



WE ARE

\*TADA

TAMA #

That  
Design  
Agency

That  
Marketing  
Agency

[www.thatdesignagency.sg](http://www.thatdesignagency.sg)

[tada@thatdesignagency.sg](mailto:tada@thatdesignagency.sg)

# HELLO! WE ARE



## ABOUT US

That Design Agency together with sister company, That Marketing Agency, forms a hybrid unit providing creative designs and innovative marketing solutions.

## OUR MISSION

We believe in collaborative relationships with our clients and making sure each and every project gets our loving attention from start to finish.

## OUR SERVICES

We provide a full suite of services including branding, advertising, graphic and web design, social media engagement, marketing strategy, event production and more.

## CLIENTELE

Visit [www.thatdesignagency.sg](http://www.thatdesignagency.sg) for full list





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# The Cocoa Trees

ABOUT  
The Cocoa Trees is a retail chain store of chocolate and confectionery brands based in Asia. It is a brand of Focus Network Agencies Singapore.

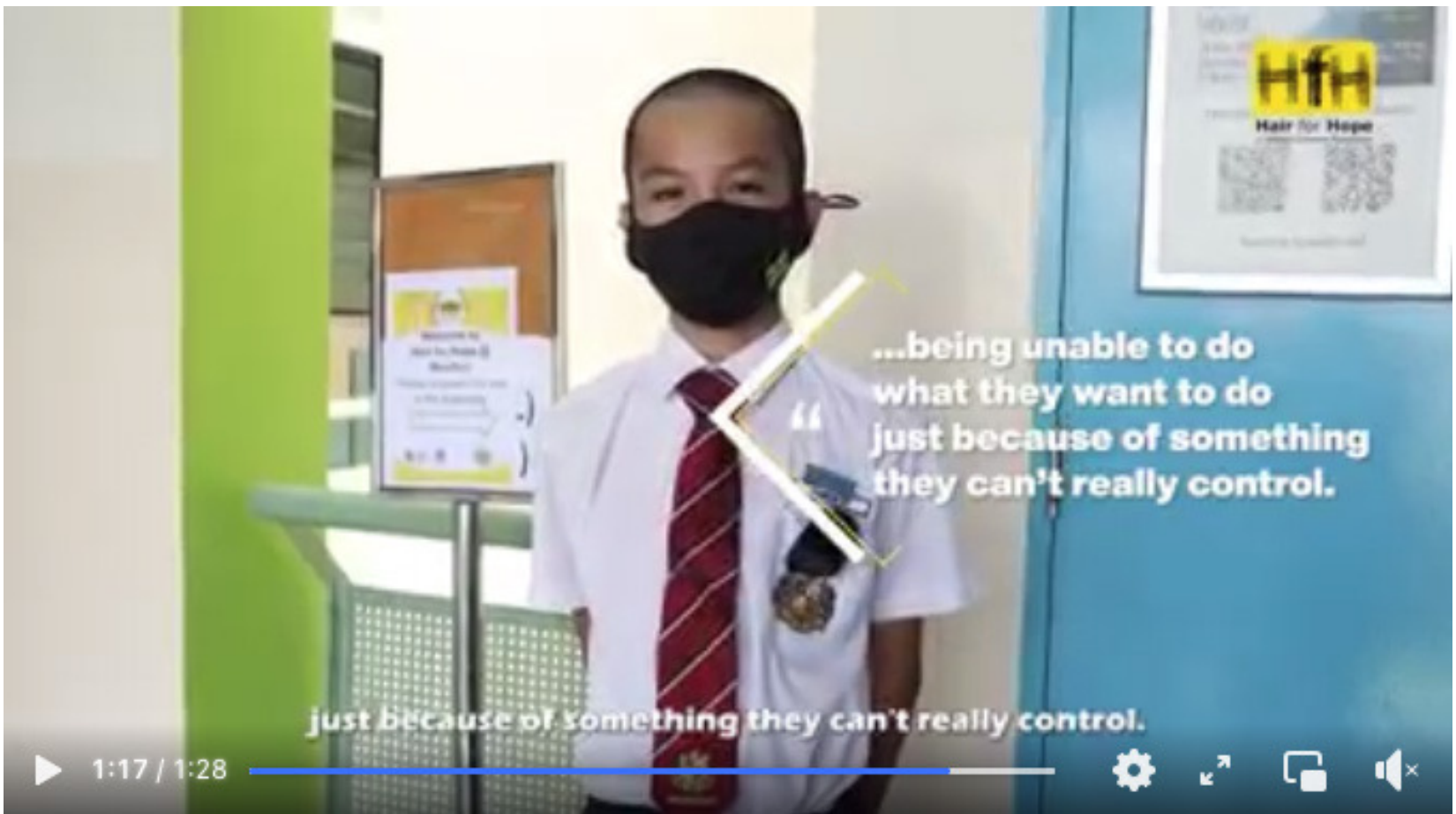
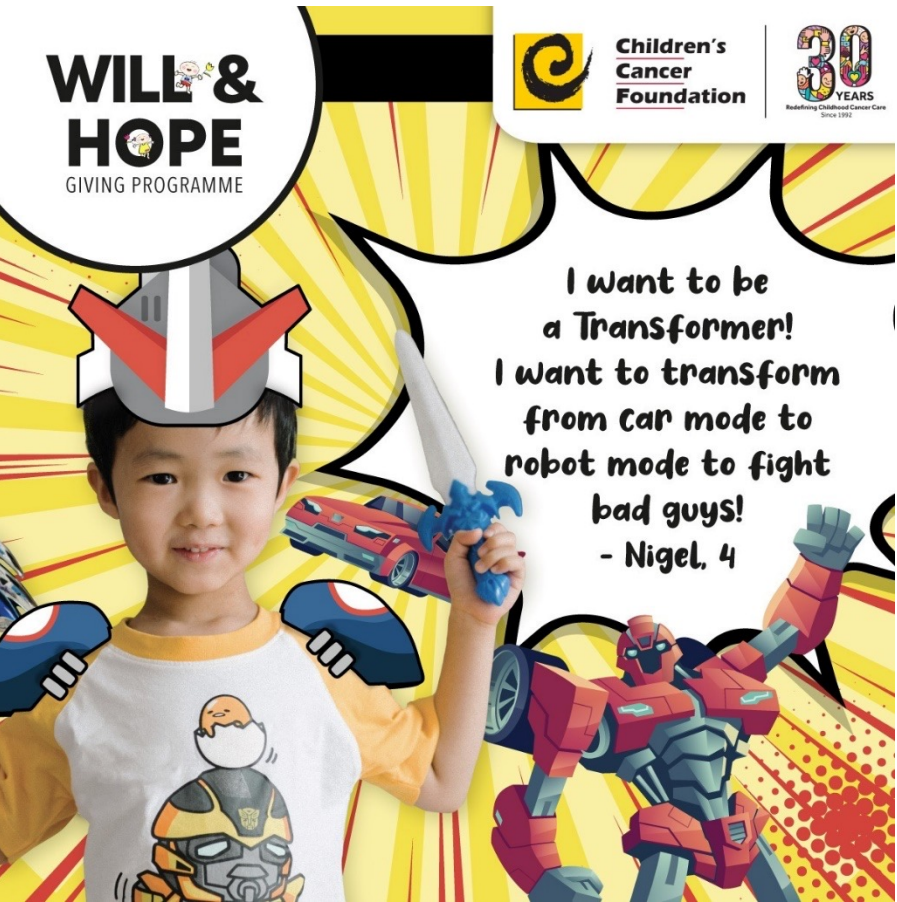
- SCOPE
- Product Launch
  - Social Media Community Management
  - Content Creation
  - Videography
  - Photography
  - Influencer Engagement
  - Strategic Marketing
  - Social Media Advertising



