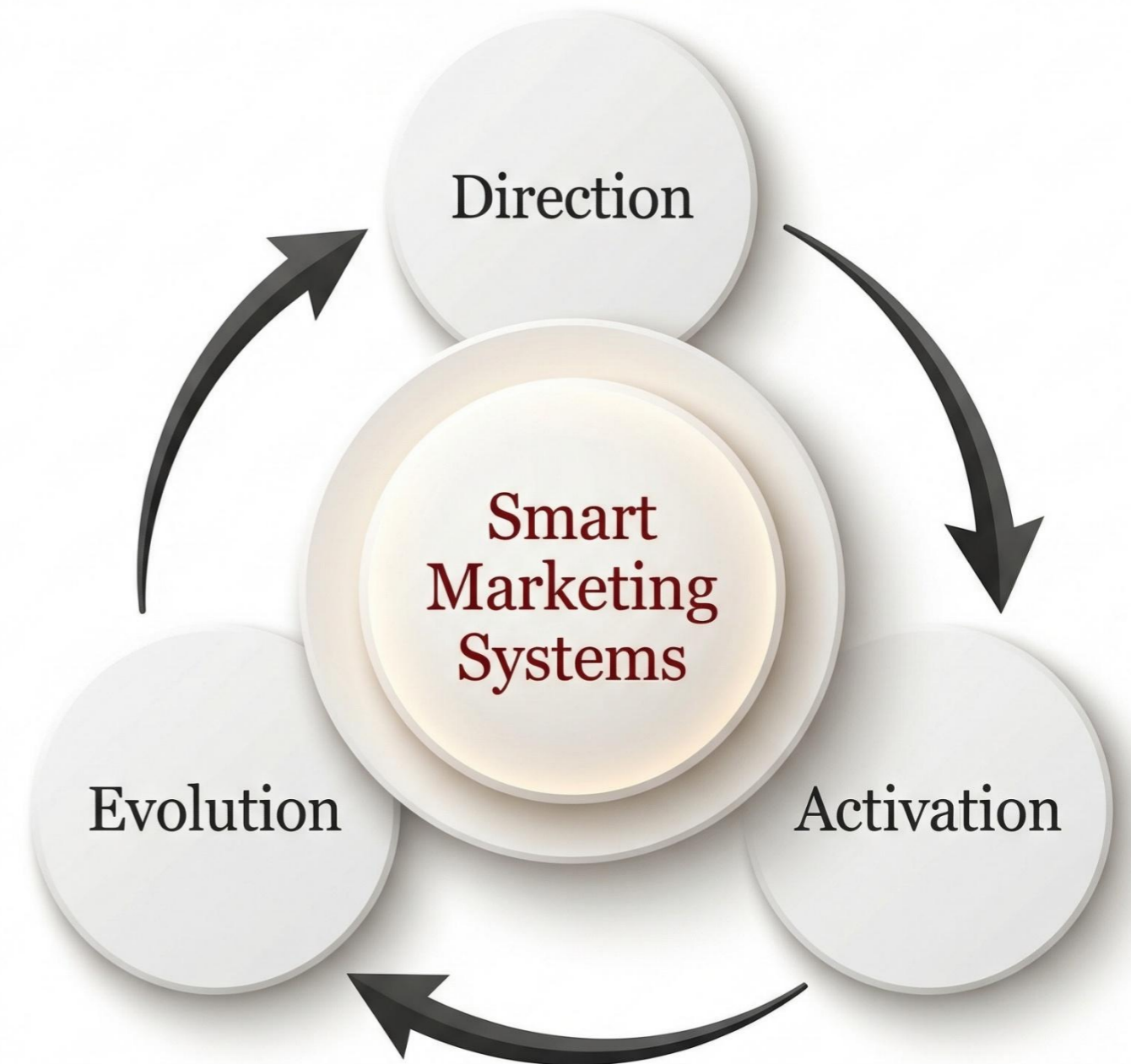




WAKUWAKU
PRODUCTION

Building Growth Through Smart Marketing Systems

We turn marketing into a connected growth system built around business goals by aligning direction, execution, and continuous improvement — helping brands move from fragmented activity to more structured growth.



