Great innovation happens when we see communication (diversity), design (desirability) and technology (feasibility) are integrated, to effectively work towards a goal.

# Welcome to Media Design Labs, where Artists and Business Minds work together for Growth.

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# We are …

- … strategy-led communications agency for creative marketing, with over 10 years in the advertising industries.

# We design …

- … brands & businesses that differentiate our client from the common. We help businesses grow, launch products, putting your stake in the ground, and winning mindshare in the marketplace.

# We protect …

- … ideas with our secretive LABS services - the bright spark that will light the flame of innovation, delivering truly creative work that has the power to push brands and businesses forward.

# For further info, visit www.mdlbd.com


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# Latest News (April, 2018)


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## Feng Chun Villa / Taiwan

We are pleased to share our latest client from Taiwan since February 2018 - Feng Chun Villa, where we will be responsible for Brand Refresh, Social Marketing and Website Refresh.


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## Feng Chun Villa / Taiwan

Our service includes management over all sort of communications, from copywriting to visual design, to ensure our client's value and message to be broadcasted in an effective way. The above artwork is now being distribute over Line@ and print format.


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## Feng Chun Villa / Taiwan

We believe copywriting is the soul of every communications. After amassing a wealth of experience, we designed the above visual presentation consisting both video and photograph, resulting a heart-singing result cross Taipei City and Tao-Yuen District.


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## Feng Chun Villa / Taiwan

Organic reached (Non-paid reach) over 1000 people in average (With page Likes / Follower at 800 at the time of the above results)


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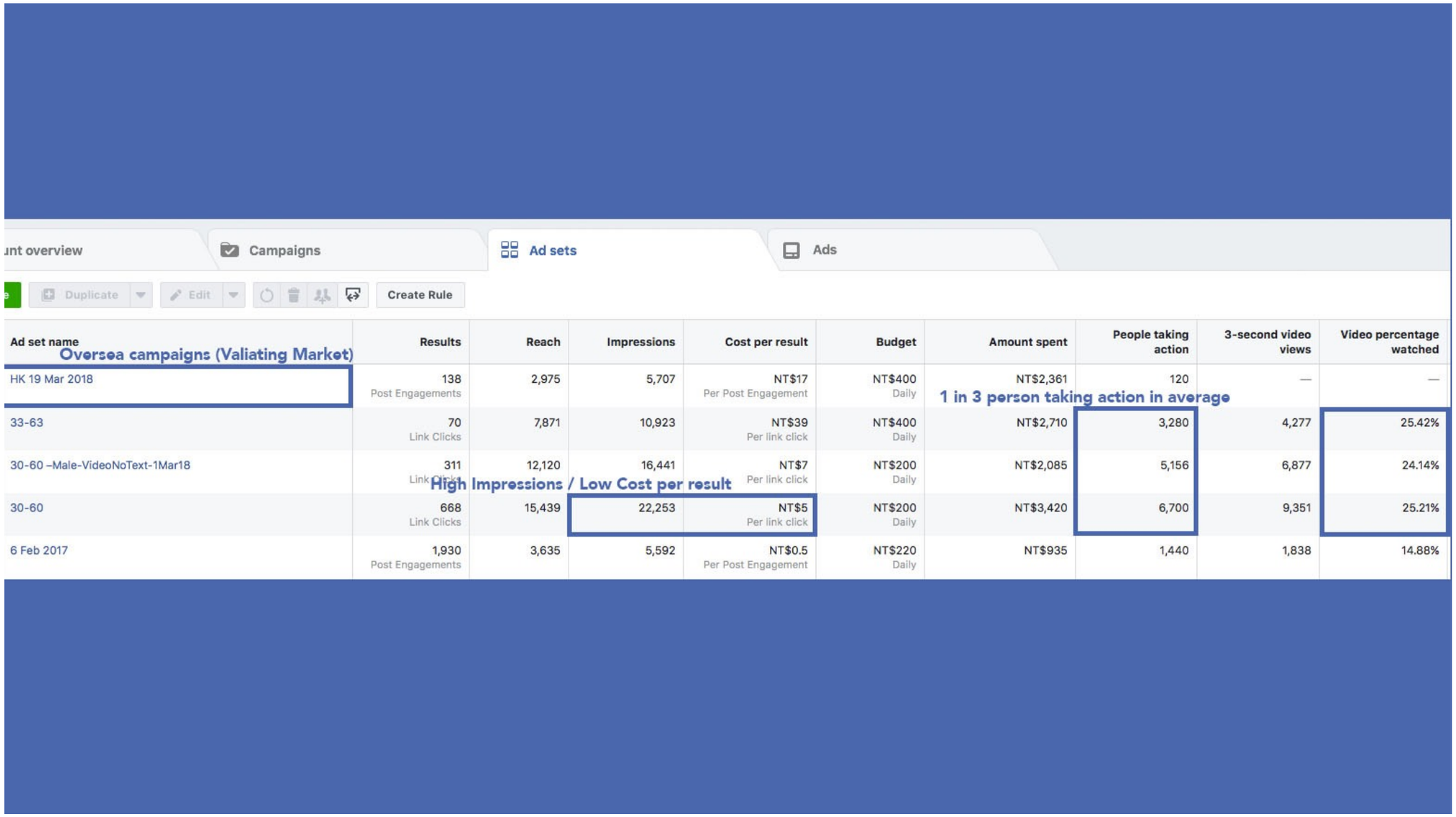


