

COMPANY CREDENTIALS 2024

EST. MMXI

STPPAGOOD

**PUBLIC RELATIONS, BRANDING & INFLUENCER MARKETING AGENCY
KUALA LUMPUR**

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**Just delivering
a good product
or service
isn't enough.**

People want more.



**They want to be
inspired by you, your story,
and everything that
you're doing.**

**We are a communications agency for brands who
truly believe in building authentic relationships.**



**WE'RE HERE TO
CONNECT AND
SHIFT PERSPECTIVES
TO FULLY MAXIMISE
POSITIVE IMPACT**



IN NUMBERS

13

YEARS
(EST. 2011)

200+

BRANDS

75b+

PR VALUE
(MYR)

2

AWARDS



FOUNDERS

Sarah Lian and Eugenie Chan started Suppagood with the goal of **helping people and brands grow in their own unique way.**

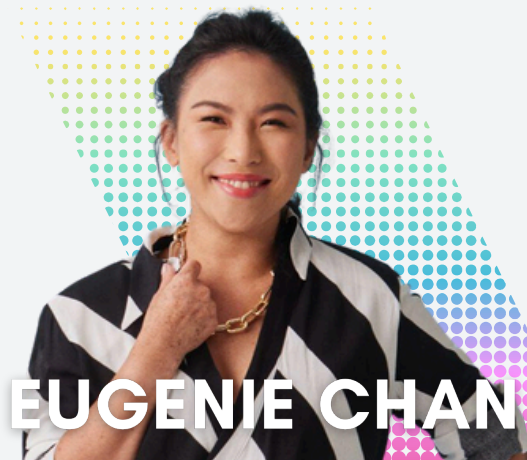
Today, we are a dedicated team of **communication specialists** that help you reach your **fullest potential and nurture great work culture.**



ANGELS IN CHARGE

Over 15 years in the dynamic communications field, Eugenie has expertly steered countless brands, offering strategic guidance in thought leadership and crafting positive perceptions through clever messaging. As a seasoned communicator and perpetual learner, her consultations take a holistic approach layered with global perspectives. With a 23plusone certification in branding, Eugenie doesn't merely shape brands; she passionately champions conscious leadership, all infused with a Suppagood finesse.

CO-FOUNDER; CHIEF ANGEL



EUGENIE CHAN

Sarah's network, intricately woven through collaborations with award-winning directors and global friendships, spans borders. As the head of Suppagood's Talent and Influencer Marketing, she joyfully forges connections between brands and individuals, bridging differences through creativity. Wearing multiple hats—actor, host, creative strategist, and curator of empowering experiences via Supparetreat—Sarah, rooted in the local Malaysian spirit, leaves a Suppagood mark on every venture.

CO-FOUNDER; VISIONARESS



SARAH LIAN

Meet Raj, our seasoned PR maestro boasting a decade-long journey in the vibrant world of public relations. In the whirlwind of today's digital era, he's honed his skills in crafting captivating PR strategies that don't just make a statement but yield powerful results. Raj is no stranger to navigating the diverse landscape of brands, from small enterprises to international powerhouses, enhancing their visibility and propelling business growth. With a Suppagood finesse, he's your go-to guide for making your brand shine in the fast-paced media spotlight.

**DIRECTOR, PR + COMMS;
SOOTHSAYER**



HASVINRAJ.S



KEY SERVICES

THOUGHT LEADERSHIP & CAMPAIGN IDEATION

Helping to craft a message that is beyond just 'selling,' and getting it into the right places.

This is where our creativity shines to bring high awareness to your brand.

PR, INFLUENCER MARKETING & MEDIA PLANNING

In bringing a campaign to life, we lean into our strengths of messaging, media relations, influencer relations - both digitally and traditionally.

Clients lean on us as their main point of contact, while we manage several teams on their behalf

CREATIVE CONSULTING & COLLABORATIONS

How can two or more parties come together to create something even greater? We love being the catalyst

We leverage our network, and ensure you partner with the synergistic key opinion leaders & collaborators.
Win-win-win.

