

asiacity  
**STUDIO**



# WHAT CAN WE DO FOR YOUR BRAND?

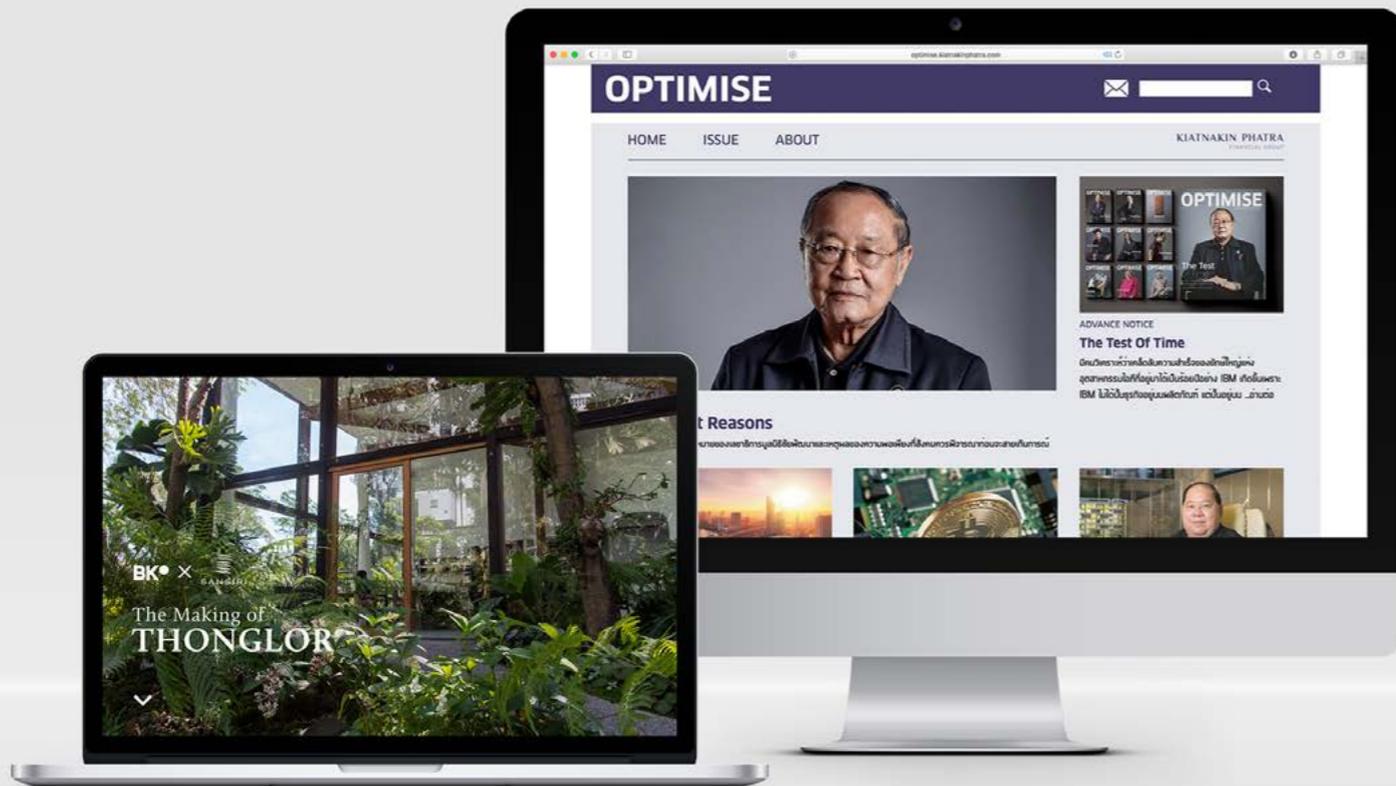
Asia City Studio leverages the combined experience of our renowned lifestyle brands in Bangkok and Singapore to create engaging native ads, websites, social media campaigns, print publications or a mix of all these things in multiple languages. We're experts in creating organically viral branded content that appeals to our trusted readership, but also building all-new products to **help clients create long-lasting bonds with their own customers.**

