

ocrave

Your Innovation Edge

OCRAVE

*Empowering Global Brands
with Digital Innovation since 2010*

CORPORATE INSTITUTIONS



SAMSUNG

TECHNOLOGY



HITACHI
Inspire the Next

ENTERTAINMENT



RETAIL

ESTÉE
LAUDER
COMPANIES

Dior



OTHERS

PAVILION
KUALA LUMPUR



PETRONAS @ NEW OTANI HOTEL TOKYO



PINK ILLUMINATION OF KLCC



LARGEST PROJECTION MAPPING SHOW IN MALAYSIA



MARVEL EXHIBITION IN KUALA LUMPUR & JAKARTA



HADA LABO VIRTUAL REALITY



NATIONAL SCIENCE MUSEUM MALAYSIA

PROFILE VIDEO

ocrave



MARVEL STUDIOS

MARVEL STUDIOS EXHIBITION KL
DESIGN & DEVELOP LARGEST EXHIBITION BY DISNEY IN S.E.A

WATCH CRAVE
EVENTS &
EXHIBITIONS VIDEO





Interactive Solutions, Experiential Events & Thematic Attractions

ocrave

Digital Innovation Enabler

CRAVE INTERACTIVE Solutions used by:

CORPORATE INSTITUTIONS



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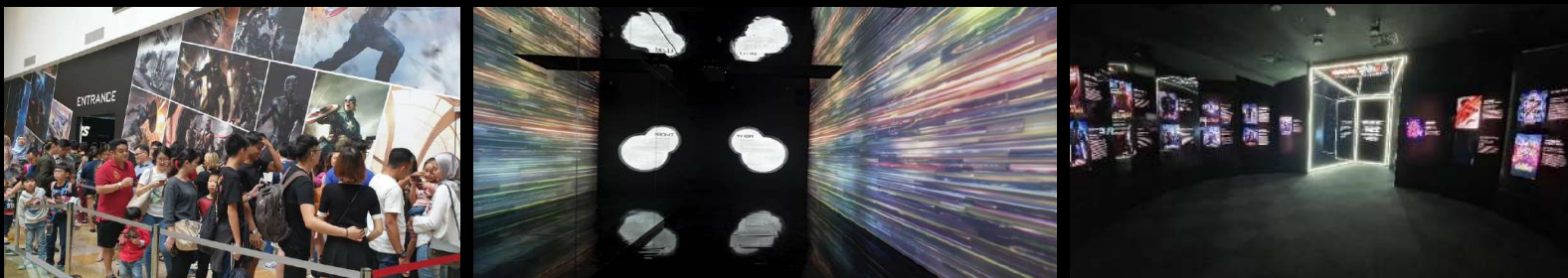
MARVEL STUDIOS: TEN YEARS OF HEROES



We work with the largest entertainment brand in the world, Disney/Marvel to bring in one of the most exciting exhibition in Asia.

1. Concept customization based on local preferences.
2. Creation of interactive technology with Marvel HQ.
3. Design & Develop all creative/design.
4. Supply & Installation of all equipment and hardwares.
5. Strategize full-fledge marketing plan to launch and promote throughout the event.
6. Initiate brand partnerships and sponsorships

MARVEL VIDEO





Interactive Elements

Crave worked with Marvel team to create immersive experience.



4D IMMERSIVE DINING OPENING IN BANGKOK & TEL AVIV



oCrave

We created the first immersive dining with interactive table in Malaysia.

1. Concept, Ideation & Strategy
2. Full production including animation, lighting effects, sound and 3D mapping softwares.
3. Supply & Installation of all equipment and hardwares.
4. Full training of operating SOPs.



Result: Introduced a new experience into the dining scene of Malaysia.

OBSKURA XR - PUSAT SAINS NEGARA MALAYSIA

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BREAST CANCER AWARENESS

CLIENT: ESTEE LAUDER COMPANIES & PETRONAS

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We created history by illuminating the tallest twin tower in the world in PINK; combined with Dual Projection Mapping and Water Show.

1. Concept & Ideation
2. Design & Develop for all creative/design.
3. Full production including animation, lighting effects and water show
4. Supply & Installation of all equipment and hardwares.

Result: The pink awareness raised to another new level when the entire city capture and share the iconic moment throughout the entire period.



THE LARGEST PROJECTION MAPPING IN MALAYSIA

CLIENT: 3D ART MUSEUM LANGKAWI



We transformed an outdated museum into a must-visit destination by integrating latest 3D mapping technology.

1. Concept, Ideation & Strategy
2. Full production including animation, lighting effects, sound and 3D mapping softwares.
3. Supply & Installation of all equipment and hardwares.
4. Full training of operating SOPs.

Result: Achieved an average 3,500 visitors per day; and became one of the “must-visit” in Langkawi, Malaysia.



SELFIE MUSEUM MALAYSIA

CLIENT: SELFIE MUSEUM



We transformed the latest selfie trend into a unique **Experiential Marketing** with each room sponsored by an international brand.

1. Brand Creation
2. Concept, Ideation & Strategy
3. Strategize full-fledge marketing plan to launch and promote throughout event.
4. Initiate brand partnerships and sponsorships
5. Full production including animation, lighting effects, sound and 3D mapping softwares.
6. Supplied fibre-glass props and design with each brand.

Result: Achieved a viral effect in social media platforms and covered by major media.

