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**BRANDS
WE
HAVE
WORKED
WITH...**

Colgate[®]



Colgate®

Easy Comfort



Colgate®

Polybag Revamp



L'ORÉAL
PROFESSIONNEL
PARIS

TOP 5 HAIR FAVES LAUNCH

KEY VISUAL

L'ORÉAL PROFESSIONNEL PARIS

TOP 5 HAIR FAVES

必备5款人气美发产品

www.lorealparis.com | @lorealparis | @mylorealpro

A SOLUTION FOR EVERY HAIR CARE NEED
符合所有发质的护发方案

QR Code

HAIR CARE FAVES 美发挚爱榜单

How can I get thicker hair?
如何让头发更浓密?

How can I protect my hair color?
如何保护我的发色?

Personalized Hair Diagnosis
个性化的护发诊断

CONNECT WITH US

#MostLovedMustHave #MyLorealPro

MORE HAIR, MORE CARE
#1 Serie Expert Denser Hair

PUMP UP THE COLOR
#2 Serie Expert Vitamino Color 10 in 1 Spray

INSTANT REJUVENATION
#3 Serie Expert Absolut Repair Resurfacing Golden Masque

HAIR STAYS STRONGER, COLORS LAST LONGER
#4 Serie Expert Vitamino Color Conditioner

DULL TONES AWAY, BEAUTIFUL COLORS STAY
#5 Serie Expert Silver Shampoo

TOP 5 Hair Faves

L'ORÉAL PROFESSIONNEL PARIS

A SOLUTION FOR EVERY HAIR CARE NEED
符合所有发质的护发方案

#Top5HairFaves #MyLorealPro

QR Code

MOST LOVED MUST HAVE

L'ORÉAL PROFESSIONNEL PARIS

A SOLUTION FOR EVERY HAIR CARE NEED
符合所有发质的护发方案

#MostLovedMustHave #MyLorealPro

QR Code

MIRROR STICKER

STYLE & COLOUR TROPHY

PRESENTER



INVITATION CARD



FACEBOOK POSTING



MAJIFASHION LAUNCH

SERVICE MENU

THE FUTURE OF PERMANENT HAIR COLOR

- +40% more shine
- +80% neutralizing cool dyes
- Formulated specifically for Asian skin tones

WHAT DO WOMEN WANT?

LUMINOUS COLOR that looks **NATURAL** and gives a **HEALTHY FINISH** to their hair

Find Your Edge

CHANGE MAKER

HAIR COLOR RB: *Champagne Rose*

It's all about being bold and unconventional! Turn heads and express your fun personality with pastel pink hair and a choppy bob style!

FUSS FREE CHIC

HAIR COLOR RB: *Lavender Field*

Keep it easy breezy with a pop of color. Low maintenance yet stylish, this look requires minimum touch ups!

OFFICE DUCHESS

HAIR COLOR RB: *Cinnamon Cream*

Pair a mocha brown balayage with salon-perfect curls to take it up a notch, transforming your look from day to night. Who says work-appropriate has to be boring?

MAJI FASHION #Limitless

The future of permanent hair color for luminous & natural sheer effect

What's Your Edge?

#MAJIFASHION #LIMITLESSCOLOR #LOREALPROSG

MIRROR STICKER

MAJI FASHION
INSTAGRAM CONTEST

What's Your Edge?

Snap a **#MAJIFASHION** mirror selfie and redeem a **FREE** haircare product*!

(Contest ends on 30 September 2019)

SELFIE

Snap an IG worthy selfie with our iconic neon pink border

POST & TAG

Submit an IG Post with your account set as public and hashtag **#MAJIFASHION #LOREALPROSG #LIMITLESSCOLOR**

WIN

Best Photo wins a **DYSON AIRWRAP**

*While stocks last.

SHADE CHART

TECHNICAL GUIDE

What's Your Edge?