# MAGAZINES

Our editorial teams come from both Asian and Western journalism backgrounds working with some of the most respected publications domestically and abroad, including *Reuters*, *The Bangkok Post*, *CNN*, *The Globe and Mail*, *Forbes* and *BK Magazine*. We use this experience to create full-on quarterly and monthly print publications for various high-profile clients. Whether it's punchy lifestyle content, engaging travel pieces or hard-hitting current affairs, **our expertly curated print magazines are the best way to create enduring consumer rapport and brand loyalty.**



# WEBSITE DESIGN



Built as standalone products or complements to print publications, Studio's team of in-house programmers and digital designers build modern, mobile-optimized digital products with clean code that run smoothly across all platforms. Whether it's microsites, full web applications or digital flipbooks, **we create the stories and the platform for your brand's message to reach across the globe.**



## GUIDES

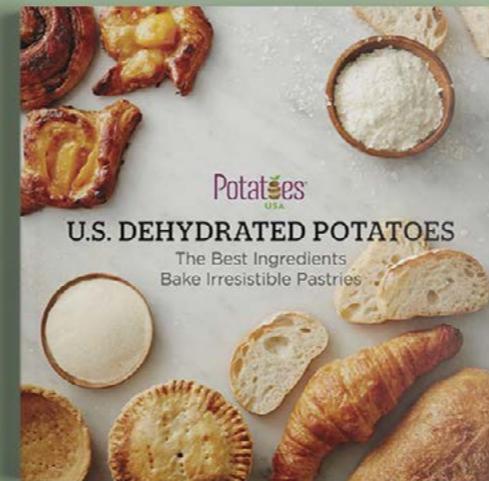
Create added value for your banking, property or lifestyle clients with one of our bespoke guides made with the combined power of *BK Magazine* and *Soimilk*'s editorial knowledge—written in Thai, English or both.

- Neighborhood guides for prospective customers
- DIY guides for property investors
- F&B guides for tie-in promotions
- Bespoke categories for specific client needs



# BOOKS

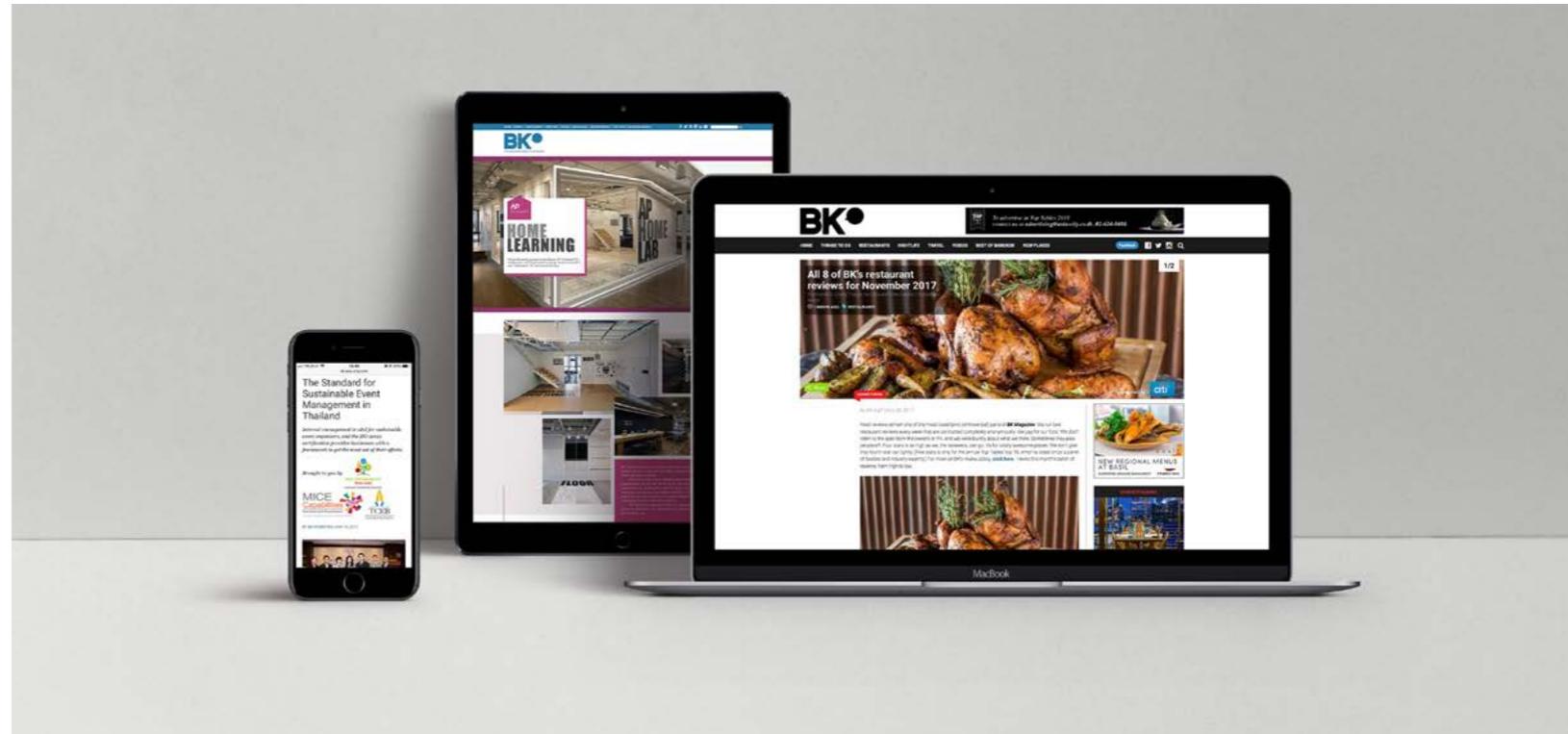
Help your brand messaging stand the test of time with one of our high-quality bound books. With sharp design, effective copy and stunning photography, **these are statement print products that last decades.**