SAMSUNG
Galaxy

PANDORA

HOTLINK

BR baskin
robbins

benefit

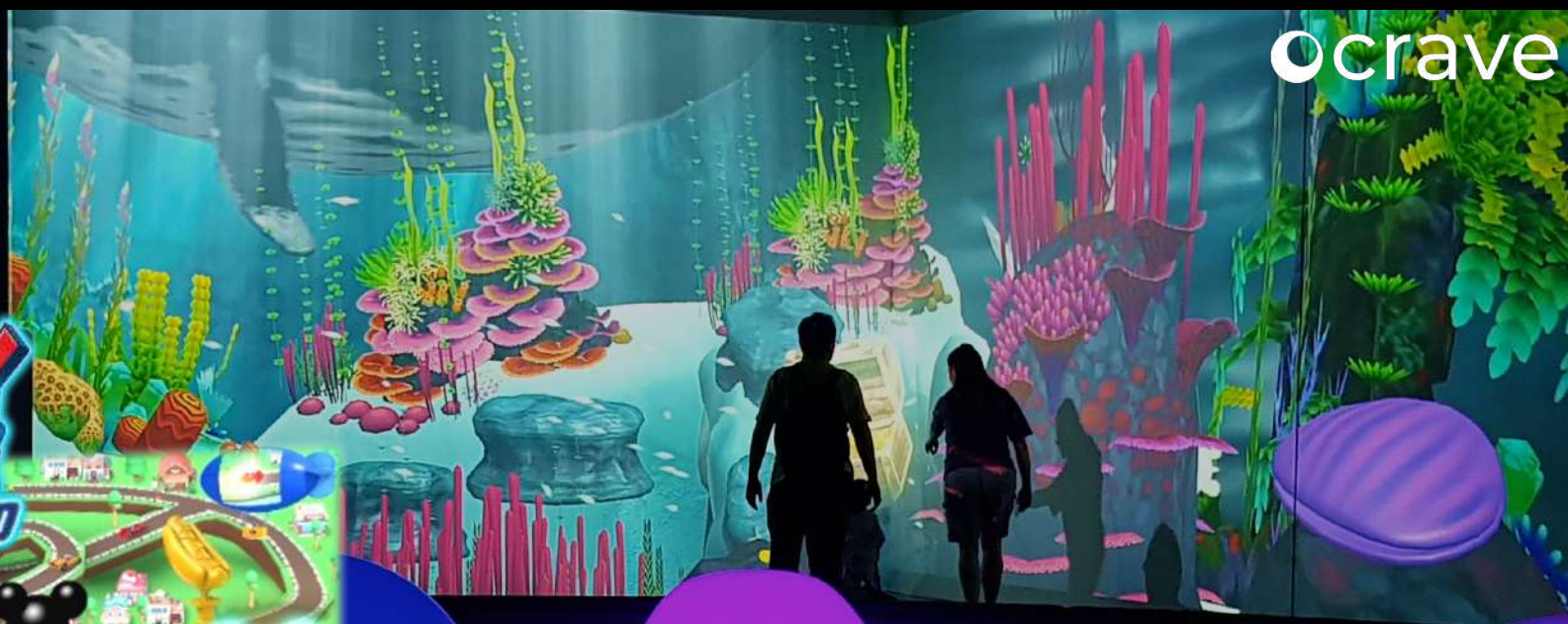
duCK

tealive

llaollao

CHILDREN'S INNOVATION CENTRE

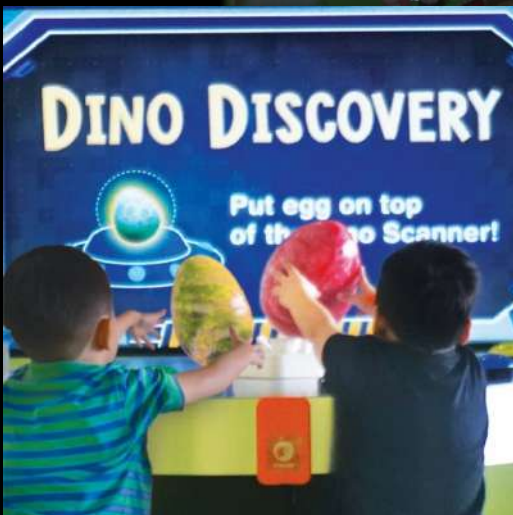
ocrave



We innovate the traditional playland into a futuristic space for children to interact and express their rich imagination through digital technology.

1. Concept, Ideation & Strategy
2. Full production on all softwares and content.
3. Supply & Installation of all equipment and hardwares.

Result: Transformed play into educational business that attracted international brands and museums/science centres collaborations.



CHILDREN'S INNOVATION CENTRE

ocrave



ETUDE HOUSE (MALAYSIA)



INTERACTIVE TECHNOLOGIES &
DISPLAY SOLUTIONS FOR ETUDE
HOUSE STORE IN MALAYSIA

ESTEE LAUDER CONCEPT STORE



INTERACTIVE TECHNOLOGIES & DISPLAY SOLUTIONS
FOR ESTEE LAUDER BEAUTY PLAYGROUND STORE IN MALAYSIA

4D DINING FOR PETRONAS IN SOUTH KOREA & JAPAN

300 PAX @ NEW OTANI HOTEL TOKYO & GRAND INTERCONTINENTAL PARNAS SEOUL



4D DINING
SEOUL VIDEO



4D DINING FOR PETRONAS IN SOUTH KOREA & JAPAN

CLIENT: PETRONAS





Digital Marketing, E-Commerce Solutions & Retail Technologies

CRAVE DIGITAL Solutions used by:

DIOR

Jo MALONE
LONDON

GUERLAIN
PARIS



ESTÉE
LAUDER
COMPANIES

ESTÉE LAUDER

CLINIQUE

MAC

ORIGINS
Powered by Nature. Proven by Science.

