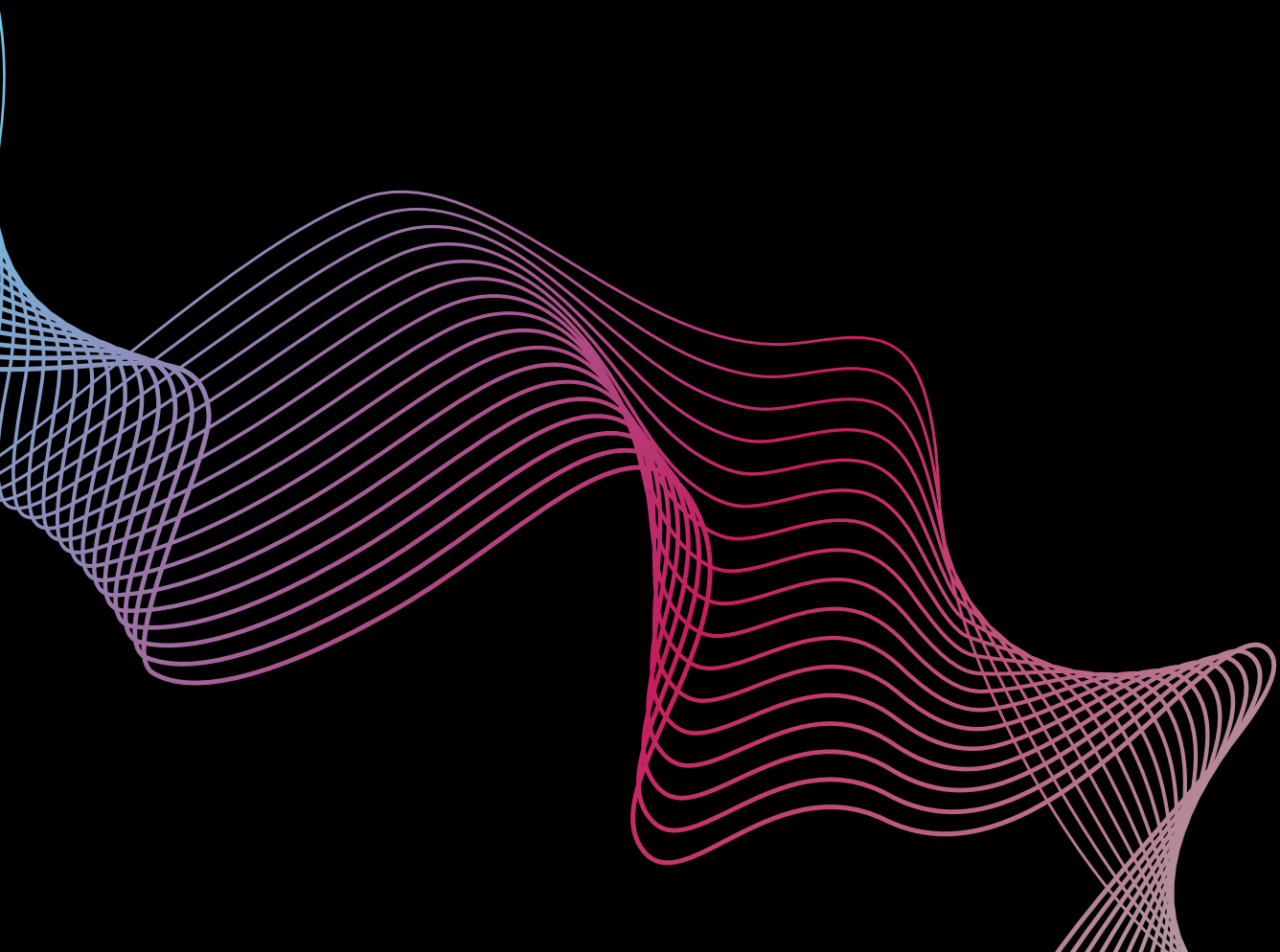


D.A.C.K. CONCEPT

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DIGITAL MARKETING AGENCY

**D.A.C.K.**  
***PORTFOLIO***



## ABOUT D.A.C.K.

### Deliver

our profession. With over a decade of expertise in digital marketing, we've honed our skills to adapt to the new and fast-changing world.

### Adapting

to shifting trends. We foresee the digital and mobile marketing and tailor our services to optimise the webpage and advertisement strategically.