| Ad set name | Results | Reach | Impressions | Cost per result | Budget | Amount spent | People taking action | 3-second video views | Video percentage watched |
|---|---|---|---|---|---|---|---|---|---|
| HK 19 Mar 2018 | 138 Post Engagements | 2,975 | 5,707 | NT$17 Per Post Engagement | NT$400 Daily | NT$2,361 | 120 | — | — |
| 33-63 | 70 Link Clicks | 7,871 | 10,923 | NT$39 Per link click | NT$400 Daily | NT$2,710 | 3,280 | 4,277 | 25.42% |
| 30-60 –Male-VideoNoText-1Mar18 | 311 Link Clicks | 12,120 | 16,441 | NT$7 Per link click | NT$200 Daily | NT$2,085 | 5,156 | 6,877 | 24.14% |
| 30-60 | 668 Link Clicks | 15,439 | 22,253 | NT$5 Per link click | NT$200 Daily | NT$3,420 | 6,700 | 9,351 | 25.21% |
| 6 Feb 2017 | 1,930 Post Engagements | 3,635 | 5,592 | NT$0.5 Per Post Engagement | NT$220 Daily | NT$935 | 1,440 | 1,838 | 14.88% |

## Feng Chun Villa / Taiwan

Achievement of High Impressions (22k) at low Ad cost (NT$5 per click). Our Post engaged 1 person out of 3 in average, with 1/4 videos watched.


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## Micro Design Living (London UK)

Achievement of maximum with minimum means for start-up


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## Micro Design Living (London UK)

The company is a startup company found by Julia Lundsten from London in the UK focusing on delivering interior design services for small apartment. Media Design Labs worked closely with the owner and created the new logo and identity, highlighting the unique concept of the interior design services.


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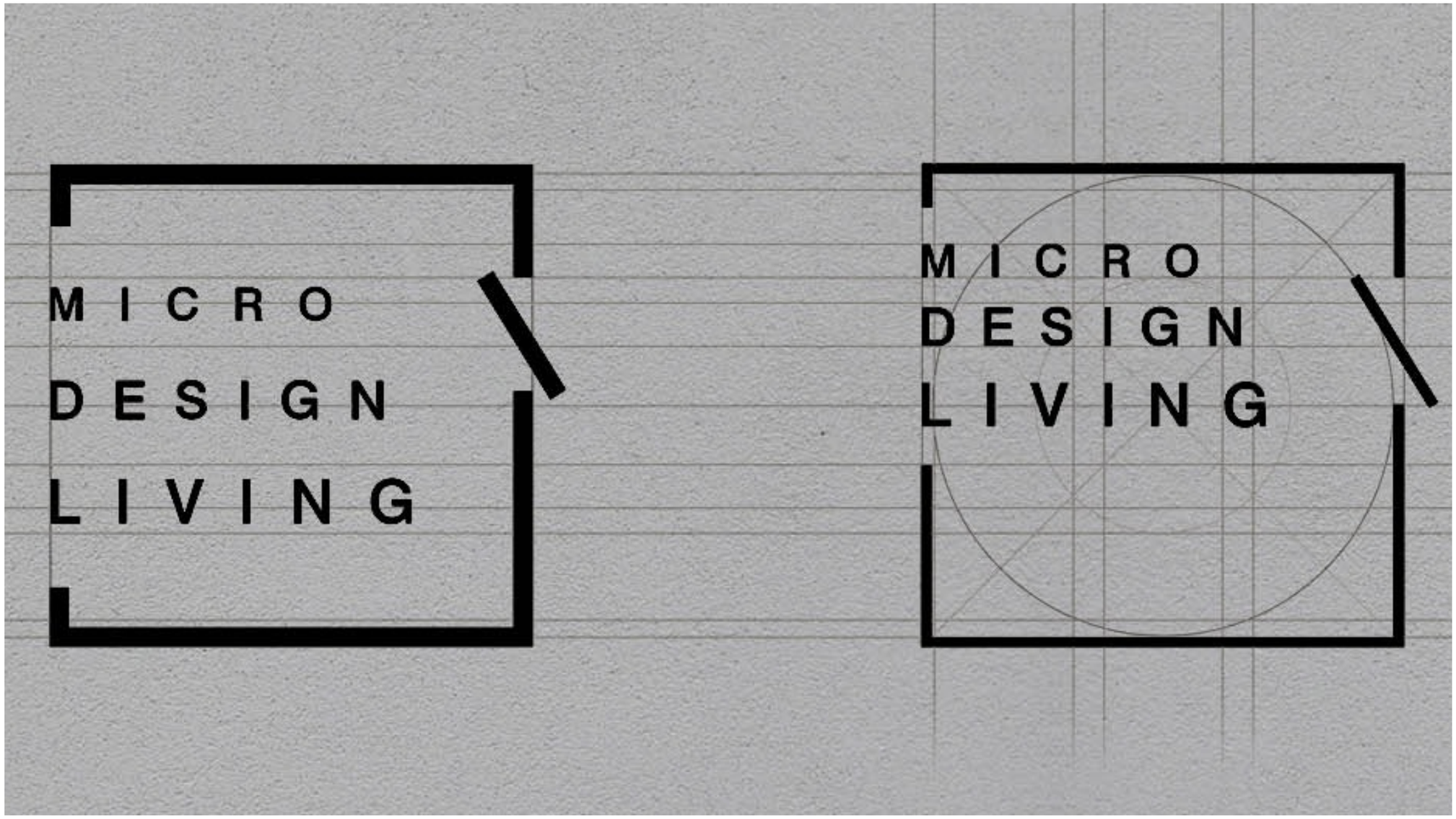


## Micro Design Living (London UK)

We think the logo itself should represent and communicate the concept of 'interior solutions for micro apartments'. The result is a simple yet sophisticated spacing planning drawing fitted with the company name. Having the company name increase in scale also allow the concept of 'maximising living practice within small spaces' speaks for itself.