BOBBI BROWN

MARC JACOBS

MULBERRY

AMOREPACIFIC

Sulwhasoo

ETUDE
HOUSE

innisfree

A|X

ck
Calvin Klein

CLUB
21

DAVIDOFF

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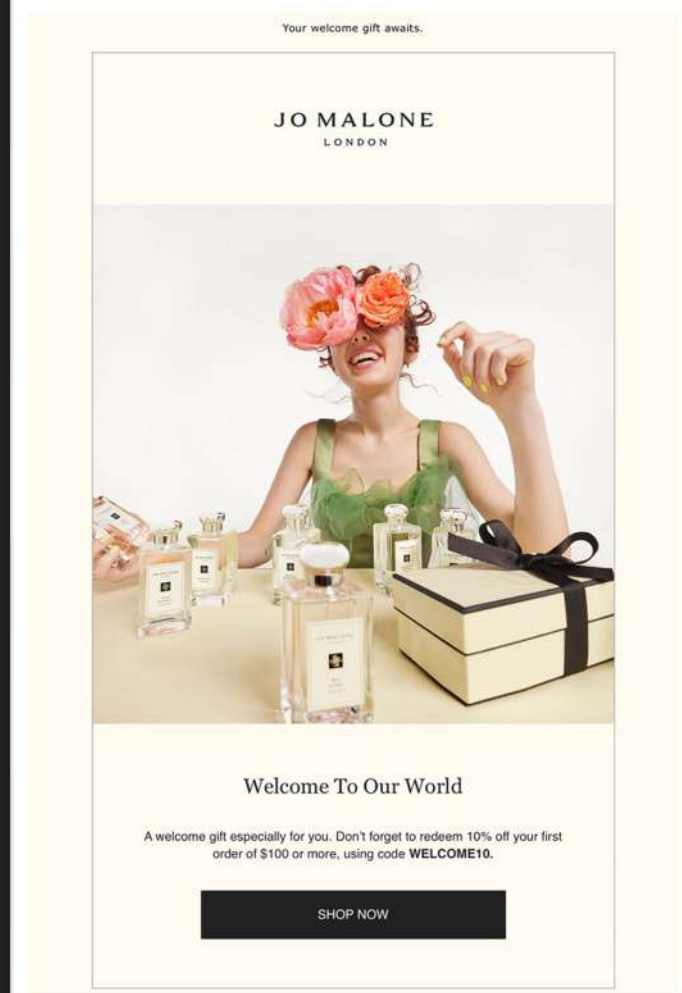
Digital Innovation Enabler

Retail and Marketing Technology Solutions



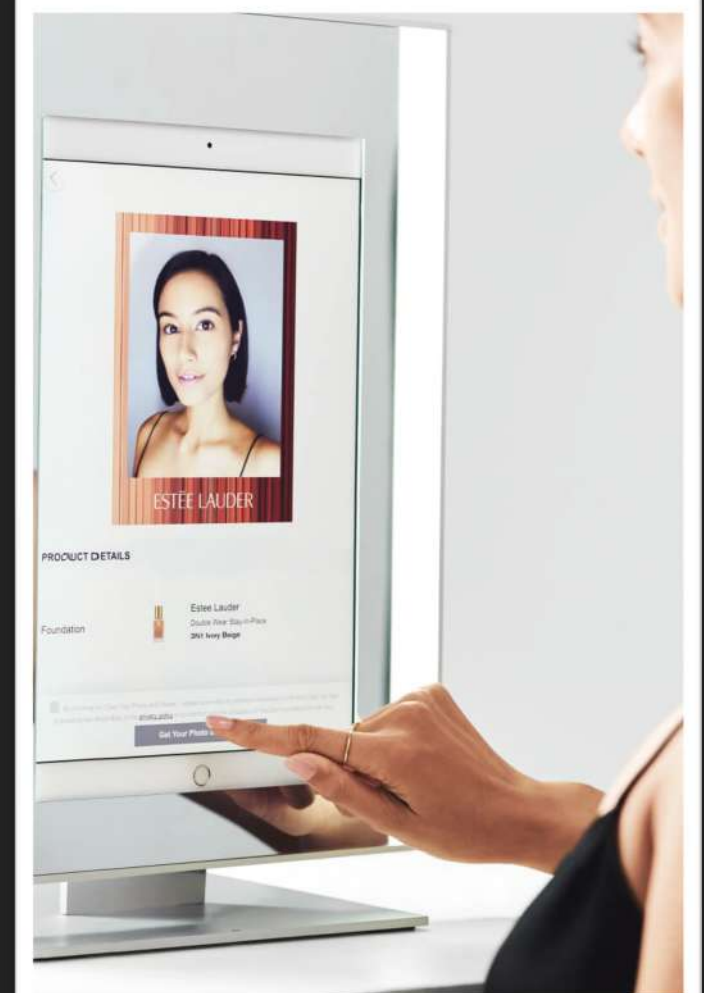
01.E-COMMERCE+

Scalable e-Commerce solutions that integrate seamlessly with new technologies and market trends for maximum success.



02.OUTREACH+

Ready-to-use marketing templates; powered with Personalization and Automation.



