



WE ARE

*TADA

TAMA #



www.thatdesignagency.sg
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.tada.sg for full list

Cedele

CHANGI
airport group

BLANCO

TOYOTA

BoardRoom

365CPS

CapitaLand

DORSETT

Disney

HOMETEAMNS

Children's
Cancer
Foundation

Jurong Port

Disney+

pigeon

THE COCOA TREES®

METHODIST
WELFARE
SERVICES

LIONS BEFRIENDERS
LB
SINGAPORE

NIPPON
PAINT

watsons

TIONG
BAHRU
BAKERY

tekka
place

PSA

SINOPEC

St Luke's
ELDERCARE

SAFRA

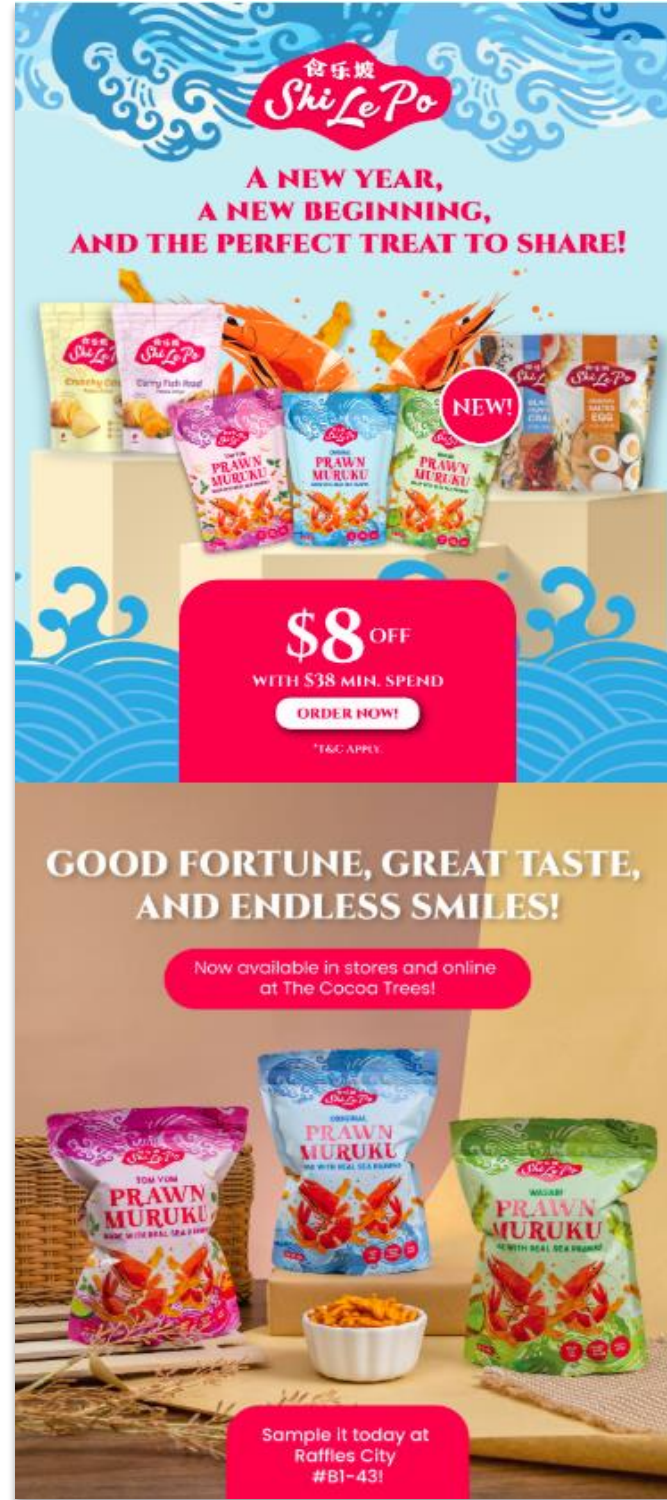
ibis
STYLES
HOTELS

Fairmont

9 ATELIER

LEXUS

B



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

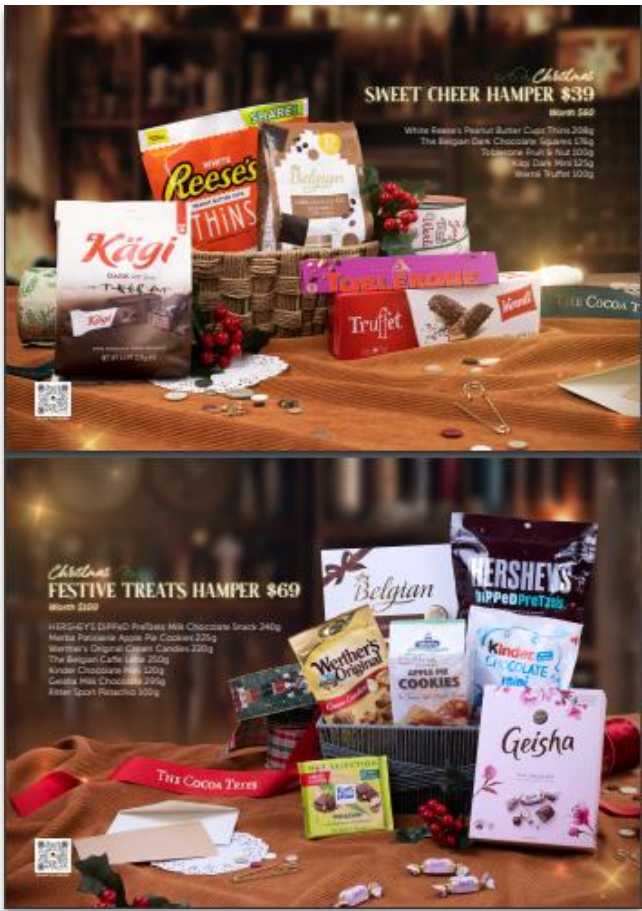
- Product Launch
- Social Media Community Management
- Content Creation
- Videography
- Photography
- Influencer Engagement
- Strategic Marketing
- Social Media Advertising



SHOWCASE

THE COCOA TREES

Alongside content creation, we also provided a full range of photography and videography services to enhance and elevate their campaigns.