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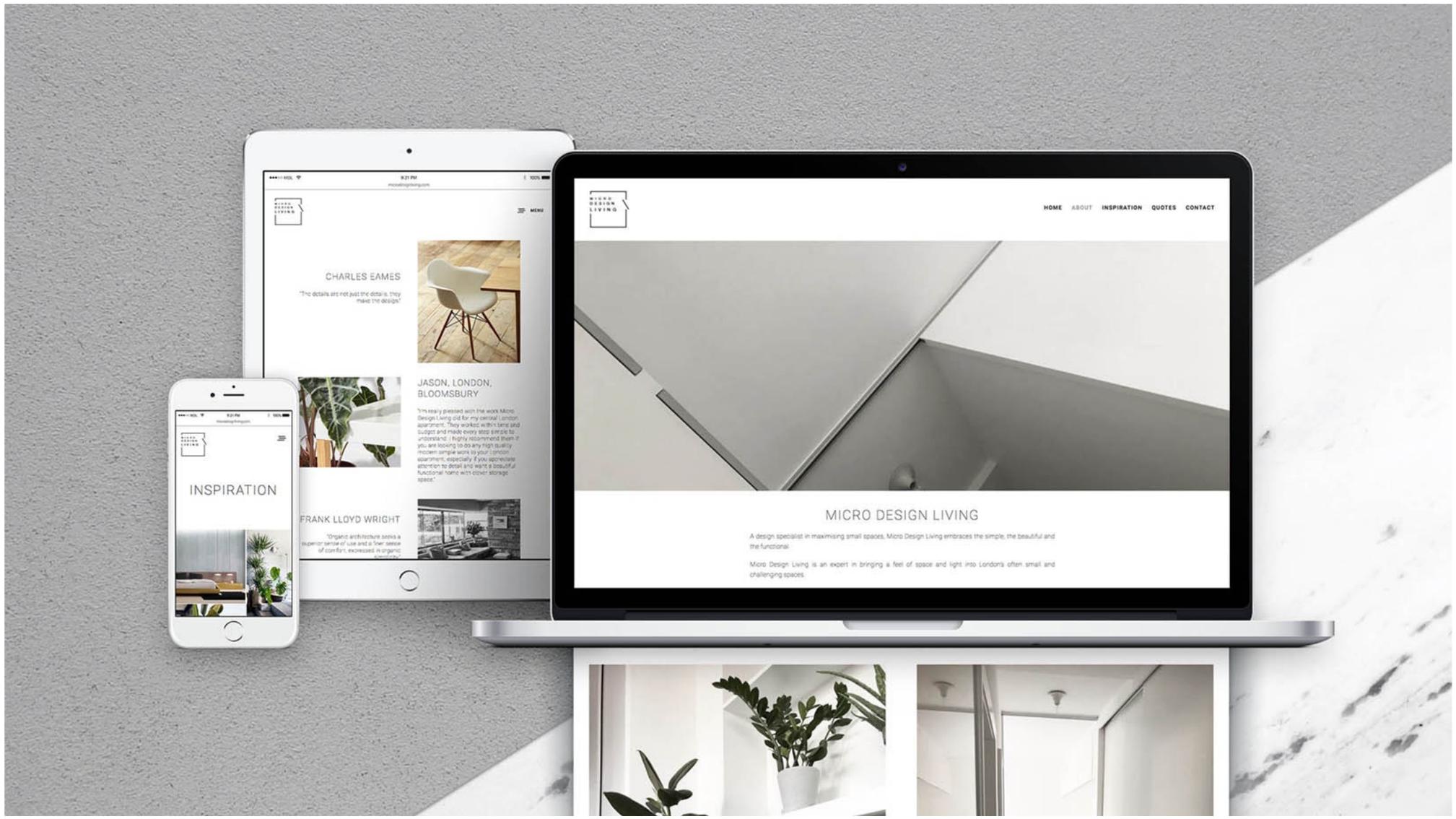


## Micro Design Living (London UK)

A microsite is also been built for the start-up's presence on the internet, with focus on delivering the most information content – copywriting. The microsite also aims at conversions – to get visitors get in touch via the contact form.


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## Micro Design Living (London UK)

The Results: Within 4 months the start-up company successfully secured their next interior design project in a highly competitive market (London), and completed in a sophisticated manners. Our clients are extremely happy with their identity and website we delivered, where we have plans ahead to continue boosting their business through online and social marketing.


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## Awana Atelier (London, UK)

Start-up Branding, Tone of Voice, E-Commerce Design and Development.


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## Awana Atelier (London, UK)

B2B Shoe brand Awana Group have been designing and making white label ladies shoes for some of the biggest high street fashion brands for years.  After amassing a wealth of experience and spotting a niche in the market they decided it was time to launch their own consumer facing brand.


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## Awana Atelier (London, UK)

Aimed at the more discerning shoe buyer 'Awana Atelier' blends glamour and sophistication with ethical manufacturing.  Shoes are made with off cuts of leathers by factories that pay their staff real wages and underpin the local community. ...