### Creating

campaigns that connect. We prioritise precision and effectiveness. Our team is dedicated to pushing boundaries and setting new benchmarks in the industry.

### Keeping

our promises. D.A.C.K. - a trailblazing force in marketing. Let's transform your vision into a marketing masterpiece, together.



# D.A.C.K. SERVICE

## Sales Enhancement

- 🎯 Social Media Manage
- 🎯 Promotion Planning
- 🎯 Artist/ KOL Alignment

## Branding

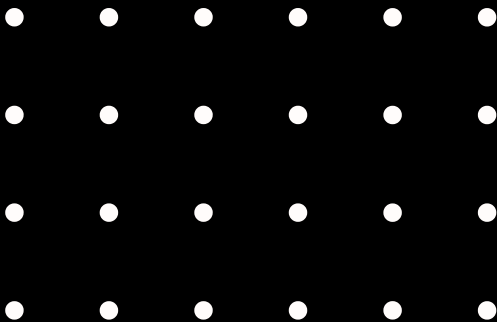
- 🎯 Marketing Positioning
- 🎯 Brand Image Design
- 🎯 Localise/ globalise market

## Design/Production

- 🎯 Reels Production
- 🎯 Drama Production
- 🎯 Mutimedia

## Noise Making

- 🎯 Social Media Boosting
- 🎯 Strategic Seeding
- 🎯 Audience-centric



# SALES ENHANCEMENT

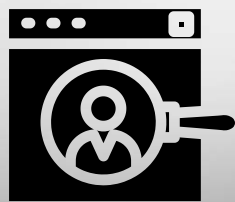
With your ideal budget, we make the greatest result.

## Found

Website  
Production

Google  
Advertising

Media  
Pitching



## Trust

Blogger/ KOL  
Management

Forum  
Seeding

Google  
Review



## Connect

Facebook and  
Instagram  
Management

Multimedia

Feed Writing

Data Analytics



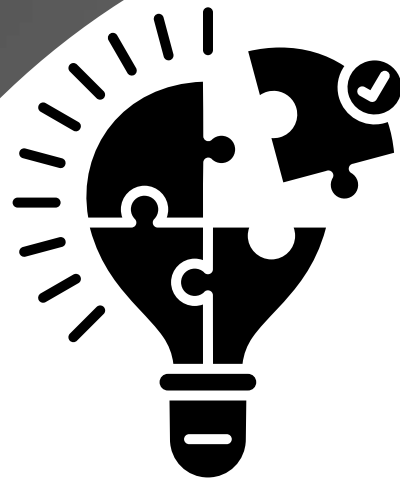
# BRANDING



A clear and unique brand image define brand value and marketing position.

## Start-up

Establish a strong initial presence in the market.



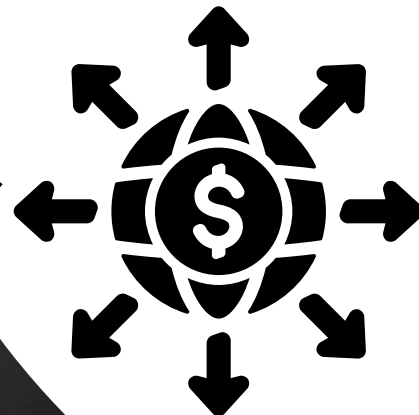
## Market Positioning

Develop a distinct and strong brand authority.



## Expand Business

Leverage engaging content to increase visibility and broaden your market reach.



## Market Research

Identify key communities and analyse audience behaviour.



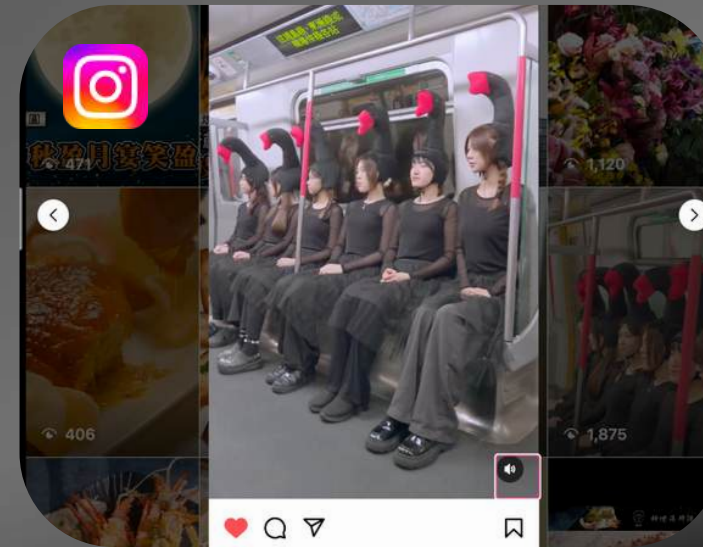


# DESIGN AND PRODUCTION

D.A.C.K. Design team is innovative and passionate, we define what the trend is.