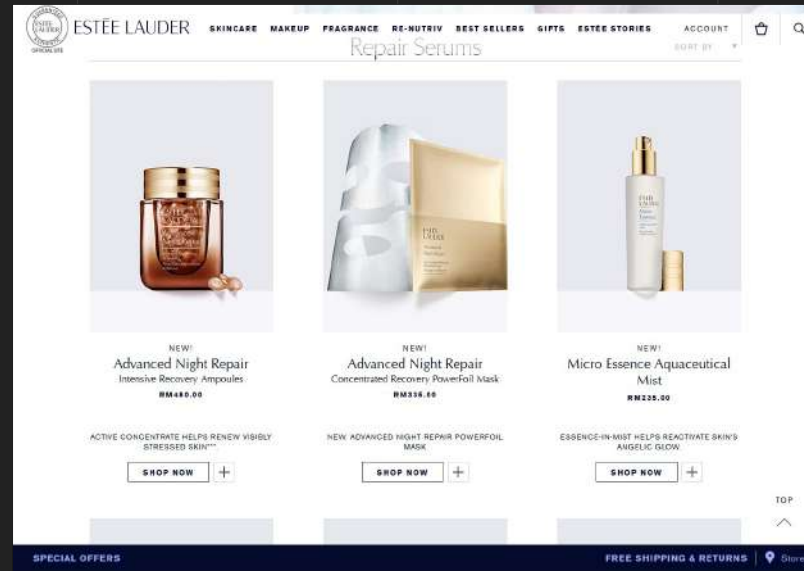
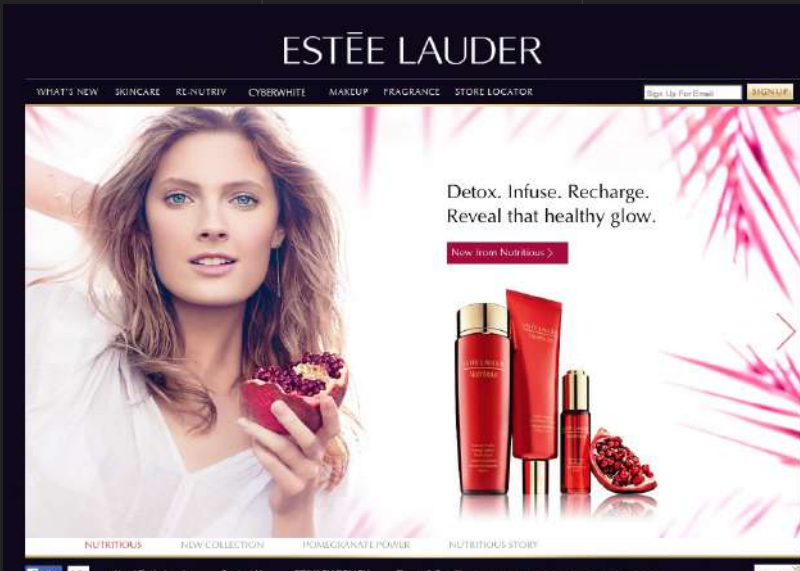
03.ENGAGE+

Interactive Technologies to enhance brand message and elevate customer experience; ultimately drive sales growth.

ESTÉE LAUDER (Client since 2007)

E-COMMERCE / CAMPAIGNS MANAGEMENT / EMAIL MARKETING / CUSTOM-BUILT SOLUTIONS

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TASK

With a strong retail presence, Estee Lauder Companies, Inc wanted to penetrate the e-commerce landscape. It was a fast-growing and lucrative platform to win in.

SOLUTION

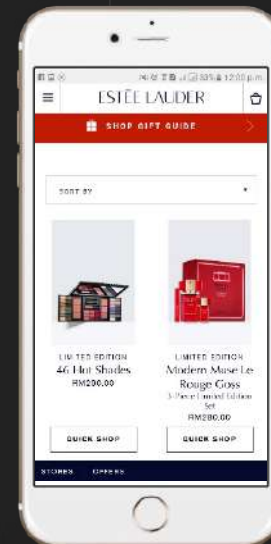
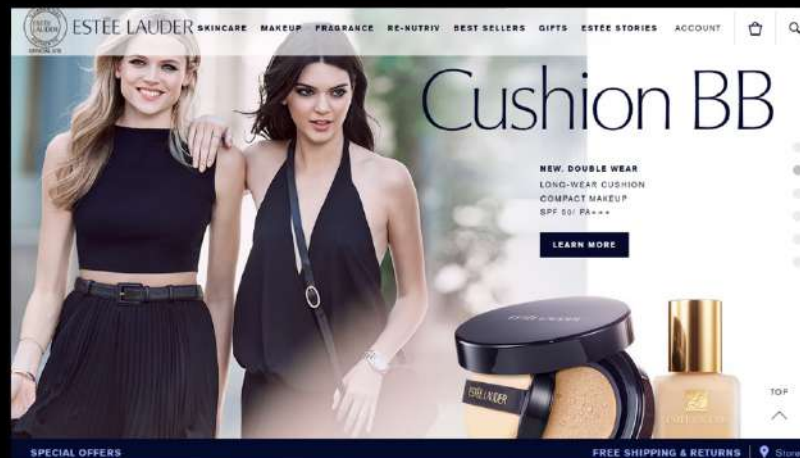
We started by outlaying the e-commerce foundation, ideated the launch plans and ensured maximization through localization to cater to various markets' needs, ensured prompt and real-time updates inclusive of maintenance and also implemented a seamless integration to all platforms.

RESULTS

e-Commerce sales grew exponentially and it was expanded to 3 core brands; Estee Lauder, Clinique and MAC. Cost efficiencies were also achieved due to easy localization, and low costs for regular updates. We were also recognized for high efficiencies in life-updates with 24-48 hours' turnaround rate thus sales opportunities were seized consistently. Consumers enjoyed easy shopping, increasing total brand portfolio relevancy with today's tech-savvy online shoppers.