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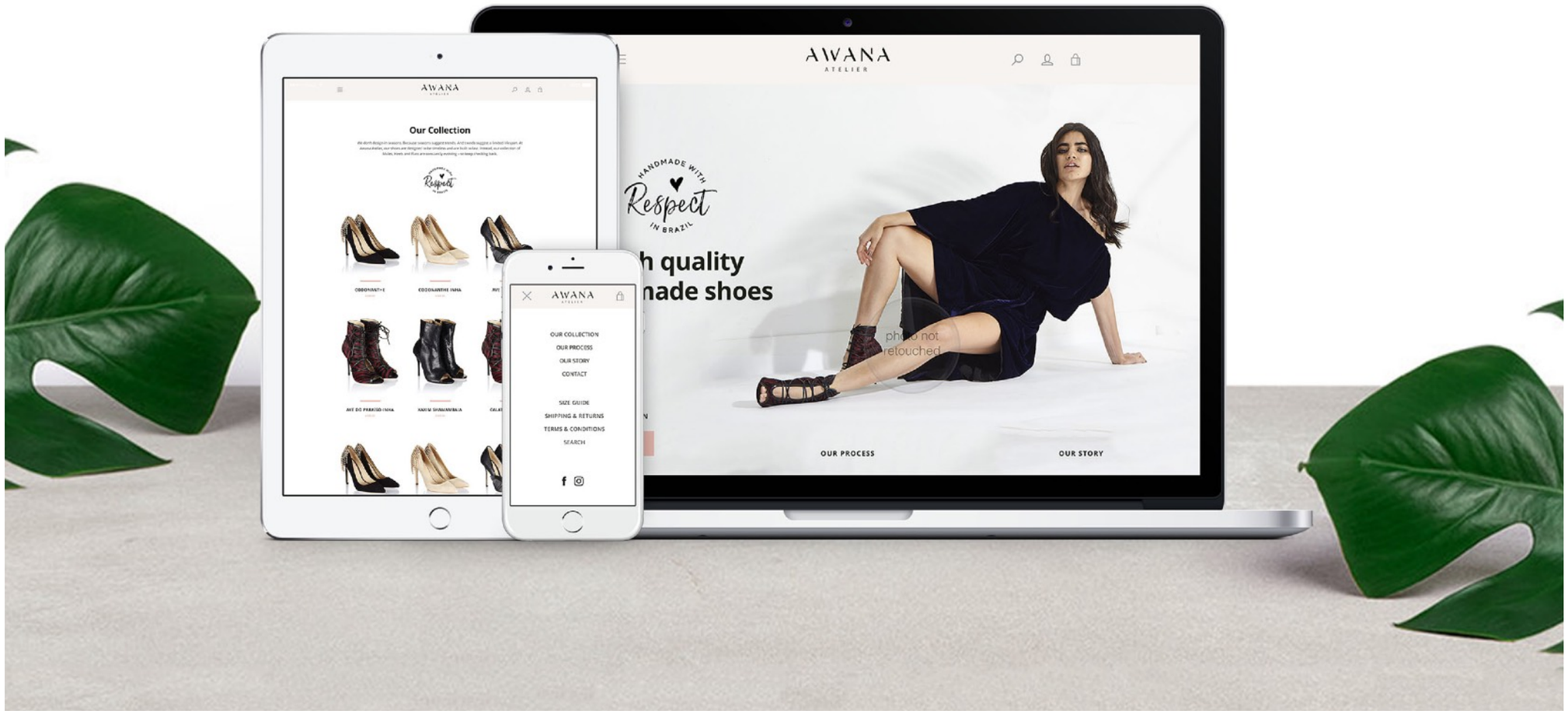


## Awana Atelier (London, UK)

The branding encompassed logo design, packaging, website and art direction for photography. More to follow soon...


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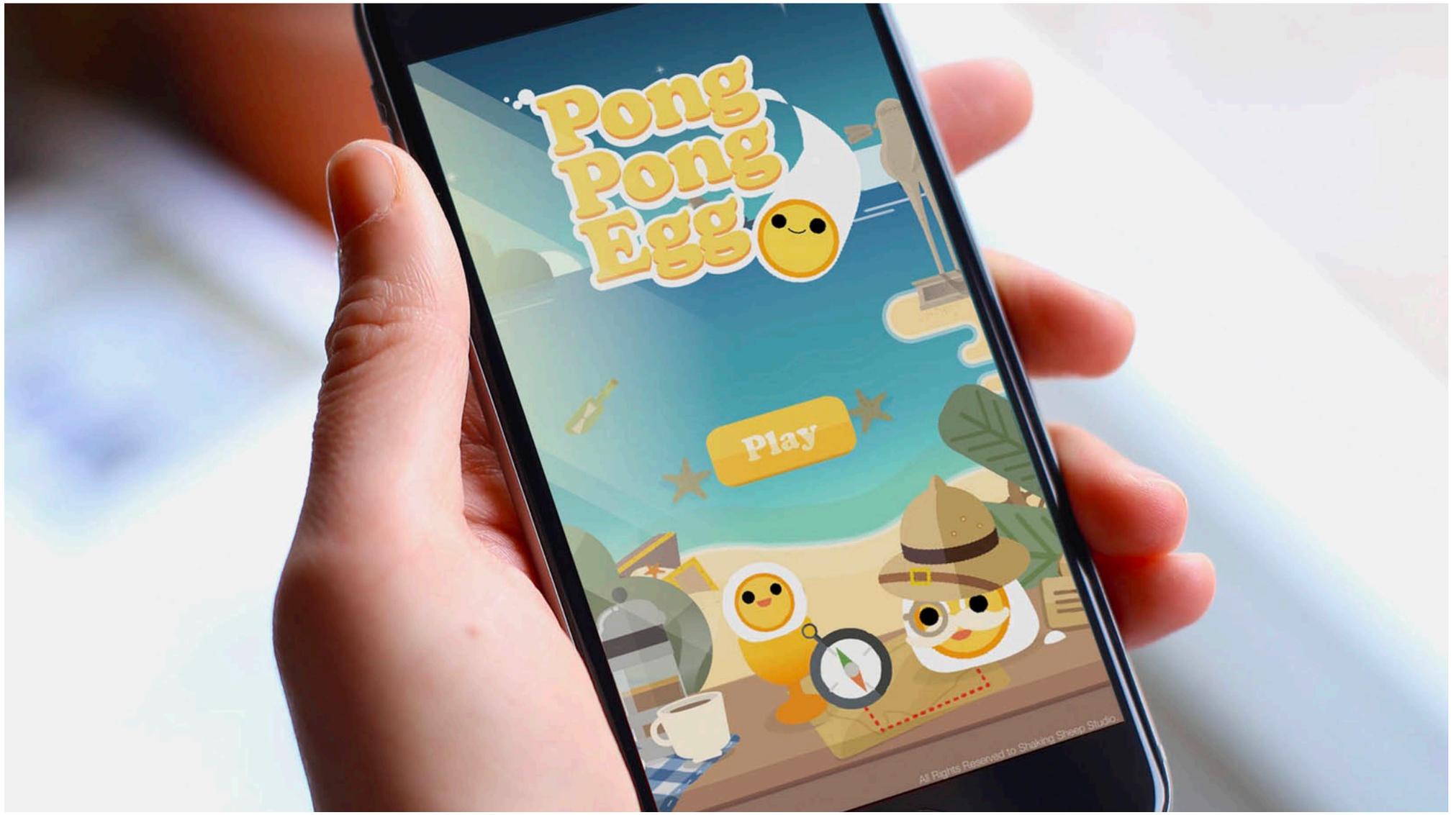


