



■ Portfolio

SHOWCASE OF **AGENCIES** IN ASIA-PACIFIC

2023

campaign

Agency Portfolio



ONLINE AGENCY PORTFOLIO
(www.agency-portfolio.com)

Agency Portfolio celebrates the creativity and growth of Asia's marketing communications industry. It is a home to over 3,800 agencies in 24 markets across Asia-Pacific and provides a unique platform for advertising, media and digital agencies to present and promote their work, and for marketers to find them.

Each year, marketing, advertising and media decision makers from across the globe actively search and find award-winning work and talent, exploring useful case studies demonstrating the value and excellence of Asia's agencies and leading brands in the fields of advertising, creative, media, communications, events & production houses, and digital strategies. The Agency Portfolio is a great online platform to increase your traffic as its web traffic generated from organic search was 88% higher than other advertising and marketing webpages in the past year.

Finding the right agency is crucial to business success. More than a traditional agency listing, the Agency Portfolio offers a content and data rich directory. Easily browse, search and review agencies on key criteria.

Agency Portfolio is tightly integrated with campaignasia.com so you'll find relevant links to editorial content about an agency, brand or sector. A new creative design presents all aspects of an agency's work—their videos, prints and digital outputs—as well as key details including expertise, clients and key staff.

Agency Portfolio is a *Campaign Asia-Pacific* product. *Campaign* brings more than 50 years of media and editorial experience serving companies building brands through marketing communications in the UK, US

and Asia-Pacific. With fresh research, data, regional insights and unparalleled industry-leading and global relationships, *Campaign Asia-Pacific* is the voice of media and marketing communications in Asia-Pacific.

SO WHAT'S ON THE AGENCY PORTFOLIO?

The spruced-up Agency Portfolio website captures every business opportunity with renovated features and comprehensive packages that no other platform can offer:

- Case study articles listed on *Campaign's* homepage - **NEW!**
- To distribute case studies through *Campaign's* bulletins demonstrating strategic, innovative and best practice campaigns delivered by your agency talent, and the brands you're working with - **NEW!**
- Banner advertisement (300 x 250 px) on homepage linking to your portfolio page - **NEW!**
- Exposure on *Campaign's* social media platforms - **NEW!**
- Exposure on *Campaign's* enewsletters - **NEW!**
- Visual portfolio listings allowing agencies to showcase their multi-channel campaigns
- Creative carousel showcasing featured agencies, work and case studies on the homepage
- A full agency profile, company information, disciplines and key personnel
- Your company logo and branded skin
- A showcase of your work
- Client brand logos and the awards you've won
- Your agency show reel or corporate video
- Links to your social media accounts