MAJI FASHION #Limitless

MAJIGIGER PADDLE POP SWIRL

HAIR COLOR RB: *Blond Lagoon*

HAIR COLOR RB: *Change Maker*

STEP 1

PRE-LIGHTENING

Pre-lighten roots to level 9

Apply Smartbond Step 2 and cleanse with Silver Shampoo

STEP 2 & 3

SECTIONING & COLORATION WITH ROOT MELT

Color A - Roots and middle section to meet mid-lengths

Color B - Melt at mid-lengths

Color C & D - Alternate random sections for mid-lengths to ends

Color E - Roots and top diamond section to meet into mid-lengths

Color F - Mid-lengths

For last 15 minutes, pull through the bottom section and mid-length colors to ends

COLOR FORMULA

PI3 + PB.12 + 20 Vol

PI3 + PB.12 + 20 Vol

PI3 + PB.01 + 20 Vol

PI3 + PB.13 + 20 Vol

PI3 + PB.42 + 20 Vol

PI3 + PB.42 + 20 Vol

#MAJIFASHION #LIMITLESSCOLOR #WHATSYOUREDE #LOREALPROSG

What's Your Edge?

MAJI FASHION #Limitless

MAJIGIGER COTTON CANDY PINK

HAIR COLOR RB: *Blond Lagoon*

HAIR COLOR RB: *Change Maker*

STEP 1

PRE-LIGHTENING

Pre-lighten globally to reach a very pale yellow

STEP 2

COLORATION

Apply globally on roots and process for 35 minutes, then mid-lengths to ends for 10 minutes

COLOR FORMULA

PI3 + PB.41 + Magenta Red (0.0g + 0.5g) + 20 Vol

#MAJIFASHION #LIMITLESSCOLOR #WHATSYOUREDE #LOREALPROSG

What's Your Edge?

MAJI FASHION #Limitless

MAJIGIGER SMOKEY JADE

HAIR COLOR RB: *Blond Lagoon*

HAIR COLOR RB: *Fuss Free Chic*

STEP 1

PARTIAL HIGHLIGHT & BALAYAGE

Apply on hair and both sides, leave for 15 minutes, then mid-lengths and ends for 10 minutes

