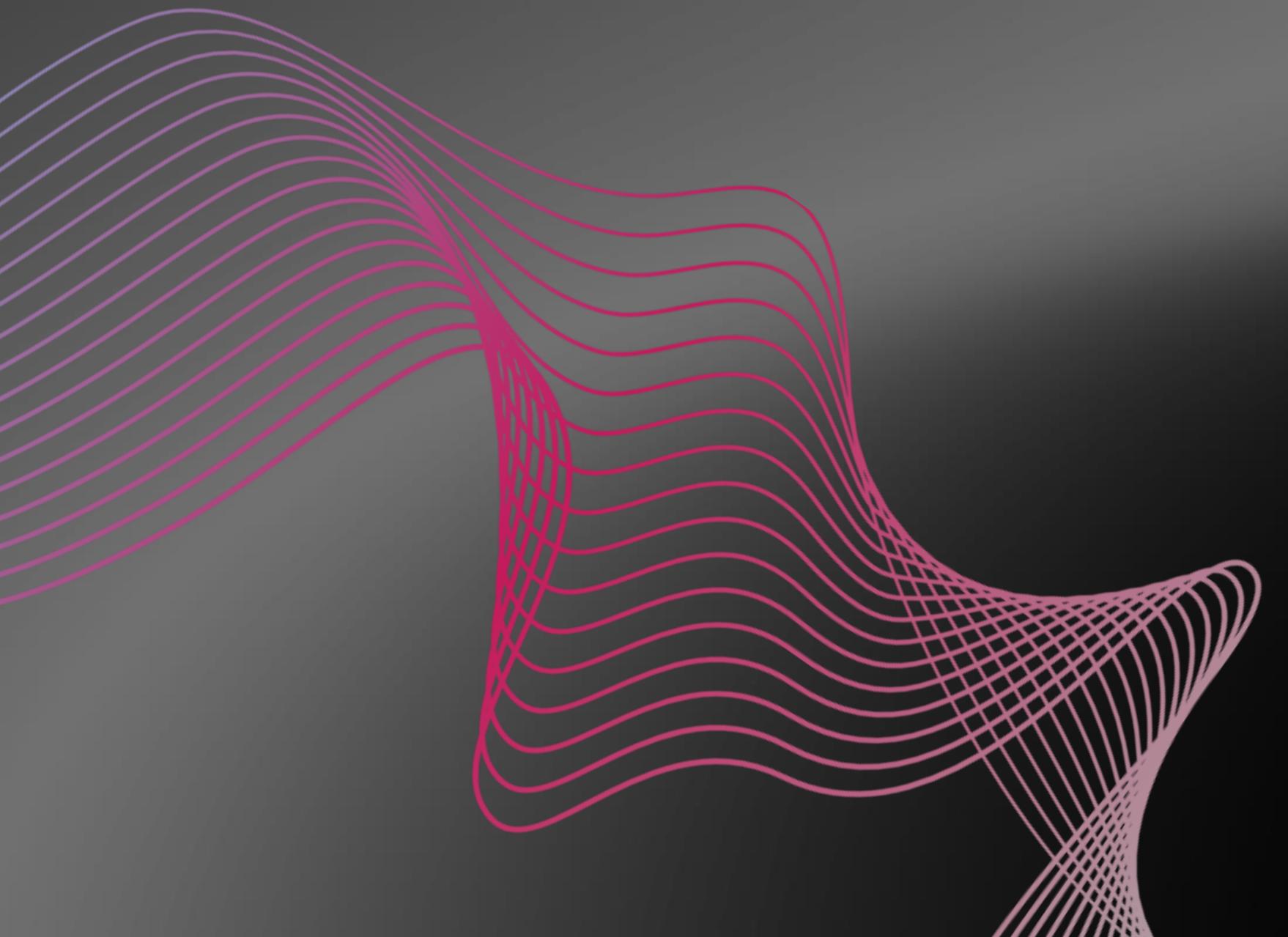




D . A . C . K . C O N C E P T

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

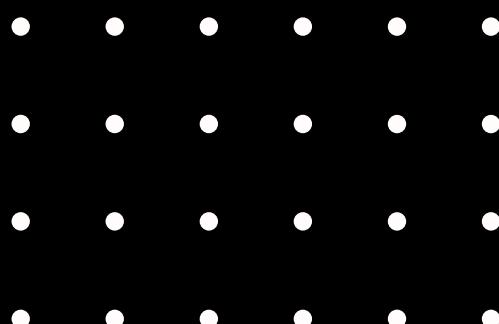
-  Marketing Positioning
-  Brand Image Design
-  Localise/ globalise market