## Multimedia Advertisement Design

- Reels/ Short Video Production
- Post Graphic Design
- Leaflet/ Banner Design
- Backdrop Design



## Drama Production

- Youtube Short Movie
- Animation Production
- Street Interview
- Product Shooting





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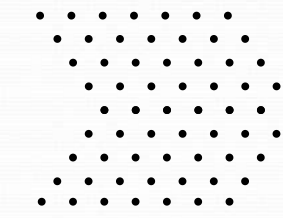
# **D.A.C.K.**

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# **Partnership**

OUR PARTNER

CONSUMER PRODUCT



Amway

運動家  
SPORTSHOUSE

Asiaray

Canon  
Delighting You Always

MARY KAY



COSWAY

PAPER One

Coloplast



LETS

SVR

ST. DALFOUR  
FRANCE

DR MAX

viuTV



SPCA  
愛護動物協會

amazing  
THAILAND

1010

殺牠死  
SPEEDTOX

BRIEFING  
MADE IN USA

SPINGLE MOVE  
bingo.japan

SJM 澳博

philosophy



周大福  
CHOW TAI FOOK

麥斯威爾  
Maxwell House  
— 滴滴香醇 意猶未盡 —

Brady  
Since 1887  
Made in England

Arthur Strong  
骨樂靈

modus

Heavy Weather

KIS

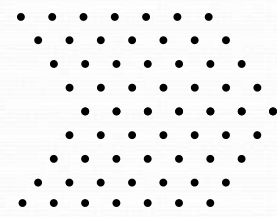
SONJZ

電動膠布



## OUR PARTNER

## BEAUTY



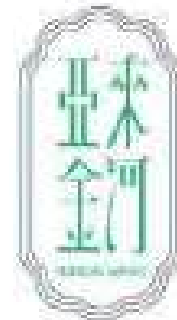
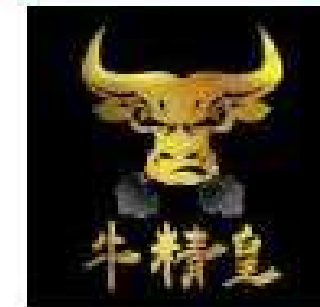
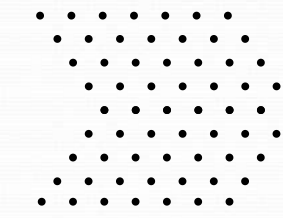
## OUR PARTNER

## SHOPPING MALLS & INSTITUTES

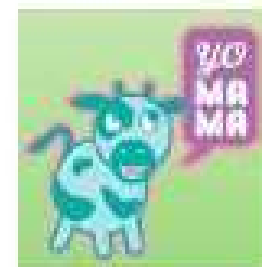


# OUR PARTNER

# FOOD & BEVERAGE



YING JEE CLUB  
營致會館





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# **Project Reference**



# Product

## 殺牠死 Speedtox

- Social Media Posting
- Multimedia Design
- Promotion Planning





# Product

## Maxwell House Hong Kong

- Page Management
- Localise content
- Precise Positioning



# Product

## Canon

- Video Production
- Shooting
- Rebranding





# Product

## 官燕棧

- Festive Marketing
- Promotion Campaign
- Branding



## 炒散王

- Page Management
- Graphic Design
- Market Positioning





# Product

## 3M Prevena Therapy 電動膠布

- No.1 in SEO
- Total views over 80,525
- Over 1.5k followers
- Effectively boost sales and impressions