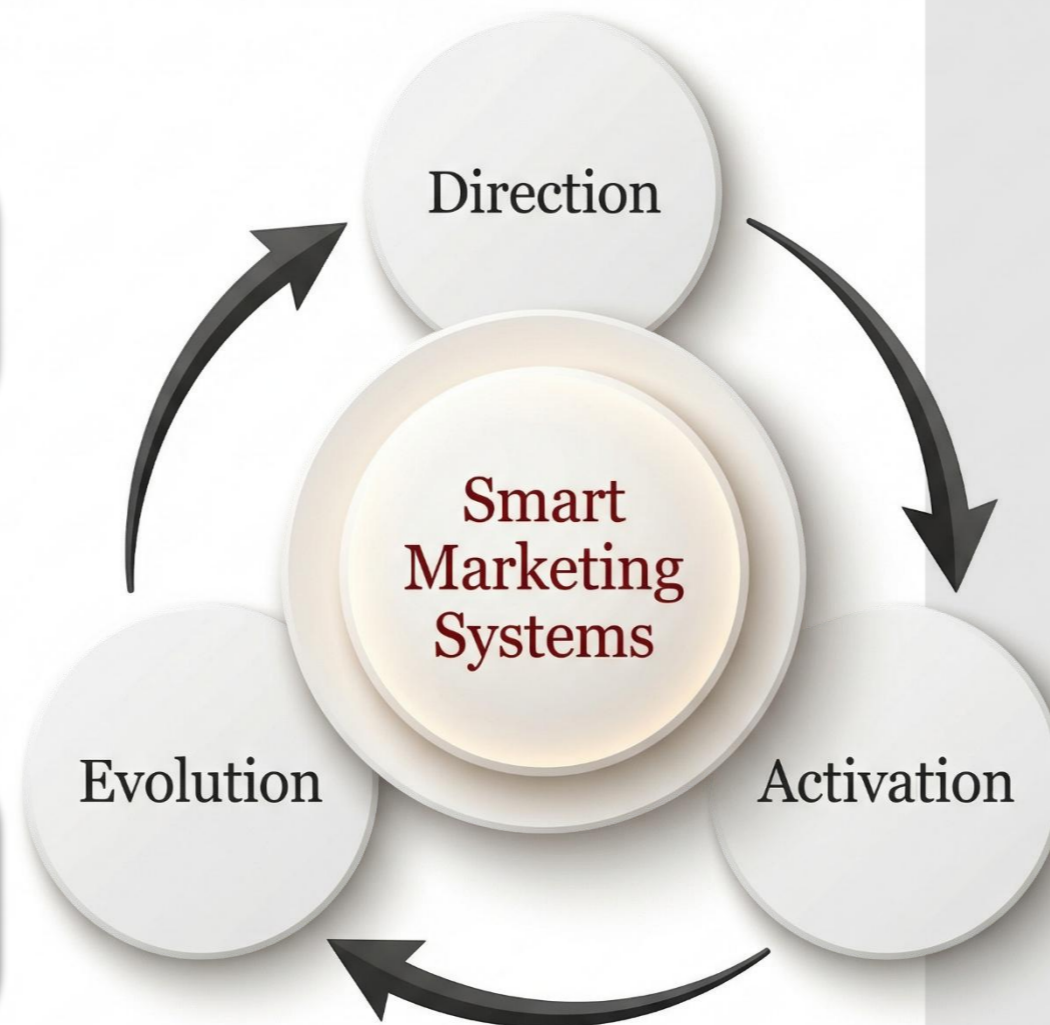
Smart Marketing System built from the right “Capabilities” for the right business goal.

Direction

Define where growth should come from
and what must be prioritized.

Evolution

Improve performance over time through learning,
optimization, and repeatable workflows.



Activation

Turn strategy into coordinated market execution across
the right channels and formats.

The systems create value when direction, activation, and evolution are supported by the right capabilities in the right combination. This is how marketing becomes more than a set of activities — it becomes a practical structure for business growth, adaptable to both end-to-end transformation and focused business needs.

5 Capabilities Service Ecosystem

Each capability can work independently, but the broader value comes from how these functions are combined.

Conversion & Growth Loop | 05

Connecting media, commerce, and customer pathways to improve conversion, reporting, and future optimization.

Creative & Content | 04

Creating scalable content through in-house production, media experience, and fast iteration for platform fit.



01 | Insight & Objective Design

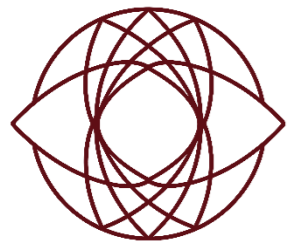
Defining objectives, audiences, and market opportunities through practical research and decision-oriented analysis.