DESIGN & PRODUCTION

-  Reels Production
-  Drama Production
-  Multimedia

NOISE MAKING

-  Social Media Boosting
-  Strategic Seeding
-  Audience-centric



SALES ENHANCEMENT

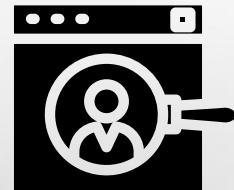
With your ideal budget,
we make the greatest result.

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

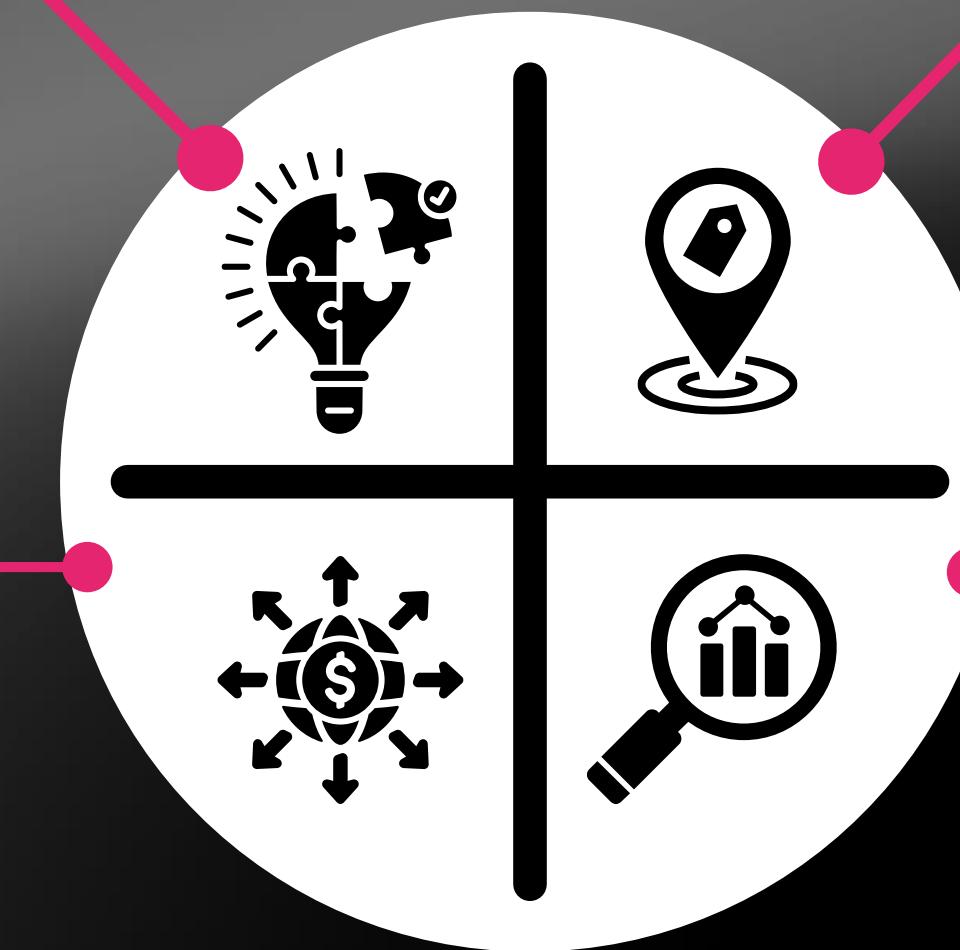
A clear and unique brand image define brand value and marketing position.