## Page Management



## Seeding



## Branding



# Product

## 聖桃園香港 St. Dalfour HK

- Localise Brand
- Graphic Design
- Content Feed



# Product

## Sportshouse 運動家

- Localise Brand
- Graphic Design
- Content Feed
- Marketing Consultation

### Facebook Management



### Video Production

Sportshouse Facebook Content 2018													
運動・傳承													
		冬季奧運會		七人橄欖球賽		國際風采		世界女排		游泳		秋季山行	
						世界杯				鐵道游泳		10K	
										網球公開賽		銀行賽	
No. of Feed	Feed Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SPH Feed													
2	Knowledge* 1.Life style Moody/ 魚之舞 2.運動術語 3.運動貼士 (e.g. 四季運動 貼士, 如何挑選 運動貼士)			回南天運動小 貼士	出團旅遊運 動, 大家都可以 運動	日日做運動工 作就當做左運 動? NO!	做個100分女! 知道何謂搭 檔?	夏日運動 小貼士	夏日運動正好時! 夏天唔可以 睡!	秋日運動 小貼士	點解游泳唔 易?	冬日運動 小貼士	愈凍愈要做運動!
			新年食多左, 係時候卸下	七樓街語	點解女仔一 定要穿高跟鞋 做番自己, 都 係佢好舒服	日日OT 無時 閒做運動 辦公室運動	龍舟賽事: 團結, 就是力量!	排球術語	夏天唔 游泳唔易識?	做運動 Gathering	網球術語	備戰假行	小朋友冬天出汗 易濕鞋, 冬季運動穿著 小貼士
1	Greeting	馬拉松 (Cool Down Tip)	新年	復活節			端午節			中秋&開學	Halloween		聖誕&新年
1	Wall Game												
	Video (暫定內容)	運動Balala市訪主題: 香港人做運動 主題: 運動係生活的一部分, 無論哪一項, 都離不開堅持的決心, 新的一年為自己 定下目標, 超越自我。  •有無做運動習慣? •同邊做? •點解會對呢項運動產生興趣? •點一年定下的運動目標			運動專欄作家: 仙度呢 很多熱愛運動的年輕人都有 願做專欄嗎		運動Balala市訪主題: 世界杯開賽 市訪男女, 問有關世界杯問題		專業足球評論員: Peter Wong •你唔可能未見過佢, 但如果你冇 睇足球, 一定聽過佢嘅金句		運動Balala市訪主題: 秋天郊遊 假日到公園大草地/郊外訪 問		訪問前鋒教練: 梁華耀 (Doris Leung) •填表辦體育會會員人 •開訪兒童體育會推廣田徑