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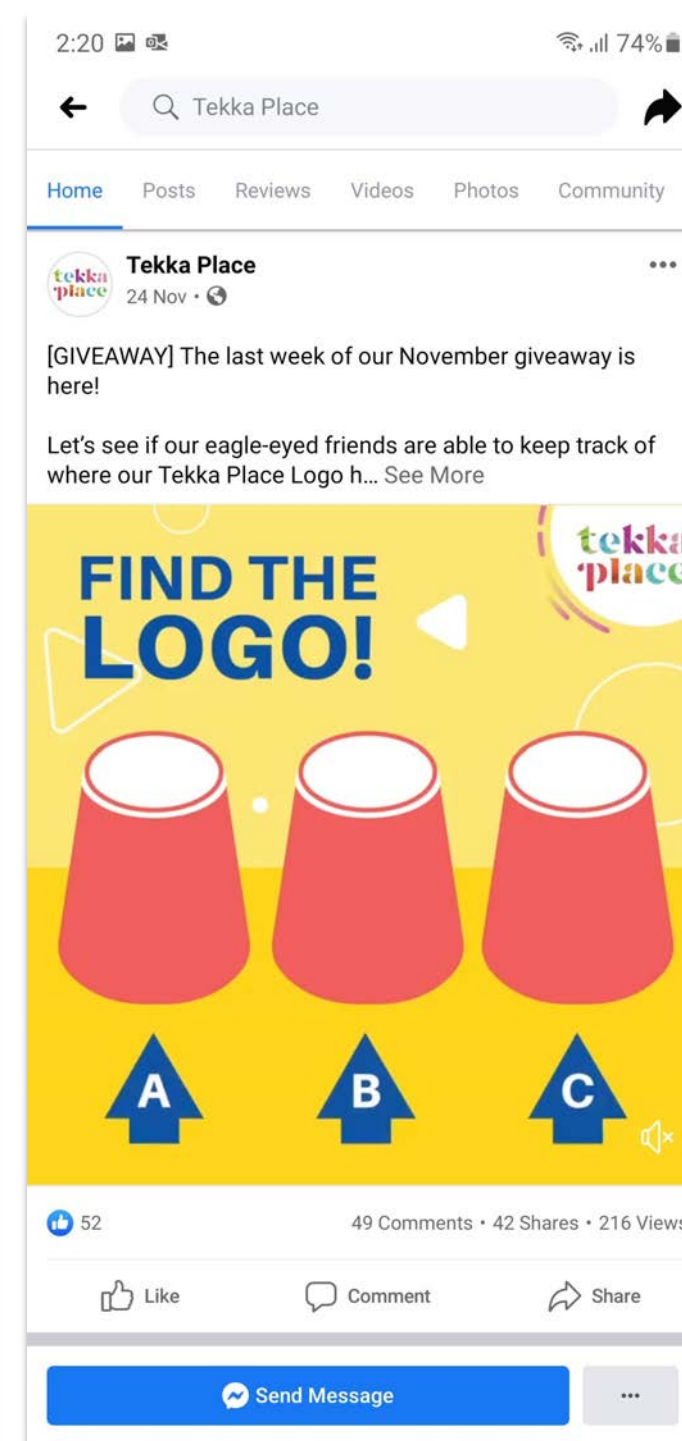
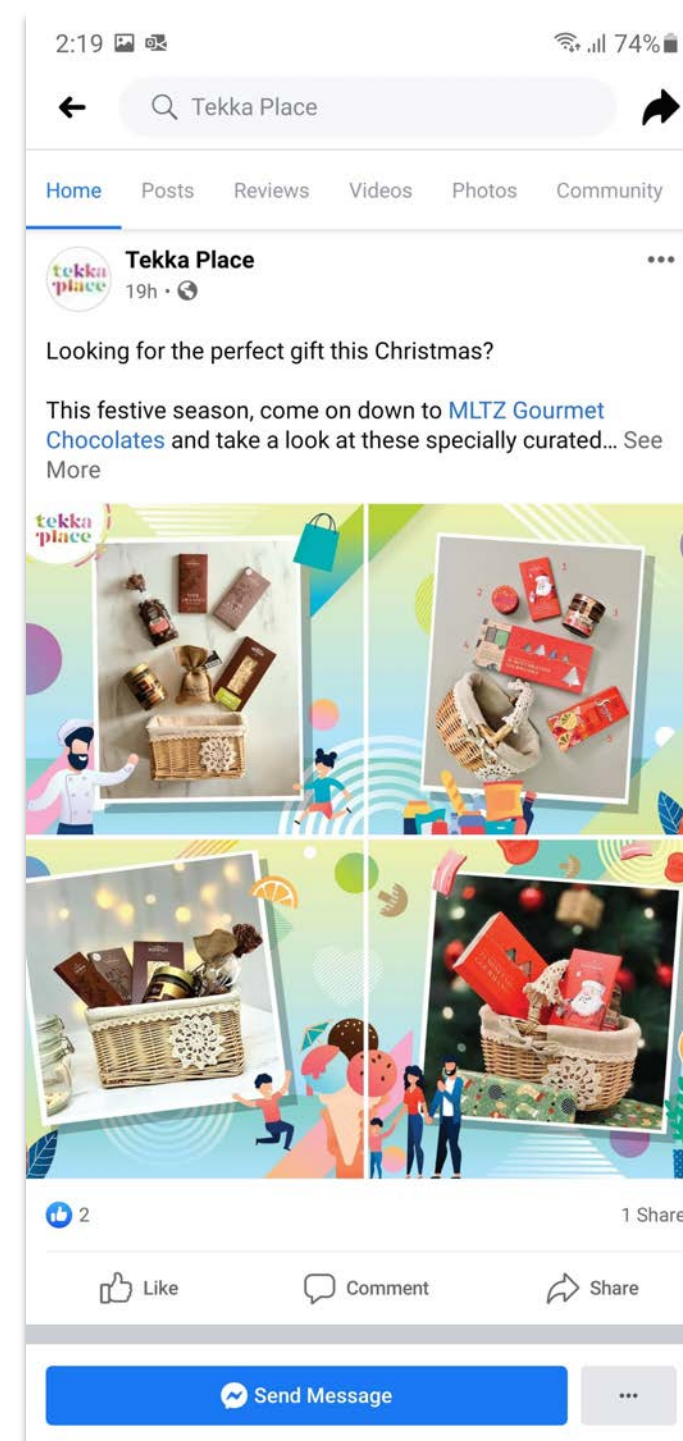