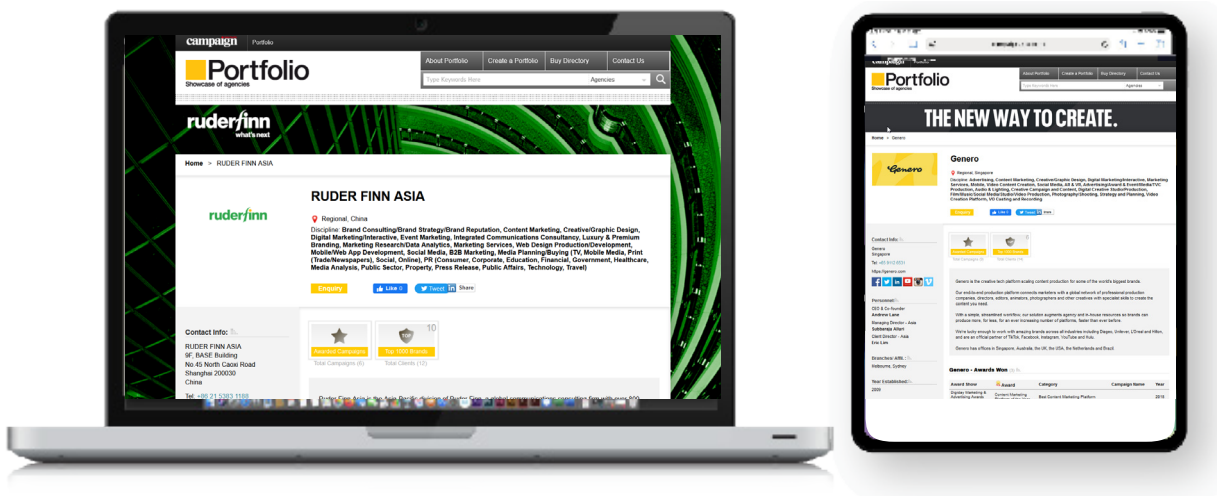
Listings



PREMIUM AGENCY PORTFOLIO LISTING

Agencies use a Premium Listing to accentuate their profiles in print and online by showcasing contact information, key personnel, the agency description and logo. In addition, premium listed agencies can upload unlimited creative work, including a show reel or corporate video and case studies; as well as logos of your major clients, client testimonials, media kits and a list of awards you've won.

Premium Listings enjoy higher visibility in search results and on the homepage where premium listed agencies are showcased. Every year, Agency Portfolio processes **248,000** search queries, looking for an agency or finding a partner agency to help with their communications, awards and event productions. Promoting your agency on this platform allows you to target Asia's top clients who are actively looking for an agency, thus increasing your chances of being shortlisted on their pitch lists.



BOOST YOUR VISIBILITY

Premium Portfolio listings receive greater traffic on Google. Use your listing to enhance your SEO and ensure your audience can easily access your important information like award wins, case studies and important contacts. Here are the stats:

90%

Option A Premium Listings are seen on the **1st search page** of Google

88%

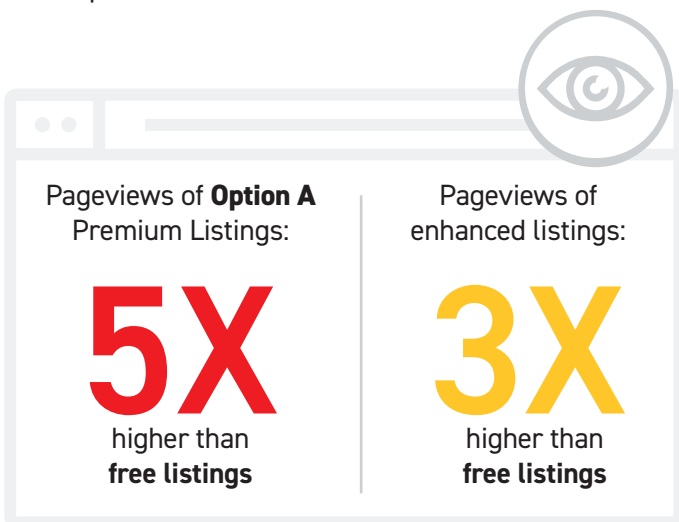
more website traffic generated from organic search comparing with industry average

173%

higher in webpage traffic comparing with the industry average

196%

higher in number of new webpage visitors comparing with the industry average*



* in top twelve locations. Please refer to "GEO BREAKDOWN" on page 4 for the list of locations

Geo Breakdown

GEO BREAKDOWN

| | PERCENTAGE |
|-------------------|------------|
| HONG KONG | 15% |
| INDIA | 14% |
| UNITED STATES | 10% |
| SINGAPORE | 8% |
| MALAYSIA | 7% |
| PHILIPPINES | 7% |
| INDONESIA | 6% |
| CHINA | 4% |
| UNITED KINGDOM | 3% |
| THAILAND | 3% |
| AUSTRALIA | 3% |
| VIETNAM | 2% |
| REST OF THE WORLD | 18% |



248,000
Pageviews

Source: Google Analytics, 2021-2022



Option A - Premium Listing

ONLINE - AGENCY PORTFOLIO:

www.campaignasia.com/agencyportfolio

ON YOUR PORTFOLIO PAGE:

- Company logo
- 120 word company profile
- Color branding to portfolio page (skin)
- Show reel or corporate promo video
- Showcase your works and case studies
- Specific awards
- List of major clients with their logos
- Testimonials
- Media kit or rate card
- Full and expanded contact details
- Hyperlink to your website
- Link to your RSS feed update
- Social media icon listings

OUTSIDE YOUR PORTFOLIO PAGE:

- Case study articles listed on *Campaign's* homepage – **NEW!**
- Case studies to be distributed through *Campaign's* bulletins (valued at US\$40k) – **NEW!**
- Banner advertisement (300 x 250 px) on homepage (with hyperlink to your portfolio page) – **NEW!**
- Exposure on *Campaign's* social media platforms – **NEW!**
- Exposure on *Campaign's* newsletters – **NEW!**
- Company logo on the logo wall on homepage (with hyperlink to your portfolio page)
- Case study presentation on homepage (with hyperlink to your portfolio page)
- Prioritised ranking in Agency Portfolio search results
- Company logo in Agency Portfolio search results
- SEO ranking enhancement

US\$2,000 per year (Online only)



Option B - Logo Listing

ONLINE - AGENCY PORTFOLIO:

www.campaignasia.com/agencyportfolio

ON YOUR PORTFOLIO PAGE:

- Company logo
- 75 word company profile
- List of major clients with their logos
- Media kit or rate card
- Full and expanded contact details
- Hyperlink to your website
- Link to your RSS feed update

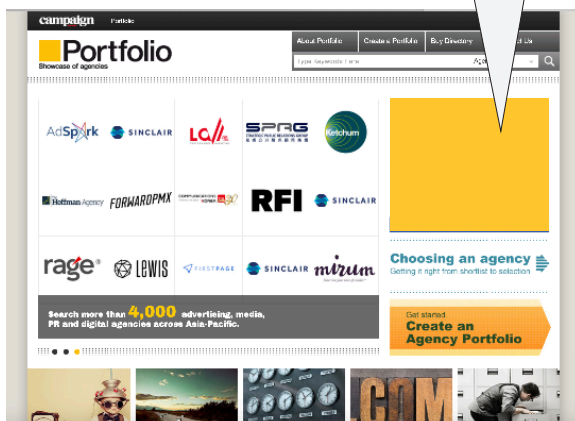
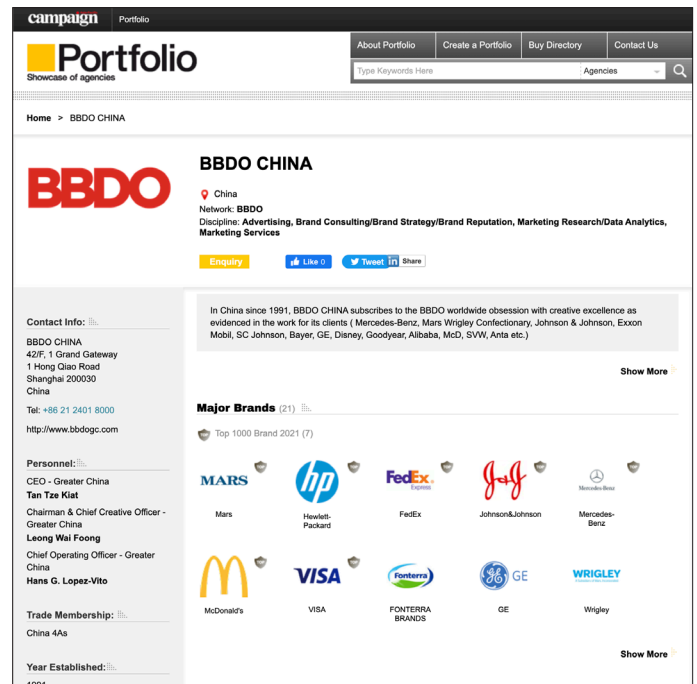
OUTSIDE YOUR PORTFOLIO PAGE :

- Prioritised ranking in Agency Portfolio search results
- Company logo in Agency Portfolio search results
- SEO ranking enhancement

US\$1,500 per year (Online only)

DON'T MISS 2023 WELCOME PACK!