02 | Strategy & Segmentation

Building direction through structured planning, prioritization, and execution-ready frameworks.

03 | Campaign & Channel Activation

Managing campaigns and channel execution through operational control, coordination, and continuous adjustment.



01 | Insight & Objective Design

Defining objectives, audiences, and market opportunities through practical research and decision-oriented analysis.

We clarify business objectives, define target audiences, and uncover market opportunities through practical research and analytics. Our work includes online surveys, offline interviews and group discussions, product and concept testing, competitor review, social listening, and audience behavior analysis. These inputs help turn raw information into clearer targeting, stronger planning, and better execution decisions.

5 Capabilities Service Ecosystem

Opportunity Mining

Hybrid Research Design (Online x Offline)

Real-Time Social Intelligence





02 | Strategy & Segmentation

Building direction through structured planning, prioritization, and execution-ready frameworks.

We turn insight into practical marketing direction through strategy development, segmentation, and integrated planning. Our work includes identifying priority segments, defining market positioning, shaping value propositions, and building short-term and long-term plans that guide execution. We focus on strategy that can move into action clearly—so planning, communication, and channel activity stay aligned with business priorities.

5 Capabilities Service Ecosystem

Business-Aligned Strategy Design

Precision Audience Segmentation

Outcome-Oriented Planning





03 | Campaign & Channel Activation

Managing campaigns and channel execution through operational control, coordination, and continuous adjustment.

We manage campaigns and channel execution through hands-on project control, operational coordination, and real-time communication. Our work includes rollout planning, channel operations, partner coordination, client updates, and performance-informed adjustments to keep execution moving with clarity and control. By aligning day-to-day decisions with the original business objective, we help campaigns stay responsive without losing direction.

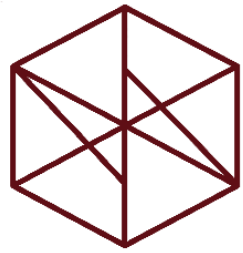
5 Capabilities Service Ecosystem

Live Data-Driven Execution

KPI-Driven Campaign Execution

End-to-End Campaign Management





04 | Creative & Content

Creating scalable content through in-house production, media experience, and fast iteration for platform fit.

We create creative ideas and content systems backed by in-house production and hands-on media experience. Our work includes campaign concepts, visual direction, content planning, copy development, filming, production, and multi-format asset creation for digital, social, and promotional use. Because we also operate our own media, we bring practical market feedback into the creative process—allowing faster iteration, stronger platform fit, and output designed for continuous use rather than one-off delivery.

5 Capabilities Service Ecosystem

Integrated Production Studio

Market-Validated Content Development

AI-Augmented Creative Optimization





05 | Conversion & Growth Loop

Connecting media, commerce, and customer pathways to improve conversion, reporting, and future optimization.

