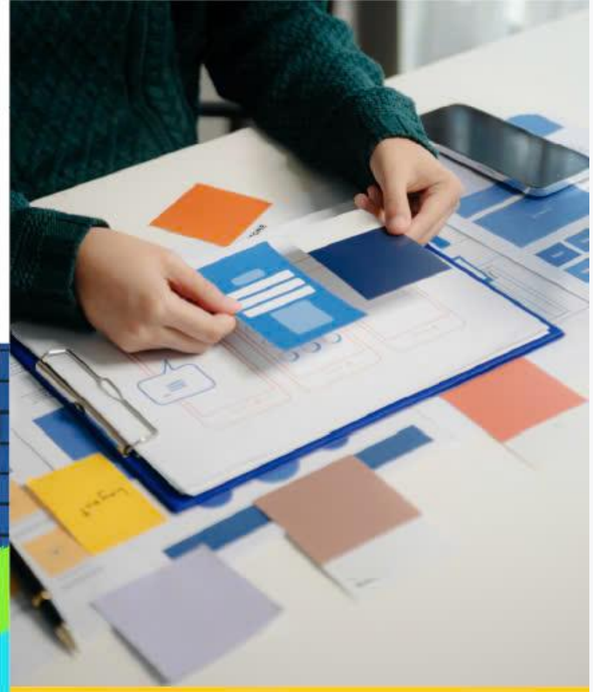


Credentinal

What We Do ?

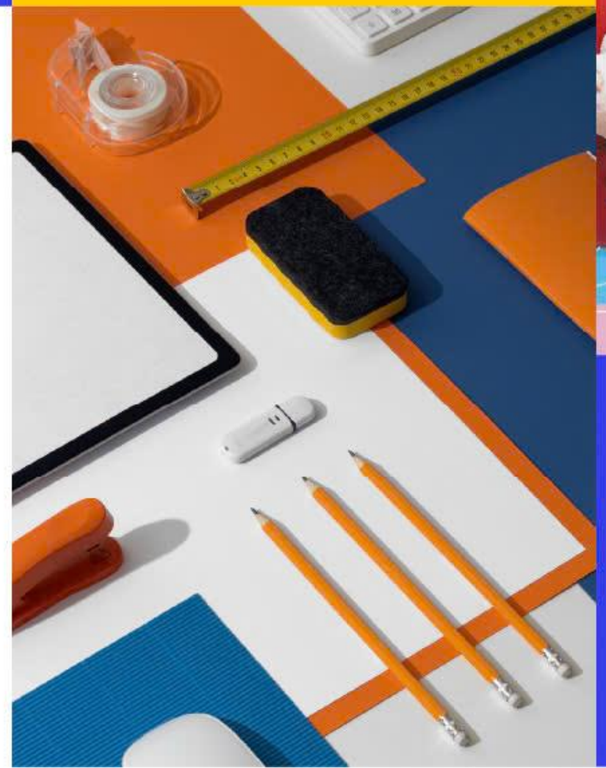


Communication



Creative





CREATE

IDEA DESIGN

TEAM

CONTENT

Brand Advocacy

Performance Maketing



ABOUT TEECA

At TEECA, we are dedicated to creating content that is **Tailored, Engaging, Effective, Creative, and Authentic.**
Our name, TEECA, embodies our mission to deliver content that not only connects with audiences but also drives meaningful results.

We specialize in crafting customized content strategies that are engaging and impactful, ensuring your brand's message resonates across all platforms. Whether you need powerful storytelling, visually stunning media, or data-driven content solutions, TEECA is here to elevate your brand.
Choose TEECA—where content creation meets creativity and effectiveness, all tailored to your unique needs.

WHAT WE DO

CREATIVITY

- Creative campaign
- Web design
- User experience
- Animation
- Photo shooting
- Video production

COMMUNICATION

- Planning & Insight
- Brand strategy
- Advertising
- Social Communication
- PR

PERFORMANCE MARKETING

- SEM
- Social Media Advertising
- Affiliate Marketing
- Display Advertising
- Retargeting

