

SECRET
Services

Creative Agency Profile

yoursecretservices.com



INTRODUCTION

SECRET SERVICES IS WHERE INNOVATION PROPELS BRANDS INTO THE HEART OF CONVERSATIONS.

We understand the digital landscape's challenges - the sea of content with little engagement.

Our mission is to bridge this gap, using creativity and strategic content to not just capture attention but to **ignite conversations and foster connections.**



ABOUT US

**WE'RE MORE THAN A CREATIVE AGENCY;
WE'RE ENGAGEMENT ARCHITECTS.**

Our **dual pillars of Content and Creative Approach** are bolstered by our commitment to solve the engagement crisis in today's social landscape.

Through strategic viral marketing, seeding, and media content that subtly blurs the lines between branded and unbranded, we don't just aim for virality; **we strive for meaningful interactions that elevate your brand's presence organically.**

OUR SERVICES

We specialise in transforming your brand's message into a conversation starter, ensuring it's not just seen but actively discussed. Our tailored services include:

**Engagement-
Driven
Content
Strategy**

Viral Content

**Branded &
Unbranded
Content
Creation**

**Organic
Audience
Amplification**

**Strategic
Channel
Planning
& Execution**

OUR PROCESS

1

CONVERSATION WITH CLIENT

Understanding your **brand, objectives, and pain points.**

2

INSIGHT GATHERING

Conducting surveys to dive deep into your **target audience's psyche.**

3

STRATEGIC IDEATION

Crafting a tailored plan that **answers the why, where, what, and who of engagement.**

4

CONTENT CREATION & SEEDING

Bringing our strategy to life with **impactful content and initiating engagement loops.**

5

AMPLIFICATION & ENGAGEMENT

Dynamically amplifying content and fostering discussions **to ensure sustained interest.**

6

EVALUATION & ADAPTATION

Analysing performance for **continuous improvement and engagement optimisation.**



OUR WORK

SELECTED CLIENT
WORK



HANK'S MALAYSIA

CONTENT PLANNING

ART DIRECTION & DESIGN

COPYWRITING

SOCIAL MEDIA MANAGEMENT

REPORT & ANALYSIS

Spearheaded the social media strategy for a premium alcohol retailer under Grab, **enhancing brand visibility and engagement through tailored content and targeted campaigns, driving both sales and customer loyalty.**



GLENMORANGIE

CONTENT PLANNING

ART DIRECTION & DESIGN

COPYWRITING

SOCIAL MEDIA MANAGEMENT

REPORT & ANALYSIS

Managed the social media operations for Glenmorangie Malaysia, strategically enhancing the brand's digital presence through content, focused campaigns, and active community engagement, aimed at **elevating brand awareness and fostering a strong consumer base.**

GRAND PRIZE
DELICIOUS TASTING PARTY

1



YY WONG

TOP 2ND – 6TH
GLENMORANGIE LASANTA



x1

WAI KAM TAN
CHEW TIN CHI
YONG SEBASTIAN
LEE ARTHUR
LIEW ANGELINA

TOP 7TH – 10TH
TASTING INVITATION



x2

JR ZACK
WEISHENG LAU
LIM DOUGLAS
AUNG JOEY



#MADETOMIX

3FURRIES

CONTENT PLANNING

ART DIRECTION & DESIGN

COPYWRITING

SOCIAL MEDIA MANAGEMENT

REPORT & ANALYSIS

AD MANAGEMENT

We are tasked with launching and managing the social media presence for 3Furries, a new organic pet food brand.

Our approach focuses on **building brand awareness from the ground up, creating engaging content that highlights the brand's commitment to quality and sustainability.**

Bark the News!

A new feast is coming to town!



3furries

Paws Up!