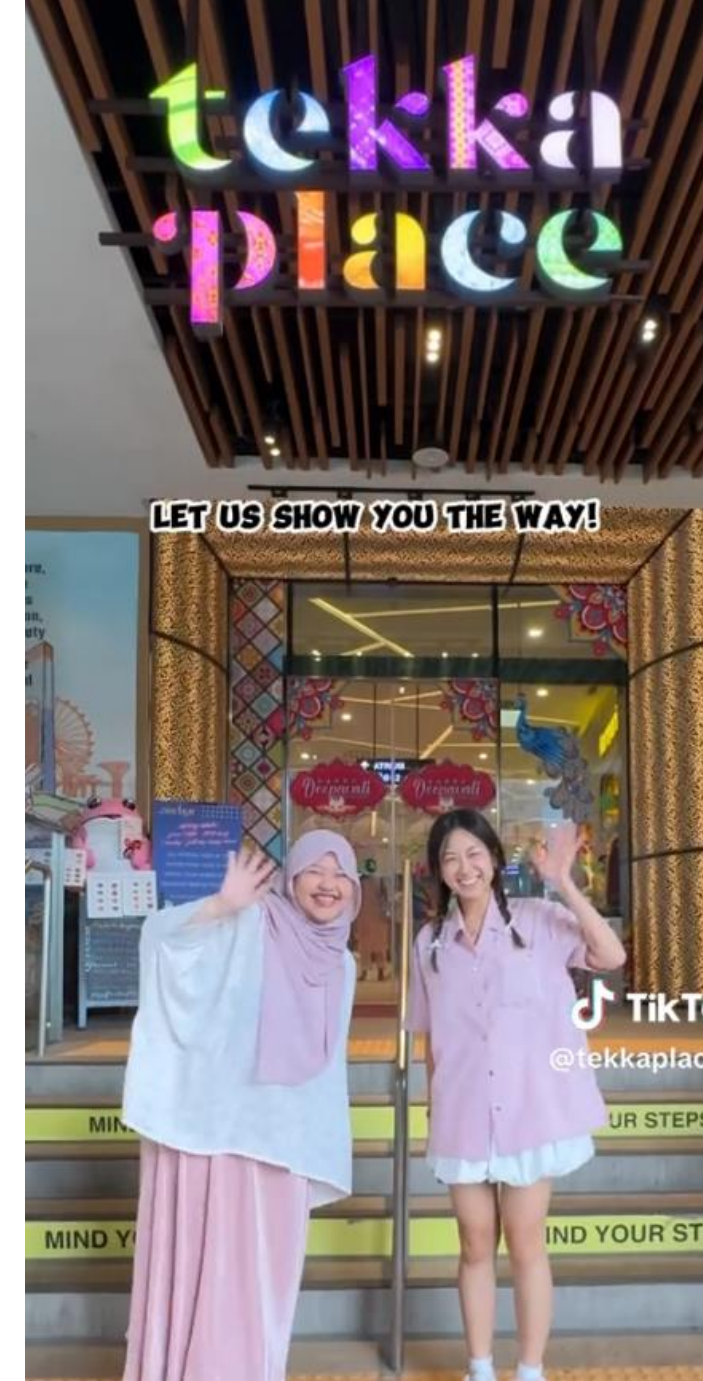
Disney / Disney+

ABOUT

From enchanting fairy tales to blockbuster franchises, Disney has captured hearts across generations with its signature blend of storytelling and innovation.