## Pong Pong Egg - The Mobile Game (Hong Kong)

Hitting Apple App Store's spotlight, the original title receiving global top featuring on day of launch.


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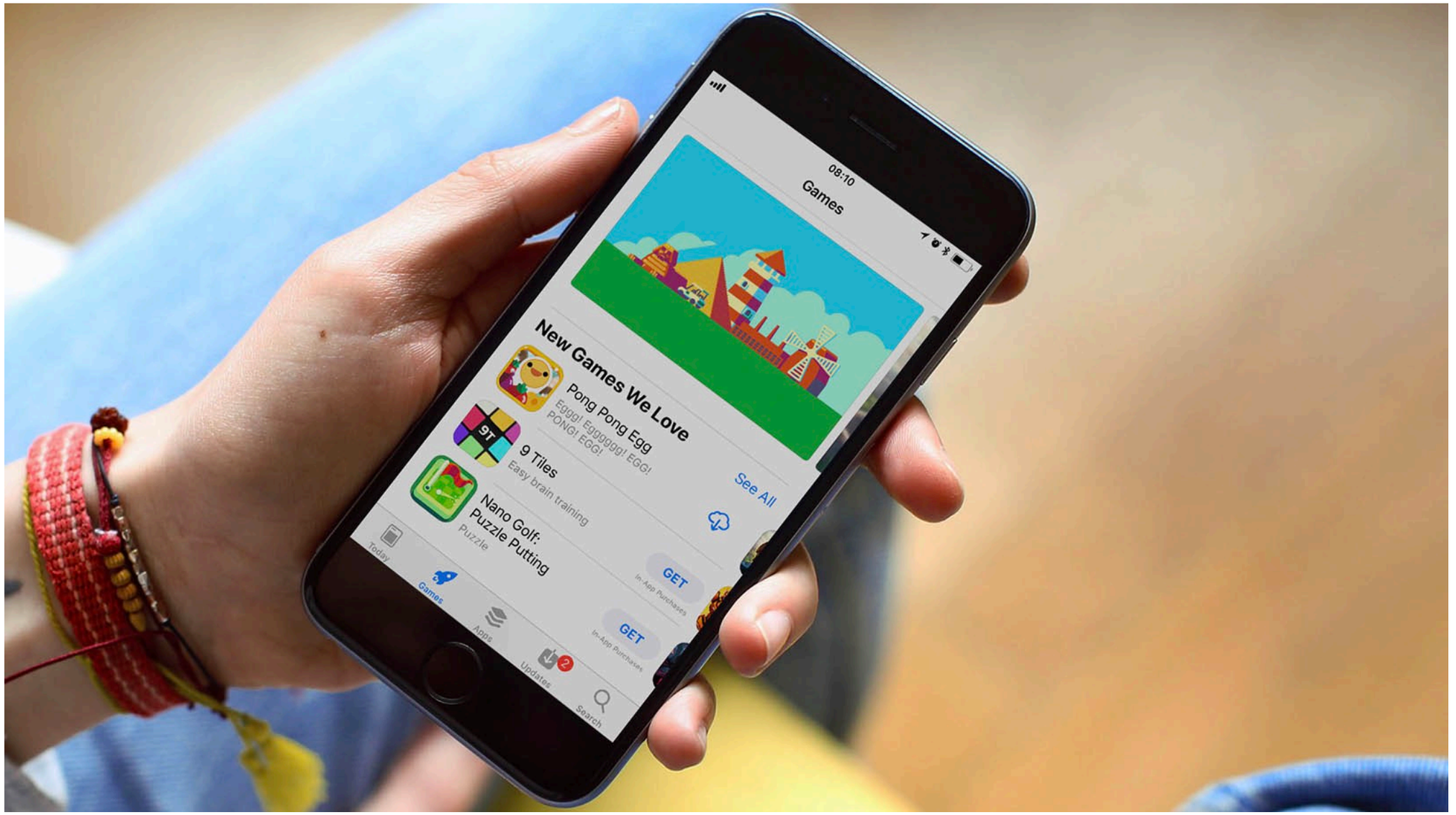


## Pong Pong Egg - The Mobile Game (Hong Kong)

Shaking Sheep Studio, a HK independent game development studio, and Media Design Labs, the creative laboratories focus in introducing the next ideas of digital-human interactive experience, has released 'Pong Pong Egg', an original action puzzle mobile game app for iPhone and iPad devices, on March 2018.