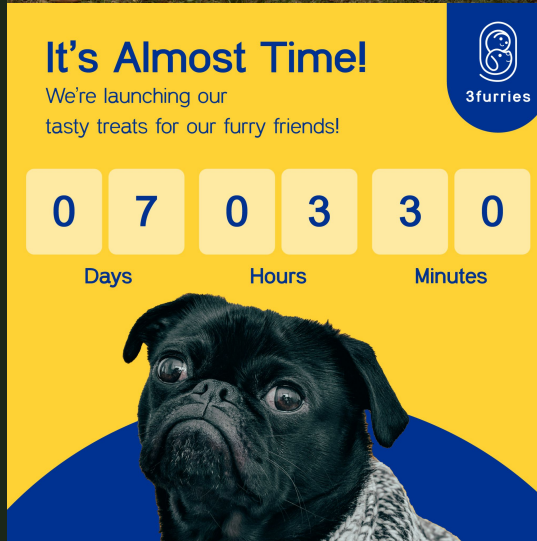
Something exciting coming your way!



3furries

It's Almost Time!

We're launching our tasty treats for our furry friends!



3furries

Classic Series:

Classic Flavours, Happy Tails



3furries

ARDBEG MALAYSIA

CAMPAIGN PLANNING

CONTENT PLANNING

ART DIRECTION & DESIGN

COPYWRITING

WEBSITE & EDM CREATION

We led the launch of Ardbeg's limited edition BizzareBQ bottle by redesigning an alcohol retailer's website and social media.

Our strategic enhancements focused on **thematic visuals and messaging to boost user engagement and drive sales, successfully heightening visibility and excitement for the product.**



ARDBEG MALAYSIA

CAMPAIGN PLANNING

CONTENT PLANNING

ART DIRECTION & DESIGN

COPYWRITING

EVENT PLANNING

We launched Ardbeg Malaysia's inaugural **Committee and Embassy**, crafting a campaign that established these platforms as the premier destinations for whisky aficionados in Malaysia, enhancing brand engagement and exclusivity.