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

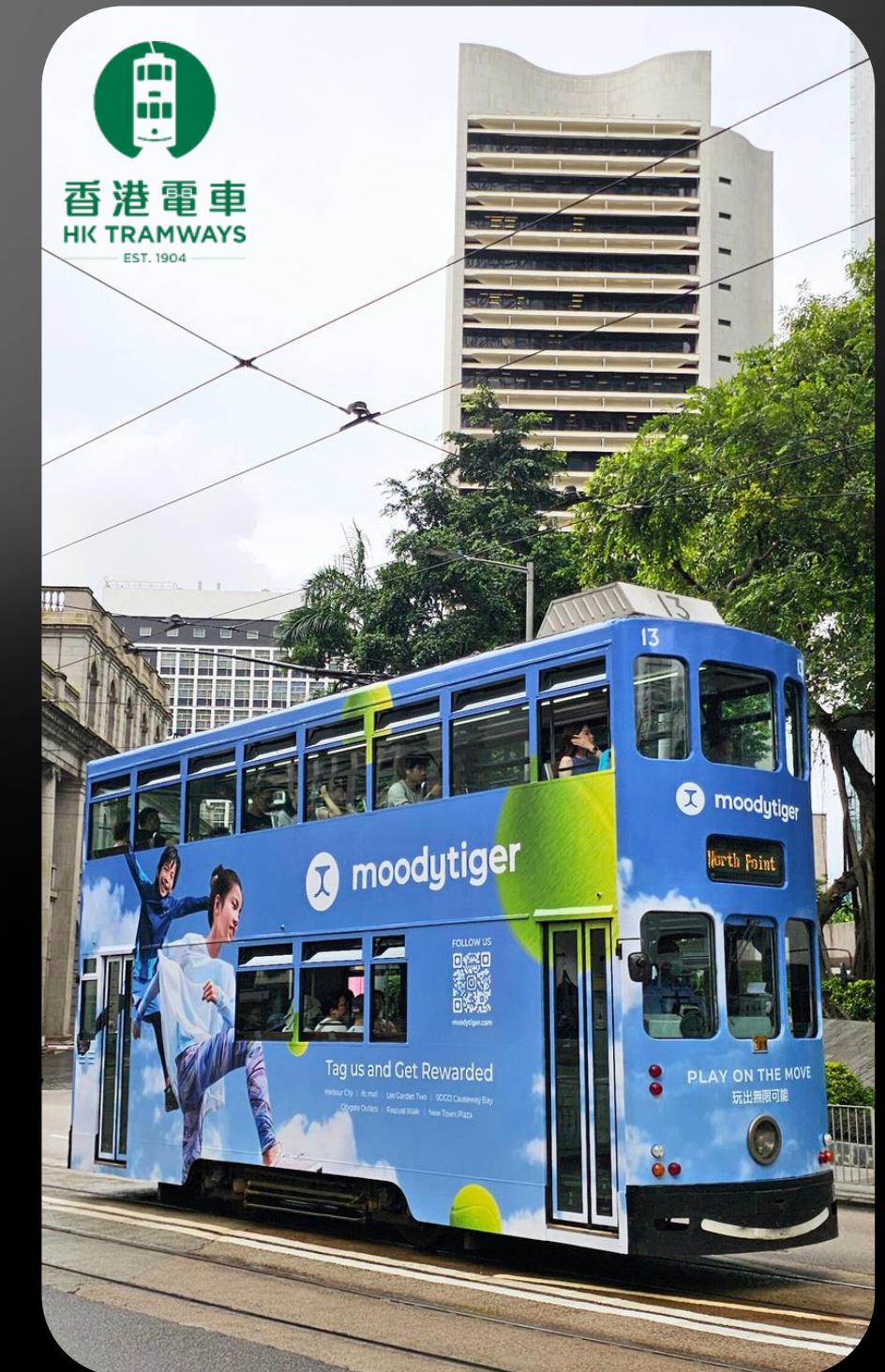
D.A.C.K. Design team is innovative and passionate, we define what the trend is.