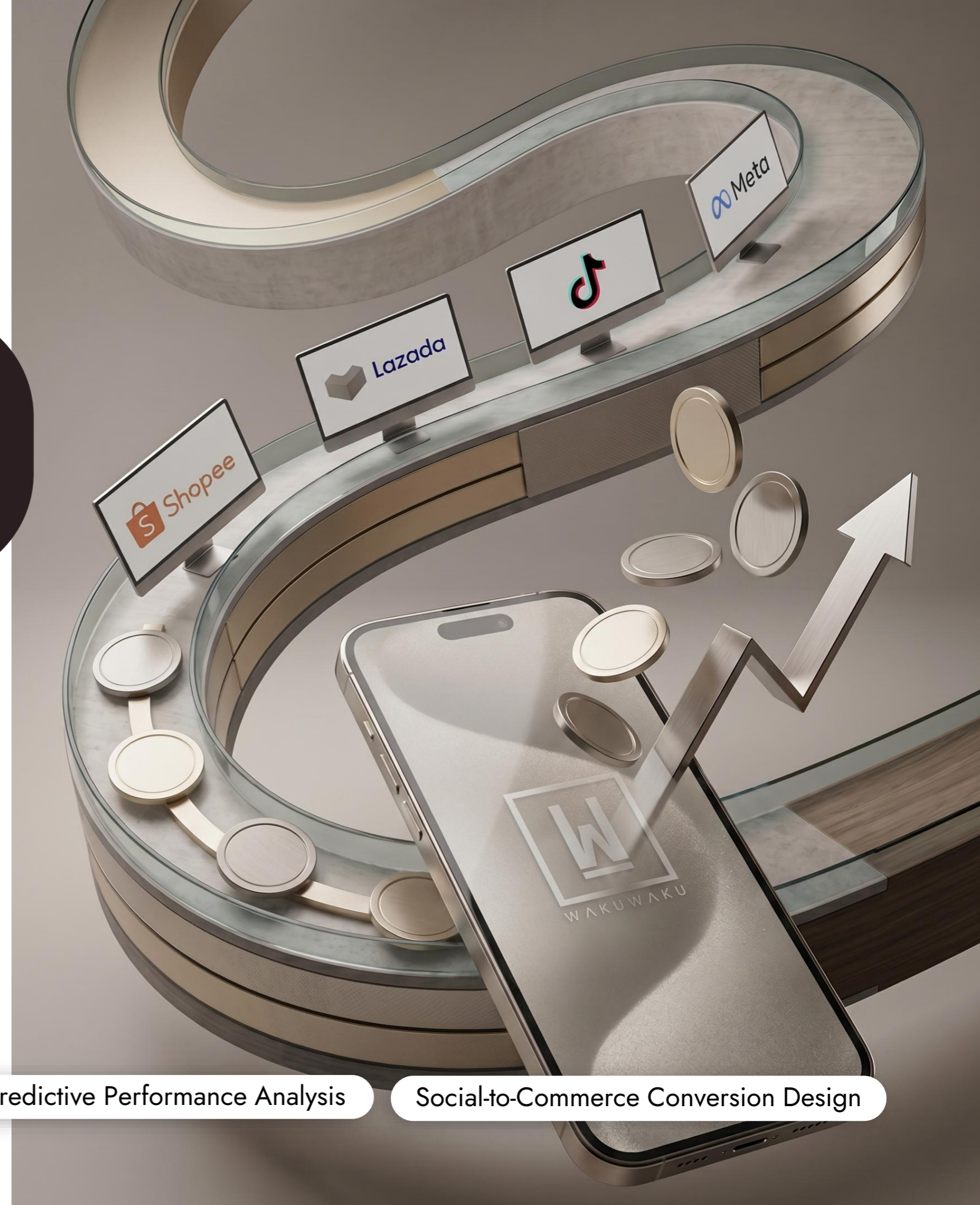
We manage media, commerce, and customer pathways with platform-specific expertise across social, search, e-commerce, and offline-linked channels. Our work includes social boosting and advertising on platforms such as Meta and TikTok, SEM-driven traffic acquisition, commerce-focused promotion on Shopee and Lazada, and pathway design to digital destinations and physical stores. We then turn performance data into reporting, optimization, and continuous growth loops so future marketing activity becomes sharper, more connected, and more effective over time.