# Product

## IRVINS - Hong Kong

- Page Management
- Localize Marketing
- Promotion Planning
- Graphic Design





## ISF 弘立書院

- Education Faculty
- Specialised Image
- Event Project

Video Editing



Positioning



Rebranding





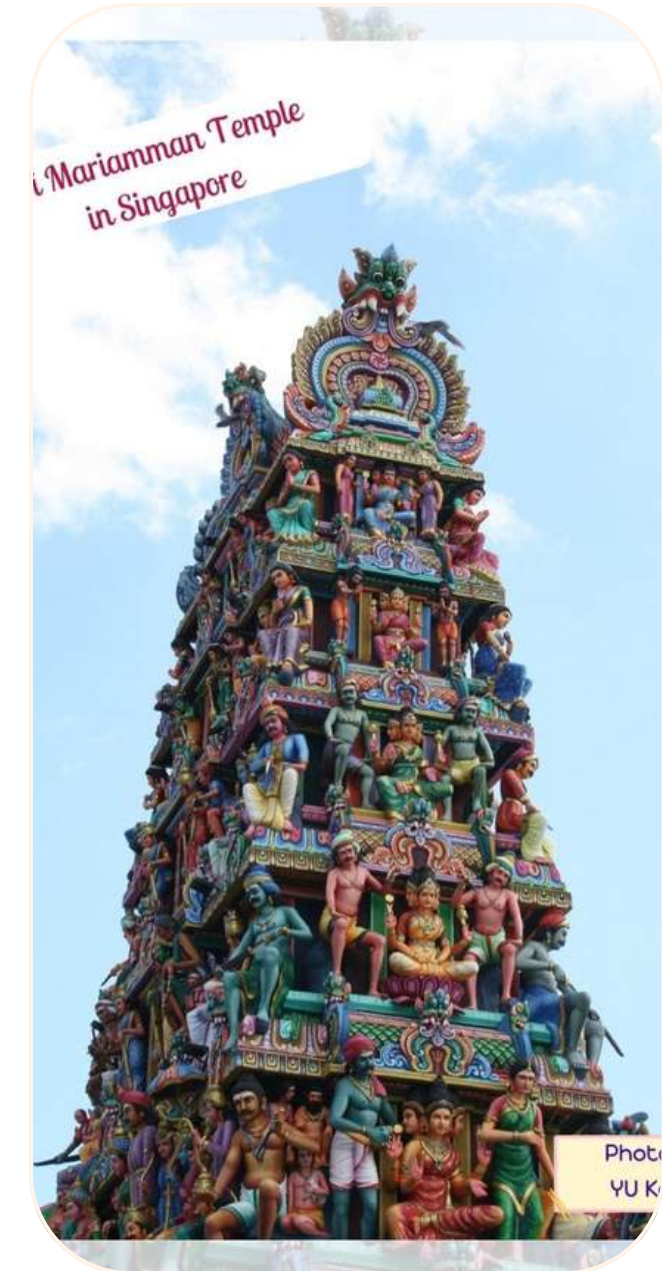
## 香港城市大學

- Social Media management
- Multimedia Design
- Promotion Planning

### Branding



### Informative Feed



### Positioning



## Restaurant

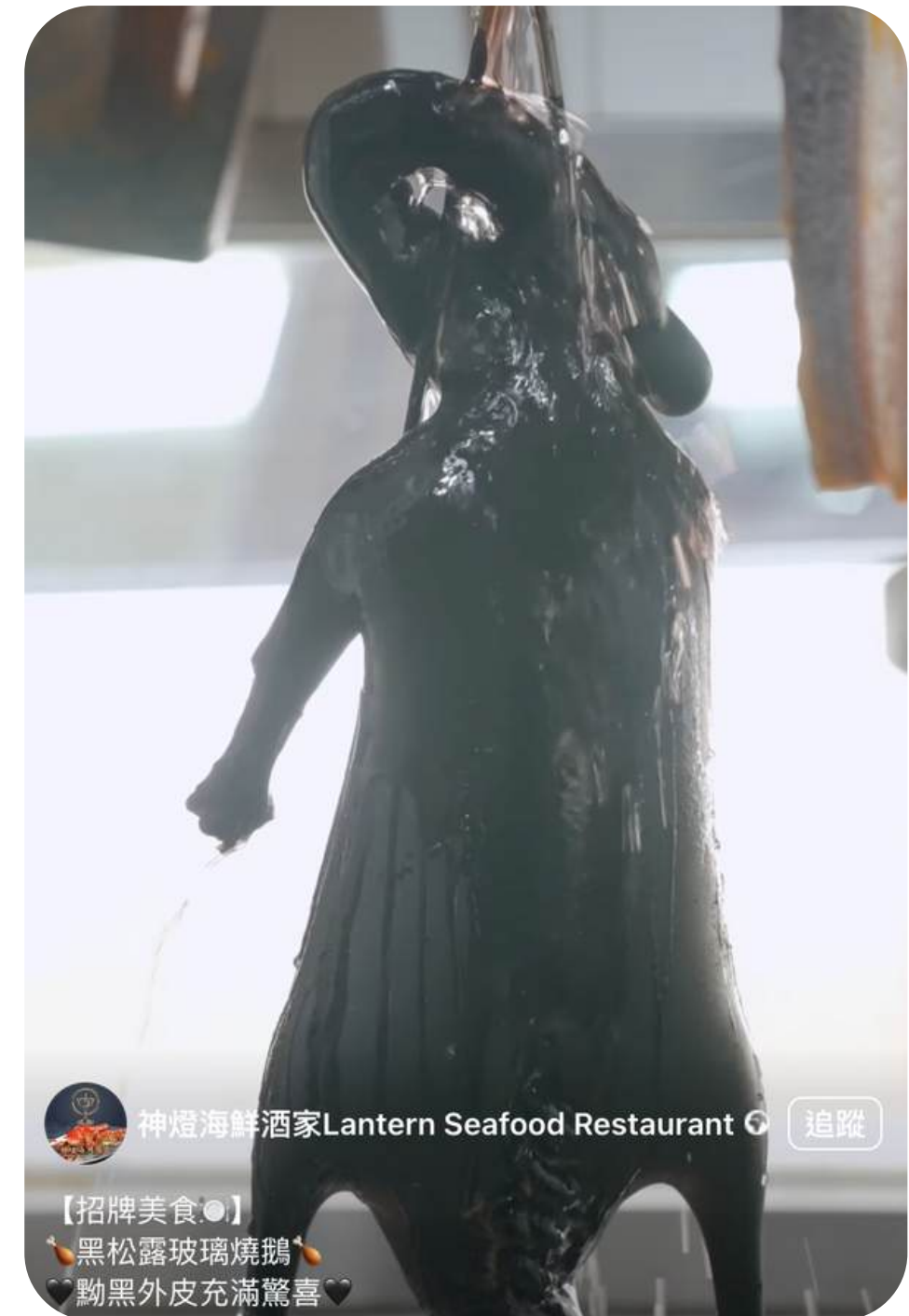
### 神燈

- More than 600k views
- 5K followers
- Maximise the potential customers