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

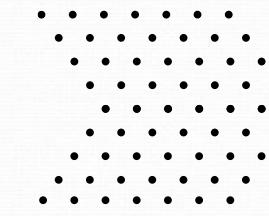
OUR PARTNER CONSUMER PRODUCT



Since 1887
Made in England

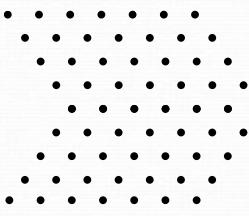


OUR PARTNER **BEAUTY**



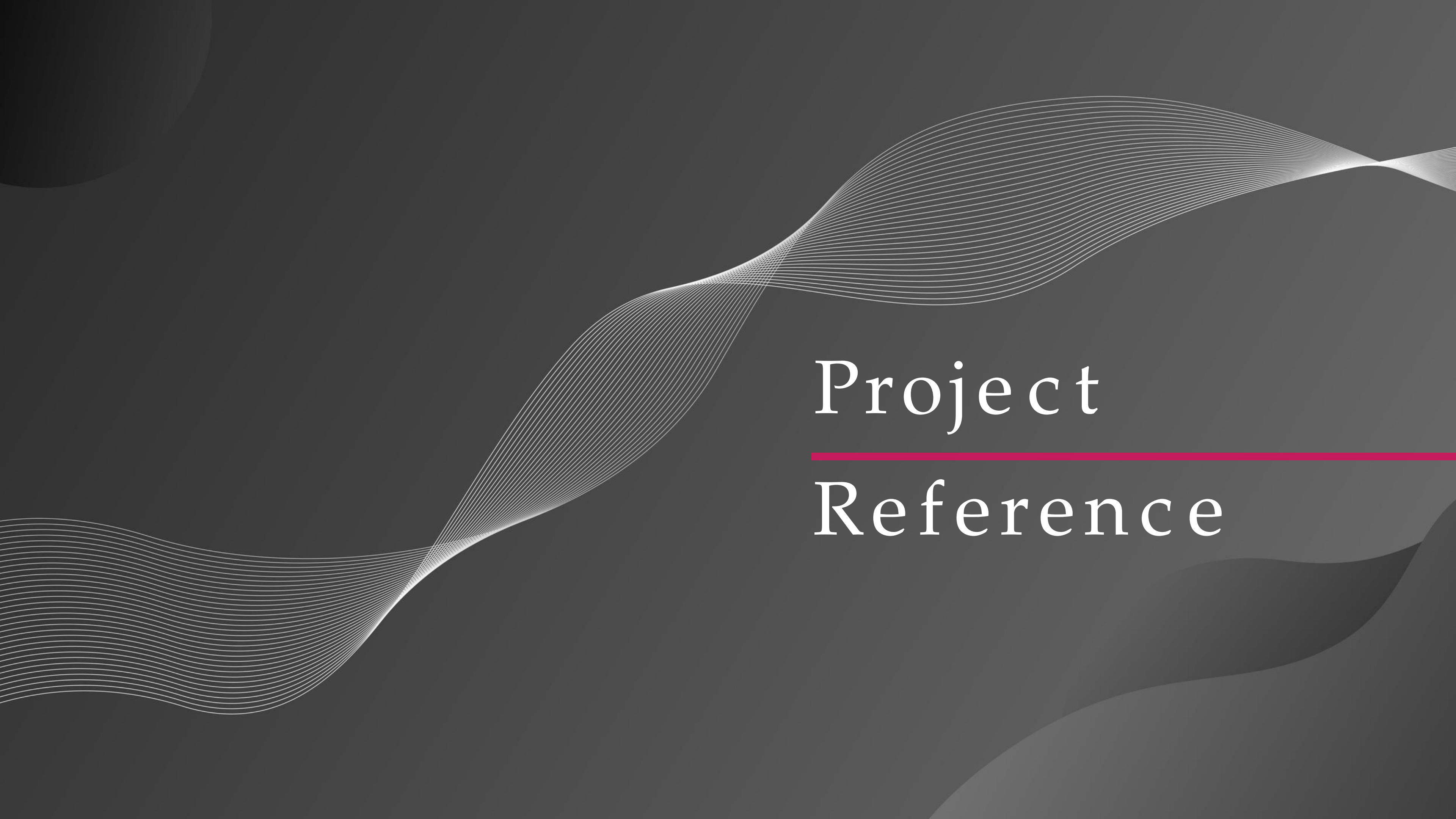
OUR PARTNER

SHOPPING MALLS & INSTITUTES



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



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													
No. of Feed	Feed Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
12	SPH Feed												
2	Knowledge*			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!							
	1. Life style-Moody/ 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)			新年食多左，係時候郁下	七模術語	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	夏水禮游水仲易㗎傷？	做運動Gathering	網球術語	備戰毅行
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。		運動專欄作家：仙度彬	運動Balala街訪主題：世界杯問答遊戲	專業足球評述員：Peter Wong		運動Balala街訪主題：秋天郊遊天			訪問跑步教練：梁肇彬 (Daryl Leung)		
		-有無做運動習慣？		很多熱愛運動的年輕人都有睇佢專欄	街訪男/女，問有關世界杯問題	-你可能未見過佢，但如果佢有睇足球，一定聽過佢嘅金句！		假日到公園大草地/郊外訪問			-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