KEY LEARNING

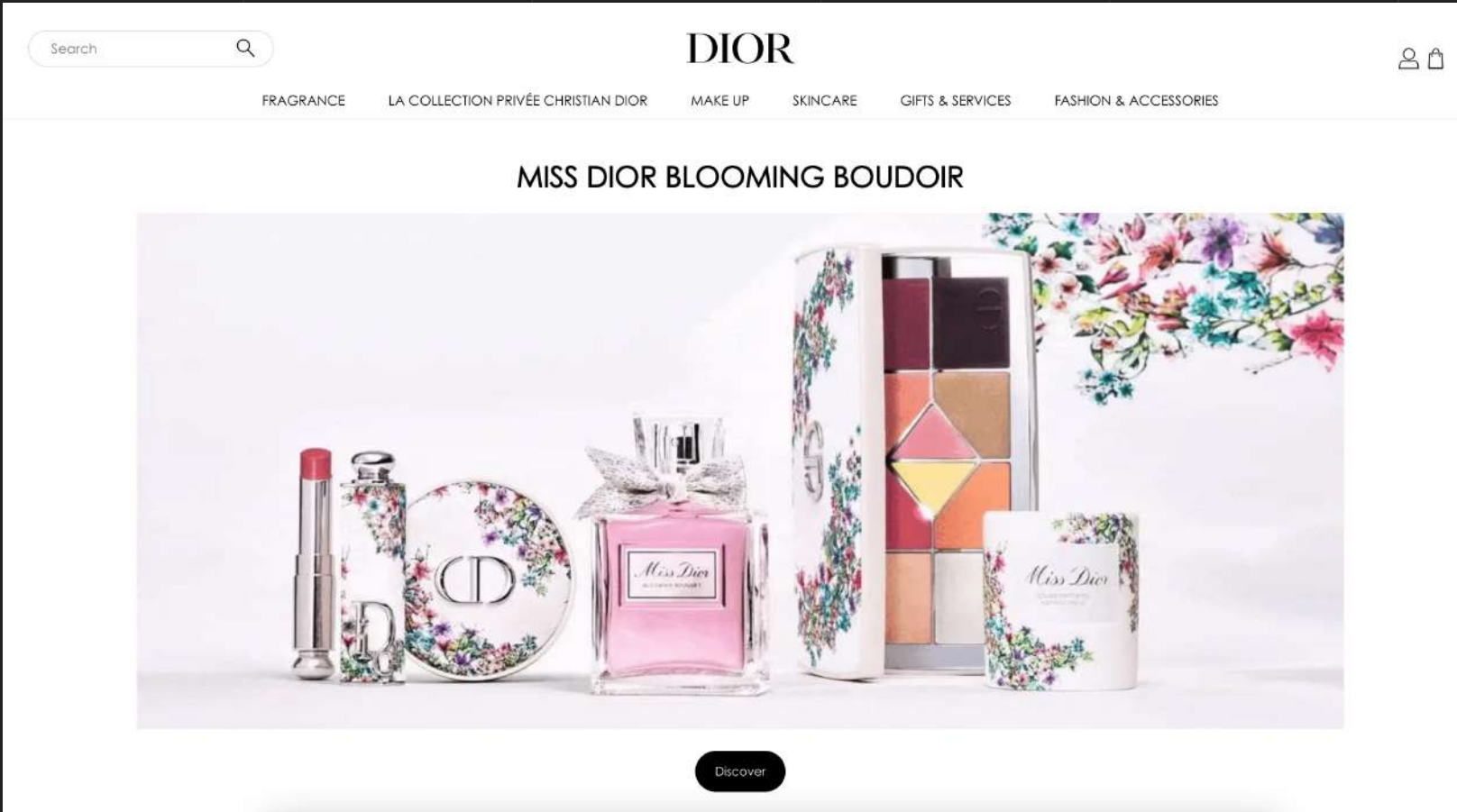
The success of an e-Commerce platform is to achieve the most simplified user's journey, seamless online shopping experience with quick turnaround response and ensuring easy customization and localization for a Regional rollout that is cost efficient.



DIOR Malaysia & Singapore – Official Website

E-Commerce & Digital Marketing Solutions

ocrave



Official Store of Prestigious Dior for Malaysia & Singapore
E-Commerce Solutions, Digital Marketing, Email & Loyalty Programmes