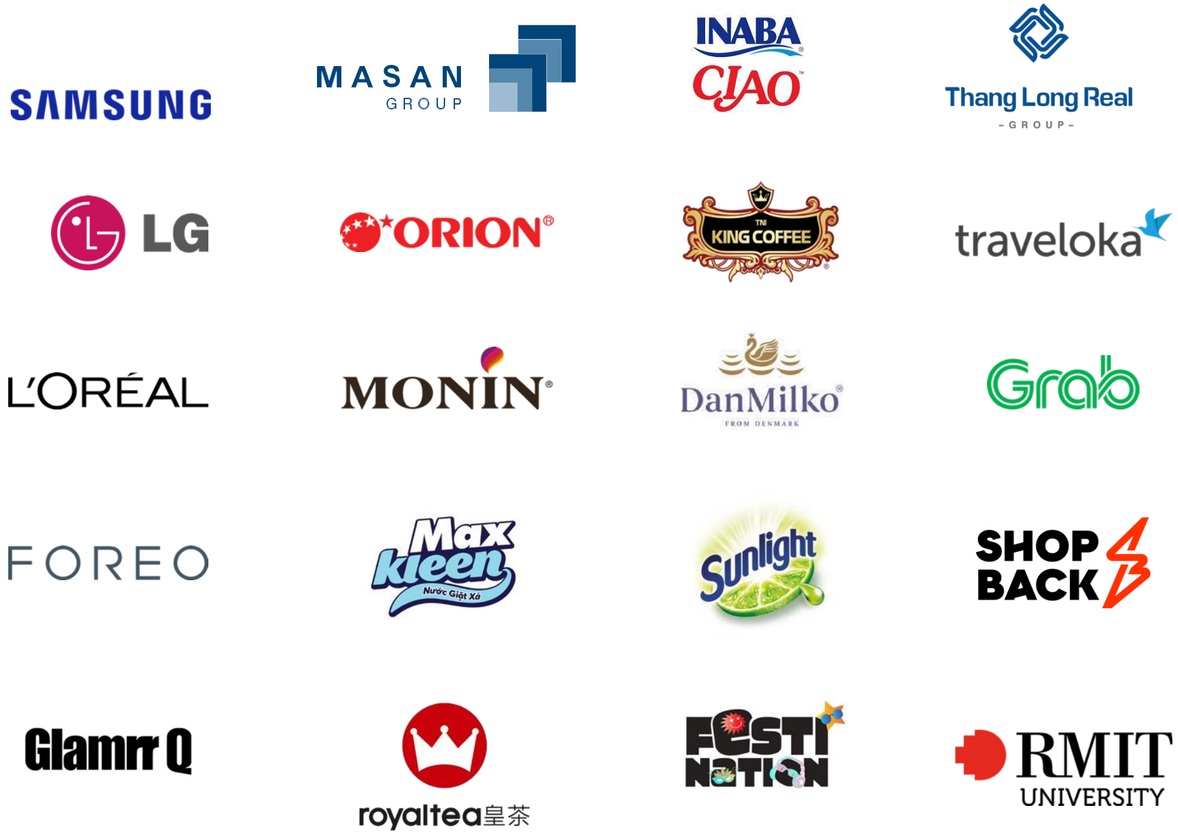
BRAND ADVOCACY

- Influencers Marketing
- Community
- Seeding
- Partnership

OUR CLIENTS

We are honored to collaborate with outstanding clients seeking creative solutions and digital marketing strategies to engage their target audience.

Our commitment is to enhance operational efficiency and achieve business goals within the stipulated time frame, combining creative content, customer needs, and brand identity to create a suitable communication plan that delivers expected results.



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INABA CHURU

Objective:
INABA, a premium Japanese pet food brand, has launched on Amazon in key European markets. The goal is to build brand presence through consistent, engaging creatives that drive traffic and boost conversion.

Execution:

Two Videos: Storyboard, Production & Motion Design
Landing Page Design: Develop a unified, conversion-driven design for Amazon across 5 EU markets.
Carousel Image Design: Create a scrollable image set for the new cat and dog food launch.



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1. Market & Product Research

Conduct in-depth analysis of INABA's product strengths and customer behavior across key European markets. Gather insights through competitor audits and consumer research to shape a localized creative strategy.

2. Brand Identity Alignment

Refine and adapt INABA's global brand identity to resonate with European audiences. Define localized tone of voice, visual direction, and product storytelling that highlight the brand's Japanese origin and premium quality.

3. Creative Production

Develop and produce two video ads, a series of carousel images for the new product launch (cat and dog food), and a master landing page design. All assets will be adapted across 4 product ranges and 5 European markets.

4. Final Asset Delivery

Deliver market-ready creatives in all required formats, optimized for Amazon placement and localized execution.









Landing page



Animated Clip





















Serie Carousel of Dog/ Cat Treat

King Coffee

Objective:
Enhance King Coffee's international brand presence through the captivating "World of Coffee" campaign, customized for each market – South Korea, Singapore, and the USA.