5 Capabilities Service Ecosystem

Iterative Growth Optimization

Predictive Performance Analysis

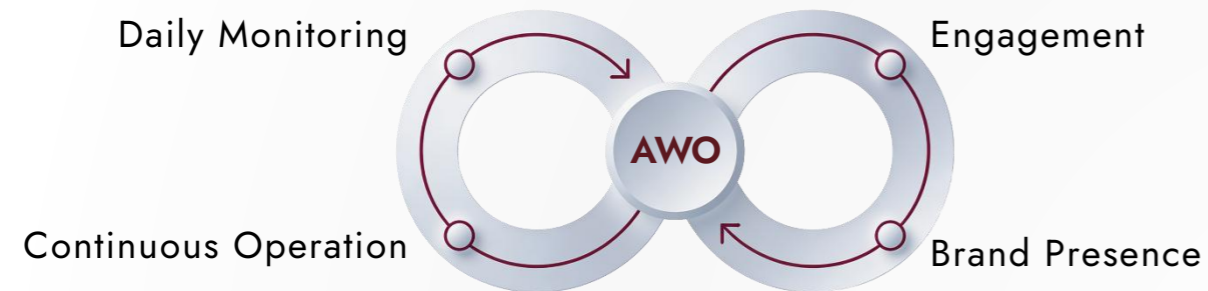
Social-to-Commerce Conversion Design



Operable Marketing System

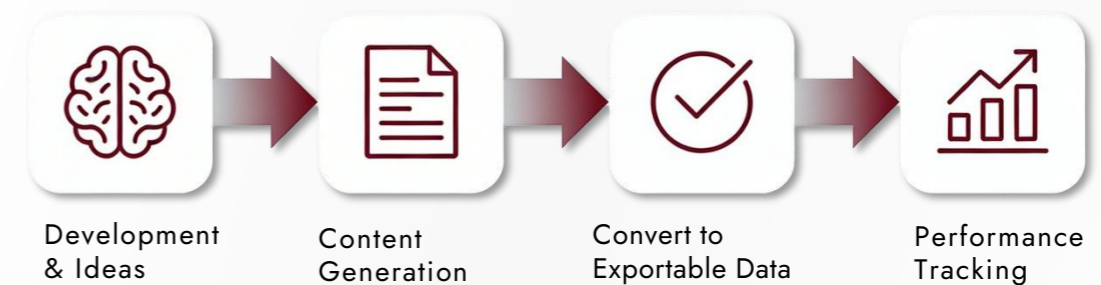
Continuous content operations, designed to be structured, scalable, and eventually owned by your team.

01 | Always-On Content Operations



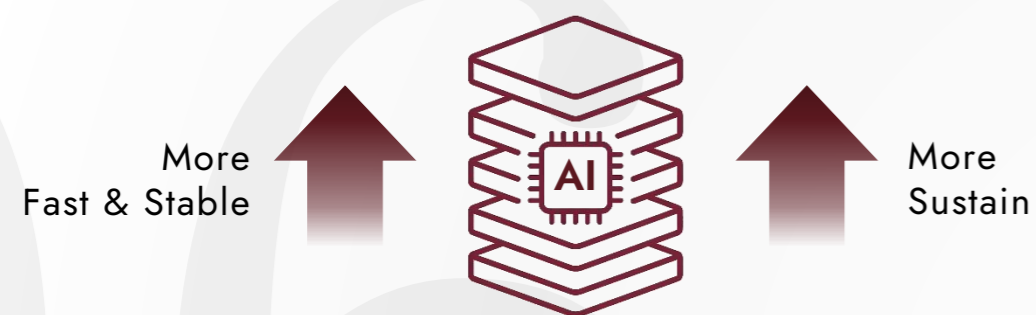
Make as a continuous operational activity supporting ongoing brand presence.

02 | Structured Content Workflow



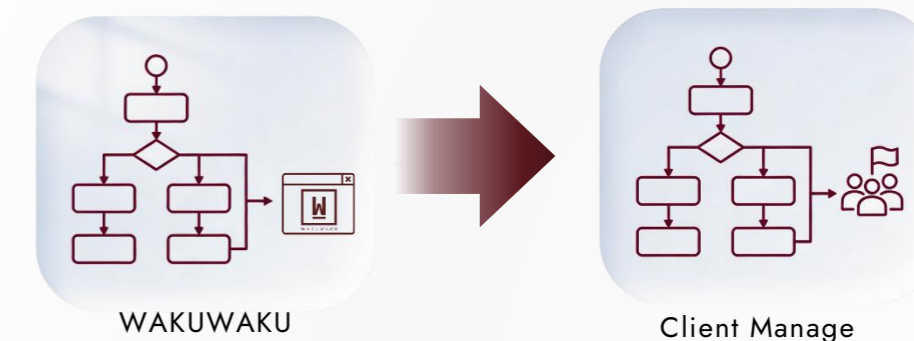
Organize creation into a defined process as data, so day-to-day execution is managed systematically.

03 | Scalable and Consistent



By structuring workflows and integrating AI as a supporting layer, operations become faster, stable, and easier to sustain.

04 | Transferable Operation



Operating the process by Wakuwaku, then design it to be shared, adopted, and gradually managed by "your team".

