



2021

YOUR INNOVATION — PARTNER



Digital Innovation Agency



CRAVE

**WE INNOVATE TO
BRING EXTRAORDINARY IDEAS TO LIFE**

MALAYSIA'S **LEADING** INNOVATION AGENCY

OVER 300+ DIGITAL PROJECTS GLOBALLY SINCE 2007

CRAVE is sparked in 2007 to create immersive experiences by mastering the art of reshaping technologies.

We strive to innovate outside the norm, to challenge what have not been contested and to charter uncharted territories – not only to meet our Clients' goals, but to deliver unparalleled experiences that redefine consumers' expectations.

For over 10 years, we are humbled to be entrusted not only to ideate but to bring to live creations. Creations that bring new possibilities, set new standards and elevate businesses to new heights.



RECENT CLIENT

LVMH DIOR



Maybank

SAMSUNG

PAVILION
KUALA LUMPUR

ESTÉE
LAUDER
COMPANIES

ESTÉE LAUDER

CLINIQUE

M·A·C



BOBBI BROWN

MARC JACOBS

MULBERRY

AMOREPACIFIC

Sulwhasoo

ETUDE
HOUSE

innisfree

A|X

ck
Calvin Klein

CLUB
21

DAVIDOFF

DKNY JEANS

HITACHI
Inspire the Next

TOTAL

MeadJohnson
Nutritionals

CRAVE ASIA



YOUR DIGITAL INNOVATION PARTNER

The background of the main section is a complex, dark architectural drawing or blueprint. It features a grid of lines, various labels such as "SIDE LEVEL", "GRAPH SETUP", "S.54", and "T.44", and numerous small, glowing red and orange dots that resemble stars or data points, creating a high-tech, digital aesthetic.

**CREATIVE
+ TECHNOLOGY**

**WATCH VIDEO
MORE DETAILS**



SCAN ME

**[OR CLICK HERE
TO WATCH](#)**

MARVEL STUDIOS: TEN YEARS OF HEROES

CLIENT: DISNEY / MARVEL



SPONSORED BY SAMSUNG PARTNER Maybank crave KLOOK BEAST KINGDOM #MARVEL10MY



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

Result: One of the most successful exhibition ever with over USD2,000,000 total sales in 6 months.



BREAST CANCER AWARENESS

CLIENT: ESTEE LAUDER COMPANIES & PETRONAS



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.



4D IMMERSIVE DINING

CLIENT: TAPESTRY KUALA LUMPUR



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.

