



D.A.C.K. CONCEPT

DIGITAL
MARKETING
AGENCY
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

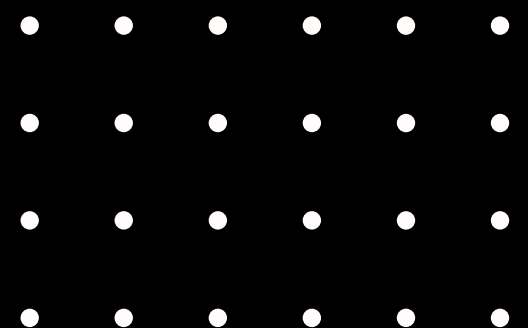
-  Marketing Positioning
-  Brand Image Design
-  Localise/ globalise market

DESIGN & PRODUCTION

-  Reels Production
-  Drama Production
-  Multimedia

NOISE MAKING

-  Social Media Boosting
-  Strategic Seeding
-  Audience-centric



SALES ENHANCEMENT

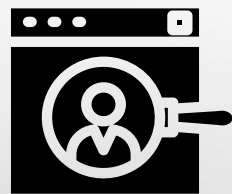
With your ideal budget,
we make the greatest result.

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

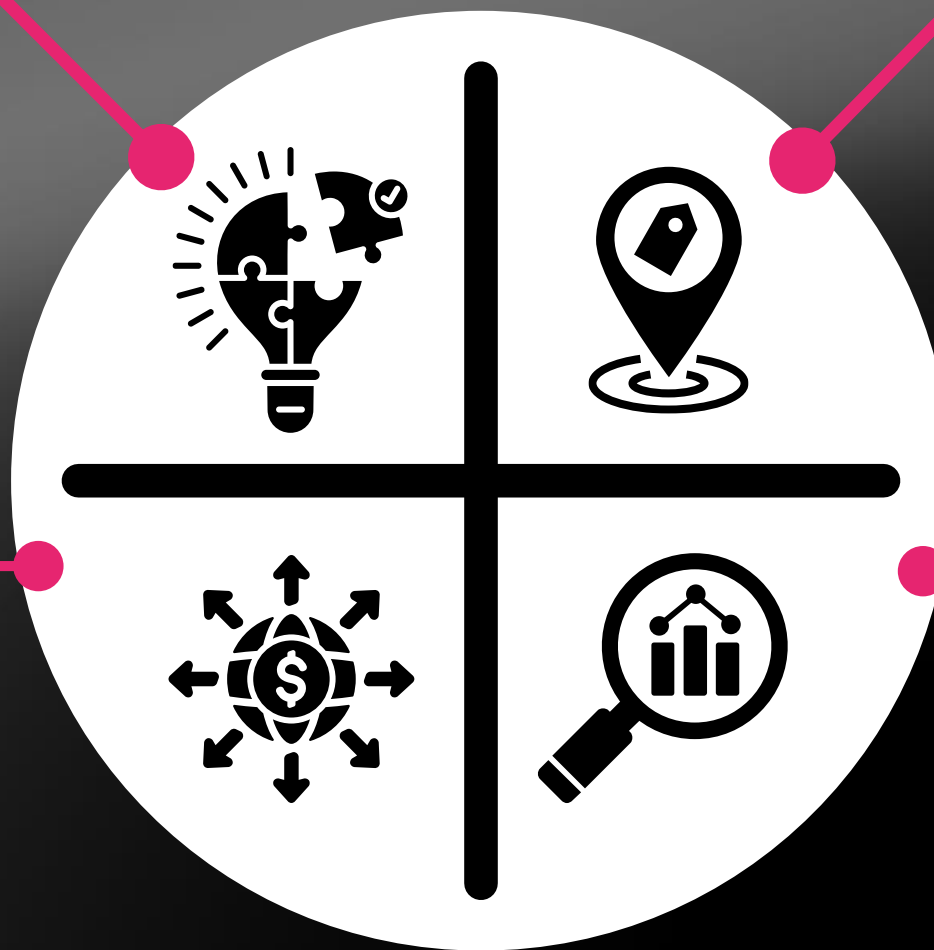
A clear and unique brand image define brand value and marketing position.