Rinse, apply Smartbond Step 2, and cleanse with Silver Shampoo

STEP 2

COLORATION

Color A - Roots

Color B - Mid-lengths to ends

Process for 30 minutes

COLOR FORMULA

PI3 + PB.41 + 20 Vol

PI3 + PB.23 + 20 Vol

#MAJIFASHION #LIMITLESSCOLOR #WHATSYOUREDE #LOREALPROSG

VOUCHER

20% OFF MAJIFASHION HAIR COLOUR SERVICE

#MAJIFASHION #MAJIGIGER #LIMITLESS #MYLOREALPRO

*Terms & Conditions apply

KÉRASTASE

PARIS

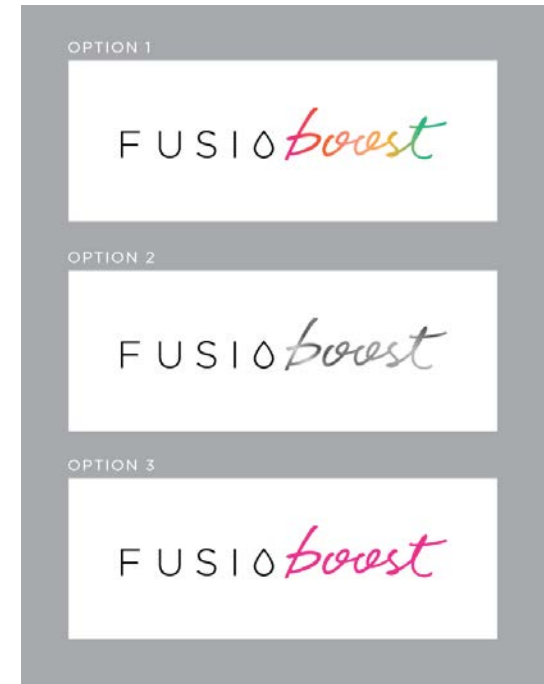
SINGAPORE

FUSIO BOOST LAUNCH

LOGO PROPOSAL DRAFT 1



LOGO PROPOSAL DRAFT 2



SERVICE MENU



STANDEE



SERVICE MENU

UNDERSTAND THE HAIR STRENGTHENING RANGE

THE LEVEL OF HAIR DAMAGE & EROSION

	LEVEL 1-2	LEVEL 2-3	LEVEL 3-4
FORCE ARCHITECTE			
EXTENTIONISTE			
THERAPISTE			
TREATMENT RESULTS	<p>Hair is shiny, reconstructed, with anti-breakage effect</p>	<p>In 1 Salon Visit: 99% less breakage and 78% less split ends</p>	<p>Hair is deeply repaired, with silky touch</p>
ACTION	Fiber Strengthening	Repair from root-to-tip	Fiber Recovery
ANTI-BREAKAGE	★★★★★	★★★★★	★★★★★
DEEP REPAIR	★★	★★★★★	★★★★★
SOFTNESS	★	★★★★★	★★

KÉRASTASE
PARIS

@kerastasesingapore

KÉRASTASE
PARIS

Restore Your Hair Strength

RESISTANCE
The Ultimate Care for Damaged Hair

OUTDOOR LIGHT BOX

KÉRASTASE
PARIS

NEW EXTENTIONISTE
Restore your Hair Strength

99% LESS BREAKAGE
78% LESS SPLIT ENDS
in 1 salon visit

CAUSES OF DAMAGED HAIR

Bleached & Coloured
Permuted or Rebonded
Frequently Blow-dried

STRONG HAIR WITH RESISTANCE

Growth of Stronger Hair from roots
Reinforced Internal Hair Bonds
Sealed Hair Ends

STEP 1 UNDERSTAND YOUR HAIR

DAMAGE LEVEL	WEAKENED	DAMAGED	EXTREMELY DAMAGED
	<p>HAIR RESISTANCE</p> <p>Hair Breaks Easily</p>	<p>HAIR FRIZZ</p> <p>Slight tangling from mid-length</p>	<p>Hair Breaks Instantly</p> <p>Heavy tangling from mid-length</p>
	<p>CURRENT HAIR CONDITION</p> <p>Coloured, Permuted OR Rebonded</p>	<p>Coloured AND Permuted / Rebonded</p>	<p>Bleached, Coloured AND Permuted / Rebonded</p>

STEP 2 SELECT YOUR HAIR STRENGTHENING RITUAL

HAIR RITUAL	TYPE OF TREATMENT	CLEANSE	REPAIR	MOISTURISE	SCALP ACTIVATION	MOISTURE CARE
EXTENTIONISTE for DAMAGE LEVEL 2-3	LUXURY					
FORCE ARCHITECTE for DAMAGE LEVEL 1-2	ESSENTIAL					
THERAPISTE for DAMAGE LEVEL 3-4	LUXURY					
BIOLAGE	ALSO AVAILABLE					

PRESS RELEASE

PRESS RELEASE

KÉRASTASE
PARIS

NEW EXTENTIONISTE

PRESS RELEASE

EXTENTIONISTE
Restore your Hair Strength
THE ULTIMATE CARE FOR DAMAGED HAIR

A broken bond of hair is a sign of fragility and growth. However, bleaching and constant styling with heat tools cause damage that weakens your existing style and makes hair more prone to breakage. At Kerastase, we choose to reinforce the length of our product line by introducing off-salon care. It is an age-old solution that works, but one that is not made for women looking to achieve healthy hair.

Thankfully, with the advancement of science, you can reverse the signs of limp and damaged hair. Introducing Extentioniste, the newest addition to the Kerastase Resistance range - all of which formulated to repair different levels of hair damage. Extentioniste has revolutionized hair repair, healing hair fortified from roots to tips, achieving 99% less breakage and 78% less split ends in just one salon visit.

Finish off strong with Extentioniste Scalp Activation Serum.