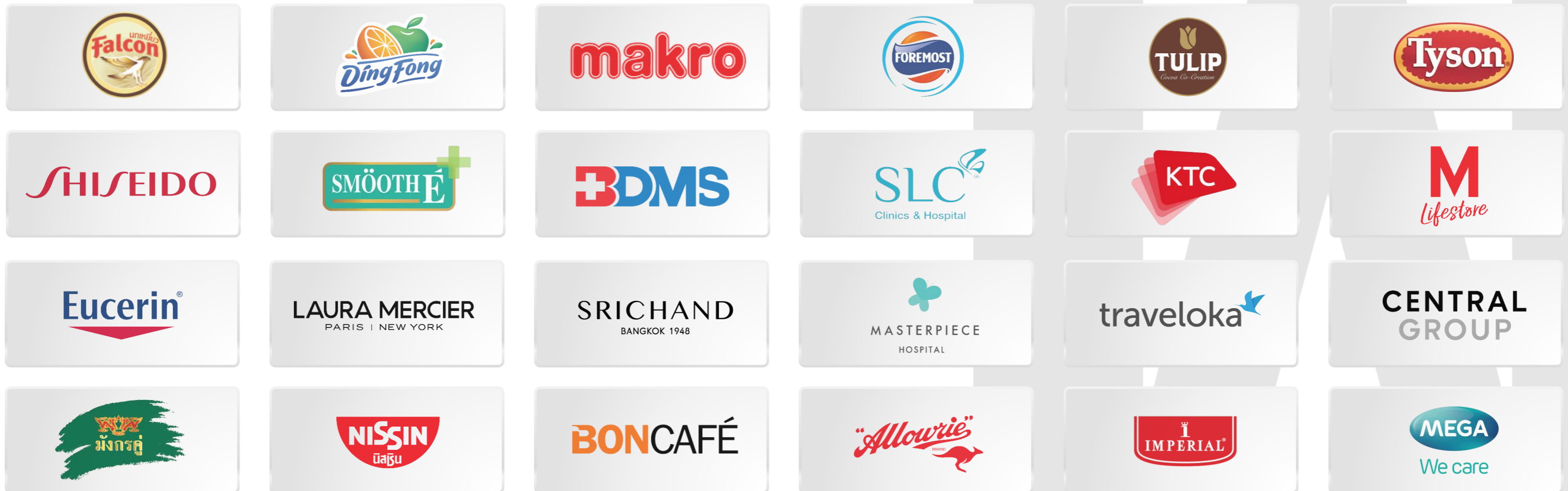
2026 Shifts

Not just managing content—but building operations that can be continued, scaled, and increasingly owned internally.

Client / Partners

Trusted by **200+** brands across diverse industries and business categories.

From global brands to leading regional companies, we have built a strong track record through practical execution, strategic support, and measurable business results. Our experience spans different business models, audience types, and market conditions-reflecting our ability to adapt both strategy and execution to the realities of each brand.



A track record built through consistent delivery, long-term partnerships, and proven performance.



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5
Years Marketing

Smart Marketing Systems Driving 5 Years of Continuous Growth

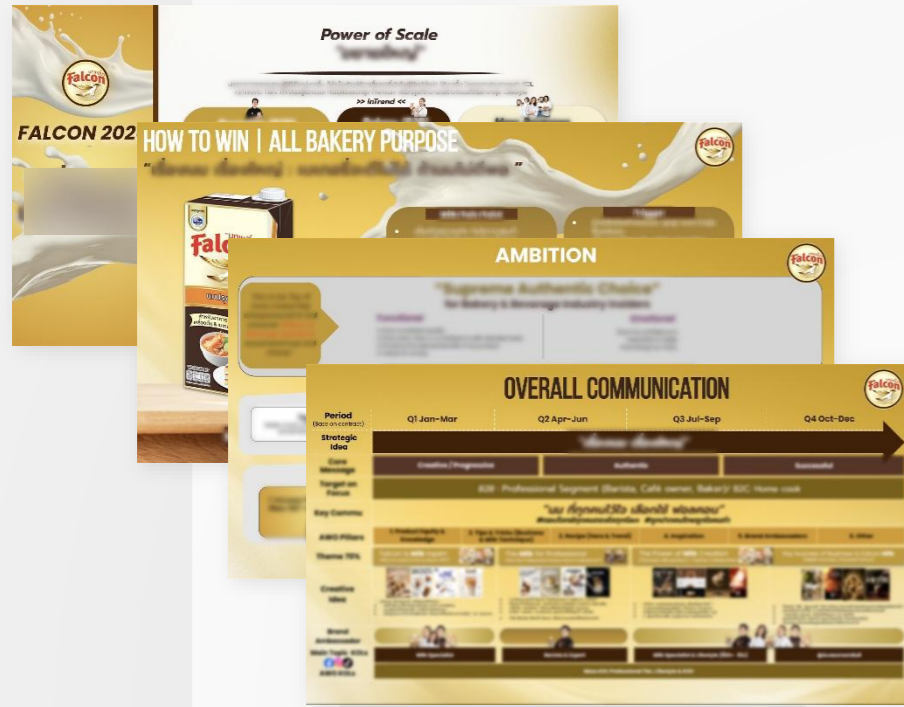
This case demonstrates how Smart Marketing Systems drive sustained growth through fully integrated direction, activation, and continuous optimization. We led the entire marketing function end-to-end, building a connected system across brand, content, KOLs, and commerce.