SCOPE

- Production
- Videography
- Content Creation



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



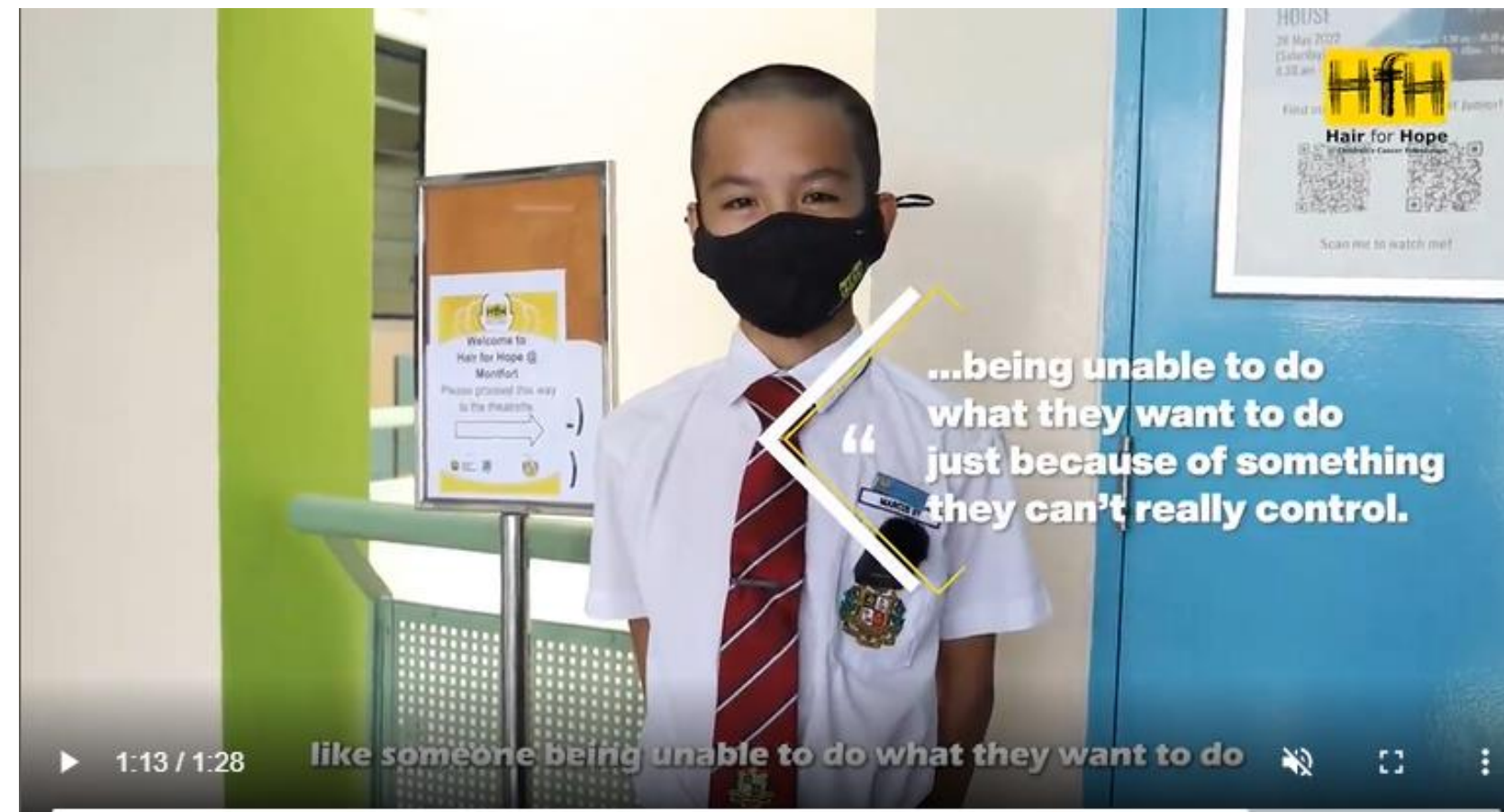
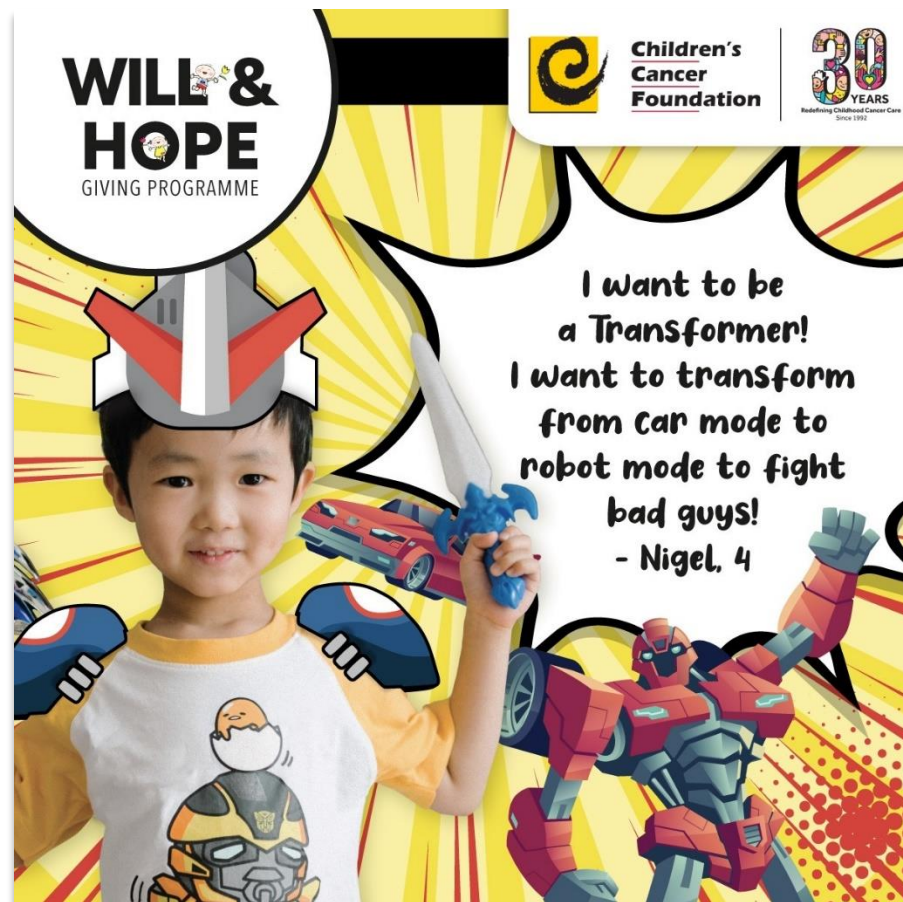
Dorsett