Merchandise



Social Posts

Website

ALLIANZ MALAYSIA

CAMPAIGN PLANNING

CONTENT PLANNING

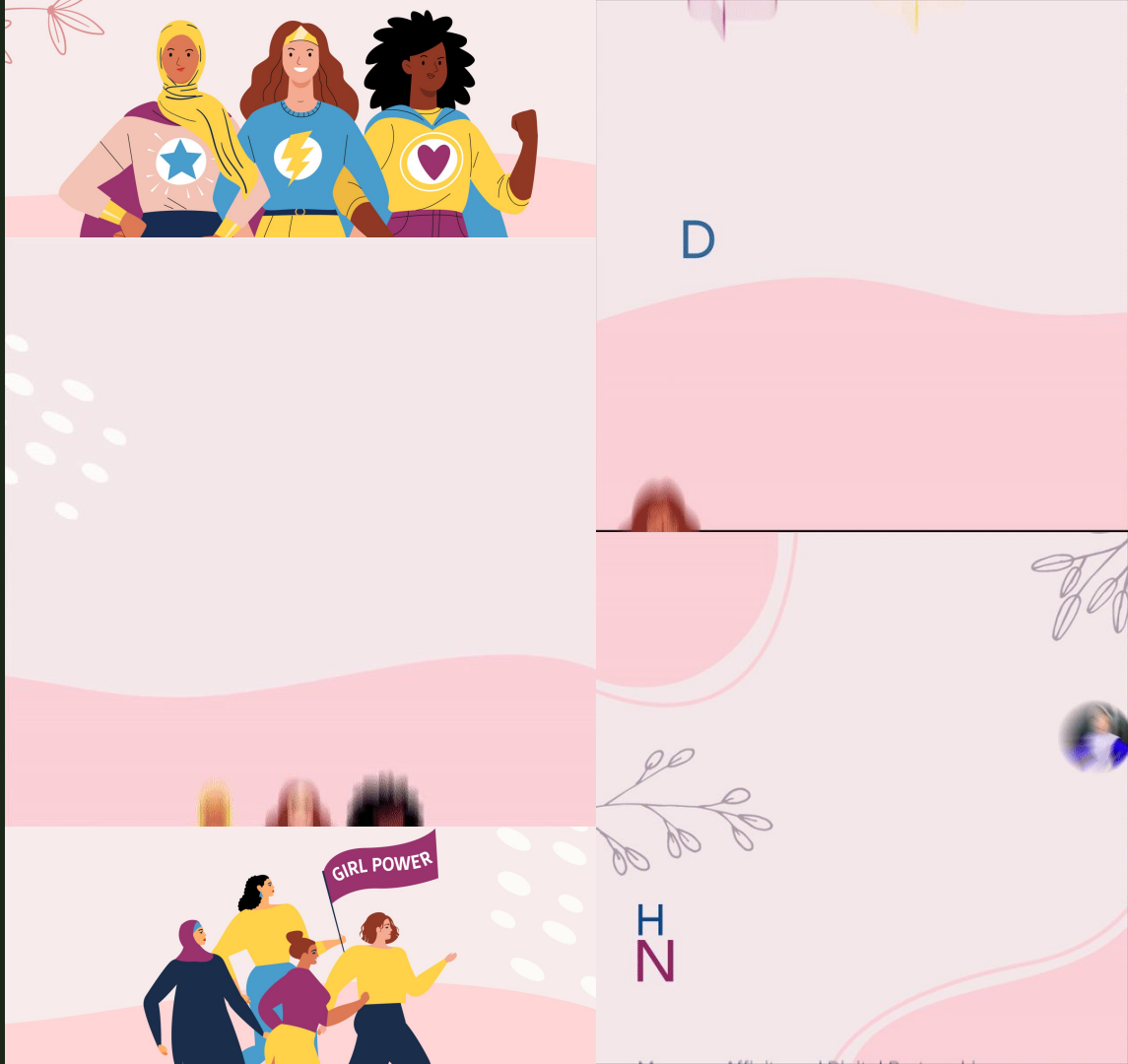
ART DIRECTION & DESIGN

COPYWRITING

VIDEO EDITING

We executed a Women's Day social campaign for Allianz Malaysia, promoting Allianz Shield Plus.

The campaign focused on empowerment and security for women, using **engaging content to increase product awareness and brand loyalty among the target demographic.**



MINERAW

ART DIRECTION

PHOTOGRAPHY

PHOTO EDITING

We crafted a suite of images for Mineraw, providing art direction, photography, and post-production to vividly showcase their skincare products.

The result is a collection of **visuals that highlight the brand's natural appeal, designed to resonate on digital platforms.**



NOURISH

ART DIRECTION

PHOTOGRAPHY

PHOTO EDITING

VIDEO PRODUCTION

We produced a visually enticing collection of photographs and videos for Nourish by Kenny Hills Bakers, complete with art direction that captures the essence of their culinary offerings, **enhancing their F&B marketing with appetising imagery.**



KENNY HILLS BAKERS

ART DIRECTION
PHOTOGRAPHY
PHOTO EDITING

For Kenny Hills Bakers, we captured the essence of their artisanal offerings through a series of styled photographs, infused with art direction that reflects the brand's quality and warmth, ultimately providing them with **compelling visual content for their F&B marketing efforts.**



WAFFLE 5

ART DIRECTION

PHOTOGRAPHY

PHOTO EDITING

We conducted a lifestyle photoshoot for a Belgian Liege waffle brand, set in a cozy home environment. Utilizing natural lighting to create a warm morning glow, we captured the simple pleasure of enjoying delicious waffles at home. The shoot **emphasised comfort and simplicity, showcasing the waffles in a relatable and inviting setting.**



MEAMO

ART DIRECTION

PHOTOGRAPHY

PHOTO EDITING

For Meamo, we created a vibrant photoshoot to showcase their mission of revolutionising sustainable food choices. Set against a colorful backdrop, we featured a variety of dishes that seamlessly incorporate their plant-based tuna, from zesty salads to sushi and pasta, **demonstrating the versatility and appeal of sustainable cuisine.**



MEAMO

ART DIRECTION

PHOTOGRAPHY

PHOTO EDITING

We completed a vibrant and fun photoshoot for our gelato client's rebranding, featuring a fresh new look. Collaborating with a talented food stylist, we highlighted the playful and energetic vibe of the gelato, **bringing the brand's delicious creations to life with playful aesthetics and eye-catching visuals.**



LOLA

ART DIRECTION

PHOTOGRAPHY

PHOTO EDITING

For Lola by the Serai Group, we curated a **vibrant gallery of images that showcase their contemporary Australian cuisine with a local twist.**

Our art direction aimed to mirror the innovative spirit of Lola's dining concept, capturing the exquisite delights in a way that appeals to both the eyes and the palate.