Start-up

Establish a strong initial presence in the market.

Expand Business

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



Market Positioning

Develop a distinct and strong brand authority.

Market Research

Identify key communities and analyse audience behaviour.

DESIGN & PRODUCTION

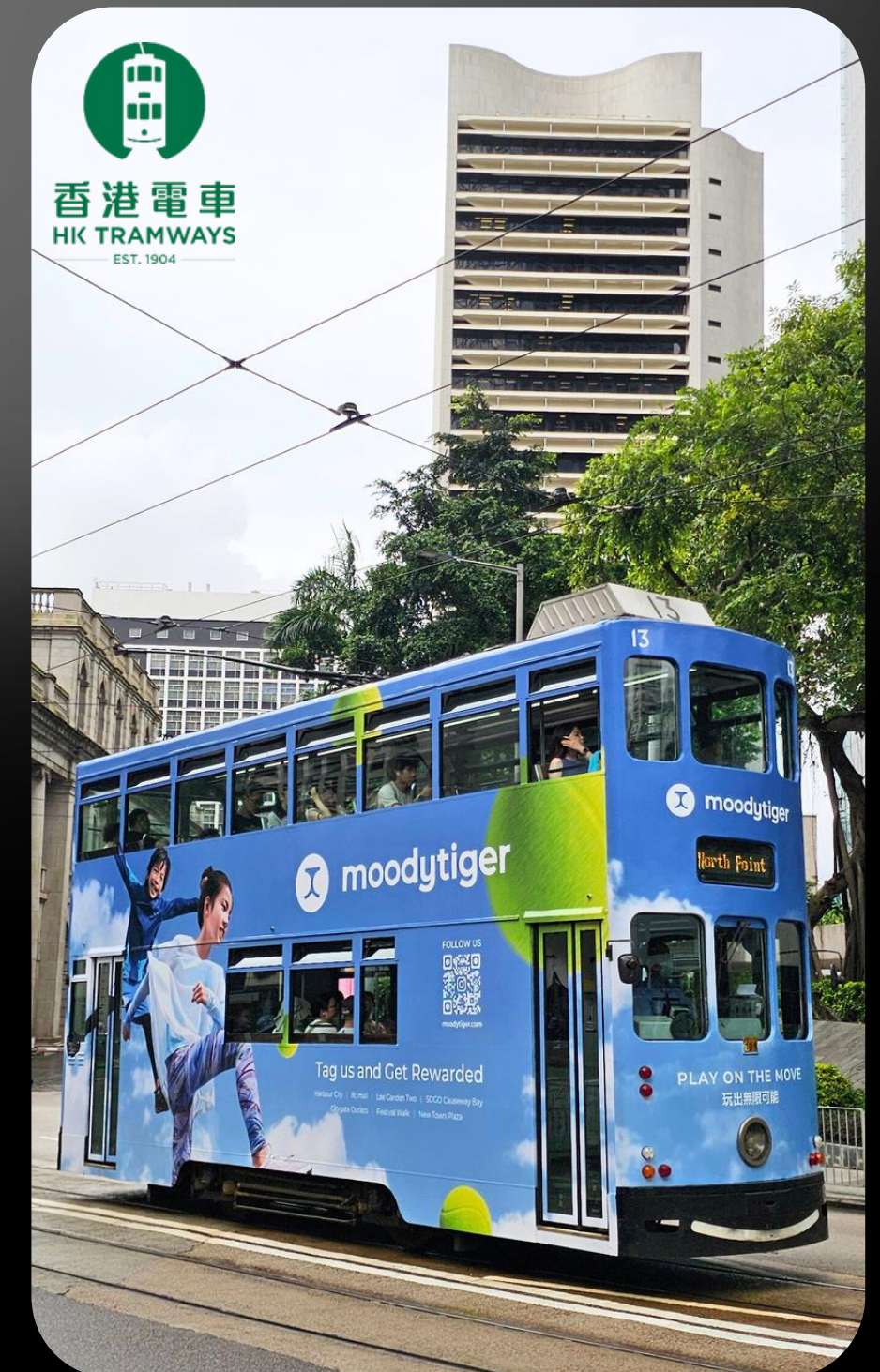
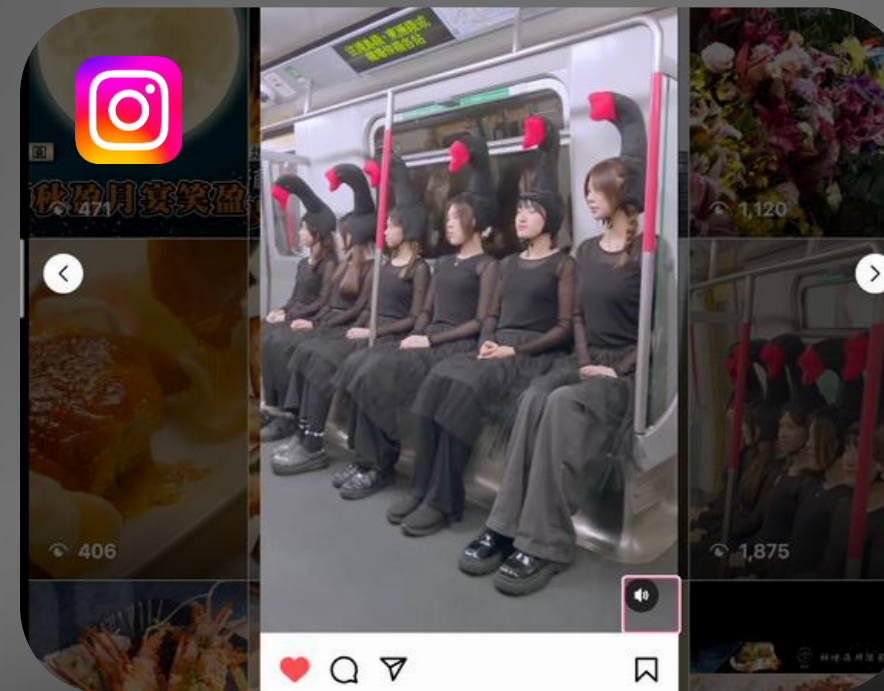
D.A.C.K. Design team is innovative and passionate, we define what the trend is.