CLINIQUE

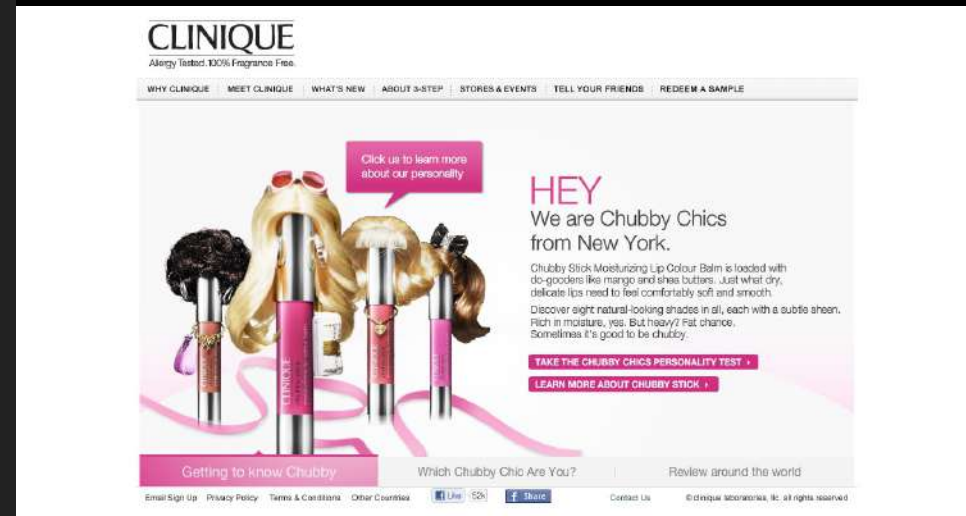
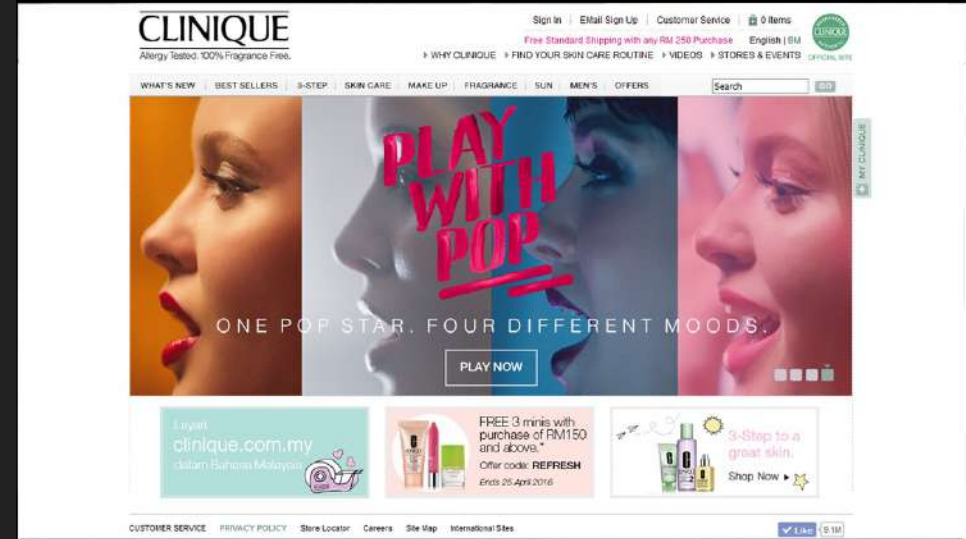
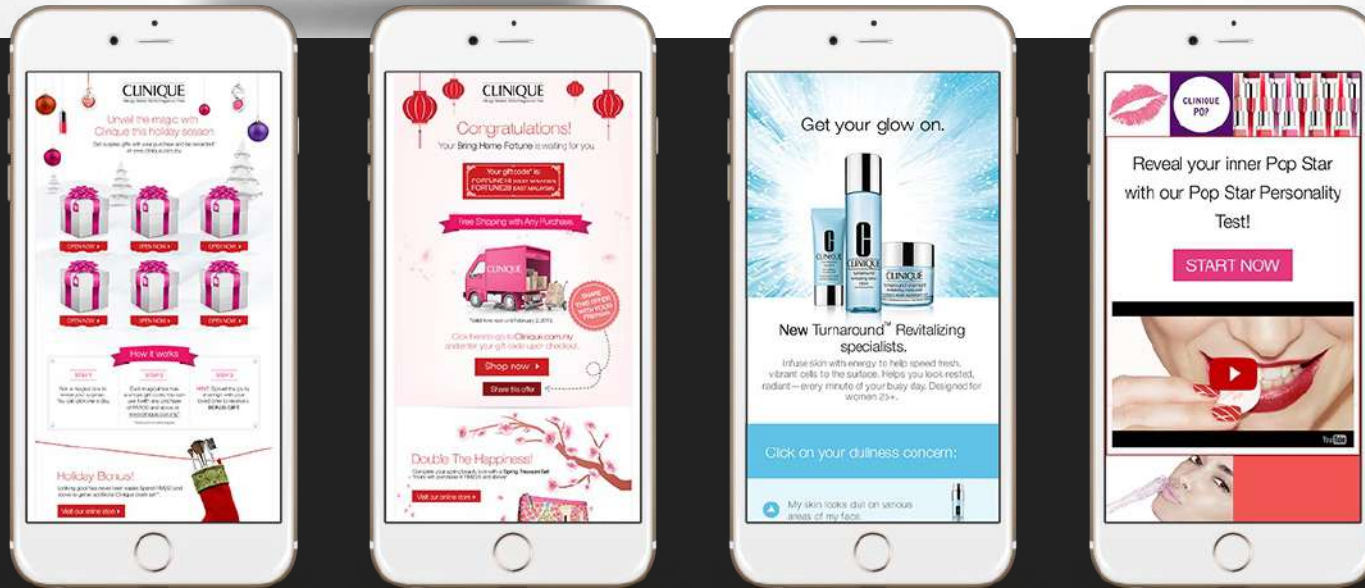
E-COMMERCE / DIGITAL STRATEGY / CAMPAIGNS MANAGEMENT / EMAIL MARKETING / DATABASE SETUP / CUSTOM-BUILT SOLUTIONS

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An Interactive Online Shopping Experience

Purchase your favorite products without hassle. The new [clinique.com.my](#) is designed with an enhanced shopping experience in mind.



Global Creative Services for all clients

We solve all your creative needs.

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Limited Edition Clinique iD™
base: Dramatically Different
Moisturizing Lotion+
RM169.00
[Shop Now](#)



J'ADORE



J'ADORE



MISS DIOR ROSE N' ROSES



ROUGE DIOR



DIOR FOREVER



CAPTURE TOTALE C.E.L.L. ENERGY



Limited Edition Moisture
Surge™ Hydrating Lotion
RM158.00
[Shop Now](#)



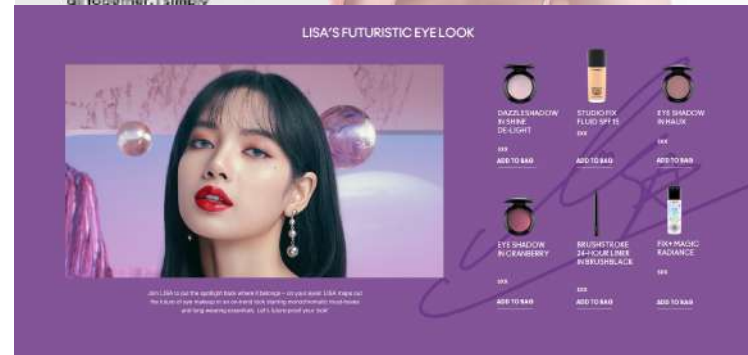
50年人參綜合研究



參肌煥活 青春能量



雪花秀Concentrated
Ginseng Renewing Cream
EX



• Integrated services to provide quality creatives for e-Commerce, Media Ads, Social media and Digital displays in brick and mortar store.

• In the competitive market, time is the essence. Continuously create new creatives in fast lead time.

• You can be rest assured with our quality as 90% of our clients are world's renowned brands.

HADA LABO (ROHTO MENTHOLATUM)

ocrave

We embrace new technology and innovation for Rohto Mentholatum Group.



