

# This is not just a portfolio.

It's a journey—a narrative woven through the projects that have shaped my path. Here, you won't find a mere collection of work; you'll uncover the stories behind each campaign, each event, each moment of creation. This is my story, told through the lens of client service, where every project is a chapter, and every success is a testament to the craft. Welcome to my world—where strategy meets creativity, and experience becomes art.

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# INTRODUCTION

A business IT grad turned advertising executive with expertise in business intelligence and project management.

From social media projects to full swing web drama production, I have been making sure the agreed results gets delivered within challenging time and budget constraints.

If project is the rythem,  
my project management skill is the rhyme.

Clients and colleagues call me Or Or.

# MY JOURNEY



# Integrated Marketing Campaigns



Campaigns that include 360 advertising for full year.  
Client: Sun Pharmaceuticals Ltd.,

Sun Pharma is India's No. 1 Pharma group and is comprised of multiple categories of pharmaceuticals. Campaigns were run for Myanmar region.

Brands: Volini, Revital

## Volini Analgesic Gel

*Strategically Engaging the Active Audience*



### Objective

Despite Volini being a pain relief cream traditionally targeting housewives, the challenge was to elevate the brand's presence among a more active demographic. The goal was to increase brand awareness while addressing the misalignment between the brand's messaging and its target audience.

### Approach

To bridge this gap, we proposed a strategic shift by introducing the Smash-it Badminton Tournament. Recognizing badminton as Myanmar's second most popular sport, we saw an opportunity to enter the sports sector in a controlled manner. The decision to start with a one-day event was aimed at balancing innovation with the brand's cautious approach.

### Campaign Execution

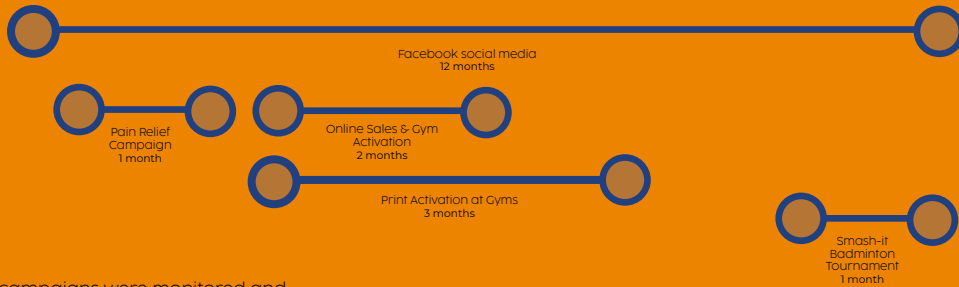
The campaign included evergreen social media content, impactful key visuals, and targeted print ads in gyms. Additionally, we engaged doctors and athlete KOLs in our Pain Relief Campaign to share insights on managing back pain and recommended exercises, enhancing credibility and relevance.

### My Role

As the client service lead, I was pivotal in managing the campaign's execution. My responsibilities included coordinating timelines, negotiating with clients, overseeing event setup, and ensuring seamless monitoring and reporting. This comprehensive involvement ensured that every element of the campaign aligned with our strategic objectives and effectively engaged the active community.



# FULL YEAR STRATEGIC PLAN



The campaigns were monitored and optimized intensively due to the stock issues.

## THE STRATEGY

We have an ever green content that runs through the social media for the entire year. In between a Pain Relief Campaign which includes a health talk with a doctor and workout demonstration by an athlete KOL was run through a month-long amplification plan.

After initiating with an awareness campaign on social media, we introduced an online sales channel to move one step down in the funnel. A chatbot was set up for convenience and as an incentive, gym trial benefits were given away for anyone who purchased through the chatbot.

To deliver a holistic approach, series of print ads were activated at selected gyms to boost brand visibility BTL.

After setting up the target group as workout enthusiasts and active people, brand wanted to enter the sports sector. After doing a research, badminton was the second most popular sports among our target group.

Thus, we hosted a Smash-it badminton tournament and called it a year.

## THE CHALLENGES

Half way through the online sales campaign, the number of participants were not as expected. A quick turn around had to be made by incorporating the activities from phase 2 and enhance the reach and interest of the audience by utilizing the power of KOLs.

## RESULTS

The tournament far exceeded expectations, drawing over 300 participants despite a cap of 200 to fit the one-day schedule. This overwhelming response highlighted the effectiveness of our strategy in connecting with the target audience and generated significant buzz around the brand.