JUS

CONTENT PLANNING

ART DIRECTION

COPYWRITING

SOCIAL MEDIA MANAGEMENT

REPORT & ANALYSIS

For JUS Resto Bar, a Lebanese-inspired bar and grill, we delivered social media management, art direction, and copywriting services.

Our strategy **highlighted the restaurant's culinary flair and lively atmosphere, using content** to enhance its digital presence and attract diners.



WALKERS (LAY'S)

CONTENT PLANNING

ART DIRECTION

COPYWRITING

VIDEO EDITING & VFX

Walkers Sensations is a premium line of crisps, that makes international flavours accessible to an audience who love new experiences and travelling around the world. Walkers stepped up their flavour experiences, and brought new and revised flavours to the market. We created an integrated digital campaign that delivered a multi sensorial campaign experience. Using 360° ASMR sound and luscious visuals, **we brought Walkers Sensations to life across social media.**



QUAKER PORRIDGE

CONTENT PLANNING

ART DIRECTION

COPYWRITING

Quaker introduced Porridge to Go, a healthier on-the-go breakfast, that you can have at any time, any place. No matter how busy your lifestyle is, there'll always be time for Porridge to Go.

We created **quick and impactful social media content, that really nailed our audience's short attention span.** They were shot in a studio, and edited in the style of stop-motion animation, giving the content a quirky and eye catching look-and-feel.



STARBUCKS

CONTENT PLANNING

ART DIRECTION

COPYWRITING

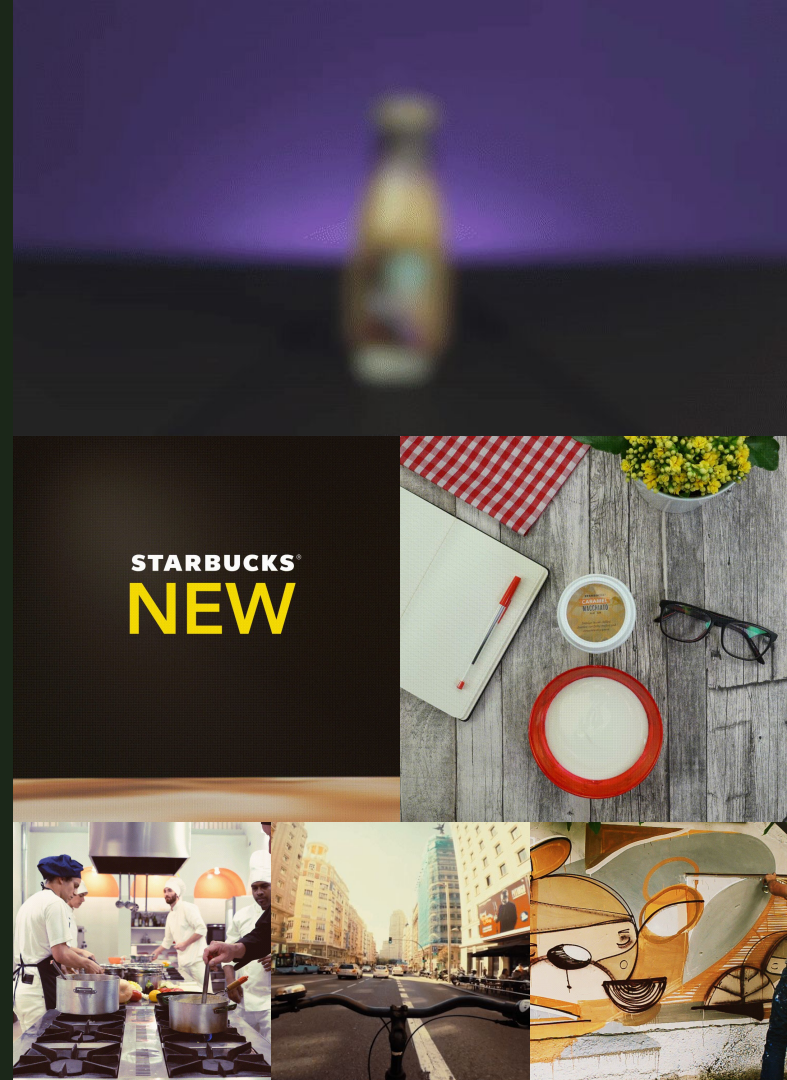
FILMING

VIDEO EDITING

ANIMATION & 3D

Starbucks, the world's biggest coffeehouse chain, saw that people were too busy to always visit a café. To meet them anywhere, anytime, it launched its to-go drinks range—chilled classics and bottled Frappuccinos—sold both online and in major supermarkets.