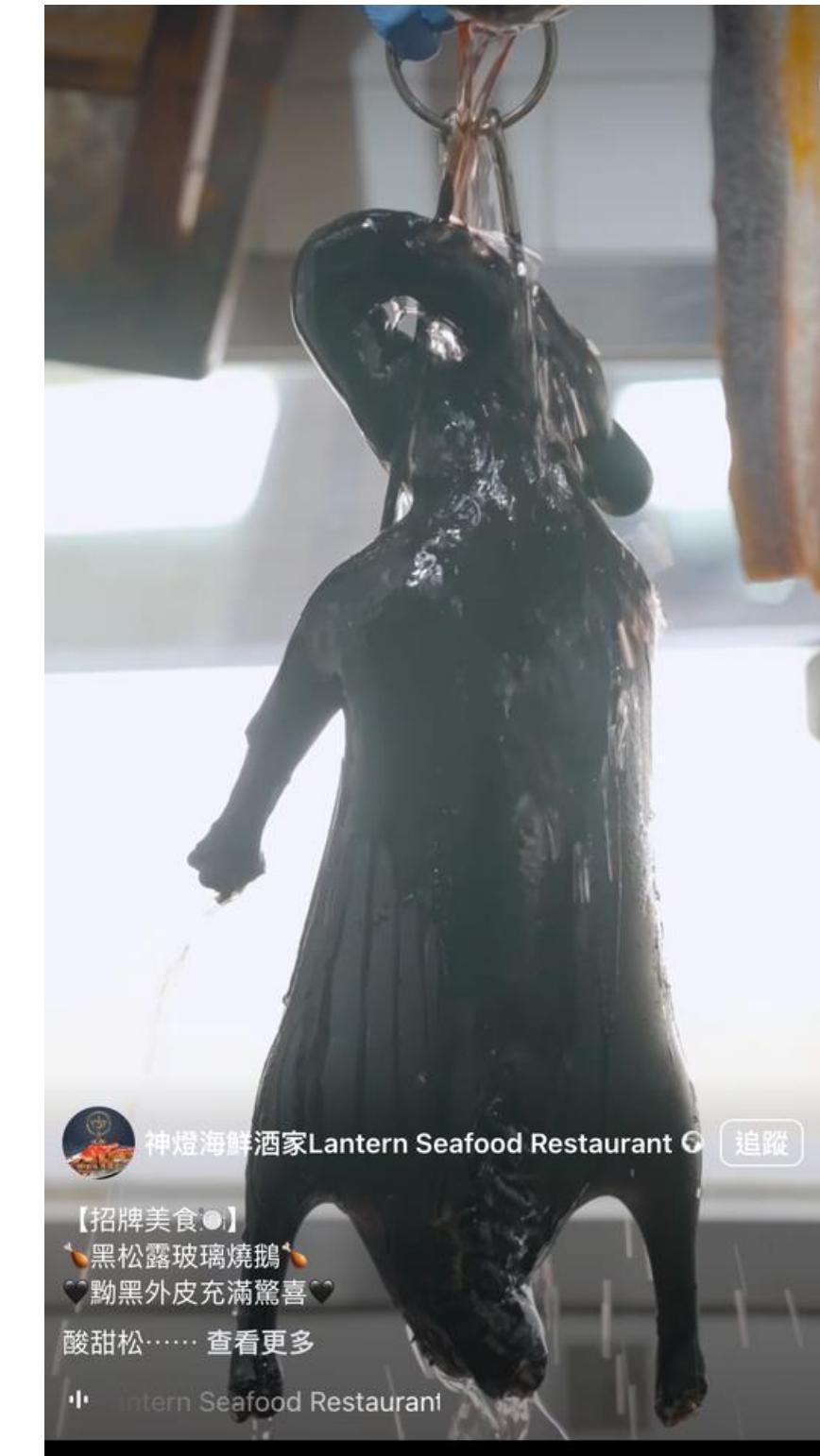
神燈海鮮酒家

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

Giveaway



Page Management



Reels Production

ASCOTT North Point Hong Kong

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



11.

Flash Sa
202

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