Multimedia Advertisement

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

Drama Production

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



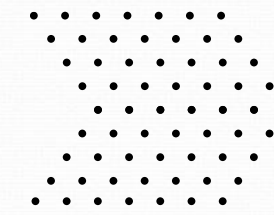


D.A.C.K.

Partnership

OUR PARTNER

CONSUMER PRODUCT



Amway

運動家
SPORTSHOUSE

Asiaray

Canon
Delighting You Always

MARY KAY



COSWAY

PAPER One

Coloplast

官燕棧
FEDERAL PALACE
分享「養生」真悅

LETS
FITNESS YOGA

SVR
LABORATOIRE DEPARFUMS

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

EXORCE
DU JOUR
PURE FINEST WINE 羅瑞
羅瑞

周大福
CHOW TAI FOOK

麥斯威爾
Maxwell
House
— 滴瀝香醇 意猶未盡 —

Brady
Since 1887
Made in England

Arthro Strong
骨樂靈

modus
we love the good stuff home

Heavy Weather

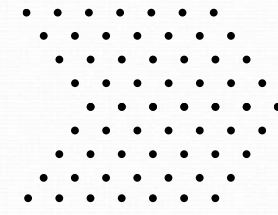
KIS

SONJZ

電動膠布

OUR PARTNER

BEAUTY



envis
HOMME

Natural Beauty

Manlisa

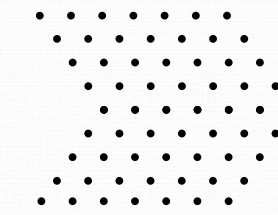
A-PLUS
Beauty Medical Center

Qu
Square
hair salon



OUR PARTNER

SHOPPING MALLS & INSTITUTES



FASHION WALK | 名店坊



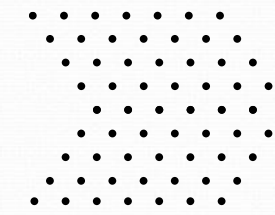
新城市廣場
New Town Plaza



Let's
Park

OUR PARTNER

FOOD & BEVERAGE





Project

Reference

CONSUMER PRODUCT

殺牠死 Speedtox

- Social Media Posting
- Multimedia Design
- Promotion Planning



CONSUMER PRODUCT

Canon

- Video Production
- Shooting
- Rebranding



CONSUMER 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



CONSUMER PRODUCT

Maxwell House

- Page Management
- Localise content
- Precise Positioning



CONSUMER PRODUCT

官燕棧

- Festive Marketing
- Promotion Campaign
- Branding

官燕棧
29 August 2019 · 🌐

#中秋送大禮【鮑魚買一送一】
官燕棧中秋鮑魚優惠又返嚟啦！指定罐頭鮑魚買一送一！中秋做節優惠期有限，即刻嚟官燕棧大鮑盤多兩個大鮑啦！
官燕棧紅燒鮑魚採用古法炮製，味道香濃，無需烹煮即開即食！
***** ... See more



CONSUMER PRODUCT

St. Dalfour 聖桃園

- Localise Brand
- Graphic Design
- Content Feed



CONSUMER PRODUCT

Sportshouse 運動家

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

Video Production



Facebook Management



Sportshouse Facebook Content 2018													
運動・傳承													
		冬季奧運會		七人欖球賽		國際龍舟		世界女排		游泳		秋季行山	
						世界杯						維港泳	
												網球公開賽	
												羽毛球錦標賽	
No. of Feed	Feed Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
12	SPH Feed												
2	Knowledge* 1.Life style- Moody/ 偽文青 2.運動術語 3.運動貼士 (e.g. 四季運動 貼士, 唔同職業 運動貼士)			回南天運動小 貼士	出面濕漉漉 在家都可以做 運動	日日做勞動工 作就當做左運 動? NO!	做個100分女友: 知道何謂越位	暑日運動 小貼士	夏日綿綿正好綿?! 夏天唔可以隨!	秋日運動 小貼士	點解游水咁易 抽筋?	冬日運動 小貼士	愈凍愈要做運動!
			新年食多左, 係時候郁下	七機術語	點解女仔一定 要著高跟鞋 做番自己, 都 係波鞋最舒服	日日OT 無時 間做運動, 辦公室運動	龍舟賽事: 團結, 就是力量!	排球術語	夏水禮 游水仲易曬傷?	做運動 Gathering	網球術語	備戰毅行	小朋友冬天出汗 易搵親?! 冬季運動穿著 小貼士
1	Greeting	馬拉松 (Cool Down Tips)	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街訪主題: 香港人做運動 主旨: 運動係生活的一部分, 每論哪一項, 都離不開堅持的決心, 新一年為自己 定下目標, 超越自我。 -有無做運動習慣?		運動專欄作家: 仙度彬 很多熱愛運動的年輕人都有 睇佢嘅專欄		運動Balala街訪主題: 世界杯問答遊戲 街訪男/女, 問有關世界杯問題		專業足球評論員: Peter Wong -你可能未見過佢, 但如果你有 睇足球, 一定聽過佢嘅金句!		運動Balala街訪主題: 秋天郊遊天 假日到公園大草地/郊外訪 問		訪問跑步教練: 梁肇彬 (Daryl Leung) -精英康樂體育會創辦人 -開設兒童體育會推廣田徑	