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

HOT LINK

Baskin
Robbins

benefit
SAN FRANCISCO

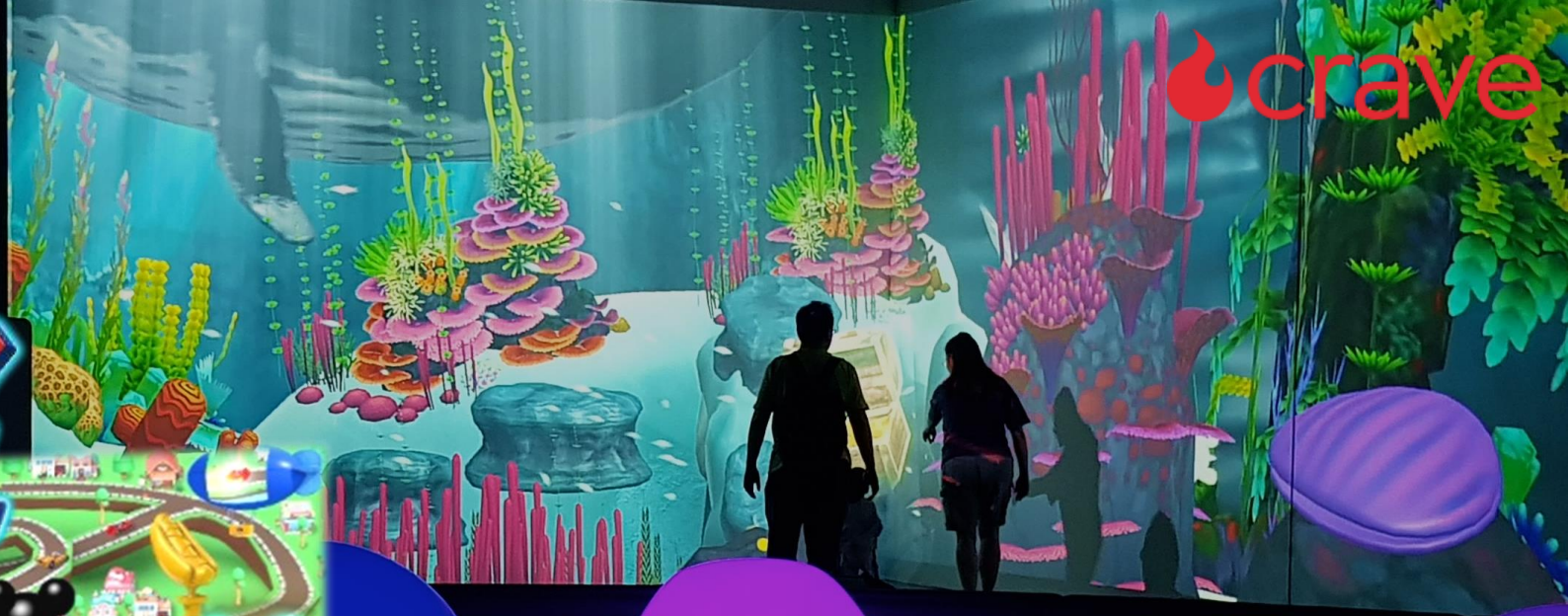
duCK

tealive

llaollao
NATURAL
FROZEN YOGURT

CHILDREN'S INNOVATION CENTRE

CLIENT: KIDDOMO



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

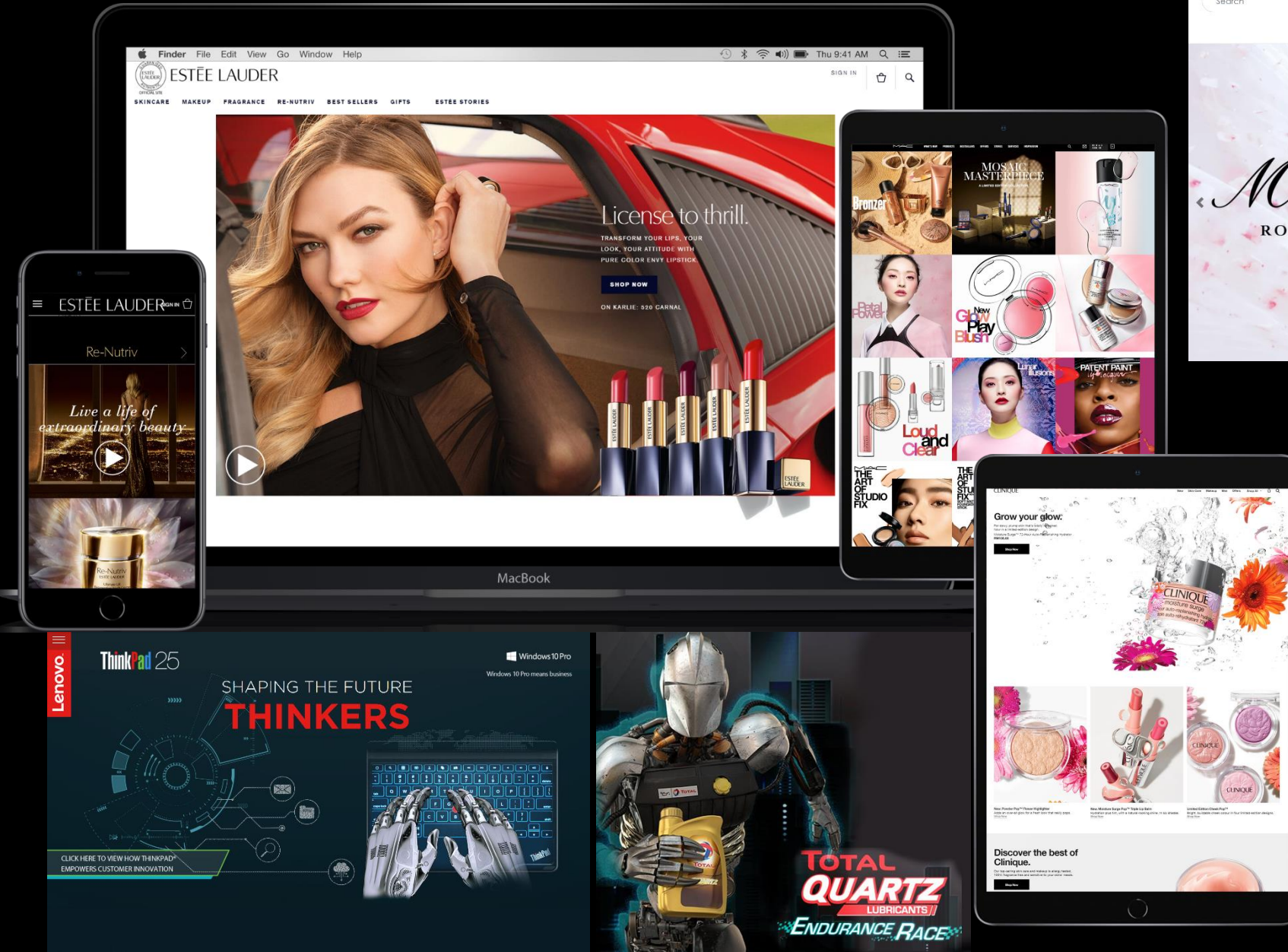
1. Concept, Ideation & Strategy
2. Full production on all softwares and content.
3. Supply & Installation of all equipment and hardwares.

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

DIGITAL MARKETING & E-COMMERCE SOLUTIONS



VARIOUS GLOBAL CLIENTS



Behind every successful project, there is an effective digital marketing strategy.

1. Comprehensive Digital Strategy
2. Design & Development
3. Website and e-Commerce production
4. Social media & Apps
5. Digital campaign, contest and games
6. Customized web system

Results: Our expertises has been proven by being selected from international brands to be involved in their digital marketing.

WORLD-CLASS STANDARD OF QUALITY & RELIABILITY.
CRAVE SOLUTIONS ARE TRUSTED BY GLOBAL BRANDS:



SAMSUNG



A dark, atmospheric image of a city skyline at night, with a large, circular, metallic structure in the foreground that resembles a window or a portal. Inside the structure, several figures in suits are visible, standing in a row. The word "STARK" is written in large, bold, white letters across the middle of the image.

STARK

**BUILDING THE NEXT BIG THING,
TOGETHER.**

Contact or Whatsapp us to get started.
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