WATCH VIDEO



Website, Digital
Contests, Malls Events,
Roadshows & New
Technologies

MOIST DIANE (MANDOM)



INTERACTIVE Solutions for Retail Industry

ocrave

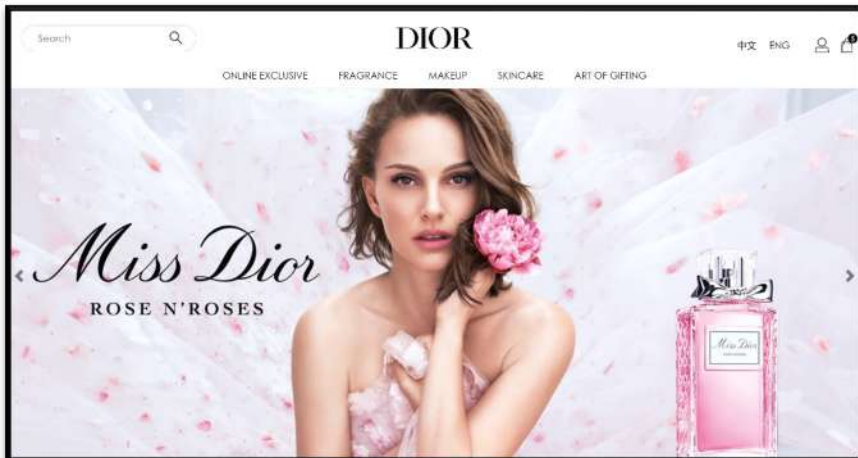
Increase your marketing ROI by integrating online and offline initiatives.



We Work Globally.

Our services has been entrusted with major projects across the globe.

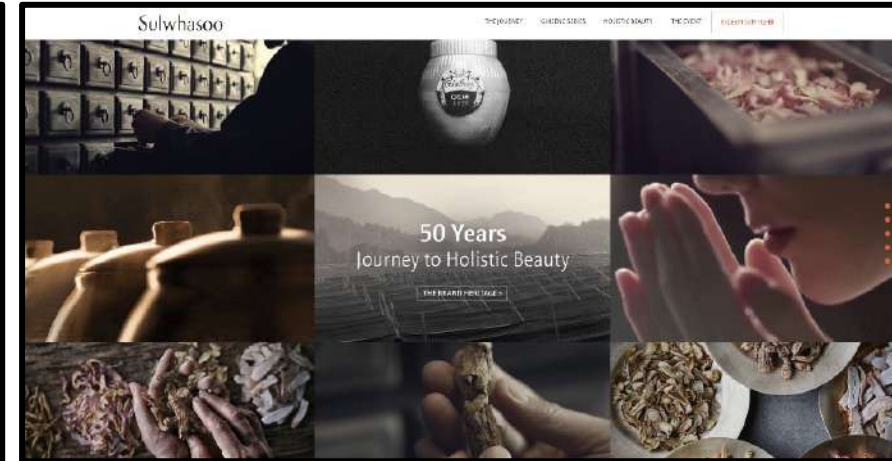
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Dior e-Commerce
(Malaysia & Singapore, 2021)



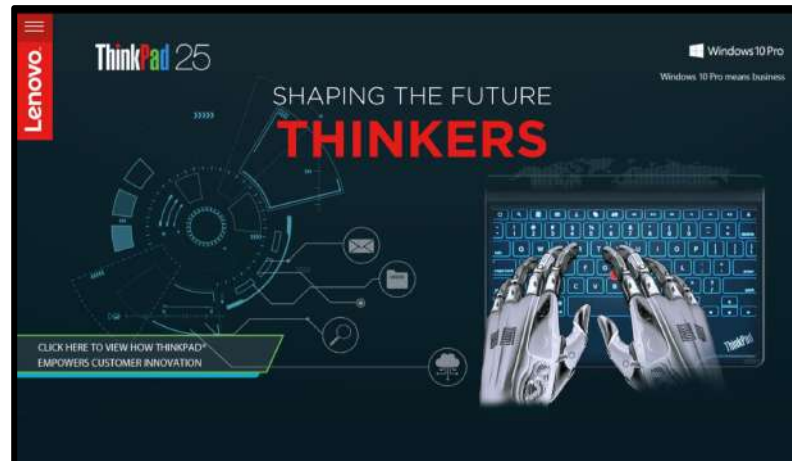
Guerlain (APAC, 2021)



Sulwhasoo Ginseng Heritage
(APAC – 5 countries, 2017)



Total Oil (Global – 15 Countries)



Lenovo (APAC)



Hitachi Partner Hub
(Global 12 Countries)

Clinique Forecast App
(Global 23 Countries)

CASE STUDY: SULWHASOO

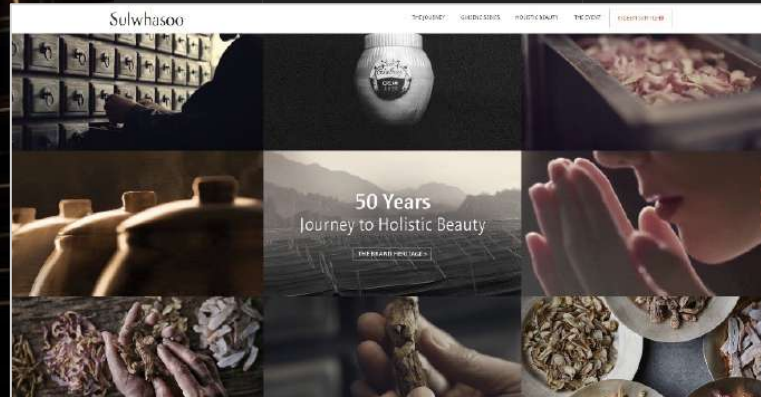
MAJOR CAMPAIGN MANAGEMENT AND VR DEVELOPMENT FOR GLOBAL MARKET. WORKED DIRECTLY WITH HQ TEAM IN KOREA.

360° VR EXPERIENCE SULWHASOO FLAGSHIP STORE GANGNAM, SEOUL

EXPERIENCE IT >



Sulwhasoo
Holistic Beauty from Asian Wisdom



How the interactive VR works?

-  **Info Markers**
When loaded, info markers will pop out information panels in the form of media such as video/images/texts
-  **Location Markers**
When activated, the VR will transition into a different location or point of view
-  **VR Pointer**
Acts as a pointer for the VR Gear to activate different markers in the VR world



TASK

We were tasked to originate a breakthrough idea to mark Sulwhasoo's 50th years of remarkable heritage at one of their most significant events. Being the first country in the world to celebrate the iconic Korea brand's anniversary was not an easy feat, but the thrilling journey began shortly after the brief.