Specialised --- Service

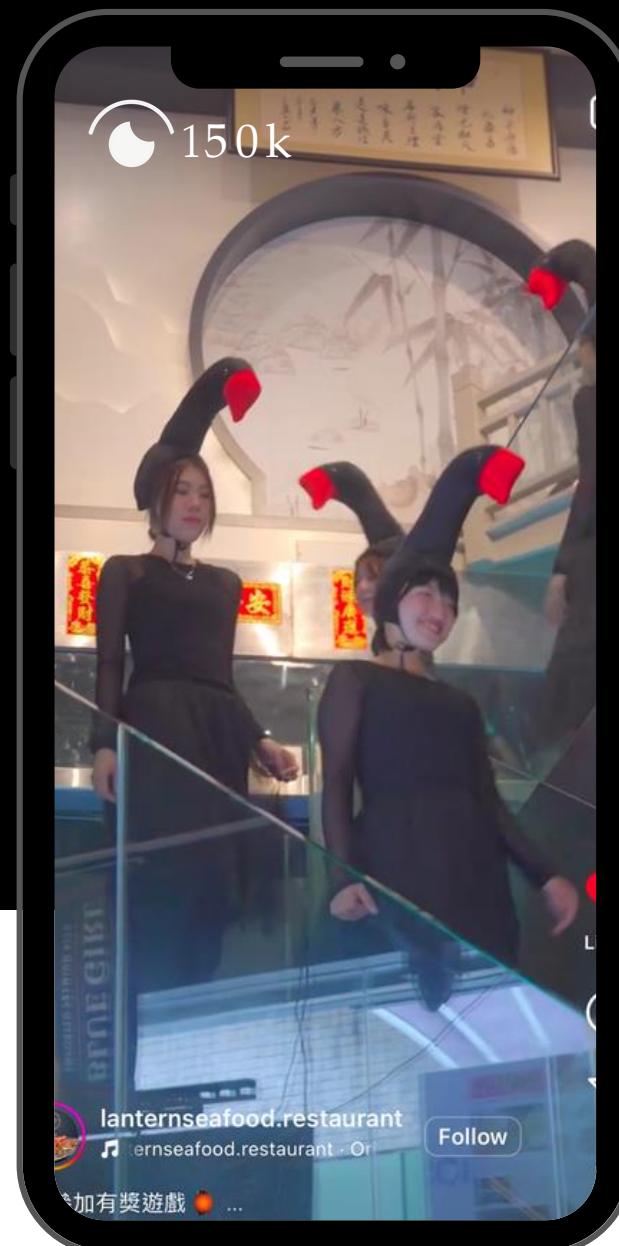
SOCIAL MEDIA FEED



REELS PROJECT



KOL
Alignment



Noise Making



Rebrandin
g



Trailer

PRODUCT SHOOTING



DRAMA PRODUCTION



Alex Ng



Thank You



WEBSITE
www.reallygreatsite.com



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