ABOUT

Dorsett is one of Asia's fastest-growing hotel groups, with more than 50 properties located around the world.

SCOPE

- Content Creation
- Videography
- Photography
- Social Media Management and Advertising



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

Logo Specifications

01

Main Logo

Our refreshed logo captures the playful essence of the SWITTS brand, with a candy-pink typeface and a cleverly integrated gift box icon atop the two 'T's in SWITTS. The joyful color scheme, complemented by a cheerful orange ribbon, adds a whimsical charm, stands out from the crowded corporate gifting sector. Our logo balances joy with professionalism, crafting a memorable and cohesive brand identity that reflects the values of thoughtful gifting.

Logo Mark

Our logo mark is modified from the gift box icon in our main logo. This version has a more pronounced gift box shape with an 'S' within that links back to our main brand. Use this instead of the main logo when space is limited.

Logo colour variations

Select the appropriate version for your usage with emphasis on the primary colour

Primary Version (Full Colour)

Primary Version (Full Colour Reversed)

Secondary Version (Single Colour)

Secondary Version (Single Colour Reversed)

Brand colours

These are the designated brand colours that represent our identity and should be used consistently.

Pantone 1777C

M76 Y33

R241 G99 B125

#FF647D

Pantone 1235C

M32 Y95

R252 G181 B37

#FF871B

Logo Colours, Fonts & Clear Space

02

Primary colours

Use of our brand's primary colors is crucial to maintain a strong brand recognition and cohesiveness across all marketing materials.

Pantone 1777C

M76 Y33

R241 G99 B125

#FF647D

Pantone 1235C

M32 Y95

R252 G181 B37

#FF871B

Secondary colours

These colours are chosen to complement the primary colors and help to create a more vibrant and dynamic look, using secondary colors strategically, we can add depth, complexity, and interest to our brand's visual identity.

Pantone 2583C

C41 M74

R158 G95 B165

#A254B5

Pantone 1375C

M45 Y96

R246 G126 B36

#9E18

Pantone 284C

C55 M22

R120 G110 B220

#6AAAE4

Pantone Black C

K100

R45 G42 B38

#2D2A28

Fonts

Sinhala MN is our primary font, chosen for its blend of sophistication and approachability. It is used primarily for the logo and larger headings and call-outs, reflecting the essence of our brand.

Helvetica complements Sinhala MN, providing a consistent and professional look across all brand materials. This sans-serif font is used for subheadings and body copy, ensuring a harmonious balance between the two typologies.