## Children's Cancer Foundation & Hair for Hope

**ABOUT**  
Children's Cancer Foundation (CCF) is a social service agency with a mission to improve the quality of life of children with cancer and their families and children impacted by cancer. Hair for Hope is their signature fundraiser that draws in thousands of people and millions in donation annually

- SCOPE**
- Social Media Management
  - Content Creation
  - Videography
  - Strategic Marketing
  - Social Media Advertising
  - Article Writing





## Tekka Place

### ABOUT

A stylish shopping centre near Little India & Rochor MRT, Tekka Place offers a modern retail experience immersed in Singapore's rich culture.

### SCOPE

- Social Media Community Management
- Content Creation
- Videography
- Strategic Marketing
- Social Media Advertising



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## Borges

ABOUT  
Founded in 1896, Borges is a leading international FMCG company specializing in Mediterranean products such as Olive Oil, Pastas and Nut drinks.

- SCOPE
- Product Launch
  - Social Media Community Management
  - Content Creation
  - Videography
  - Photography
  - Celebrity Engagement
  - Strategic
  - Social Media Advertising





### Driving Efficiency With Tech-Powered Solutions

Our solutions are infused with leading edge technology to automate your processes and take your business to the next level. Apart from reducing your administrative burden, they enable you to access key information accurately, securely and in real-time, thus raising efficiency and productivity.