BRAND ALIGNMENT WORKSHOPS & WELLNESS EXPERIENCES

Brands and people need to continually align with themselves to self-motivate, feel connected and thrive whether individually or as a team.

We curate meaningful experiences.



WE ARE PROUDLY AFFILIATED WITH...



As connectors, we actively participate in our groups to expand our knowledge and networks.

Public Relation Practitioner Society Malaysia

As a Founding Member, we speak to other practitioners in Malaysia to understand our market intimately

SAMA Alliance Links marketing and communications agencies across APAC. Suppagood is a Founding Board Member.

23plusone Collective As certified friends of 23plusone we actively use this branding tool to create impactful messaging



Strategic Asia
Marketing Alliance

the
23plusone
collective



OUR CLIENTS



*KOL: Key Opinion Leader (used interchangeably with 'influencer')



SUPPAWORK
OUTCOMES

SECTORS: B2B TECH STARTUP



Tekkis Empowering SMEs

2022
RESULTS

Media Coverage : **20 pieces**
Tier 1 Media : **90% tier 1**
PR Value : **RM1.5+ million**
ROI : **40x**

LAUNCH CAMPAIGN

- Press conference event conceptualisation & management
- Targeted Interviews
- Director presentation deck

MEDIA RELATIONS

- Press Release & dissemination
- Invitations and RSVP management



Official Launch of World's FIRST Smart Palm Oil Mill

1 MONTH 2024
RESULTS

Media Coverage : **40 pieces**
Tier 1 Media : **100% tier 1**
PR Value : **RM3+ million**
ROI : **50x**

LAUNCH CAMPAIGN

- Press conference event management
- Ministry Protocol
- CEO speech & presentation deck

MEDIA RELATIONS

- Press Release & dissemination
- Invitations and RSVP management
- Media trip



*KOL: Key Opinion Leader (used interchangeably with 'influencer')



SUPPAWORK
OUTCOMES

SECTORS: MEDICAL DEVICE, MEDICAL, HEALTHCARE



Launch of BTL EMSculpt NEO with Clique Clinic

2021
RESULTS

Media Coverage : 5
Tier 1 Media : **100% tier 1**
Soc Med Coverage : 8
PR Value : **RM206k+**
ROI : **10x**

MEDIA & KOL*

RELATIONS

- Press Release & dissemination
- Service reviews
- Message positioning



A Million Visions Campaign World Sight Day 2024

2024
RESULTS

Media Coverage : 23
Tier 1 Media : **80% tier 1**
Soc Med Coverage : 15
PR Value : **RM1.2+ million**
ROI : **12x**

LAUNCH CAMPAIGN

- Press conference event conceptualisation & management
- Targeted Interviews

MEDIA RELATIONS

- Press Release & dissemination
- Invitations and RSVP management

INFLUENCER MANAGEMENT

- Sourcing and negotiating paid fees for 6 influencers
- Coordinating content development



*KOL: Key Opinion Leader (used interchangeably with 'influencer')



SUPPAWORK
OUTCOMES

SECTORS: HOSPITALITY, SERVICES



The Official Launch of DoubleTree by Hilton Shah Alam

5 MTHS 2022
RESULTS

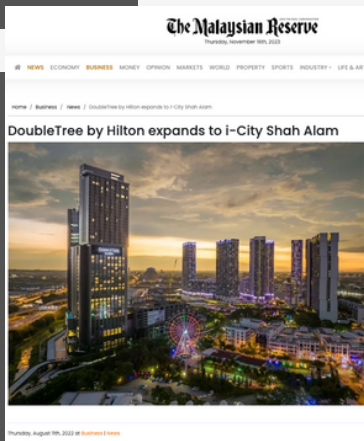
Media Coverage : **81 pieces**
Tier 1 Media : **65%**
Soc Med Coverage : **35+ mentions**
PR Value : **RM2.8+ million**
ROI : **20x**