# ADVERTORIALS

This is the place for your brand messaging to shine. Advertorials provide near-full client control over content and design, but look and feel like the stories our readers already crave. With premium placement options across Asia City's digital and print properties, **advertorials spread your message, your way.**

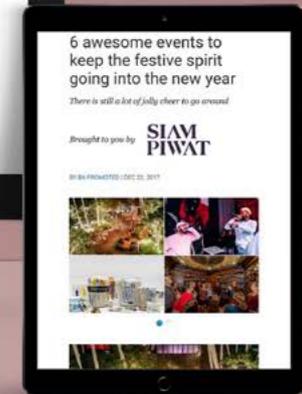
- Articles look just like editorial content
- Use a combination client and editorial tone
- Premium placement on digital and print platforms



# NATIVE ADS

Gain access to *BK Magazine* and *Soimilk's* trusted, affluent and educated readers through engaging native ads designed to foster user engagement while also achieving your marketing objectives. These combine traditional editorial content with your brand messaging to ensure readers absorb ad content in a natural, pleasing way. **Native ads do more than sell, they build trust.**

- Articles look just like editorial content
- Use a combination of client and editorial messaging
- Shared across social media for maximum reach and engagement
- Placement in regular news feed rotation



# CUSTOM VIDEOS

We reach **millions of Bangkokians** every week

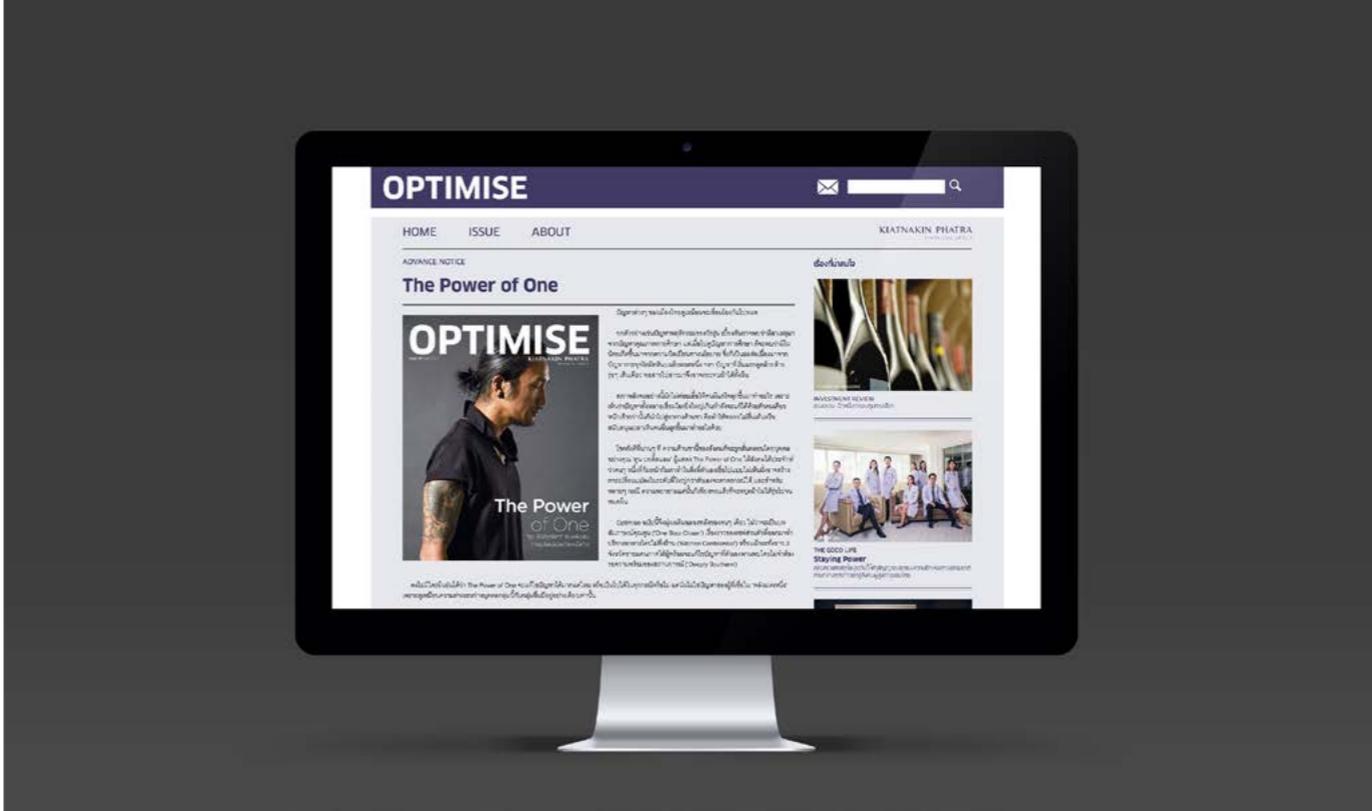


click to play

Our biggest clients trust us to make videos with lasting impact. Whether it's venue showcases, client interviews or full-on mini-documentaries, **we're experts in creating video content with viral appeal.** We keep you fully involved in the storyboarding, filming and editing processes to ensure all your marketing goals are met and the content is on point—every time.

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## CASE STUDY

# OPTIMISE

Client **Kiatnakin Phatra Financial Group**  
 Industry **Banking & Investments**  