## Giveaway



## Page Management



## Reels Production



**Hotel**

## ASCOTT North Point Hong Kong

- Photo Shooting
- Sales Promotion
- Marketing Plan
- Content Feed





# Brand

## moodytiger HK

- Over 18K followers
- Marketing campaign
- Globalise and localise content

Localise Content



Marketing Positioning



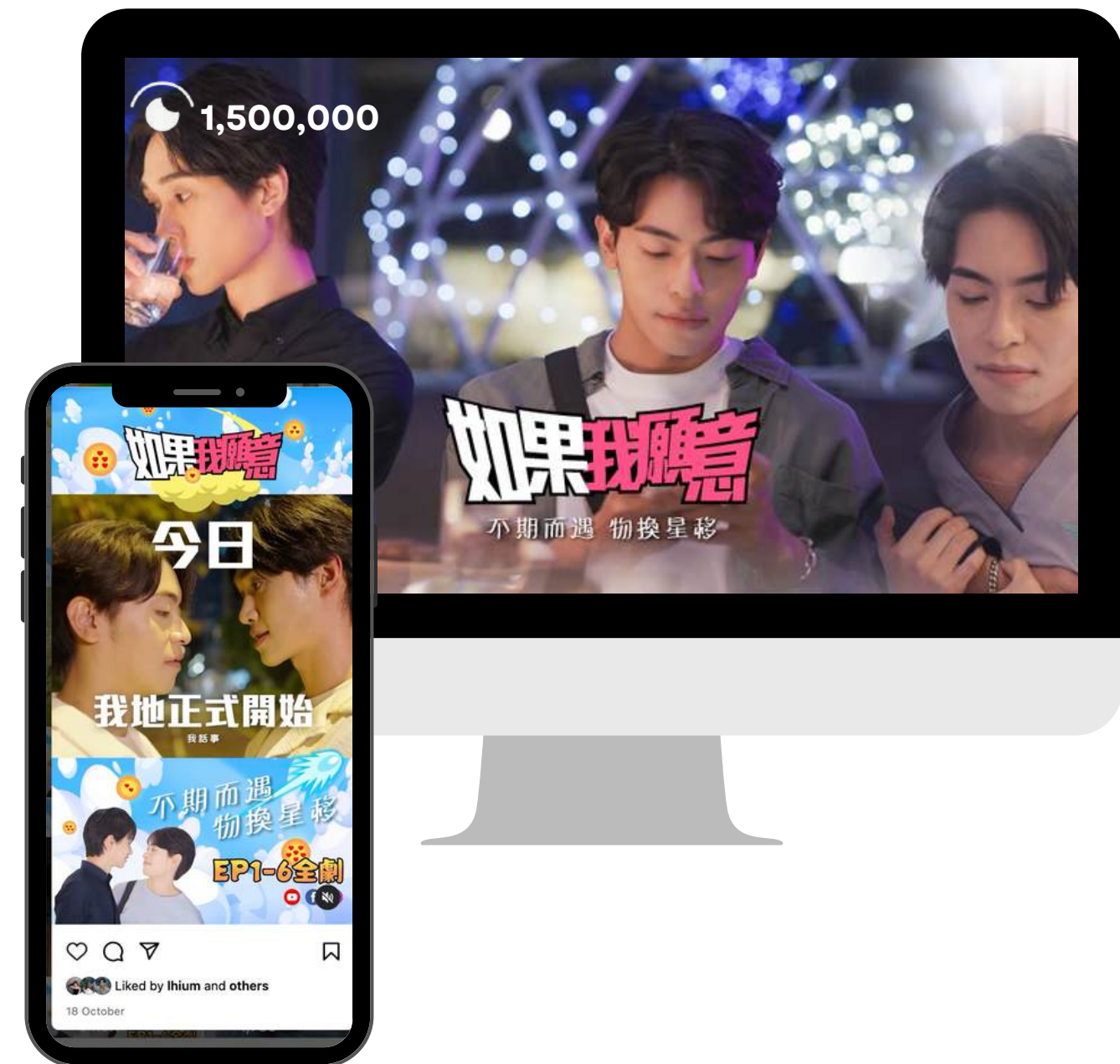
Tram Advertisement



# Drama

## Our Golden Times 如果我願意

- Drama Production
- Over 1.5 million views across platform
- More than 10K social media interaction
- MV Production