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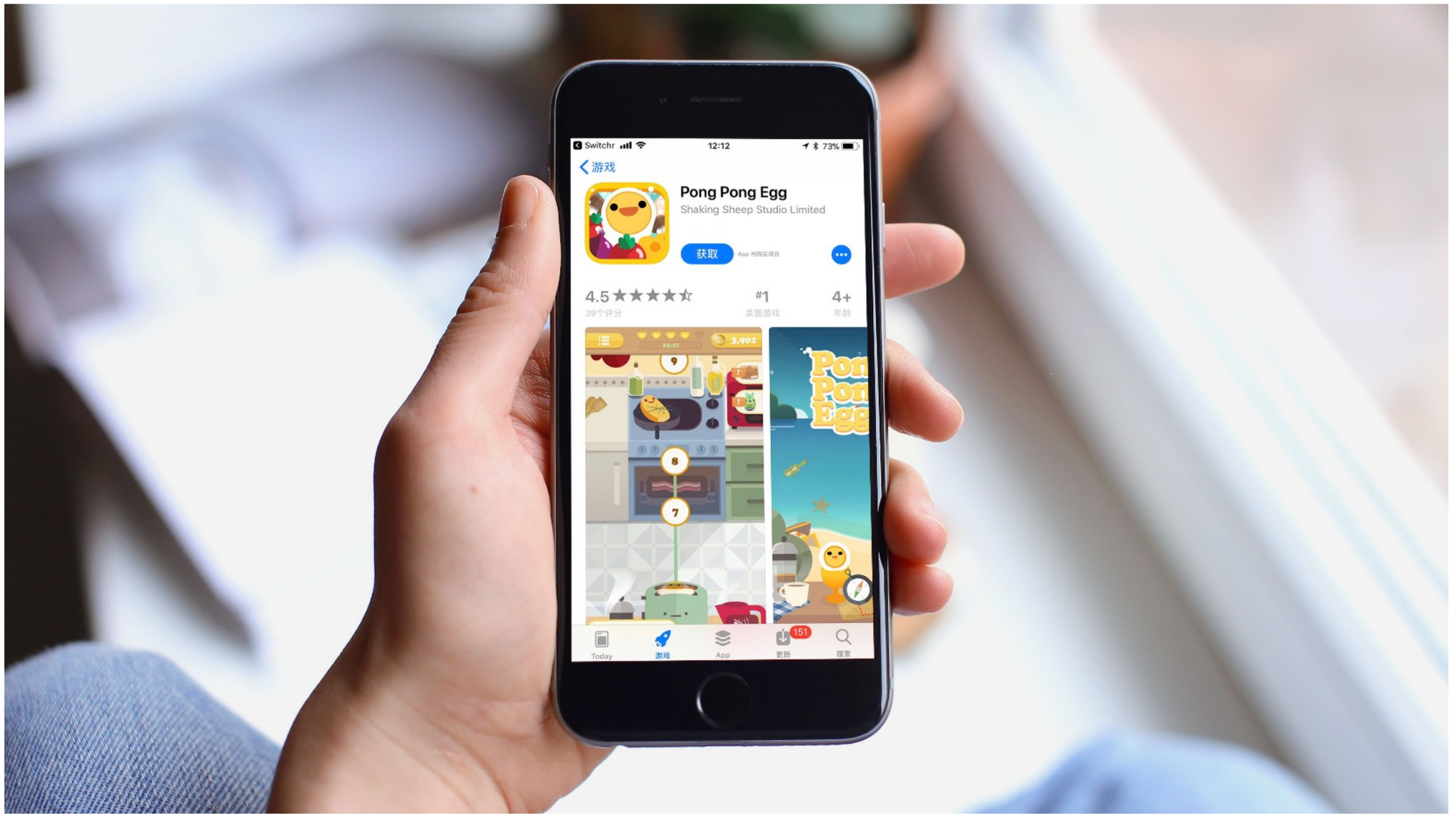


## Pong Pong Egg - The Mobile Game (Hong Kong)

'Pong Pong Egg' is being recommended by Apple App Store on first day of launch as the top 'New Games We Love' on App Store homepage globally, including countries like U.S., Canada, U.K., Hong Kong and China. The mobile game received over 12K of downloads on first day of launch, reaching the 4th most popular Board Game, and ranked no.1 in the Top Free Download Board Game  in China.


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## English Hedgerow - Unanico Group (London UK)

We are happy to announce our awarding winning AR experience 'English Hedgerow', Created by Unanico Studios and produced by Steven Cheng, now available for licensing and collaboration, with brands and business in its latest AR re-imagining.


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## English Hedgerow - Unanico Group (London UK)

The heritage English Hedgerow brand was a finalist for the London Design Museum 'Designs of the Year Award 2013' where over 90 designs were nominated in the categories of architecture, product, furniture, fashion, graphic, digital, and transport design.