Execution:
Produced social media content in three countries with three different content lines, visuals, and layouts. Developed ideas for product photography, animations, and market-specific written content, achieving over 50,000 organic interactions on King Coffee's social media platforms.



kingcoffee.global Craving for a truly Vietnamese coffee experience?
King Coffee Café Sữa brings the incredible and unique taste of Vietnamese-style coffee, with the ample strength and creamy smooth, is finely packed in dynamic design for your immediate enjoyment.
🔎 Get a tour with us at https://buff.ly/2CLMMEz

#kingcoffee #TNI #vietnamcoffee #premiumcoffee #coffeeathome #enjoyathome #funathome #stayhomesg #instantespresso



kingcoffee.global ⏰ Tik tok! Tik tok! ⏰
☕ It's time to find yourself a fine coffee!

Get some references from our bold routine like:
- 8AM: Espresso to wake your day up,
- 11AM: 3in1 to boost your hype at work
- 2PM: recharge your energy instantly with Americano
- 5PM: Cappuccino relax after a productive work day.

🔎 Explore more from us:
🛒 Lazada: https://buff.ly/38Uar2W
🛒 Shopee: https://buff.ly/3mqJpDG
#kingcoffee #TNI #GlobalCoffeeExperience



kingcoffee.global Laying on a relaxing chair in a summer pantone room, observing the summer to drift downstream, with a glass of iced Americano on your hand...
Do you realize that we can find the most delightful summer ever?

King Coffee new instant Americano with added finely ground coffee will make your summer cup tastes more bold and great!
Check our summer treats at:
🛒 Lazada: https://buff.ly/2YXM7Ys
🛒 Shopee: https://buff.ly/2Q4Muvn

#Coffee #Summertime #Premiumcoffee #InstantAmericano #KingCoffee #TNI #vietnamcoffee #enjoyathome

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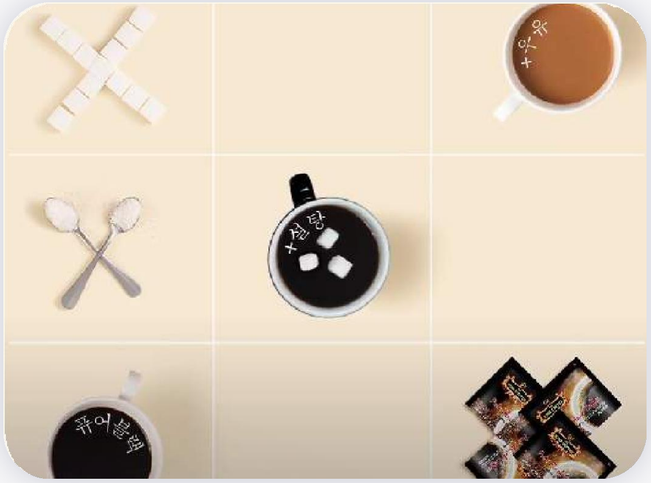
KING COFFEE
Latte
Cappuccino


COCONUT
KING COFFEE
Cappuccino
Coconut


ESPRESSO
KING COFFEE
ESPRESSO


HAPPY
SINGAPORE
NATIONAL
DAY




KING COFFEE

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HYPALOOZA
MUSIC & SPORT CONCERT