### Upholding Regulatory Compliance

Amidst changing regulations, we are responsible for ensuring your company remains compliant in every country you operate. Partner with us and we will help you navigate the complex regulatory policies and culture sensitivities of multiple regions while supporting you in capturing business opportunities and realising growth.

### Committed To Data Protection

With companies worldwide entrusting us with sensitive information, we are ever vigilant when it comes to securing your data, especially in this digital age. Today, we are OSPAR certified and are fully compliant with the personal data protection laws of each country. Our data centres have achieved ISO 27001 certification, while our cloud hosting has been awarded the SOC 2 certification. We have also received Australia's GS 007 certification for internal controls. All of these are a testament to our efforts in ensuring your data remains strictly confidential.

### Supporting IPOs

Over the years, BoardRoom has worked with numerous companies to attain their public listing.



Scan the QR code for our latest IPNs.

#### Get On Board With Us

Find out more about our suite of corporate solutions and how they can support your business needs. At BoardRoom, your success is our mission.

**Singapore**  
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T: +65 6597 5355  
W: www.boardroomlimited.com

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T: +61-2-9290 9600  
W: www.boardroomlimited.com.au



### Smart Business Solutions for Today's Compliance Needs



## Partner With Our Award-Winning Team



Our people at **BoardRoom Singapore** emerged as winners in the **Singapore Business Review Management Excellence Awards 2020**, clinching the Team of the Year award in the Business Services category. We are honoured that our resilience, teamwork and dedication amidst a uniquely challenging year has been recognised by our peers in the industry.



As we build connections in the digital era, we continually anticipate our clients' needs and enhance our services through innovation. Today, our solutions are infused with leading-edge technology to increase efficiency, drive productivity and deliver results.



Visit [boardroomlimited.com](https://boardroomlimited.com) and discover how we can take your business to the next level.

With over 48 countries in Asia, how do you ensure that your payroll is compliant across all these unique jurisdictions?


Reap the benefits of an experienced regional payroll processing vendor as we support your HR team.




### Empower your HR Team Today with BoardRoom's Payroll Experts

#### Regional Presence

**BoardRoom processes payroll for over**

**30,000**  
employees regionally


**across 13**  
countries in APAC including Australia and New Zealand


You can be sure that our Payroll teams are experienced in a multitude of jurisdictions.

#### Staying Ahead of Regulatory Changes

Payroll compliance will be the least of your worries knowing that we nurture lasting relationships with the respective regulatory bodies to ensure that your payroll processing is up to date with any legislative changes.

**This is important because it means:**

**we're up to date with any changes**

**we're equipped to translate any laws into payroll formulas, even in the most complex of countries like Japan.**

#### Maximise your Payroll Efficiency


Our short turnover time of **5 working days end to end**

with a pristine track record of **100% first time accuracy**


your monthly payroll processing will be **a painless experience**

which give you time back to **focus on core business objectives**

#### Dedicated Service Team




At BoardRoom, we ensure that each of our payroll clients have their own dedicated Client Service Team



so they can respond quickly and cut down on unnecessary time spent searching for the right contact

Almost **86%** of professionals globally agree that **poor communication impacts productivity.**



**Contact Us Now**

Interested to discover how we can elevate your payroll processing? Contact us today at [info.sg@boardroomlimited.com](mailto:info.sg@boardroomlimited.com).



## Payroll Solutions

Your success is our goal.

We take businesses further, faster with an integrated suite of corporate solutions driven by innovation and technology.



### Payroll solutions inspired by people, powered by technology

Discover BoardRoom's award-winning payroll services designed for your precise needs

**LEARN MORE**

BoardRoom

ABOUT  
BoardRoom is a leading provider of Accounting, Payroll & Corporate Secretarial services. We have created various designs for them including brochures, infographics, edms and ads for the Asia-Pacific region.