EVENT MANAGEMENT

- Royal Family, Ministers + 400 guests
- Event protocols emcee scripts, speeches etc.
- Hilton MICE Sustainability Series

MEDIA & KOL* RELATIONS

- Press Releases
- Media staycations
- Dining reviews
- KOL Partner events (Nash Idrus & Juliana Evans)



#Timetoreconnect Campaign

6 MTHS 2023
RESULTS

Media Coverage : **>40 pieces**
Tier 1 Media : **40% tier 1**
PR Value : **RM1 million**
ROI : **x12**

THOUGHT LEADERSHIP CAMPAIGN

- Campaign strategy
- Event conceptualisation and management
- Securing Partnerships including Ministry of Community and Women
- Content editing and management (social media posts, video)

MEDIA RELATIONS

- Press Release & dissemination
- Invitations and RSVP management
- Media service reviews



*KOL: Key Opinion Leader (used interchangeably with 'influencer')



SUPPAWORK
OUTCOMES

SECTORS: LUXURY LIFESTYLE

Cartier

La Panthère de Cartier Exhibition #LaPanthereMY

2015
RESULTS

Media Coverage : **39**
Tier 1 Media : **98% tier 1**
Soc Med Coverage : **95**
PR Value : **RM4.8+ million**
ROI : **50x**

EVENT MANAGEMENT

- Key Editor Luncheon
- Guest & Media Preview Event

MEDIA & KOL* RELATIONS

- Press Release & dissemination
- Invitations and RSVP management
- Product seeding



GENTLE MONSTER

Gentle Monster x Maison Margiela

2023
RESULTS

Soc Med Coverage :
130 pieces of content created

INFLUENCER MANAGEMENT

- Hosting 6 top tier M'sian Influencers to Marina Bay Sands, SG
- Gift drop
- Pre and post engagement



*KOL: Key Opinion Leader (used interchangeably with 'influencer')



SUPPAWORK
OUTCOMES

SECTORS: FMCG



Kopiko Macchiato 360 Campaign Launch

5.5 MTHS 2023
RESULTS

+5% Social Media Followers
<1000 audience for first live
digital launch event

360 COMMS PROJECT LEAD

- Campaign strategy
- Online Public Event Management
- 6 Months Social Media Content
- 6 Months Performance Marketing
- Media buy and planning

MEDIA RELATIONS

- Press release & translations
- Media drops



'Mama Pilih Roma' Campaign Launch

1 MTH 2024
RESULTS

Media Coverage : >40 pieces
Social Media Coverage : >170 pieces
PR Value : RM560K+
ROI : x10

CAMPAIGN LAUNCH

- Campaign strategy
- Event conceptualisation
- Content editing and management for Lee Minho

MEDIA RELATIONS

- Press release drafting, translation & dissemination
- Invitations and RSVP management
- Media drops
- PR event support



*KOL: Key Opinion Leader (used interchangeably with 'influencer')



SUPPAWORK
OUTCOMES

SECTORS: FMCG, AIRLINES

MARIGOLD

Marigold Yoghurt: #FindingYourHappy

2019
RESULTS

YouTube video gained more than 500k views and high positive sentiment

CREATIVE CONSULTING

- Campaign and content strategy creation Producing and editing YouTube video Producing deck of client branded 'reflection questions'.

INFLUENCER MARKETING

- Selection and liaison with 5 x Tier 1 KOLs



ANA

ANA Connection By Design

2019
RESULTS

YouTube video gained more than 2m+ views

CELEBRITY MATCHING

- Selection and negotiation with brand aligned KOL





Brand Alignment Workshop with Suppagood

3 DAY WORKSHOP

- 20 years into creating SOLS, they have 4 divisions that are seemingly unconnected despite sharing the same name and Founder

2023 RESULTS

Clearly articulated Brand purpose, values and brand stories.