Finish off strong with Extentioniste Scalp Activation Serum. It is a concentrated serum that works to repair the scalp, improve circulation and stimulate hair growth. It is a concentrated serum that works to repair the scalp, improve circulation and stimulate hair growth.

20% off

Look forward to stronger, healthier lengths you can be proud of with Kerastase Extentioniste 2024.

SHELF TALKER

NEW EXTENTIONISTE Extend your hair limits. Repair your split ends.

CLEANSE **CONDITION** **REGENERATE**

STRENGTHENING CARE FROM ROOT TO TIP

Good Food, Good Life



Nestlé®



KITKAT® WIN GOLD 2022





KITKAT® RAYA REZEKI DIKONGSI BERSAMA 2022

MASTHEAD



BOX DESIGN



KEY VISUAL



CTA BANNER



MANDARIN ORANGE CHOCOLATE PACKAGING





SENSES HAZELNUT TRUFFLE & WAFER GIFT BOX





KITKAT® GOLD LAUNCH

PUSH CART



RECIPE CARD



PR KIT



SAMPLING BOX





KITKAT® RED PACKET DESIGN



YEAR 2020



YEAR 2021



KITKAT® EASYRECIPEASY BOOK



CHOCOLATE MOUSSE CAKE WITH KITKAT & RASPBERRIES
Kek Coklat Mousse KITKAT & Rasberi

BAHAN-BAHAN

7% lemak
34.7g
7.5g
11.7g

Cara Penyediaan

MOUSSE COKLAT

- 1 Pukul putih telur sehingga gebu.
- 2 Campurkan coklat gelap dan kuning telur dalam mangkuk. Gaul sebati.
- 3 Tambahkan campuran putih telur yang dipukul dan gaul sehingga sebati.

KEK

- 1 Pukul 4 telur dengan gula kastor selama 5 minit. Tambahkan tepung gandum dan gaul sehingga sebati.
- 2 Tuangkan adunan ke dalam loyang kek yang ditinyak (loyang 8 inci). Taburkan rasberi di atas permukaan adunan dan tekannya dengan lembut.
- 3 Bakar dalam ketuhar pada suhu 350F selama 30 minit.
- 4 Tuangkan mousse coklat pada permukaan kek dan ratakan dengan spatula. Sejukkan selama 2 jam.
- 5 Potongkan setiap batang KITKAT hingga separuh and susunkan lapisan luar kek dengan kepingan KITKAT.
- 6 Hiasan permukaan kek dengan rasberi. Siap untuk dihidangkan.

Preparation Steps

CHOCOLATE MOUSSE

- 1 Whisk egg whites until peaks are stiff.
- 2 Mix melted dark chocolate and egg yolks in a mixing bowl. Mix evenly.
- 3 Gently add the egg whites into the chocolate mixture and continue mixing until well combined.

CAKE

- 1 Whisk 4 eggs with sugar for 5 minutes. Add all purpose flour into the mixture and mix evenly.
- 2 Pour the mixture into a buttered and floured 8-inch cake pan. Sprinkle the raspberries and press them in gently.
- 3 Bake at 350F for 30 minutes.
- 4 Pour the chocolate mousse on top of the cake and spread it evenly with a spatula. Let it freeze for 2 hours.
- 5 Chop each KITKAT finger into half and line the KITKAT fingers on the outer layer of the cake.
- 6 Decorate some raspberries on top of the cake. Ready to serve.

Preparation time 30 minit / minutes

Anggaran hidangan / Serving size 12 potong / slices

CLASSIC FAVOURITES
Tahap kesukaran resipi / Recipe difficulty level

EASYRECIPEASY

KitKat



The logo features the Nestlé brand name in a small white font inside a red heart-shaped icon at the top left. To its right, the words "KitKat" are written in a large, bold, red, sans-serif font, enclosed within a red oval. A horizontal red line passes behind the "KitKat" oval. Below this line, the word "Chocolatory" is written in a large, elegant, red, cursive script font, followed by a registered trademark symbol (®).

