

ASG



CORPORATE PROFILE



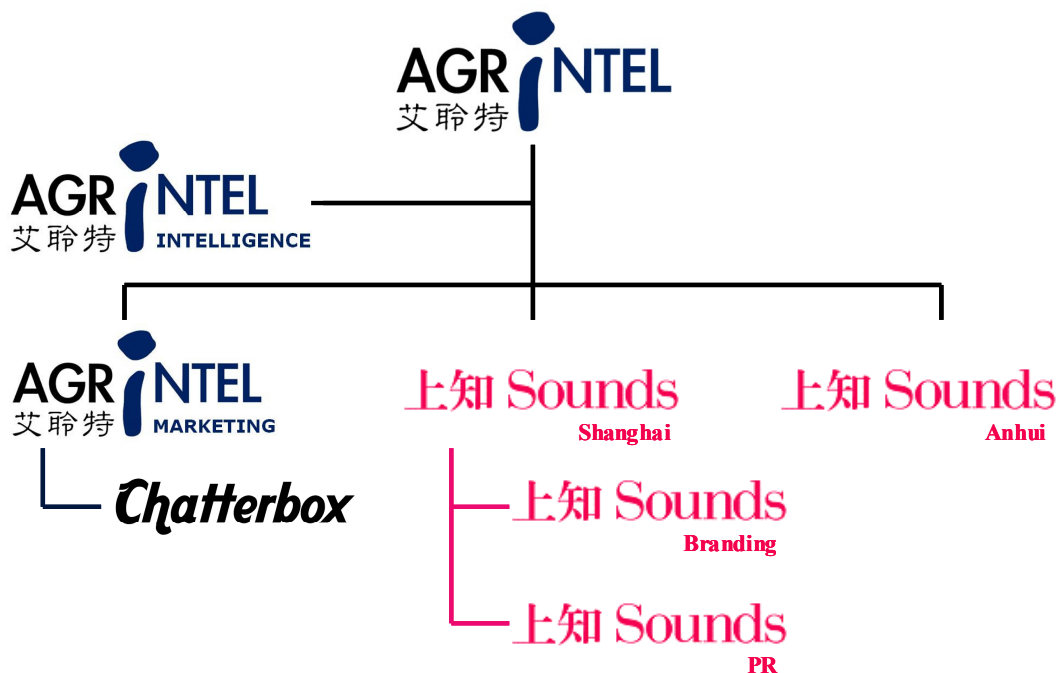
Your Marketing Campaigner

ABOUT ASG

ASG (Agrintel-Sounds Group) is **Your Marketing Campaigner**. We are a Group with 4 companies and 2 business units. We are headquartered in Singapore, with a China HQ in Shanghai. We also have an office in Hefei, Anhui. We provide full-range marketing services to help SMEs conduct effective marketing in Singapore and China.

- **Agrintel Pte Ltd** (Group HQ)
- **Agrintel Intelligence**¹, <http://www.agrintel.com/intelligence>
- **Agrintel Marketing Pte Ltd**, <http://www.agrintel.com>
- **Chatterbox China**², <http://www.chatterboxchina.com>
- **Shanghai Sounds Co., Ltd** (China HQ), <http://www.soundsplan.com>
- **Anhui Jimei Co., Ltd @Anhui Sounds**, <http://www.soundsbrand.com.cn>

ASG ORGANISATION STRUCTURE



WHAT DO WE DO?

We implement marketing methods, solve marketing issues and help you launch marketing campaigns using three types of marketing services (below).

¹ A business unit of Agrintel Pte Ltd

² A business unit of Agrintel Marketing Pte Ltd

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- **Below-the-line marketing:** marketing consulting & outsourcing
- **Above-the-line marketing:** brand consulting, designs, event management (PR) and media planning
- **Value-added services:** marketing & competitive intelligence, marketing trials

HOW EVERYTHING ADDS UP TO MORE THAN THE SUM



Below are short profiles of our individual capabilities. We create synergy when combined.

AGRINTEL

Agrintel Pte Ltd is the flagship co. for both ASG and a marketing-and-intelligence group that comprises two companies—Agrintel Pte Ltd and Agrintel Marketing Pte Ltd—and two business units—Agrintel Intelligence and Chatterbox China.

- **AGRINTEL INTELLIGENCE** (<http://www.agrintel.com/intelligence>)
—**Make Only Informed Decisions**

Agrintel Intelligence is a non-IT business and marketing intelligence (market research and due diligence) business unit under Agrintel Pte Ltd. It collects and analyses privileged information

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required to make sound business decisions—market entry, market positioning, marketing trials, merger & acquisition etc—for clients. We adopt a philosophy of not leaving client business decisions to guesswork, lest you would pay a higher “school fees” for afore matters taken lightly.

Unique Value Proposition: Certified intelligence professionals on the job in areas of operations—China, Hong Kong, India, Malaysia and Singapore—which you would find hard to access without us.

- **AGRINTEL MARKETING**
—Replace Your Marketing Woes

Agrintel Marketing Pte Ltd is a marketing outsourcing and consulting co. It combines and optimises implementation-level marketing methods for client companies, so as to increase marketing effectiveness and save costs. It also provides marketing trials, and integrates components within full-marketing projects to meet the clients’ bottomlines. We adopt a street-smart marketing philosophy of always being “hungry” and always taking massive actions, with tested and proven methodologies and past cases in Singapore and Shanghai.