SOLUTION

The first VR experience integrated with microsite was created serving guests with a feast of breathtaking views through a magnificent walk-through in Sulwhasoo's very own headquarters in Korea. Un-paralleled 360 view with sheer clarity of the compound, it provided nothing short of a truly immersive experience to the guests, perfecting the evening of celebration.

RESULTS

Sulwhasoo's event was highly publicized and the VR branded experience was featured in The New York Times. Innovation was at heart and this has brought Sulwhasoo's legacy closer to consumers today. The technology was adapted and launched globally.

KEY LEARNINGS

The key was to ignite creativity with today's changing technology. Challenging the norms and injecting new depths of experience to consumers.


Marketing Automation Services

ocrave


We make life's easier by enabling marketing automation and A.I tools.

3-STEP | SKIN CARE | **CLINIQUE** | MAKEUP | BEST SELLER
Allergy Tested. 100% Fragrance Free.

Welcome to the family.



Reasons you'll love Clinique



RECEIVE 10% OFF YOUR FIRST ORDER!
OFFER CODE: WELCOME10

Welcome to Estée Lauder



Now You Can Have It All

ONLINE EXCLUSIVES
Hot shades, breakthrough skincare
and more, exclusively ours.


MAC

LIPSTICK | BESTSELLERS | WHAT'S NEW

GET 10% OFF WITH YOUR FIRST PURCHASE! OFFER CODE: WELCOME10

WELCOME TO THE WORLD OF M·A·C

Welcome to M·A·C - the world's leading professional makeup authority because of our unrivalled expertise in makeup artistry.

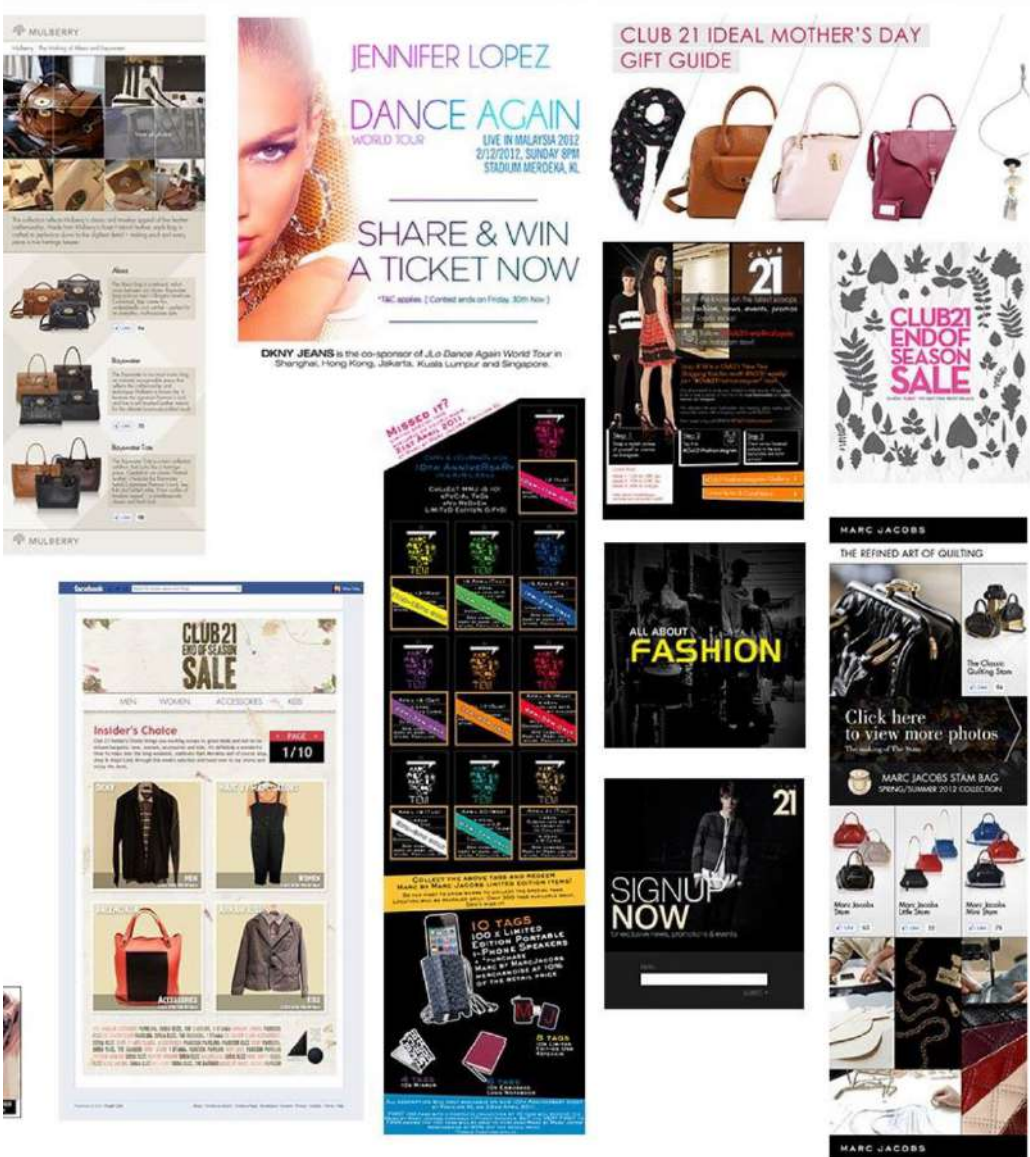


WHO WE ARE

M·A·C honours the beauty in all people with shades that are right for everyone. The company's credo - All Ages, All Races, All Genders - reflects our unique appreciation of individuality.

Welcome to the Family. The beginning of a rich personalized campaign begins.
Automated email will be sent upon entry of data into system.

We keep your customers updated with new excitement.



Building the Next Big Thing, Together.

Contact: Sean Tan, +8180-7360-9205 | sean@craveasia.com



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