- SCOPE
- Brochure Design
  - Digital Media
  - Advertising Design
  - Newsletter Design
  - Reports





## Changi Airport Group

### ABOUT

Changi Airport Group (CAG) is the manager of Singapore Changi Airport, a leading air hub in Asia and one of the world's most awarded airports.

### SCOPE

- Illustration
- Digital Media
- Advertising Design
- Newsletter Design
- Campaign Communications
- Photography
- Digital Rendering





## NDP 2016

### ABOUT

Appointed by the NDP 2016 Branding & Publicity committee, we were the main agency and brand custodian in charge of creating and managing all NDP brand, logo, and identity assets in addition to over 600 branding designs. Our creative director additionally served on the judging panel of the logo design competition.

### SCOPE

- Brand Design
- Vehicular Wraps
- OOH Media
- Campaign Communications
- Publication Design
- Digital Media
- Motion Graphics





## Spa Esprit Group

ABOUT  
Spa Esprit Group is a homegrown brand with a diverse portfolio spanning across beauty and F&B. Designs span from POSM materials to menus and social media post creations.

- SCOPE
- UI/UX Design
  - Digital Media
  - Advertising Design
  - POSMs
  - Vehicular Wraps
  - Campaign Communications
  - Menu Adaptations





## Skyline Luge

### ABOUT

Skyline Luge Sentosa is an exciting attraction located in Sentosa. We were engaged to create a series of designs to brand and promote the attraction including OOH media, pillar and escalator wraps, banners and in-train panels.

### SCOPE

- Advertising Design
- Campaign Communications
- OOH Advertising



SHOWCASE

# WATSONS 1/2

Watsons is the largest health care and beauty care chain store in Asia. In addition to a variety of retail designs, we provided product and packaging artworks for a range of LINE FRIENDS, Hello Kitty & We Bare Bears in-store products.

**Oil Control**  
MKUP  
Oil Control Powder  
Mattifying/Reflecting  
U.P.: \$12.90

**PURCHASE \$50 OF MKUP  
PRODUCTS AND GET  
20% OFF**

Zero Shine  
Long Wearing  
Moisturizing

**BEAUTYMAKER**  
Beige/Ivory Matte  
Cushion SPF 40  
U.P.: \$39.90 each

**BUY 1 GET 1  
FREE**

Matte cushion foundation that maintain  
your makeup throughout the whole day.  
The unique formula which have instant  
pore coverage effect and even can absorb  
shine, control excess oil. Creates a fresh,  
smoother look.

**STAY MATTE**  
LONG LASTING PRESSED POWDER  
FOCUS: CORRECTS MATTEWAVE  
LONGUE DUREE  
Net Wt. 5.6g (0.19 oz.)

**25% SAVE**

Matifying Pressed Powder  
- suitable for all skin tones

**PUPA**  
Luminy's Blush  
Assorted  
U.P.: \$28

**2ND BUY AT  
50% OFF**

Baked technology Blush enriched  
with Vitamin E and Jojoba oil.  
Easy to blend into complexion.  
Enriched with ultrafine pearls  
for a luminous effect.

**KATE TOKYO**  
3D Cheek Color  
\$28

A gradation cheek colour for  
a contoured facial definition  
comes with 2-way brush

**CANMAKE**  
Glow Fleur  
U.P.: \$17.90

**2ND BUY AT  
50% OFF**

Powder formulation, yet has starting  
translucence & subtle! Looks as natural  
as bare skin!

**SILKYGIRL**  
Shimmer  
Duo Blusher  
\$13.90

Ultra-fine texture  
Radiant finish.