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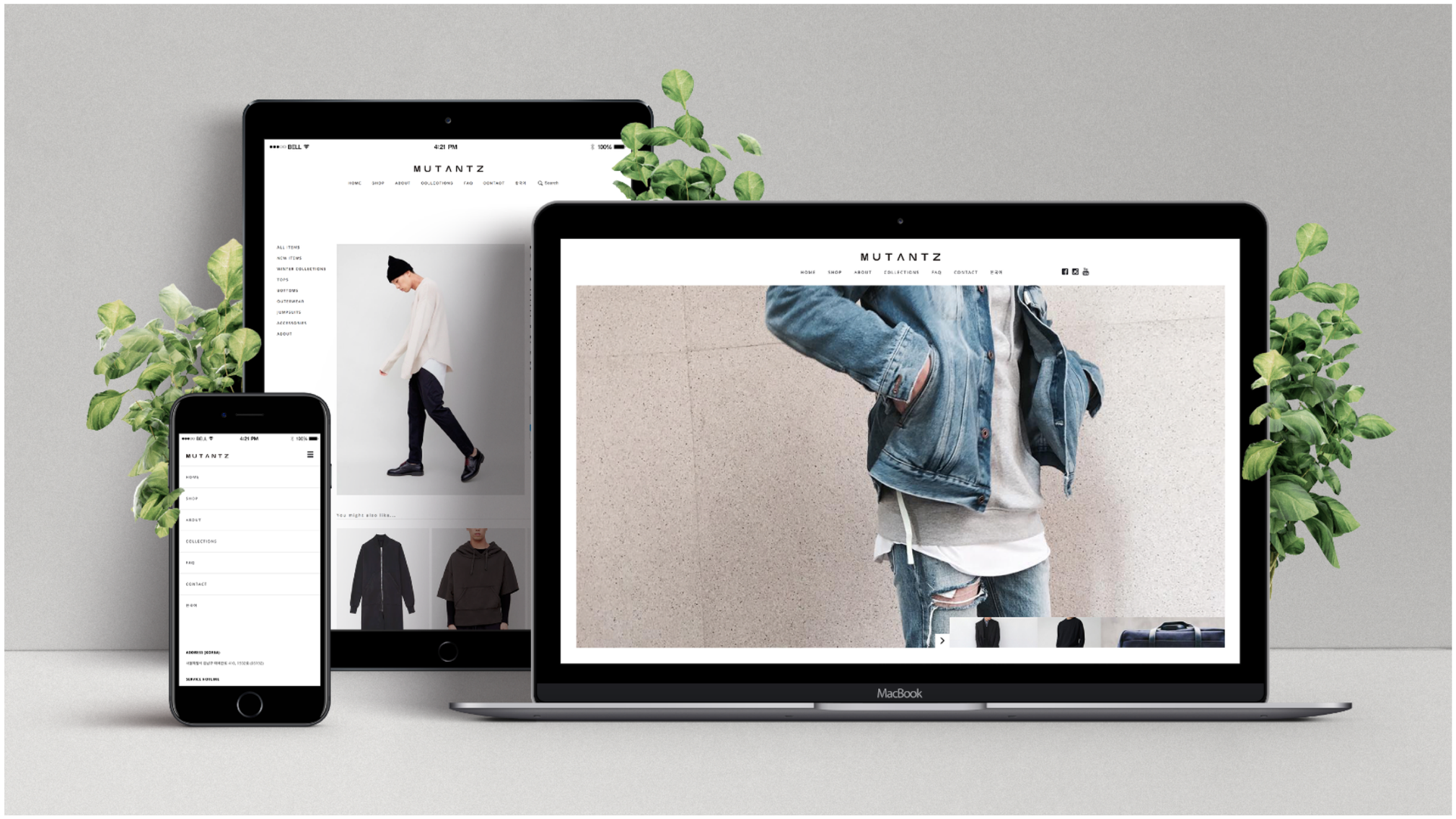


## Mutantz Fashion (South Korea)

*(Work in progress)*

Start-up Branding, Service Design, Tone of Voice., E-commerce Design. More to follow soon...


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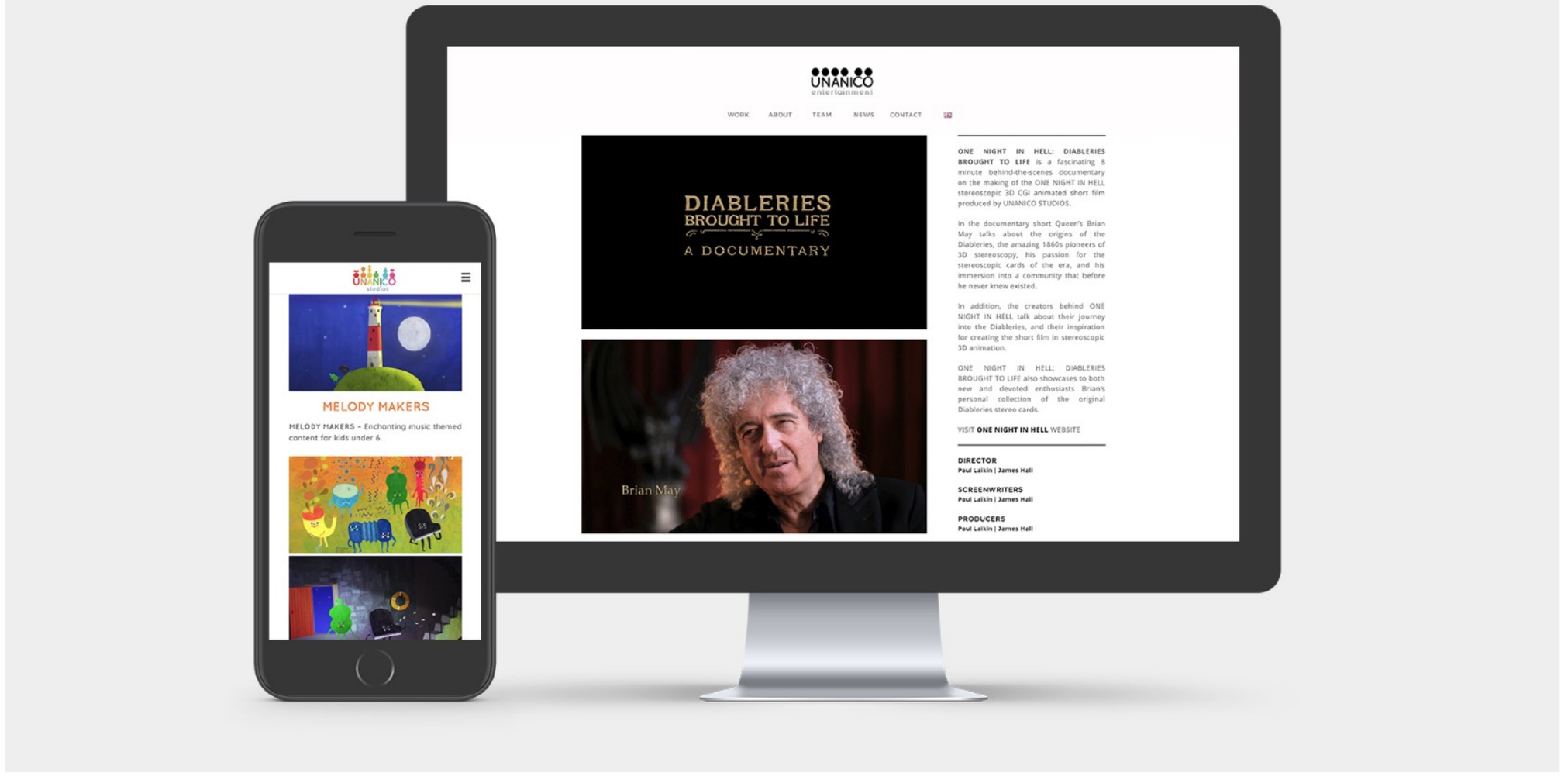