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# **Specialised Service**



# SOCIAL MEDIA FEED





# REELS PROJECT



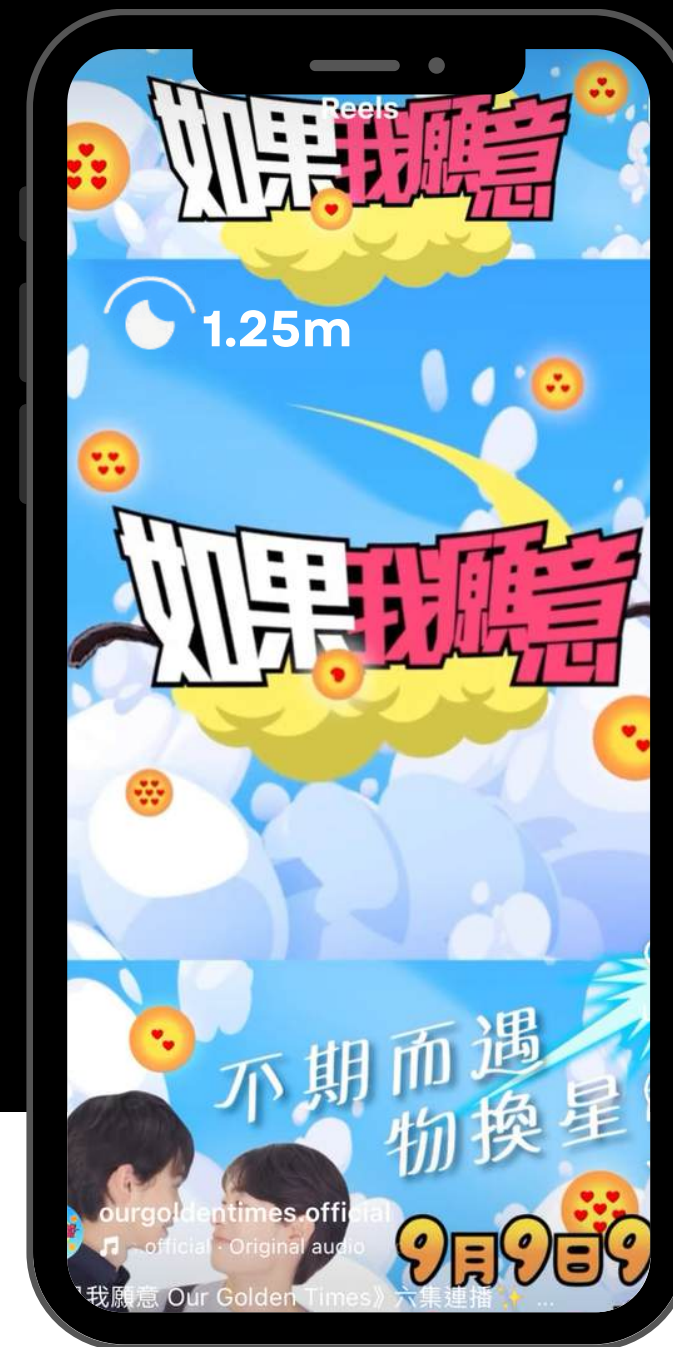
KOL Alignment



Noise Making



Rebranding



Trailer



# PRODUCT SHOOOTING





# DRAMA PRODUCTION





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Alex Ng

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 D.A.C.K. Concept Ltd.

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# Thank You



## WEBSITE

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



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