Aa

Sinhala MN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
1234567893\$%#

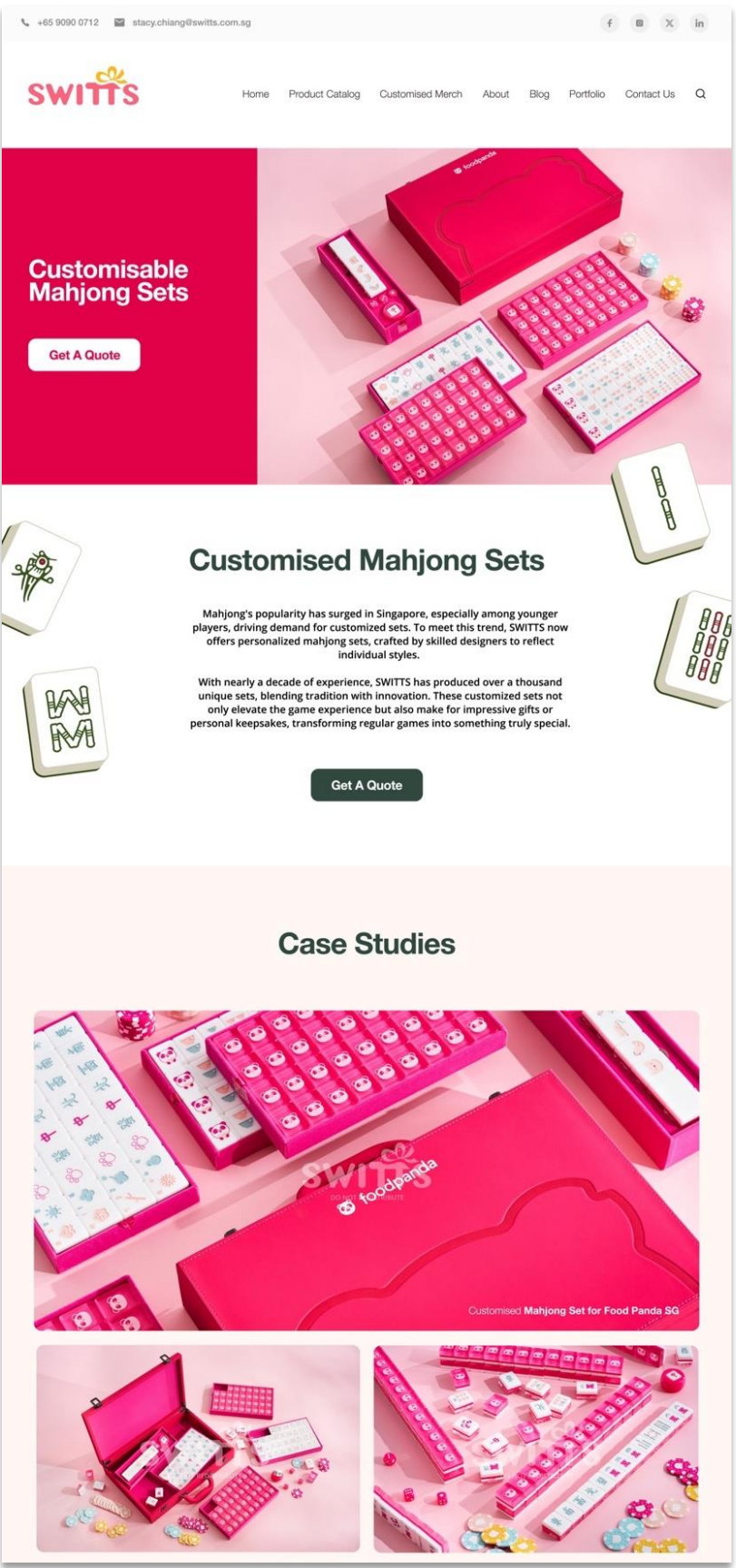
Aa

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
1234567893\$%#

Clear space

Always present the logo within its designated clearspace, ensuring no interference around it for optimal visibility and impact.



Switts

ABOUT

Switts delivers high-quality customised gifting solutions. TADA* was tasked with rebranding the company, undertaking a full-scale transformation. From designing a new logo and mascot to creating a new website and murals, we provided a complete update that ushered the company into a new era.

SCOPE

- Brand Design
- Mascot Design
- Web Design
- Photography
- Digital Media
- Office Murals





TIME

TIME	PROGRAMME
6.30AM	RACE VILLAGE OPEN
7.30AM	10KM COMPETITIVE RACE FLAG OFF
7.50AM	5KM RUN FLAG OFF
8.15AM	2.4KM FUN WALK FLAG OFF
9.00AM	PRIZE PRESENTATION & LUCKY DRAW

ROUTE MAP

LEGEND

- 2.4km Fun Walk Route
- 5km Route
- 10km Route
- 5km Route Distance Marker
- 10km Route Distance Marker
- First Aid
- Hydration Point

2.4KM FUN WALK

0000

INDIVIDUAL

BAGGAGE TAG

PLUSHIE

FEEDBACK

CONTENT PAGE

- About 01
- Chairman's Message 02
- Race Checklist 03
- Race Day Programme 04
- Getting There 06-07
- Road Closure 08
- Village Map & Highlights 10-11
- Race Routes 12-15
- Race Entitlements 16
- Sponsors & Partners 17

RACE ENTITLEMENTS

HOMETEAMNS 2023 REAL RUN

FUN WALK ENTITLEMENTS

HOMETEAMNS 2023 REAL RUN

PODIUM CASH PRIZES

10km Race (Competitive)