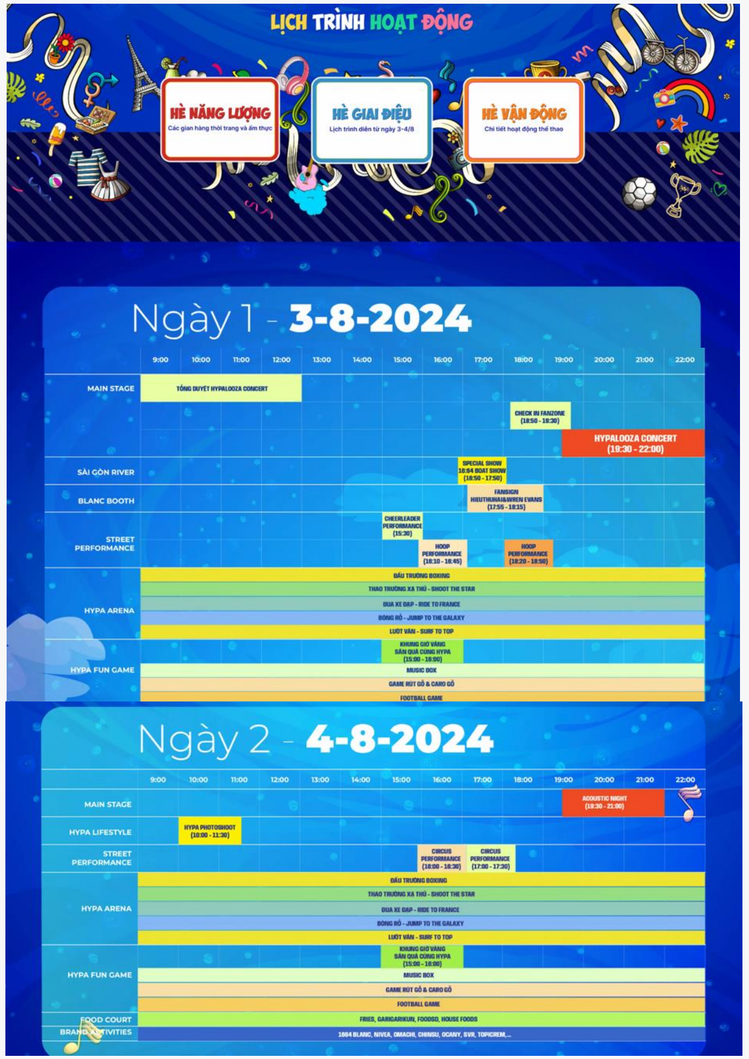
Objective: Hypalooza is a groundbreaking festival combining music and sports, aiming to raise awareness and attract participants for the two-day event. TeeCa was chosen as the exclusive communication partner to lead this campaign.

Execution: TeeCa led all aspects of the campaign, including website development, social media management, influencer collaborations, digital advertising, PR, community engagement, and a TikTok challenge designed to maximize the festival's visibility. The goal was to attract 40,000 attendees.

Results: Three Hypalooza hashtags trended for four days. Over **40,000 attendees** joined the festival. Over **20 million views** in three weeks, with #Hypalooza trending on TikTok

Website







https://www.hypalooza.com/

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HYPALOZA


HYPALOZA


NGÀY HỘI MÙA HÈ
HYPALOZA
2024
1664


HYPALOZA


BEAT THE SUMMER HEAT
HYPALOZA
03.04
08.2024
CÔNG VIÊN BỜ SÔNG SÀI GÒN
BLANC
1664

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Hypalooza
10 Tháng 8 lúc 15:43 ·

I HỘI NGỘ ĐẦY NIỀM VUI CỦA TRI ÂM 🌹🌹
àm ơn chị đẹp Mỹ Tâm đã cùng các Tri Âm một lần nữa hát vang những ca khúc vượt th
, mang đến một màn trình diễn đầy năng lượng, đưa các Hyper trải nghiệm nhiều cung
xúc từ những phút giây nhẹ nhàng lắng đọng đến những khoảnh khắc cháy hết mình v
ng vũ điệu sôi động.
ác Hyper ai đã hết mình hoà nhịp cùng chị đến khàn giọng giơ tay điểm danh nào!!!
cùng nhìn lại những khoảnh khắc tuyệt vời này và Hypalooza... **Xem thêm**



palooza
Tháng 8 lúc 21:00 ·

DAYs ơi, các bạn còn nhớ đêm diễn bùng nổ cùng HIEUTHUHAI tại Hypalooza 2

gồi xem lại ảnh recap mà vẫn còn mê xỉu với những màn trình diễn "siêu cấp đẹ
mọi người quá akelo, tình yêu này quá ư akelo 🤘
u đầy năng lượng và những màn giao lưu nhiệt tình hết mình của HIEUTHUHAI
ng khoảnh khắc khó quên cho hơn 40.000 SUNDAYs x Hypers có mặt tại Hypal

m thêm



Hypalooza
10 Tháng 8 lúc 18:30 ·

TRAI ISAAC SAY HI TO HYPALOOZA 🔥
ờ mà ad vẫn còn tiếc vì không chụp được cái áo của anh Xái, Hyper nào nhặt được kh
ây cho hội Hyper ganh tỵ coi nào! ❤️
ơn anh trai Isaac đã thổi bùng không khí mùa hè tại Lễ hội Hypalooza, mong là lần tới
cùng các Hyper cháy hết mình với những bài hát sôi động và đầy năng lượng. Nếu có
ad quyết tâm giành được quà của anh! 💪... **Xem thêm**



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BRANDING CAMPAIGN

Objective:
Launching the new real estate project – FIATO Premier in Thu Duc City.