+260% Top-of-Mind Awareness

+160% Engagement

+120% Conversion

Marketing Strategy & Planning



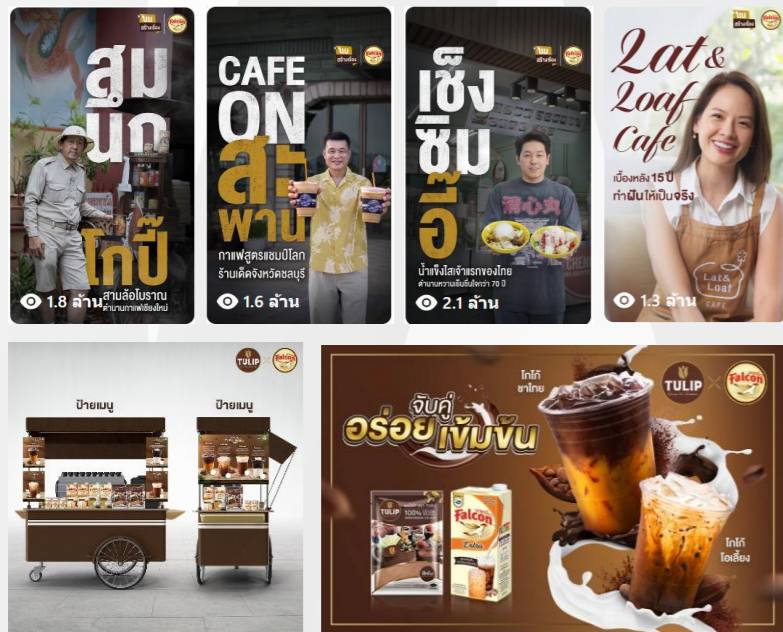
Creative / Content / Production



Brand Channel Activation



Full Campaign Management



Social Commerce / Customer Service



Printing Material Design





x3.0

Brand Awareness
vs. Last Year

Rebranding Transformed a Legacy Brand into 7x Bigger Awareness Engine

By strategically rebuilding the brand through a new visual system, key visuals, and creatively led brand marketing, the rebrand significantly expanded awareness and market visibility. This transformation drove over 7x growth in reach and more than 3x growth in impressions, turning creative renewal into measurable brand impact.

7x Broader Brand Reach

Stronger Share of Mind

Expanded Audience Attention

Ads Planning & Optimization



Key Visual Communication



Brand Marketing Strategy



New Branding Hero Video



Creatives & KOL Marketing





รวมภาพบรรยากาศสุด Cute
ได้ฟรีทุกวันเลย!

170%
Visitors Above Target

Integrated Online-to-Offline Campaign Driving Viral Engagement

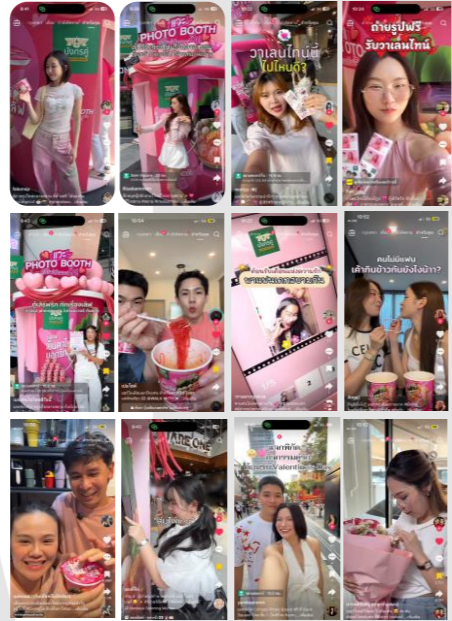
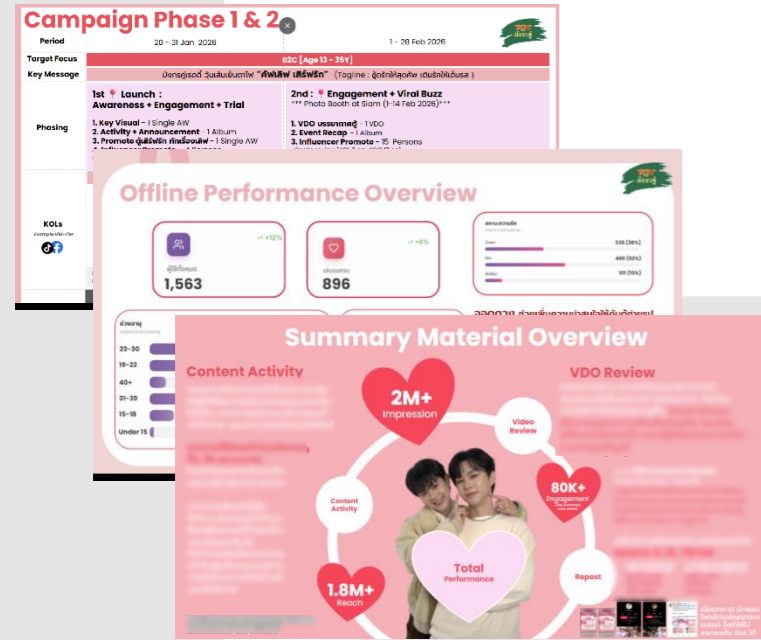
Executed a two-phase campaign integrating digital activation with on-ground experience to create a seamless Online-to-Offline journey. By combining content, KOLs, and a large-scale offline activation, the campaign generated strong Gen Z engagement and amplified viral reach across platforms.