Year Plan

CONSUMER PRODUCT

IRVINS - Hong Kong

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



PLATFORM

炒散王

- Page Management
- Graphic Design
- Market Positioning



INSTITUTION

ISF 弘立書院

- Education Faculty
- Specialised Image
- Event Project

Video Editing



Positioning



Rebranding

INSTITUTION

香港城市大學

- Social Media management
- Multimedia Design
- Promotion Planning

Branding



Informative Feed



Positioning

RESTAURANT

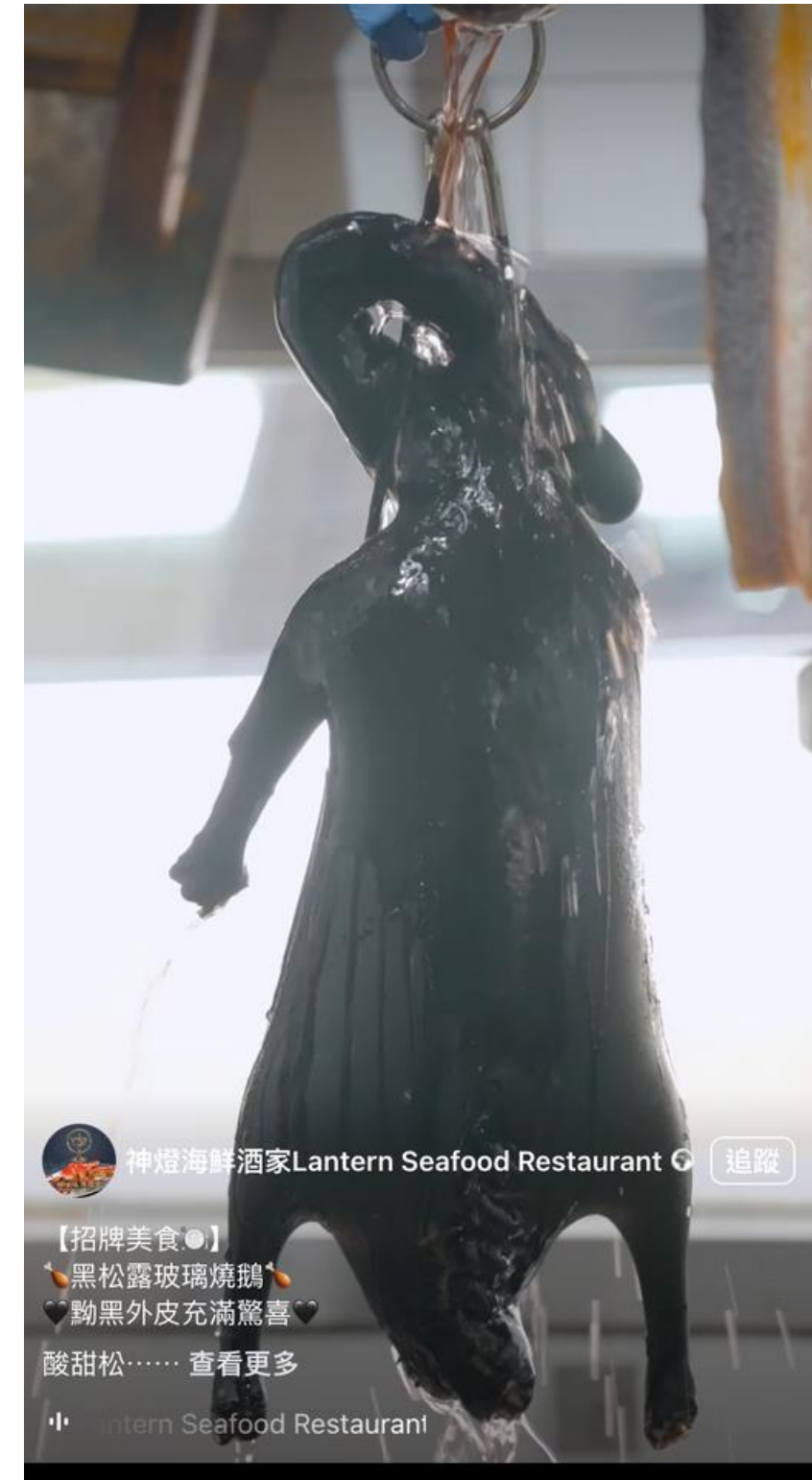
神燈海鮮酒家

- 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