CATEGORIES	1 st PRIZE	2 nd PRIZE	3 rd PRIZE
AGE 39 & BELOW (MEN)	\$375	\$250	\$150
AGE 39 & BELOW (WOMEN)	\$375	\$250	\$150
AGE 40 & ABOVE (MASTERS MEN)	\$375	\$250	\$150
AGE 40 & ABOVE (MASTERS WOMEN)	\$375	\$250	\$150

HOMETEAMNS 2023 REAL RUN

10km Route

8 KM

Hydration Point Ahead (Bay East Bridge)

RACE CHECKLIST

CATEGORY	FLAG OFF TIME	CUT OFF TIME
10KM COMPETITIVE RACE	7.30AM	2 HRS
5KM RUN	7.50AM	1.5 HRS
2.4KM FUN WALK	8.15AM	1HR

HomeTeamNS REAL® RUN

ABOUT

REAL® RUN is an annual flagship run organised by HomeTeamNS. TADA was the team behind the event's KV, design and collaterals for both on and offline.

- SCOPE**
- KV Design
 - Digital Media
 - Booklet Design
 - Attire & Medal Designs
 - Map Illustrations



Meeting Point

FREE Dreamscape Guided Tours

Weekdays
Timing: 20 Minutes
Duration: 1510, 1540, 1610, 1710, 1740, 1810, 1840



SIGN UP NOW!

- Be serenaded by the symphony of sounds made up of over 100 unique creatures.
- An immersive indoor garden where nature and technology merge.
- Experience "walking on water" as you step onto the glass panels.



Meeting Point

FREE Butterfly Garden Guided Tours

Weekdays
Timing: 40 Minutes
Duration: 0915, 1030, 1200



SIGN UP NOW!

- Step into the world's first butterfly garden in an airport.
- Interact with over 1,000 tropical butterflies from close to 40 species.
- Witness up close the breeding and feeding of butterflies.



Changi Airport SHOP & DINE Privileges

QATAR AIRWAYS **CHANGI airport group**

LIGHTNING MANAGEMENT

Based on a true story in Changi.....