We were tasked with conceptualizing and creating social media posts that highlighted how this was a range of drinks with delicious flavours that suited a range of lifestyles anytime, any place.



TROPICANA

CONTENT PLANNING

ART DIRECTION

COPYWRITING

ANIMATION

VIDEO EDITING

We were tasked by Tropicana to advertise their new competition to win £10K for the summer holidays, and to show off their brand new revised packaging. However, with the pandemic upon us, we cleverly converted summer holidays into an opportunity to win the ultimate staycation, because £10k at any time is still something to celebrate. We were given POS graphics, and turned these into **dynamic, animated creatives for social media**.





WE KNOW

**VIRALITY &
AMPLIFICATION**



HAPPYFRESH

VIRAL CONTENT CREATION SEEDING

Artificially Created 'Viral' Videos can be created to portray the brand in a positive light.

In this example HappyFresh received praises from netizens for their rider going above and beyond.

361,235

Views

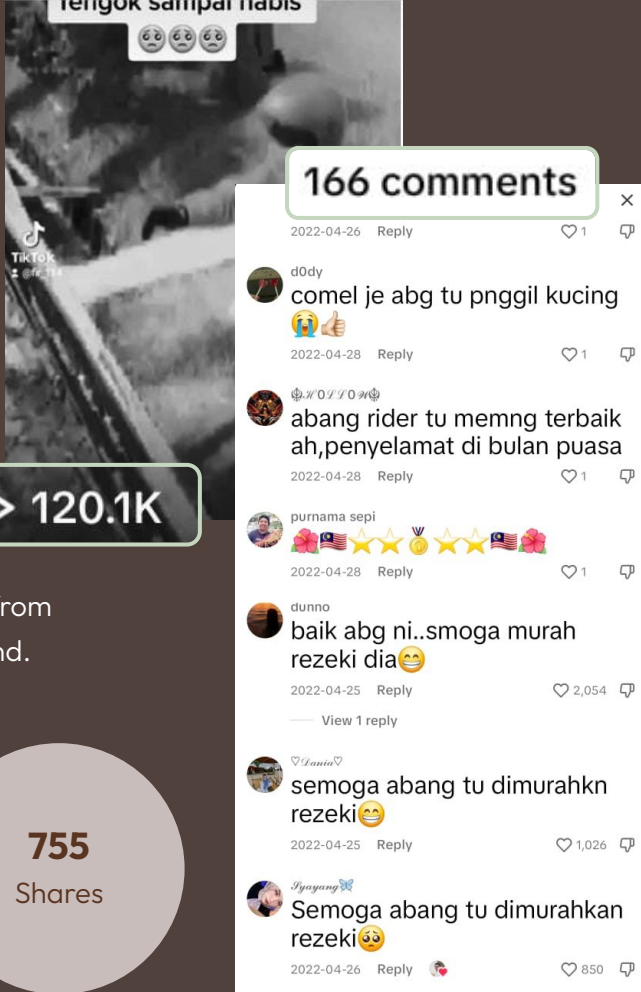
70,253

Reactions

755

Shares

▶ 120.1K



With the widespread circulation of our viral video, numerous media channels featured it, **amplifying the favorable perceptions of the brand.**

SUBWAY

CONTENT CREATION

VIDEO SHOOTING

ART DIRECTION

VIDEO EDITING

COPYWRITING

PR/MEDIA

Subway wanted to create a headline-capturing April Fool's campaign. We created #SUBZero, a social media and PR campaign about sub-flavoured savoury ice cream. We pranked our audience in to believing that Subway was going to bring this product to market, with campaign posters and video content that showed the public trying real sub-flavoured ice creams. We had some interesting reactions, and some fans who really wanted Subway ice cream!