The background is a dark gray gradient. It features several sets of thin, white, wavy lines that create a sense of motion and depth. A single, solid pink horizontal line is positioned between the two lines of text.

Specialised Service

SOCIAL MEDIA FEED



REELS PROJECT



KOL
Alignment



Noise Making



Rebrandin
g

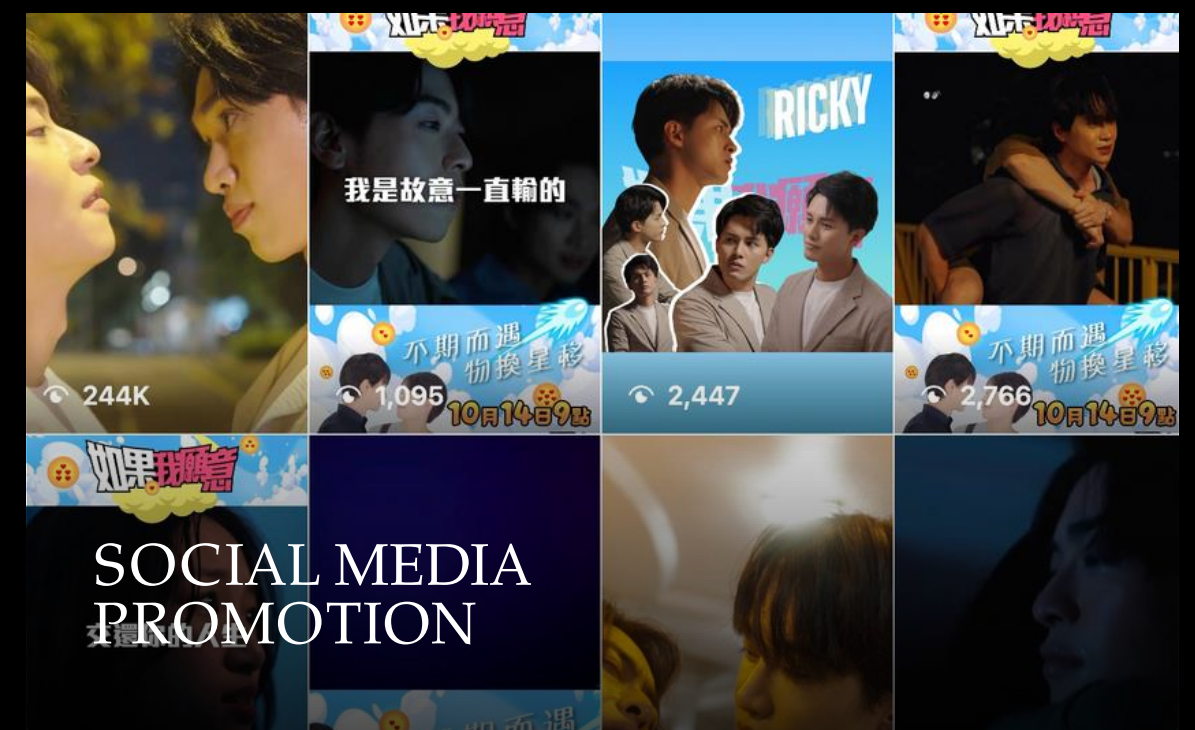


Trailer

PRODUCT SHOOTING



DRAMA PRODUCTION



Alex Ng

 D.A.C.K. Concept Ltd.

Thank You



WEBSITE
www.reallygreatsite.com



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