Teacher Raj
Founder-CEO
SOLS 24/7

“Suppagood didn't just give us a superficial branding exercise; they unearthed our core values and beliefs. Eugenie and her team weren't just experts; they were passionate advocates for our cause. They brought expertise, warmth, and sincerity, making it a joy to work with them.”



SUPPAWORK
OUTCOMES



Azlan Ismail · 1st

Director - Strategic Change Management Office @ MyDIGITAL

10mo · 🌐

One of the harder things to answer is "what does SOLS 24/7 do?" Clean energy? Training? Education? Helping to raise the B40 to middle class outcomes? Truth is we do all the above and more but to be able to succinctly tie it together in a neat pitch that doesn't overwhelm the person hearing it has been a challenge for me personally.

I love what we do and we are here to truly make a difference. So when we sat down with Eugenie Chan and her team and walked them through it all, we finally managed to unlock the connections that were always there but never succinctly articulated. It's the first step to building the engaging story behind our 23 year history. I look forward to sharing it all with you soon!





Options

Grow your own digital subscriber and get discount off a bottle of HerVantage's Citrus

THE COLLECTOR'S DELICIOUS

HerVantage's Citrus is a delicious and healthy beverage that is perfect for anyone who wants to stay hydrated and healthy. It is made with natural ingredients and is a great alternative to sugary drinks. HerVantage's Citrus is available in a variety of flavors and is perfect for anyone who wants to stay healthy and hydrated.

Much ado about EPF: Proposals for fixing the retirement crisis

Work is hard and retirement is a distant prospect for many Malaysians. The Employees Provident Fund (EPF) is the primary source of retirement income for many Malaysians, but it is facing a crisis. The EPF's assets are being depleted, and it is struggling to meet the needs of its members. The government has proposed several measures to address the crisis, including increasing the contribution rates and reducing the benefits. However, these measures are controversial and have led to a public outcry. The government is also considering other options, such as privatizing the EPF or introducing a new retirement scheme. The crisis is a serious one, and it is important that the government takes prompt action to address it.

Year	Assets	Liabilities	Surplus
2014	34.5%	20.4%	4.0%
2015	29.4%	17.9%	0.6%

Malaysians facing inadequate pensions

Malaysians are facing inadequate pensions, and the government is struggling to address the issue. The EPF's assets are being depleted, and it is struggling to meet the needs of its members. The government has proposed several measures to address the crisis, including increasing the contribution rates and reducing the benefits. However, these measures are controversial and have led to a public outcry. The government is also considering other options, such as privatizing the EPF or introducing a new retirement scheme. The crisis is a serious one, and it is important that the government takes prompt action to address it.

BFM 89.9

Podcast - Enterprise - HerVantage - ZafiqAz 2019

ZAFIQAZ 2019

Datin Paduka Marina Hani Mahalik

Traveling as a woman by yourself comes with a lot of things, worry, and fear. But for Datin Paduka Marina Hani Mahalik, it's a different story. She is a successful businesswoman and a mother of two. She has traveled the world on her own, and she has learned a lot about herself and the world. She is a role model for many women, and her story is an inspiration. She is also a member of the ZafiqAz 2019 podcast, and she has shared her experiences and insights with the audience.

Produced by: Freda Lim
Presented by: Freda Lim

Tags: Independent travel, women travellers, selfies, female empowerment, Other personality interviews, Personal Finance, Personal Development, Managerial Resources/Development, Travel

BFM 89.9

Podcast - Enterprise - Enterprise Biz Bytes - AI vs Education: AI is a Superpower That We Need To Tame

AI VS EDUCATION: AI IS A SUPERPOWER THAT WE NEED TO TAME

Sarjaya Samra, CEO, Asia School of Business

AI is a superpower that we need to tame. It is a powerful tool that can be used for good or evil. It is important that we understand AI and its capabilities, and that we use it responsibly. AI is a double-edged sword, and it is important that we take steps to ensure that it is used for the benefit of all. AI is a powerful tool that can be used for good or evil. It is important that we understand AI and its capabilities, and that we use it responsibly. AI is a double-edged sword, and it is important that we take steps to ensure that it is used for the benefit of all.