Execution:

Comprehensive brand strategy development and execution, covering market research, product positioning strategy, brand identity design, and project naming. Services extend to conceptualizing and organizing project launch events, producing essential marketing assets, and developing customized training programs for sales teams.



1. Market & Product Research

Conduct a comprehensive analysis of product strengths/weaknesses and target market trends through in-depth interviews to formulate an optimal project development strategy.

2. Brand Identity

Propose master project naming, tower/subzone naming, and amenity system based on market insights. Develop full brand identity (logo, brand guidelines) that reflects core values.

3. Marketing Collateral Production

Produce TV commercials, project brochures, and sales support materials (flyers, catalogs, digital assets) to deliver consistent messaging and attract potential buyers.

4. Sales campaign Support

Adjust communication messages and update visual/content assets aligned with each sales phase to ensure campaign effectiveness throughout the project lifecycle.





Digital Asset

Animated Clip





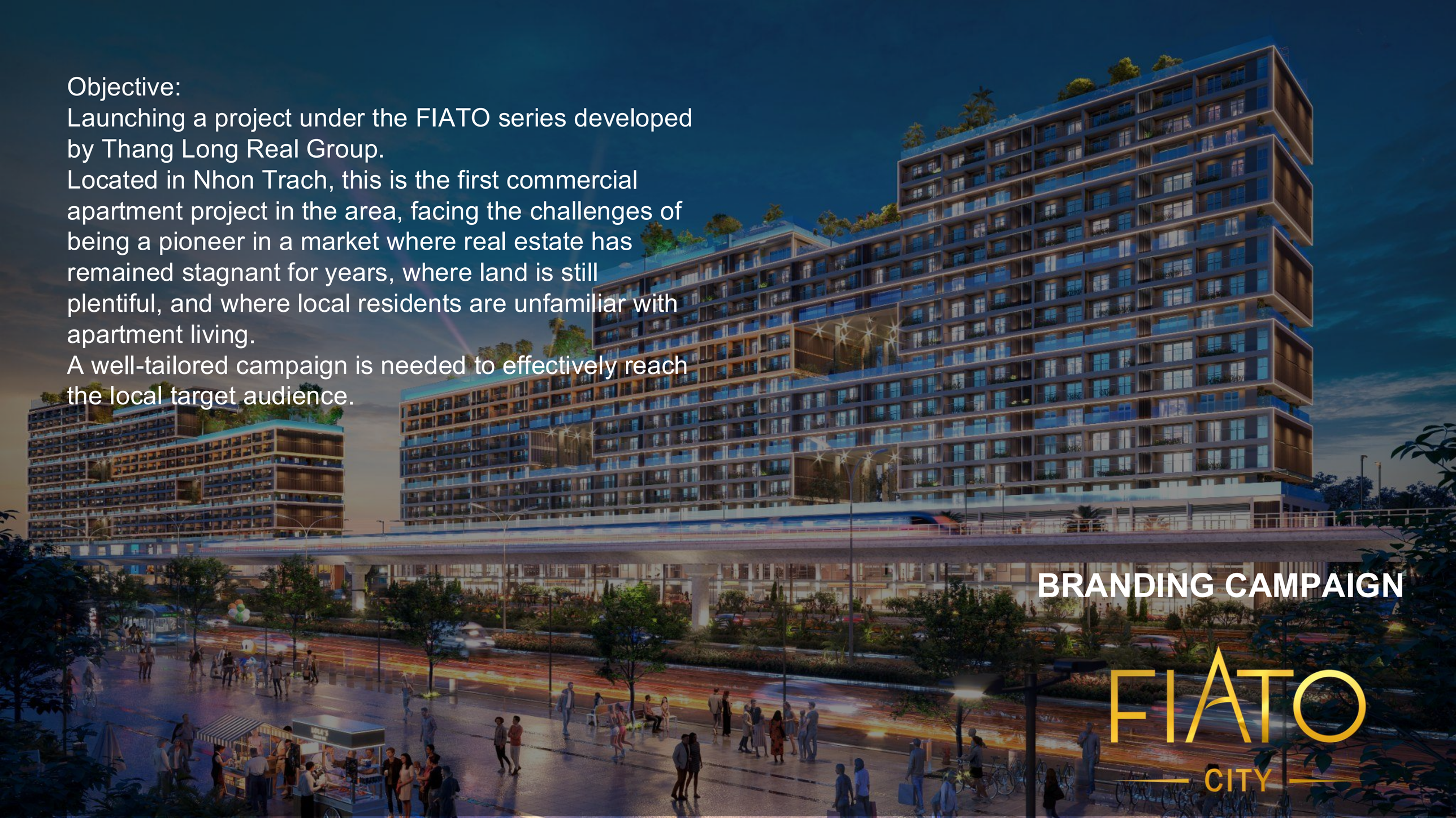


Serie Social Posts



Key Visual





Objective:
Launching a project under the FIATO series developed by Thang Long Real Group.
Located in Nhon Trach, this is the first commercial apartment project in the area, facing the challenges of being a pioneer in a market where real estate has remained stagnant for years, where land is still plentiful, and where local residents are unfamiliar with apartment living.
A well-tailored campaign is needed to effectively reach the local target audience.

BRANDING CAMPAIGN

FIATO
CITY

Agency task:

- Developing and implementing a comprehensive brand strategy, from market research to product positioning consulting.
- Designing brand identity systems and naming for the project.
- Organizing and providing concept consulting for project launch events.
- Producing key assets for the project.
- Build community.
- Developing training content for the sales team.