183,272,560 total media reach

4,596,940 total social media reach



DISNEY JUNIOR

CONTENT CREATION

ART DIRECTION

COPYWRITING

VIDEO SHOOTING

VIDEO EDITING

PR/MEDIA

Disney Junior is Disney's flagship channel for parents with young children. Broadcasting a wide range of media across TV and social media, they wanted us to create recipes for Mickey Mouse's 90th Birthday and for the popular cartoon franchise, Vampirina.



Disney
Vampirina

**Chef Remy's
Bones & Pea Dip**
(serves 10)



Disney
Vampirina

**Demi's
Boonanas**
(serves 6)



TIGER BEER

ART DIRECTION

VIDEO EDITING

COPYWRITING

3D & VFX

VIDEO SHOOTING

EVENTING

For Tiger Beer's Chinese New Year 2024 campaign: Art directed a bold, integrated celebration of the Year of the Dragon anchored by the line, "Cheers to a bolder tomorrow." The work spanned a cinematic pre-roll film, a 3D anamorphic display at Pavilion KL with a dragon and tiger leaping amid fireworks, and an interactive AR experience bringing the creatures to life. Offline, the campaign came alive with an experiential event at Sunway Velocity featuring KOL appearances, games, competitions, and a fashion collab with AGAINST LAB. A striking print campaign tied it all together, **merging tradition, technology, and Tiger Beer's bold spirit into a culturally resonant celebration.**



Happening now till 28th January

[FIND OUT MORE HERE](#)

Our year of the dragon march is selling out fast only but you can get yours here at

[SUNWAY VELOCITY MALL](#)

MORE CONTENT

CONTENT CREATION

VIDEO SHOOTING

VIDEO EDITING

COLOUR GRADING

We excel in **crafting organic content that captivates and engages**, as evidenced by our fun and dynamic IG Reels that resonate with audiences and spark lively interactions.

The way to win at TikTok and Instagram is to have raw videos which is more towards an **branded/unbranded type of content that is relatable.**



SECRET SERVINGS

BUSINESS CONCEPTION

BRANDING

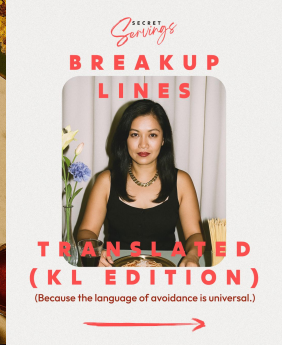
CONTENT CREATION

EVENTING

After the highs of long-term love, the lows of mismatched dates, the swiping, and the endless mixers... something was still missing: intentional connection. ✨

So we built Secret Servings: a curated dinner for six strangers, matched for chemistry, not algorithms. No swipes. Just great people, good food, and real conversation.

With almost 2k followers on Instagram Threads, we became one of KL's most sought-after matchmaking agencies.





**OUR
APPROACH**



THE FUTURE

EMBRACING AUTHENTICITY WITH AESTHETICS IN CONTENT AND ENGAGEMENT

In the ever-evolving digital landscape, the allure of pristine, aesthetic posts still holds value, **offering a vision of aspirational beauty and precision that captures attention.**

Yet, as we sail into the future, **the tides are turning towards content that breathes authenticity - unfiltered moments** that audiences find relatable and trustworthy.



WHY BOTH MATTERS

POLISHED, AESTHETIC POSTS

- Elevate brand prestige.
- Showcase professional quality and attention to detail.
- Reflect aspirational aspects of the brand, inspiring audiences.

UNFILTERED CONTENT

- Fosters genuine connection with the audience through relatability.
- Encourages trust by showcasing the human side of the brand.
- Taps into the power of storytelling, reflecting real-world experiences.

OUR APPROACH

A DUAL STRATEGY FOR MAXIMUM IMPACT

We blend polished and authentic content to engage diverse preferences, **combining the aspirational with the relatable.**

This strategy ensures our content both intrigues and connects, **positioning our brands for the future of social engagement.**



Thank you



Do you have any questions?

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