The allure of AI

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Living with AI and robots

AI and robots are becoming increasingly common in our lives. They are used in a variety of ways, from entertainment to education. AI and robots are powerful tools that can be used for good or evil. It is important that we understand AI and robots, and that we use them responsibly. AI and robots are powerful tools that can be used for good or evil. It is important that we understand AI and robots, and that we use them responsibly. AI and robots are powerful tools that can be used for good or evil. It is important that we understand AI and robots, and that we use them responsibly.

AWANI REVIEW

AWANI Review: Is traditional education still worthwhile in a post-GPT world?

The rise of online learning platforms and advanced language models like ChatGPT has sparked a contentious debate on the value of traditional degrees and business schools. CEO, President, and Dean of Asia School of Business Sarjaya Samra sheds light on the emergence of 'job engineers', the concept of 'gig education' and the urgent need to...
Shirley Yap



PAST WORK
OUTCOMES



SUPPAWORK
OUTCOMES
IN PICTURES

“

SUPPAGOOD's PR expertise has truly impressed us at INTRIX Group. Their strategies have not only elevated our media presence but also **strengthened our brand's credibility**. They're not just professionals; they're also dedicated partners. With their help, we've been able to **effectively communicate our message and connect with our audience on a deeper level**. SUPPAGOOD's **impact has been invaluable**, and we're grateful for their continued support.



Tee Tone Vei
CEO of INTRIX Group

”

“

Suppagood has been for ASB's PR strategy not only a creative architect but also a force of nature when it comes to **disciplined execution under tight constraints**.

We **increased our media mentions by over 10X** after we started engaging with Suppagood.

They have helped us achieve not only breadth of coverage, but **high quality coverage** evidenced by brand keywords being mentioned in a positive light, and coverage in top tier publications generating over \$2.5m in PR value over less than six months.



Crystal Cha

Asst. Director for Content and Services, Marketing,
Asia School of Business

”



TESTIMONIALS

Suppagood's Eugenie crafts insightful ideas on how our community can truly benefit from your offerings, while the Suppagood team excels in executing plans with precision and dedication. Their combined efforts **create a meaningful impact that speaks volumes.**



Nini Tan

Co-Founder & CEO

Eugenie, Sarah and team have been amazing partners to work with. Through all engagements I have found their creative approach to storytelling an essential resource to the way we approach our market.

Hilton

Eugene Oleofse

Marketing and Communications Director, Malaysia,
Philippines & Sri Lanka



TESTIMONIALS

WITHOUT THE RIGHT CONNECTIONS, YOU WON'T GET THE AWARENESS YOU DESERVE.

Need more reasons to engage us?

Navigating a sea of media channels and influencers can be chaotic, but fear not. We decipher your customers' desires, suggesting the perfect titles and collaborations to grab the attention of the right audience.

TARGETED

Media journalists sift through 500+ daily emails, but with our insider know-how, your story pitch not only stands out but gets read. On the influencer side, we mingle at events and have their contact details, ensuring seamless brand connections.

VISIBLE

Crafting a compelling narrative and campaign that resonates with your audience is an art. Missing the mark can result in a lack of emotional connection with your audience, impacting brand loyalty and customer retention.

STORIES



IT'S EASY TO WORK WITH US



01

BOOK A CALL

Just [click this link](#) to fill out a quick form. It'll help us get ready for our first chat!

02

BRIEF US

This first meeting is where things get clear about your brand and communication goals.

03

WE PLAN

We craft a tailored plan just for your brand. Once we've fine-tuned the details, we handle all the paperwork.

**GET THE
AWARENESS
YOU NEED
TO GROW!**



**DO YOU FEEL FRUSTRATED
BECAUSE YOU'RE NOT GETTING
THE EXPOSURE YOU DESERVE?**

**CLICK HERE TO
BOOK A MEETING**



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THANK YOU