+320% Video Views

+150% Reach

+430% Engagement

Campaign Planning & Execution

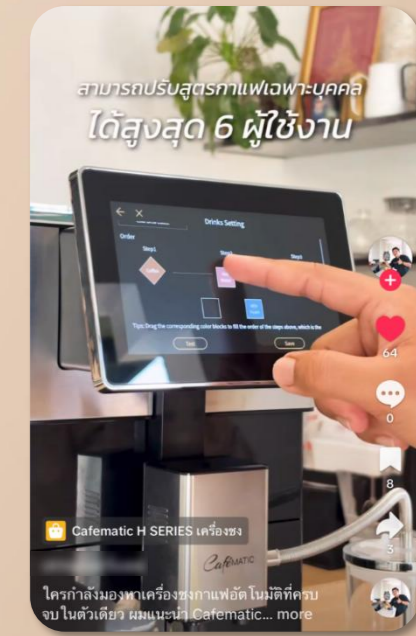
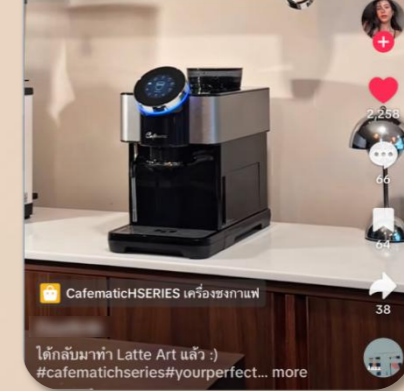


Event & Exhibition Management



Celebrity-Driven Virality





X8.8
Conversion Target

KOL-Driven TikTok Campaign Accelerating Conversion and Purchase Intent

Designed a performance-driven campaign focused on driving traffic and conversion through TikTok and KOL activation. By strategically combining lifestyle, coffee expert, and affiliate KOLs, the campaign built an efficient funnel from awareness to action—optimizing content for clicks, engagement, and purchase intent.

1.46M Video Views

+430% Engagement

1.66M Add-to-Cart Value

 essence



x3.9

Engagement
vs Benchmark

KOL-Driven UGC Campaign Maximizing Engagement and Interaction Efficiency

Executed a multi-platform KOL campaign focused on driving high-quality engagement through UGC-style content tailored to Gen Z audiences. By optimizing KOL selection and content formats for authenticity and interaction, the campaign significantly improved engagement efficiency and audience responsiveness across TikTok and social platforms.

+10% Top ER Rate

+210% Total Interactions



184%
New User VS Target

Precision KOL Targeting That Drove New App Downloads Beyond KPI

To support the launch of BeDee, we designed a KOL campaign around a clearly defined target audience, selecting creators whose voice, relevance, and audience fit helped turn app value into action and drive new user downloads 184% above KPI.

Precision Targeting

App Acquisition

Launching Campaign

Building a Scalable YouTube Content System for Financial Education

Developed and produced a 12-video YouTube series for KTC with a strong balance of production efficiency, creative consistency, and financial accuracy. By equipping our internal team with deep category understanding, we turned complex financial knowledge into repeatable, high-quality video content designed for sustainable channel operation.

Low-Cost, High-Quality Production

Scalable Series Content System



Creative

Production

LET'S BUILD YOUR SMART MARKETING SYSTEM.