 Format **Magazine**  
 Language **Thai**

When Kiatnakin Phatra Financial Group wanted to offer an elevated style of content to its key clients and valued investors, it turned to Asia City Studio to create a magazine with gusto. The result was *Optimise*, a hard-hitting longform lifestyle and current affairs magazine that digs deeper into Thailand's most important issues. Asia City Studio put the full weight of its editorial strength into this project, summoning our decades of traditional journalism experience to publish Western-style feature stories seldom seen in Thai-language magazines.



CASE STUDY

# MADE IN THAILAND

Client **Department of International Trade Promotion**  
Industry **Government**  
Format **Hardcover Book**  
Language **Thai & English**

When the Department of International Trade Promotion wanted to tell the world about Thailand's wealth of consumer goods, it turned to Asia City Studio to spread the message in a meaningful way. *Made in Thailand* celebrates the stories of Thailand's best brands by showcasing the best products and services awarded DITP's golden label, the Thailand Trust Mark (T Mark). With a combination of beautiful photography, engaging feature stories and informative product listings, this bilingual limited-edition, hardcover book follows the narrative of Thailand's "Brand Heroes" and how they came to define the nation on the international stage.



# TOP BRANDS TRUST US TO TELL THEIR STORIES



KIATNAKIN PHATRA  
FINANCIAL GROUP



PROPERTY  
DEVELOPMENT  
& INVESTMENT  
A Member of Central Group

SIAM  
PIWAT



DIAGEO



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**STUDIO** 

Contact our sales team at  
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