**VOLINI<sup>GEL</sup>**



**ဘက်စုံဆေးပေးပို့တာ  
လုပ်ရတာပဲ**







“ The biggest challenge here was on how to manage the crowd, production materials and the mechanics for the participants.”

# Revital 25-year anniversary Redemption Campaign

*Giving back,  
Strengthening Connections*

“When looking for marketing agency , we are aiming to work as a team for long term partnerships to strengthen business. MCIx is great about presenting us with new ideas and new concepts together with authenticity. It has indeed been a pleasure working with them over our past 3 years .”

-Thiri Thwin Naing  
Senior Product Manager

**REVITAL**  
GINSENG PLUS

**အချစ်ဆုံး  
စေ့လျော်ရေး  
ရီပိုက်တယ်ဇန်နီများအတွက်**

ပြန်ဟောင်းသွားသော  
(၅) နှစ်ရှိတော်မူသူများ  
REVITAL

Physically Active...  
Mentally Alert  
Fights Tiredness & Stress  
GINSENG | VITAMINS | MINERALS  
3 X 1 CAPSULE

ရီပိုက်တယ်သောက်လေ > ပိုကျန်းမာလေ > ဆုလက်ဆောင်တွေပိုရလေ

ဆေးကတ်ခွဲ (၁၀)ခု x10 (၁၀)လုံးပါ (၁)ကတ်

ဆေးကတ်ခွဲ (၂၀)ခု x20 (၁၀)လုံးပါ (၂)ကတ်

ဆေးကတ်ခွဲ (၃၀)ခု x30 ရီပိုက်တယ် (၁)တစ်ဘူး

ဆေးကတ်ခွဲ (၄၀)ခု x40 ရီပိုက်တယ် (၁)တစ်ဘူး + ဗိုလီနီ (၁)တစ်ဘူး

နီးစပ်ရာဆေးဆိုင်များတွင် လုံလုံအောင် ပြန်လည်ရရှိနိုင်ပါပြီ။  
ပစ္စည်းကတ်ကုန်သွင်းရေးဦးစီးဌာန

အငြင်းပွားမှုတစ်စုံတစ်ရာမရှိပဲ ပါဝင်ကာ ရီပိုက်တယ်၏ ဆုံးဖြတ်မှုသာအတည်ဖြစ်ပါသည်။



# Revital 25-year anniversary Redemption Campaign

*Giving back, Strengthening Connections*

## Objective

To mark Revital's 25th year in the country, Sun Pharmaceuticals relaunched their beloved redemption campaign after a two-year pause, aiming to make it more impactful.

## Approach

We enhanced the campaign's reach with a three-month social media plan featuring photo contests and leaderboard rewards, keeping the excitement high throughout.

## Results

The campaign exceeded expectations, with redemption numbers doubling the set KPI. This success has not only led to plans for an annual event but also resulted in the agency securing three additional projects, marking a significant achievement for both the brand and the agency.

## My Role

Leading this campaign, I balanced project and account management, ensuring smooth coordination with the client and our team. I closely monitored on-ground feedback, making real-time adjustments to keep the campaign on track. By fine-tuning strategies and staying responsive, I helped push the campaign beyond its KPIs, turning it into a success that secured three additional projects for the agency.





# Video Production Projects

A hand is shown holding a black camera mounted on a gimbal. The gimbal has 'WEEBILL 2' written on it in red. The background is dark with some light-colored geometric shapes.

Video production projects cover pre to post-production. The projects varies from full-swing web drama show to TVC videos as well as testimonial videos.

Clients: Rolls-Royce, Myanmar Apex Bank, UNICEF, Sun Pharmaceuticals, Farmar Development Bank and many more.

## THE STORY UNFOLDS

One where I learnt different perspectives and one where I had most growth in a year. These projects took me to working with over 100 crew members, over 12 consecutive days of shoot, travelling different locations and working with different nationalities.