Nestlé[®]
KitKat[®]
Chocolatory[®]

CHRISTMAS GIFTING COLLECTION

ADVENT CALENDAR



GIFT BOXES



CHINESE NEW YEAR GIFTING COLLECTION

FAN BOX



GIFT BOXES



MID AUTUMN FESTIVAL GIFTING COLLECTION





MALAYSIA



SMALL BITES BIG DELIGHTS CAMPAIGN

FREEZER WRAP



MAGAZINE AD



FREEZER ARCH



WOBBLER





CERIA RAYA CAMPAIGN

KEY VISUAL

PACIFIC WEST
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
 HONDA DASH 125 REPSOL

2ND PRIZE x 5 UNITS
 SYM E-BONUS 110

CONSOlation PRIZE x 10 UNITS
 TEFAL AIR FRYER

STEP 1
 Purchase minimum one (1) Pacific West product in a single receipt from any participating outlets in Malaysia during contest period to enter.

STEP 2
 Send in your entry via:
 1 By POS Mail
 Mail your completed form(s) with original receipt(s) to the address stated in entry form.
 2 By Whatsapp
 Snap a photo of your original receipt(s) and send to 013-737 0176. All entries must include Contest Name "Ceria Raya, Tampil Bergaya", Name, IC no., Contact no., Address, Email address & Outlet name.

HOW TO PARTICIPATE
 *For more details, please refer to our terms and conditions. Terms and conditions apply.

www.pacificwestfoods.com.my | pacificwest.my | enquiry@pacificwestfoods.com.my | #PWCeriaRaya

BUNTING

PACIFIC WEST
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
 HONDA DASH 125 REPSOL

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HOW TO PARTICIPATE
 *For more details, please refer to our terms and conditions. Terms and conditions apply.

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WOBLER

PACIFIC WEST
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
 HONDA DASH 125 REPSOL

2ND PRIZE x 5 UNITS
 SYM E-BONUS 110

CONSOlation PRIZE x 10 UNITS
 TEFAL AIR FRYER

Visit our Official Facebook for more details
 facebook.com/pacificwest.my

AEON **PACIFIC WEST**
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
 HONDA DASH 125 REPSOL

2ND PRIZE x 5 UNITS
 SYM E-BONUS 110

CONSOlation PRIZE x 10 UNITS
 TEFAL AIR FRYER

AEON MEMBER TOP SPENDERS
 TEFAL AIR FRYER x 5 units

Visit our Official Facebook for more details
 facebook.com/pacificwest.my



GAME ON CAMPAIGN

KEY VISUAL

AEON **PACIFIC WEST** **AEON MEMBER**
MORE THAN JUST REWARDS

Get your **GAME ON**

FROM 1 NOV - 31 DEC 2018

WIN AMAZING PRIZES

GRAND PRIZE x 1
SONY PLAYSTATION 4 PRO
2ND PRIZE x 2 ▶ NINTENDO SWITCH
3RD PRIZE x 3 ▶ HUAWEI NOVA 3i
4TH PRIZE x 4 ▶ GOPRO HERO
CONSOLATION PRIZE x 10
INSTAX MINI 9

**Exclusive prizes for
AEON
TOP SPENDERS**
INSTAX MINI 9 x 5

Hurry JOIN NOW & WIN!

HOW TO PARTICIPATE (AEON MEMBERS)

STEP 1
Be an AEON MEMBER or sign up as an AEON MEMBER to participate

STEP 2
Purchase one (1) packet and above of Pacific West products and swipe your AEON MEMBER card

HOW TO PARTICIPATE (NON AEON MEMBERS)

STEP 1
Purchase minimum one (1) Pacific West product in a single receipt from any participating outlets in Malaysia during contest period to enter.

STEP 2

1 By POS Mail
Send in your Mail your completed entry with original receipt(s) to the address stated in entry form.

2 By Whatsapp
Snap a photo of your original receipt(s) and send to 013-737 0176. All entries must include Contest Name "Pacific West Get Your Game On", Name, IC no., Contact no., Address, Email address & Outlet name.

