



**NEWS UPDATE**

The year 2005 saw Silverback growing in portfolio with clients such as Standard Chartered Bank, MTV, HDB, Shell & Laneige. We would like to take this opportunity to thank all of our clients for the great relationship. To view our portfolio, Click here.

Extending from our core services which includes brand building, online design & print design, the silverback manages web hosting and search engine optimisation for your website.

The end to end services offered ensures that the solution begins with an understanding of the project and its objectives are permeated into relevant media platform to achieve efficacy. All our clients enjoy an exclusive development site to track project status 24/7.

**INTERNAL NEWS**

June Jonet lent hands to Rotary Club of Marina City for a Fund Raising Charity Dinner and a Philippines Community Service Work. For more info, go to [www.thesilverback.com/inspiration](http://www.thesilverback.com/inspiration)

We'd like to thank & wish our design associate Chee Lie all the best for his studies in UNSW, Sydney.

**2005 PORTFOLIO COLLECTION**

[www.thesilverback.com/portfolio](http://www.thesilverback.com/portfolio)

- 01 Nordana
- 02 Shell
- 03 HDB
- 04 Laneige
- 05 MTV
- 06 Venue/Puma
- 07 Standard Chartered Bank
- 08 SCB MBA
- 09 WSI
- 10 Delarue Photographie
- 11 Amsbach Marine
- 12 Munchkin

**AMSBACH MARINE GROUP**

The Silverback is engaged by Amsbach Marine Group, an established shipping and logistics company with a strong base in Singapore, Malaysia, Indonesia and Papua New Guinea. The task entrusted entails design and consultancy over its corporate and marketing communications to synergise its umbrella brand. Project Scope includes corporate identity literature, stationeries, newsletter, website, brochure/folder



[www.amsbach.com.sg](http://www.amsbach.com.sg)



**DELARUE PHOTOGRAPHIE WEB REVAMP & LAUNCH**

To mark Delarue Photographie's latest exhibitions - Hitori Tabi (Geishas & Classical Japan) & Encore Angkor, a web revamp exercise was carried out along with poster designs to promote the photo exhibitions. Check out [www.thierrydelarue.com](http://www.thierrydelarue.com)



**STANDARDS IN HIRING CREME DE LA CREME**

- CLIENT:** Standard Chartered Bank, Global MBA recruitment programme
- PROJECT:** Design and develop Corporate Communication touch points enticing top MBA students to join Standard Chartered Bank, Wholesale Division.
- RESULTS:** Using research findings from GMAC© Survey, a communication framework was formulated based on behavioral trends and recruitment deployment. Key messages outlining SCB's geographical positions were embedded in the advertisement poster, email broadcasts, presentations and give-aways.
- [+] Campaign Art Direction
  - [+] Advertisement Posters
  - [+] Email Broadcasts
  - [+] Invitation Kit
  - [+] USB drive give-aways
  - [+] Presentation Kit



**OUR SERVICES ENABLE YOU TO BUILD A TOTAL CUSTOMER EXPERIENCE**

**STRATEGY**

- Brand strategy & positioning
- Design Consultancy
- Research

**BRAND IDENTITY**

- Logo and identity development
- Corporate Literature
- Brand integration

**CORPORATE COMMUNICATIONS**

- Annual reports
- Corporate brochures/flyers
- Visual Communications

**INTERACTIVE MEDIA**

- Internet/intranet
- Multimedia
- Motion graphics

**INTEGRATED MARKETING**

- Advertising & media planning
- e-marketing newsletter
- Direct Marketing Collaterals

**WEB HOSTING SERVICES**

- Domain name registration
- Web Hosting
- Online project devt status