1 An aircraft arrived into the aircraft stand and was **not grounded**

2 The headset man proceeded to remove the wireless headset after communicating with the pilot

3 He was shocked by the high voltage which flowed through his body

4 He felt weak and numb all over and was sent to the hospital

Recommended practices in Changi:

Always ground the aircraft with grounding cables before operations

Always use wireless headset instead of wired headset

Always remember to:

Know where the nearest lightning protection infrastructure is

Remind the headset man to ground the aircraft if he did not do so

Ensure awareness of lightning alerts

A SURVIVOR'S TAKE

"Getting struck by lightning can affect your life and family forever. Stay safe by using wireless headset and 3-point grounding."

— Samud B Harith
Victim of a lightning incident in 2014 while servicing an ungrounded aircraft in Changi Airside

LIGHTNING EXPERT'S VIEW

"Based on our analysis of past lightning incidents in Changi Airport from 2005 - 2014, we observed that 92% of the incidents could have been prevented, or at least significantly mitigated, with the use of **wireless headset** and **3-point aircraft grounding**. For the safety of all apron staff, these 2 measures should be carried out at all times."

— Professor Liew Ah Choy
Lightning Consultant & Adjunct Professor, National University of Singapore



AIRSIDE SAFETY

SAFE AIRSIDE DRIVING COMPETITION 2017

2017 YEAR END EDITION

13 November 2017

OVERWHELMING RESPONSE OF OVER 550 TRACTOR DRIVERS COMPETING OVER 4 DAYS OF PRELIMINARY ROUNDS!

The SAFE Airside Driving Competition is back this year, bigger and better! The aircraft pushback category was introduced this year for aircraft pushback operators where operators were assessed on their skills during live pushback operations over a period of 1 month. There was also an overwhelming response of over 550 tractor drivers competing over 4 days of preliminary rounds!

Once again, we would like to thank the airside community for your strong support and participation!

Alexander the illusionist showed how safety could be interesting. He also made a car appear!

Jason from Singapore Stunt Driving wowed the audience with defensive driving tips

Our team of VIPs who flagged off the finals competition!