Phase 1

Phase 2

Phase 3









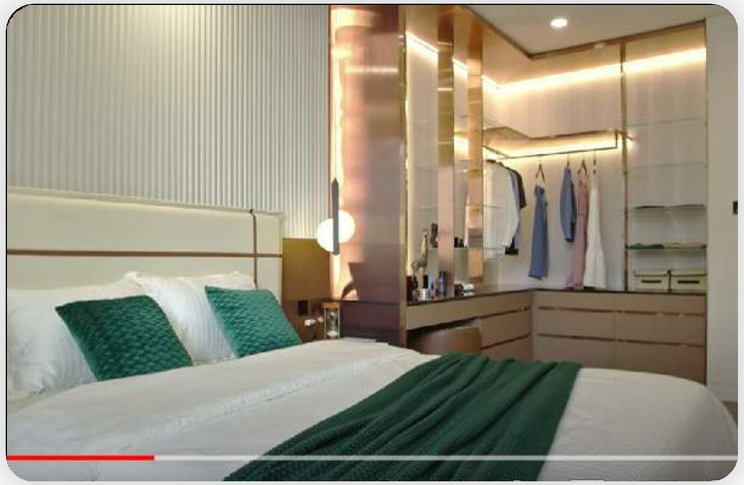






Show unit video









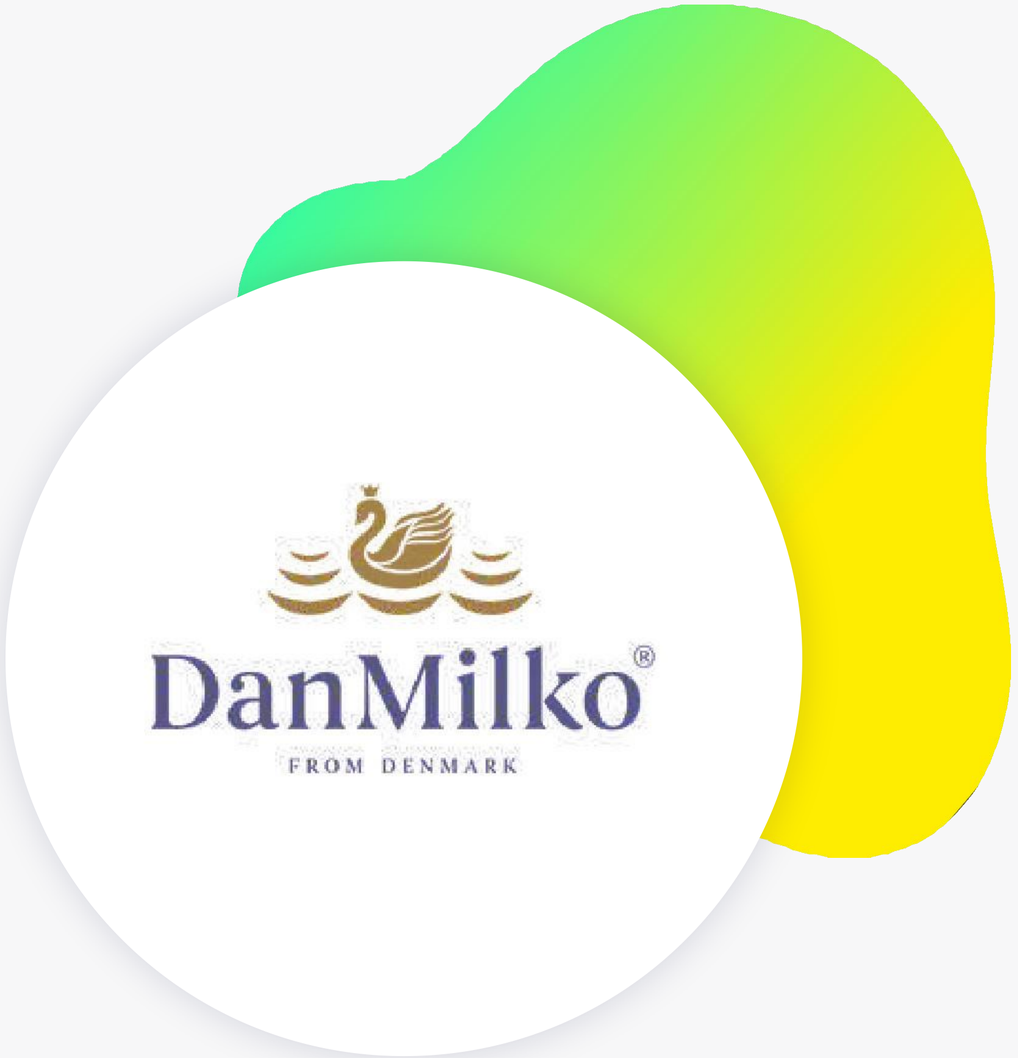




DanMilko

Objective:
Strengthen online brand recognition for Danmilko, a new powdered milk brand from Denmark for infants, pregnant women, and adults, while creating product demand.

Execution:
Developed engaging social media content (AWO) for three product lines, integrated mini-games. Collaborated with micro KOLs to share product experiences and create TikTok review videos. Executed social media seeding. Designed the brand website and implemented paid channel strategies.



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DanMilko Việt Nam
18 October 2023 ·

🐄 DANMILKO - NGUỒN SỮA HẠNH PHÚC TỪ ĐÀN BÒ HẠNH PHÚC 🐄

Tại DanMilko, chúng tôi tin tưởng rằng đàn bò hạnh phúc cho ra nhiều sữa hơn và chất lượng tốt hơn đó là lý do tại sao chúng tôi chăm sóc đàn bò để mang lại hạnh phúc cho chúng với chương trình quản lý trang trại toàn diện. Và chúng tôi tự hào đem đến cho bạn sản phẩm sữa chất lượng cao cấp, nhập khẩu nguyên lon từ Đan Mạch từ những đàn bò hạnh phúc.

🌿 Đàn bò được nuôi thả tự do trong trang trại với điều kiện khí hậu và... See more











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những sai lầm
KHI CHO BÉ ĂN DẶM


DINH DƯỠNG HOÀN THIỆN
HỆ MIỄN DỊCH
VITAMIN
LACTO-FERRIN
ĐẠM MIỄN DỊCH TỪ SỮA NON
KHOÁNG CHẤT


DANMILKO MAMATURE
DanMilko
MAMATURE





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HCPS AND KOLS COLLABORATION













MASAN

Objective:
We collaborated with Masan for over 3 years, producing CEO videos and corporate videos that highlight the company’s history, development, and its mission of "Customer-Centricity" over decades across various business units.

Execution:
•Filmed product scenes and edited brand videos for shareholder meetings and internal events.
•Completed 8 high-quality videos within 4 weeks, including shooting, filming, voice-over and production in both Hanoi and Ho Chi Minh City.
•Focused on delivering professional and engaging content that aligns with Masan’s corporate identity and messaging.

Results:
•Achieved the long-term contract with Masan group













Video Reference: LINK

MaxKleen

Objective:
Collaborate with KOLs to launch MaxKleen's latest product – the first front-loading washing machine detergent with two fragrance variants. Targeting young, modern women who prioritize family care and self-love.

Execution:
Partnered with KOLs to ensure high-quality content, responsible for image production, design, editing, content writing, and posting on KOLs' personal pages. Negotiated advertising packages for the brand's Fanpage.