## Unanico Limited, London UK

Company Website Design & Development. Custom-built to meet the requirement of the company's identity and requirements.


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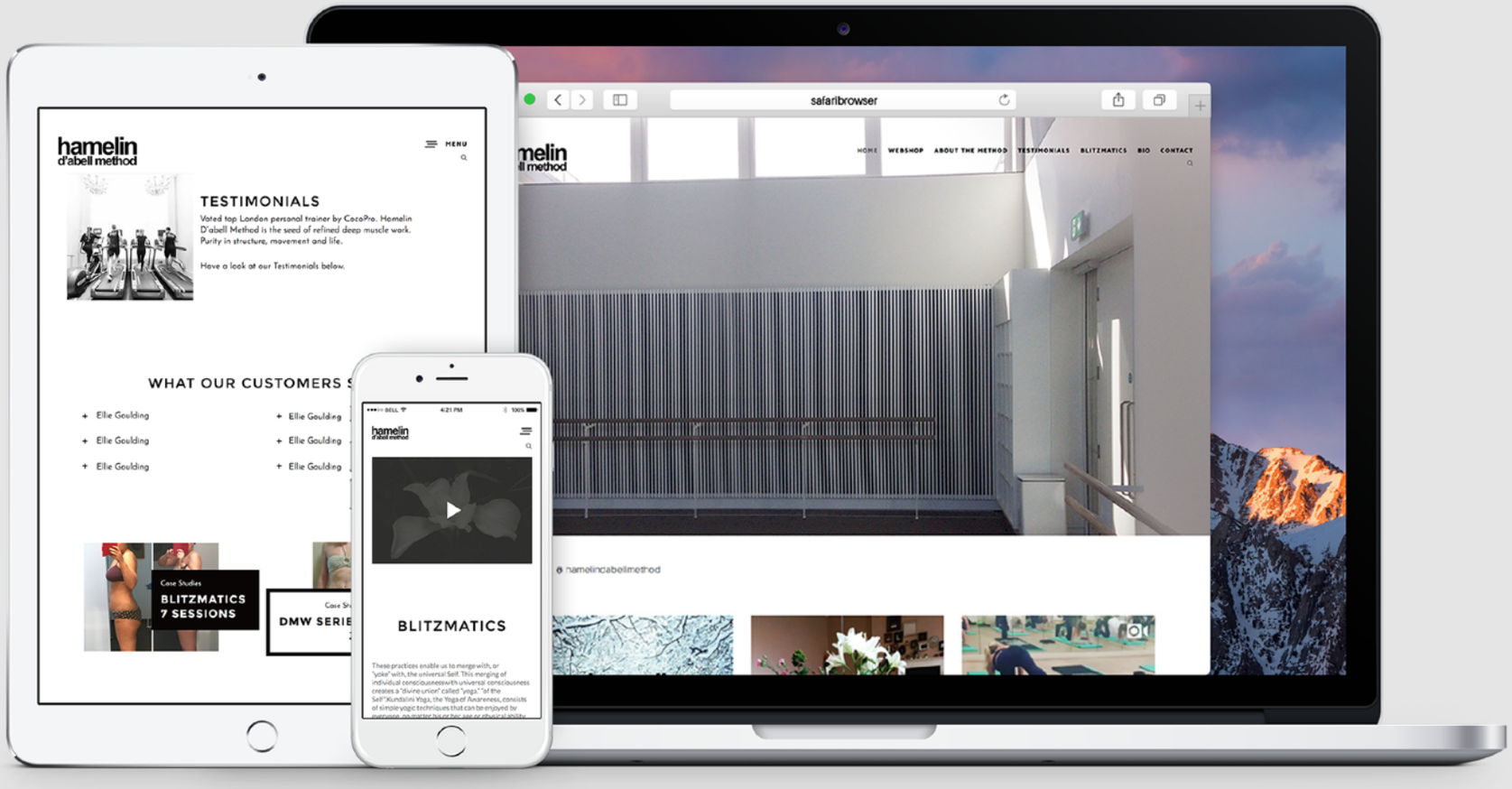


## Hamelin D'abell Method, London UK

Personal-Branding project and website design for a good friend. We have embed a custom-built Instagram feeds function on the homepage to make sure the website is up-to-date along with his highly- active Instagram account.


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# Welcome, New Client. Seriously.

Action is all that matters. Whether you're in Europe or Asia, we know what it takes to build brands for success.

Our global team of producers, designers, motion artists and developers work as one coherent team across different locations, in order to bring the best of our multi-national cultures, skills and experiences to every one of our client's business, wherever they are in the world.

Let's growth business, together. hello@mdlbd.com


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Media design labs

**Thank you for your time.**

**We look forward to be working with you tomorrow.**

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