The spectators were engaged by the special performance items

Tractor individual event winners

Pushback event winners

Team challenge event winners



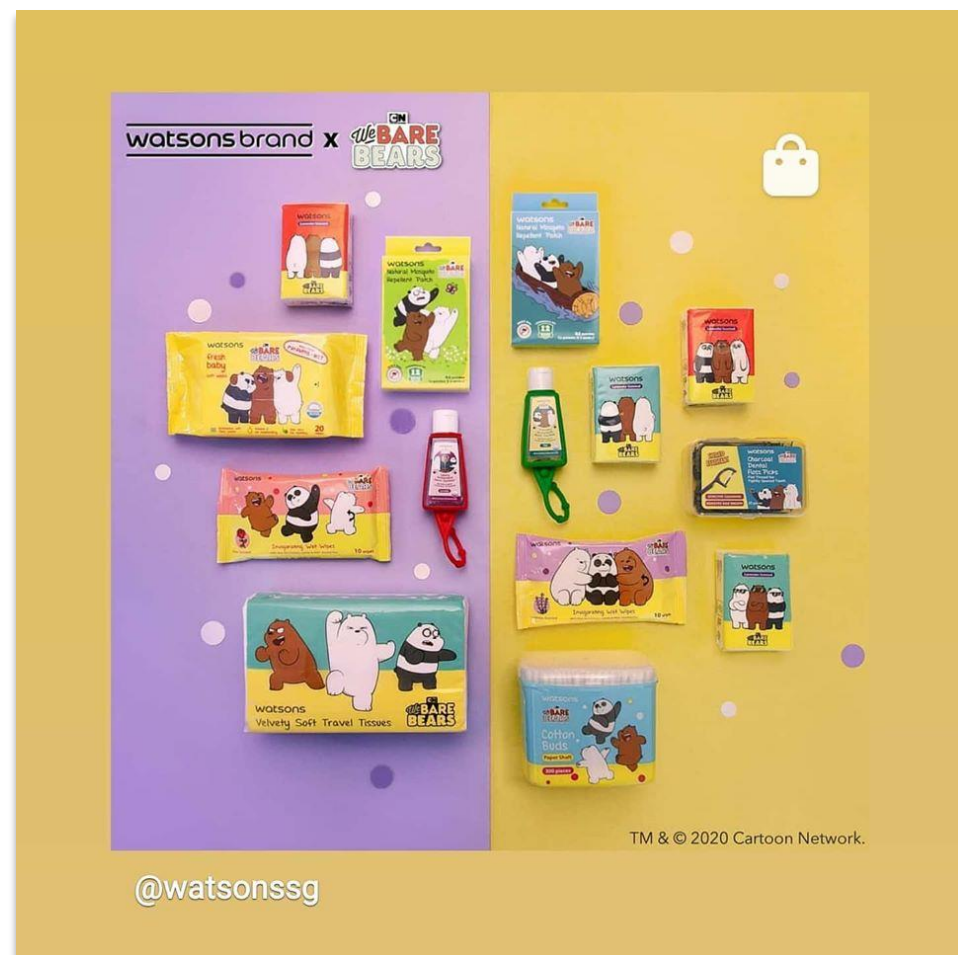
Changi Airport Group

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



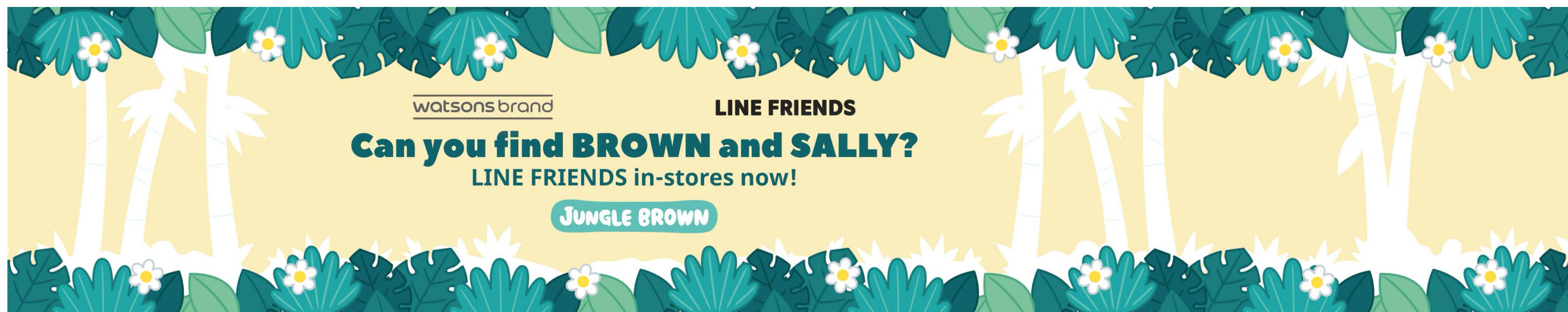
Watsons

ABOUT

Watsons is the largest health care and beauty care chain store in Asia. TADA* has been creating designs for both it's in-house brand as well as special character led products from Sanrio, We Bare Bears and Line Friends.

SCOPE

- Product Design
- Packaging Design
- POS Design
- Motion Graphics
- Photography
- Videography
- Advertising Design
- Campaign Communications
- OOH Advertising



CLICK TO PLAY VIDEO ▲



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.

Supporting IPOs

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



Scan the QR code for our latest IPOs.

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 ISO 27001 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.

Smart Business Solutions for Today's Compliance Needs



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.

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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 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.



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

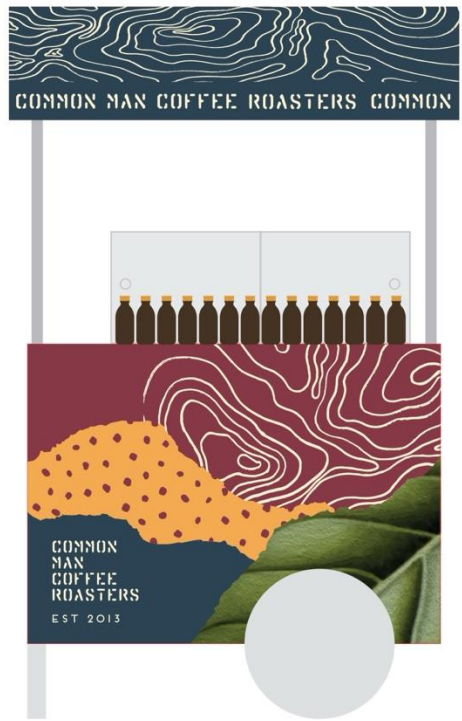
LEARN MORE

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



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 n including OOH media, pillar and escalator wraps, banners and in-train panels.

SCOPE

- Advertising Design
- Campaign Communications
- OOH Advertising

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