An additional banner advertisement (300 x 250 px) on Agency Portfolio homepage, hyperlinked to your portfolio page! (Value at US\$1,500)



- FREE for new listings!

Option C - Extended Listing

ONLINE - AGENCY PORTFOLIO:

www.campaignasia.com/agencyportfolio

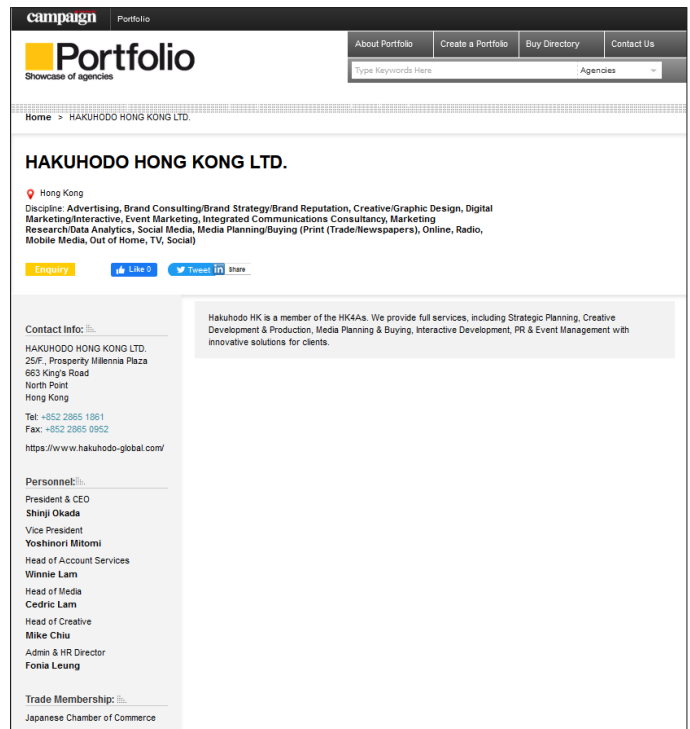
ON YOUR PORTFOLIO PAGE:

- 40 word company profile
- Full and expanded contact details
- Hyperlink to your website

OUTSIDE YOUR PORTFOLIO PAGE:

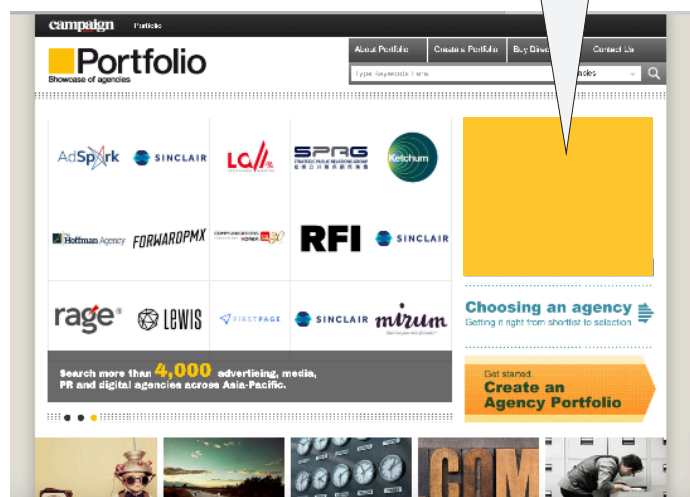
- Prioritised ranking in Agency Portfolio search results
- SEO ranking enhancement

US\$800 per year (Online only)




DON'T MISS 2023 WELCOME PACK!

An additional banner advertisement (300 x 250 px) on Agency Portfolio homepage, hyperlinked to your portfolio page! (Value at US\$1,500)



- FREE for new listings!



For enquiries regarding enhanced listings,
or ways to increase your presence in
the Asia-Pacific Agency Portfolio, please
contact **Lucian Mashobe** at

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For questions regarding your listing,
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Email: karen.wong@haymarket.asia