*For more details, please refer to our terms and conditions. Terms and conditions apply.

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DIRECT MAILER

Pacific West

FROM 1 NOV - 31 DEC 2018

WIN AMAZING PRIZES

GRAND PRIZE x 1
SONY PLAYSTATION 4 PRO
2ND PRIZE x 2 ▶ NINTENDO SWITCH
3RD PRIZE x 3 ▶ HUAWEI NOVA 3i
4TH PRIZE x 4 ▶ GOPRO HERO
CONSOLATION PRIZE x 10
INSTAX MINI 9

Hurry JOIN NOW & WIN!

Purchase minimum one (1) packet of Pacific West product and stand a chance to win amazing prizes!

TESCO KEPONG ROADSHOW
Date: 30th Nov to 2nd Dec 2018 | Time: 10am to 10pm

COOKING DEMO
Date: 30th Nov and 1st Dec 2018
Session 1: 10am to 2pm
Session 2: 5pm to 6pm
(Recipes available)

Receive a free Pacific West Saver with Purchase of RM13 & above

Receive a free Pacific West Cooler Bag with Purchase of RM23 & above

Tempura Fish Fillet 550g RM0.00

Tempura Black Pepper Fish Fillet 425g RM0.00

*For our Official Facebook/Website for more details www.pacificwestfoods.com.my [facebook.com/pacificwest.my](https://www.facebook.com/pacificwest.my)

MAGAZINE AD

Pacific West

Get your **GAME ON**

FROM 1 NOV - 31 DEC 2018

WIN AMAZING PRIZES

GRAND PRIZE x 1
SONY PLAYSTATION 4 PRO
2ND PRIZE x 2 ▶ NINTENDO SWITCH
3RD PRIZE x 3 ▶ HUAWEI NOVA 3i
4TH PRIZE x 4 ▶ GOPRO HERO
CONSOLATION PRIZE x 10
INSTAX MINI 9

Hurry JOIN NOW & WIN!

Purchase minimum one (1) packet of Pacific West product and stand a chance to win amazing prizes!

Tempura Black Pepper Fish Fillets 425g RM0.00

Tempura Fish Fillets 550g RM0.00

Visit our Official Facebook/Website for more details www.pacificwestfoods.com.my [facebook.com/pacificwest.my](https://www.facebook.com/pacificwest.my)

*For more details, please refer to our terms and conditions. Terms and conditions apply.

Sufi[®]
MALAYSIA



PRODUCT LAUNCH

KEY VISUAL

Key Visual description: A family of three (two women and one man) are smiling and looking at a large yellow banner. The banner features the Subi logo, the text 'Authentically Malaysian Flavour', a QR code, and a 'BEST SELLER' badge. Below the banner, there are four packages of Subi products: Crunchy Spiced Prawn, Crunchy Spiced Squid, Squid Chips, and Tempura White Fillet. A cartoon character wearing a Subi hat and apron is holding a plate of fried squid. The slogan 'Sedaap... cuma goreng saja!' is written at the bottom.

BUNTING

Bunting description: A family of three is looking at a yellow banner with the Subi logo and 'Authentically Malaysian Flavour'. Below the banner, there are four packages of Subi products: Crunchy Spiced Prawn, Crunchy Spiced Squid, Squid Chips, and Tempura White Fillet. A cartoon character is holding a plate of fried squid. The slogan 'Sedaap... cuma goreng saja!' is written at the bottom. A QR code and social media icons are also present.

BACKDROP

Backdrop description: A family of three is looking at a yellow banner with the Subi logo and 'Authentically Malaysian Flavour'. Below the banner, there are four packages of Subi products: Crunchy Spiced Prawn, Crunchy Spiced Squid, Squid Chips, and Tempura White Fillet. A cartoon character is holding a plate of fried squid. The slogan 'Sedaap... cuma goreng saja!' is written at the bottom. A QR code and social media icons are also present.





BRANDING





BRANDING





MAJESTIC LAUNCH