# Rolls-Royce Power Systems

*How mtu solutions support  
starch factory operations*

## About the project

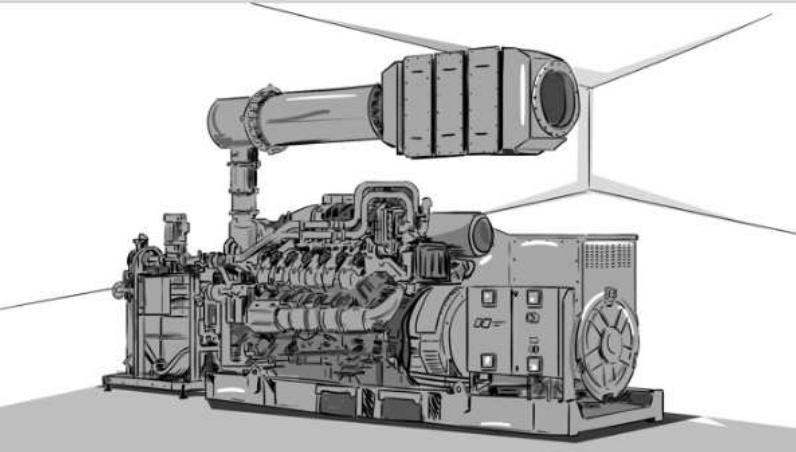
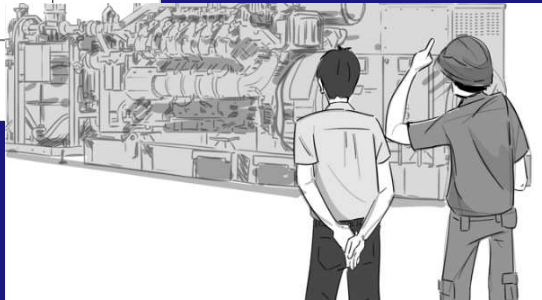
To show the benefits of the mtu Series 4000 L64FB generator, the first project for the series globally. The project's success was achieved through the teamwork and close cooperation between Tongjit Starch, MSM Energy, Roll-Royce's system integrator in Thailand and the team in Singapore.

## Scope of Work

A two-day production happening at Tongjit Starch Company located in Chaiyaphum, Thailand. The team worked on location scouts, pre-production alignments, two-day production and a post-production.

## My Role

Allocate the team's resources and communicate with client to develop the deliverables with the team. Organise daily shoot plan.





“It’s amazing how systematic and well-prepared professionals Rolls-Royce is. The bonus point was having an opportunity to work with the Thailand team. The team is super polite and kind and makes the job easier despite the language barrier.”



# MAB's Own DRAMA SHOW

*Better ways, better lives*

## The Idea

Create a web series that is only on MAB's Facebook and Youtube page following a group of friends working in MAB. Follow their hardships, their care with customers, their family relationships, the relationship as friends and their personal romantic relationships as well.

## My Role

As a show producer, I ensured that every aspect of the shoot adhered to the set timeline and budget. From pre-production to post-production, I oversaw on-set management, developed the post-production workflow, and coordinated the social media strategy to support the final output.



## Approach

“Seeing MAB Staffs in a NEW LIGHT, seeing them as Normal People that want to help”



မြန်မာ့ဘဏ်လုပ်ငန်း၏ ပထမဦးဆုံး ရုပ်သံဇာတ်လမ်းတွဲ

# MAB's Better ways, better *lives*

လင်းသံဇဉ် | ဖရန်စစ်လီယို | သဲတုန်  
ဒါရိုက်တာ နေဟိန်း

*Web Drama Series*  
Only on MAB social media



"This project changed me. It challenged me in ways I didn't expect, and it's what led to my promotion to account manager. Along the way, I learned what it truly means to work together, to communicate openly, to stay dedicated even when things get tough, and to trust the people around me. But above all, it taught me to see the world through the eyes of others."





# NGO Projects

unicef



Video production and creative projects.  
Client: UNICEF, WHO

Animations, video productions, educational content  
development and many more.

## UNICEF Wash in School

*Showcasing the  
project success*

### Project Execution

A short documentary about building an Infiltration Gallery Wall with Long Intake Pipe at Pone Tat Village. By working closely with a the production team, UNICEF team and storyboard artist to film the documentary, the final video was selected to showcase at a special event.







“ Working for NGOs, the flexibility has to be extremely high. I had to be ready for all twists and turns along the project since we have to work with alot of parties in a high level of sensitivity. Here, more creative problem solving approaches were applied and learned.”