105% of the target views achieved

Engagement rate **1.2 times** higher than the average


thể chăm sóc tủ quần áo cho cả gia đình mình mà vẫn thảnh thơi
chăm sóc bản thân mình sau mỗi chuyến đi công tác. 💕
✨Các bác cũng nên trải nghiệm sản phẩm mới Maxkleen giặt xả
chuyên dụng cho cửa trước để cảm thấy việc giặt giũ nhẹ nhàng hơn
giống tôi nhá..
😍🌟 #MaxKleen #ChuyenDungCuaTruoc #ThanhThoiGiatXa
#Gap3ThomMem #DauAnNgotNgao


ưu việt hơn là X3 thơm mềm, nhân 3 khả năng lưu hương thơm và
mềm mại trên từng sợi vải, chân ái cho tủ đồ chị em chúng mình đó
nha.
Cả nhà hãy thử trải nghiệm Nước Giặt Xả MaxKleen chuyên dụng
cửa trước mới này, đảm bảo sẽ mê mùi hương giống Ngân luôn ý 💗
👉Link sản phẩm tại đây: https://bit.ly/3ijvzXJ
#MaxKleen #ChuyenDungCuaTruoc #ThanhThoiGiatXa
#X3ThomMem #DauAnNgotNgao

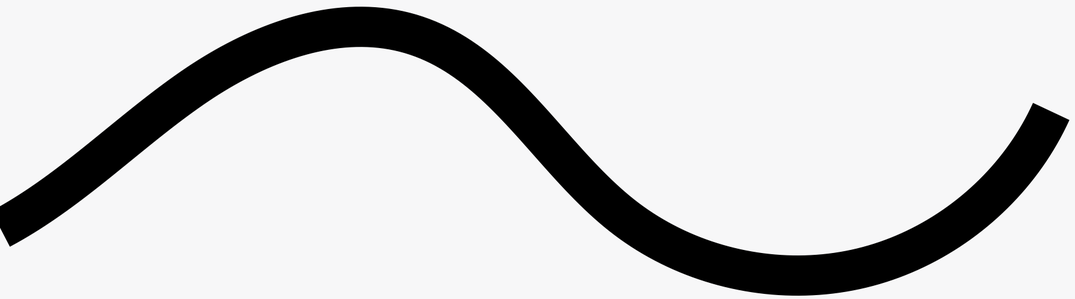

MaxKleen - được đầu tư chỉn chu với sản phẩm mới Nước Giặt Xả MaxKleen chuyên dụng cửa
trước kèm chai nước hoa mô phỏng 2 mùi hương tinh tế Nước Hoa Huyền Diệu và Dấu Ấn Ngọt
Ngào.
✨ Đặc biệt một người mê mùi thơm như Huyền thì bị quyến rũ bởi phiên bản mùi hương Dấu
Ấn Ngọt Ngào, với hương thơm kết hợp của Cam Bergamot và Việt Quất, phảng phất hương vị
ngọt ngào của những bông hoa mộc lan trắng tinh khiết, mong manh trong buổi sớm mai, cảm
giác như mình đang đi dạo trong một khu vườn tươi mát và như được tiếp thêm năng lượng tươi
mát cho một ngày dài.
🌺 Thêm vào đó, Huyền được MaxKleen chia sẻ là Nước Giặt Xả mới này có công nghệ De-
foaming giúp khử bọt nhanh, và sức mạnh nhân 3 khả năng lưu hương thơm và mềm mại trên
sợi vải khiến Huyền tin đây là sản phẩm mình tìm kiếm bấy lâu. Giờ thì bất kỳ chương trình nào,
dù sáng sớm hay tối muộn Huyền cũng sẽ đều tự tin vì váy áo luôn sạch khuẩn thơm mềm.
🌺 Mọi người hãy thử trải nghiệm sản phẩm mới MaxKleen giặt xả chuyên dụng cửa trước với
phiên bản Dấu Ấn Ngọt Ngào và comment cho Huyền biết cảm nhận với nhé.
Huyền để sẵn link cho ai có nhu cầu mua sản phẩm nha🥰👇
#MaxKleen #ChuyenDungCuaTruoc #ThanhThoiGiatXa #X3ThomMem #DauAnNgotNgao


Max Kleen

Sunlight

Objective:
Support the launch of the new product "Sunlight 100" and reach audiences in second-tier cities like Can Tho, Dong Nai, and Nghe An by collaborating with micro KOLs participating in activation events and attracting offline event attendees.

Execution:
Worked with 20 micro KOLs in Can Tho, Dong Nai, and Nghe An within a short time to participate in offline events.



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Results:

- **Real-time content** were released within **12 hours**
- Views achieved **217%** of the target.







THANK YOU

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Mobile: +84906139531