UNIQUE VALUE PROPOSITION: Performance-based and proven, technical enough to know what is going on while maintaining a helicopter view to manage the teams, hungry enough to help you bring home the bread, and importantly, we replace three of your key marketing worries—Who to employ? How to train them? Will they leave you?

- **CHATTERBOX CHINA (<http://www.chatterboxchina.com>)**
—We Get People Talking

Chatterbox China is an independent word-of-mouth (WOM) marketing business unit under Agrintel Marketing Pte Ltd. It offers a systematic approach—product consulting, product seeding (*aka* WOM amplification) and WOM tracking—to WOM marketing, and greatly value-adds to client marketing campaigns. It helps companies create and spread honest and natural WOM about their products/services in China, especially in metropolitan Shanghai.

Unique Value Proposition: An established network with the know-how to systematically and scientifically implement, manage and track WOM marketing programmes to build client brands, increase customers and generate positive buzz.

SOUNDS

Sounds is a branding-and-event-management group with two companies—Shanghai Sounds Co., Ltd and Sounds Jimei (Anhui) Co., Ltd—and two business units—Sounds Branding and Sounds PR.

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- **SHANGHAI SOUNDS**
—We Help Corporations Build And Manage Brands

Shanghai Sounds Co., Ltd offers brand consulting & designs, event management (PR) and corporate video. As per tagline, it helps corporations develop brands for domestication and internationalisation, and manages all the PR aspects (events, media planning, corporate video etc) to showcase the companies within their competing markets. Shanghai Sounds adopts a scientific approach to support and enhance client brand images in marketing campaigns through the knowledge transfer, planning and implementation of unique identification systems—Company Identity (CI), Behavioral Identity (BI) and Visual Identity (VI).

Shanghai Sounds provides a full spectrum of brand planning and design solutions—brand positioning, naming, company image, package design, web design, print design and advertisement—with outstanding service quality.

UNIQUE VALUE PROPOSITION: It does not only plan and manage branding from a strategic high point; it also takes perspectives from real market and company situations to continuously innovate brand tactics to help companies develop in their new markets, so as to increase market shares and profits.

- **ANHUI JIMEI @ANHUI SOUNDS**
—We Help Corporations Build And Manage Brands

Anhui Sounds is a geographical duplicate of Shanghai Sounds in Anhui. It offers all of the Shanghai Sounds’s services, with a focus on the local realty market.

OUR MARKETING SERVICES

Marketing Consulting & Outsourcing <ul style="list-style-type: none">• Below-the-line marketing implementation• Solve marketing issues• Launch marketing campaigns	Marketing Intelligence <ul style="list-style-type: none">• Basic Market Research• Applied Market Research• Competitive Market Research• Information Collection• Marketing Trial• Due Diligence
Branding <ul style="list-style-type: none">• Brand Consulting• Creatives—Designs & Copywriting• Event Management (PR) →• Corporate Video• Media Planning (<i>cost-plus</i>)	Events <ul style="list-style-type: none">• Event planning, management & execution• Event creation

OUR OFFICES

- Singapore** : 200 Jalan Sultan, #08-08, Textile Centre, Singapore 199018
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- Anhui** : Unit 1901, Building 4, Windsor Masterpiece, Fengyang Road (near Shengli Road), Hefei 230011, Anhui, China
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For general enquiries, send email to info@agrintel.com

OUR AFFILIATIONS

We are affiliated to the following professional organisations:

- Society of Competitive Intelligence Professionals
- Network China (by IE Singapore)
- Shanghai Webmasters' Party
- The China NLP Society
- China Competitive Intelligence
- Shanghai Zoom Competitive Intelligence
- Anhui Strategist Association
- P.M. Market Consultant Organisation
- Adquan.com

PAST CLIENTS *(not exhaustive)*

Marketing consulting & outsourcing projects

- Alcotrad Pte Ltd
- Amazing Language Training Centre
- Asia Pac FX Academy
- Ch'i Life Studio
- Coaching For Breakthrough
- D3signs Pte Ltd
- Directions Consulting Pte Ltd
- eFeedLink Business Consulting (Shanghai) Co., Ltd
- Holland-Asia Center for Animal Nutrition Intelligence (HACANI)
- Health Sanctuary Pte Ltd
- Illinois Department of Agriculture
- New Katong Beef Noodles
- REV Training & Coaching
- Shooklin & Bok LLP
- Silva Team
- Beijing Universal Chinese Sports Association

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- Gamerz Inn
- Genesis Capital Pte Ltd
- UOB KayHian
- YouBook.com

Our branding and events clients

- Hutchison Medipharma Ltd
- Shanghai Jiulong Electric Power Science & Technology Co., Ltd
- FAYAT China Machinery Limited
- Shanghai Greatsteam Energy-efficient Appliances Co., Ltd
- PEVONIA International Inc.
- Shanghai Royal Hotel
- Shanghai Foresight Electronics Co., Ltd.
- Shanghai Baohua Group Co., Ltd.
- Shanghai Dr. Care Co., Ltd
- Shanghai Ybon Property Co., Ltd
- Shanghai Deye Tent Technology Co., Ltd.
- Shanghai Lianji Autocontrol System Co., Ltd.
- Jiangsu Guotai International Group
- Shanghai Santai Copper Tuber Accessories Co., Ltd.
- Shanghai Soochow Futures Co., Ltd.
- Zhejiang HRX Automobile Air-Condition Co., Ltd.
- Shanghai Guobin Medical Co., Ltd.
- Hong Kong Liang Jin Mei Yu Group Co., Ltd.
- Jiangsu Sangbo Technology Co., Ltd.
- Sinochem International Co., Ltd

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