## A 3D Animation Project

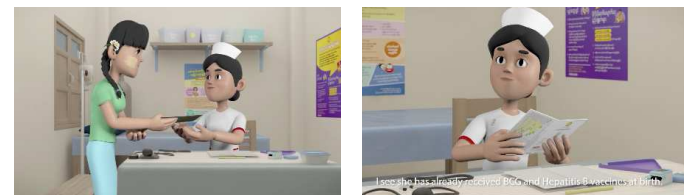


### About the project

WHO wanted to educate the importance of immunization to the general public. Scope of work was to break down the storyline, develop script, characters and backgrounds in 3D.

### Project execution

By working with illustrator for a storyboard, a consultant doctor for the accuracy of medical facts, 3D artists, voice actors and audio engineers and video editors to get the final result of 7 minutes 3D animation video.



# NeXperience Finance Festival

A 2-day event at MMPlaza



# 2023 NEXPERIENCE FINANCE FESTIVAL EXPERIENCE WHAT'S NEXT

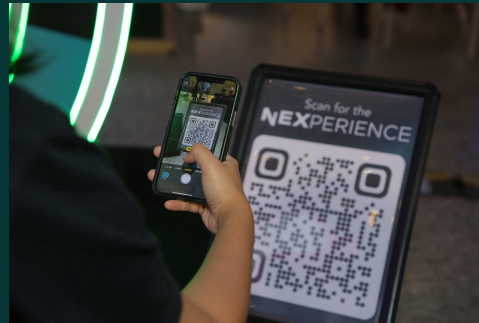


# Nexperience Finance Festival

A 2-day event at MMPlaza

## Objective

To create a new door for the endless possibilities to match your lifestyle. It's time to experience what's next.



## Approach

We created a 2-day event that hosts eight brands under one umbrella. It was a festival where participants can sign up for different activities in the area and win prizes.



## Results

Despite challenges, the event exceeded expected participants with over 600 attendees. Brands increased their exposure and gained leads which were followed up by respective departments to close sales.

## My Role

I was to assist my fellow colleague, the project owner with creative assets and overall display screen management. In addition to this, I was in charge of developing game mechanics for both online and offline. I was also to assist client service on the day of the event to ensure everything is under control and client is satisfied throughout the event.



“Serving 8 clients in one-go was a new challenge that both me and my colleague had to overcome. Being a public event, we thought everything will go well once the event has opened. We couldn't have been more wrong. It was a continuous 8-hour, 2-day pressure that we had to overcome.”

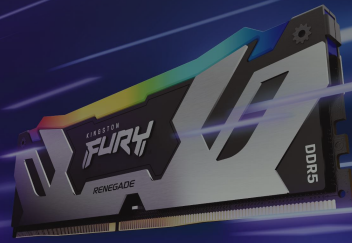


# Social Media Projects



Monthly retainer projects responsible for social media contents, mini campaigns and reports

Clients: Kingston Technology, Panduit Corporation, Sun Pharmaceuticals, Shera and many more.



## Kingston Technology Thailand

*A social media retainer project*

### About the project

Kingston Technology wanted to promote their products in Thailand market. They wanted to create social media presence for Thailand region.

### Scope of Work

Every month, we develop content calendar for Kingston Technology Thailand. By collaborating with Thai colleagues, we delve deep into the nuances of the market, gaining invaluable insights.

Within this dynamic, my role entails crafting innovative social media concepts hand in hand with the creative director.

Once these concepts earn the green light, my responsibility shifts to meticulously briefing and guiding the execution team, ensuring our vision is brought to life flawlessly.





# Social Media Projects

**PANDUIT**®

Monthly retainer projects responsible for social media contents, mini campaigns and reports

Clients: Kingston Technology, Panduit Corporation, Sun Pharmaceuticals, Shera and many more.

## Panduit Corporation Thailand

*A social media retainer project*

### About the project

Panduit Corporation wanted to promote their products in Thailand market. They wanted to create social media presence for Thailand region.

### Scope of Work

Every month, we develop contents for Panduit Thailand. We are also responsible for running Facebook ads that include UTM tracking and optimising ads to get best results.





# Building Brand Success, One Client Relationship at a Time

The brands we've built, the relationships we've nurtured,  
and the success we have achieved together.

Explore how my clients shine.

Thin Nwe Ei @ Or Or  
Client Service Representative  
thinwe.ei@gmail.com



50+ campaigns 20+ productions 10+ events 30+ brands