**BOURJOIS**  
Blush 34 Rose D'or  
U.P.: \$20.90

**20% SAVE**

Ultra-fine pressed powder easy to  
apply & blends impeccably

**WET N WILD**  
Coloricon Blush Assorted  
U.P.: \$8.90

**2ND BUY AT  
50% OFF**

This silky-smooth powder strikes the  
perfect balance between a blendable  
transparent sheen and a radiant pop  
of maximum color. Lightweight,  
long-lasting, and certain to impress.

**BAUDERMA**  
Sensibio  
H2O 350ml  
(Worth \$28.90)

**ONLY \$18!**  
with \$28 nett spend on  
'any cosmetic brands.

\*Terms and conditions apply.  
Exclude Heroine Make and Dolly Wink brands.

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# SHOWCASE WATSONS 2/2

Each project requires careful planning as it will be linked through each quarter of the fiscal year. The products have to create a cohesive whole while remaining attractive as stand-alone products.

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**BROWN'S GARDEN**  
New & Exclusive  
In-store and online now!

**2 FOR 20% OFF** MIX 'N MATCH

**LINE FRIENDS**  
Lunch Box  
(Yellow / Green / White)  
U.P.: \$24.90 each

**LINE FRIENDS**  
Eco Flask 280ml  
(Blue / Green / Yellow)  
U.P.: \$24.90 each

**LINE FRIENDS**  
4pcs Cutlery Set  
(Blue / Orange / Yellow)  
U.P.: \$12.90 each

**LINE FRIENDS**  
Hand Towel  
(Brown / Cony / Sally)  
U.P.: \$7.90 each

**LINE FRIENDS**  
Apron & Mitten Set  
U.P.: \$19.90 each

**GO GREEN WITH BROWN'S GARDEN REUSABLE BAG!**  
\$5<sup>50</sup> each  
Pouch design

**BRING YOUR OWN BAG**  
Monday - Wednesday  
Plastic bags at 10¢ per transaction

Exclusively at: **watsons**

Licensed by LINE FRIENDS  
This product is manufactured and sold by Watsons through an official license contract with LINE FRIENDS.  
Unauthorized replication and sale of this product is strictly forbidden without a written agreement from LINE FRIENDS Corporation.

©LINE

**LINE FRIENDS**

**WATSONS** **LINE FRIENDS**  
**HAND SANITISER**

Kills 99.99% Germs

Suitable for Children

Alcohol Free

**ONLY AT W**

©LINE

**LINE FRIENDS**

Give the gift of scented joy

**WATSONS** **LINE FRIENDS**  
**ESSENCE OF SCENT**

**LINE FRIENDS**  
Diffuser & Candle Set

**LINE FRIENDS**  
Gift Stickers 45's

**ONLY AT W**

©LINE

**LINE FRIENDS**

**WATSONS** **LINE FRIENDS**  
**ESSENCE OF SCENT**

**LINE FRIENDS**  
Diffuser & Candle Set

**LINE FRIENDS**  
Gift Stickers 45's

**ONLY AT W**

©LINE



# OUR TEAM LEADERS

## DRAYSON PHUA

Creative Director

Drayson Phua is a creative director with 20 years of experience in the design industry. Conceptually strong with excellent visual direction, he is a proven leader with a hands on approach in generating concepts and designs.

### That Design Agency

Founder / Creative Director  
Sep 2012 - Present

### WorldSkills Singapore 2021

Industry Expert / Judging Panel

### NDP 2016

Brand Custodian / Logo Judging Panel

### Shapeshifter Exhibition Series

Curator / Organiser



## DENNISON PHUA

Marketing Manager

Dennison Phua has a decade of digital marketing experience, working with SMEs & MNCs in various sectors including retail, lifestyle, F&B, automobile among others. He helps companies craft digital marketing strategies that actually work.

### That Marketing Agency

Founder / Marketing Manager  
May 2016 - Present

### Vouch Singapore

Co-Founder

### MODA Magazine Singapore

Co-Founder / Marketing

### Hueman Apparel

Co-Founder / Marketing





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# THANK YOU FOR YOUR TIME