



METAMEDIUM

Digital communication & strategy for the
tech- and innovation sector in Singapore

SINGAPORE TECH & INNOVATION SECTOR

Established as a global financial center, Singapore also looks set to become the “Silicon Valley of Asia.” One of the most attractive tech hubs in the world, Singapore is home to some of the world’s highest potential tech startups operating today.

Tencent, ByteDance and Alibaba are reportedly planning regional hubs in the city-state, with ByteDance in particular expected to add hundreds of jobs over the next three years. They will join an international society of tech giants like Google, Facebook, Amazon, Stripe, Salesforce and Grab, that already have headquarters or significant operations, including engineering and R&D centers, in Singapore.



WHAT WE DO

Discovery & Strategy

Discovery & Research

User Experience

Brand Strategy & Architecture

Positioning

Content Strategy

Marketing Campaigns

Branding & Design

Brand Development

Logo & ID Systems

Brand Style Guides

Messaging

Collateral, Print & Packaging

Environmental Design

Iconography

Illustration

Animation

Motion Graphics

Explainer Videos

Digital

Website Design

UI/UX

Information Architecture

Wireframing

Prototypes

iOS Applications

Android Applications

Web Applications

WORKING WITH ACCELERATORS AND GLOBAL INDUSTRY LEADERS

DOTFORGE

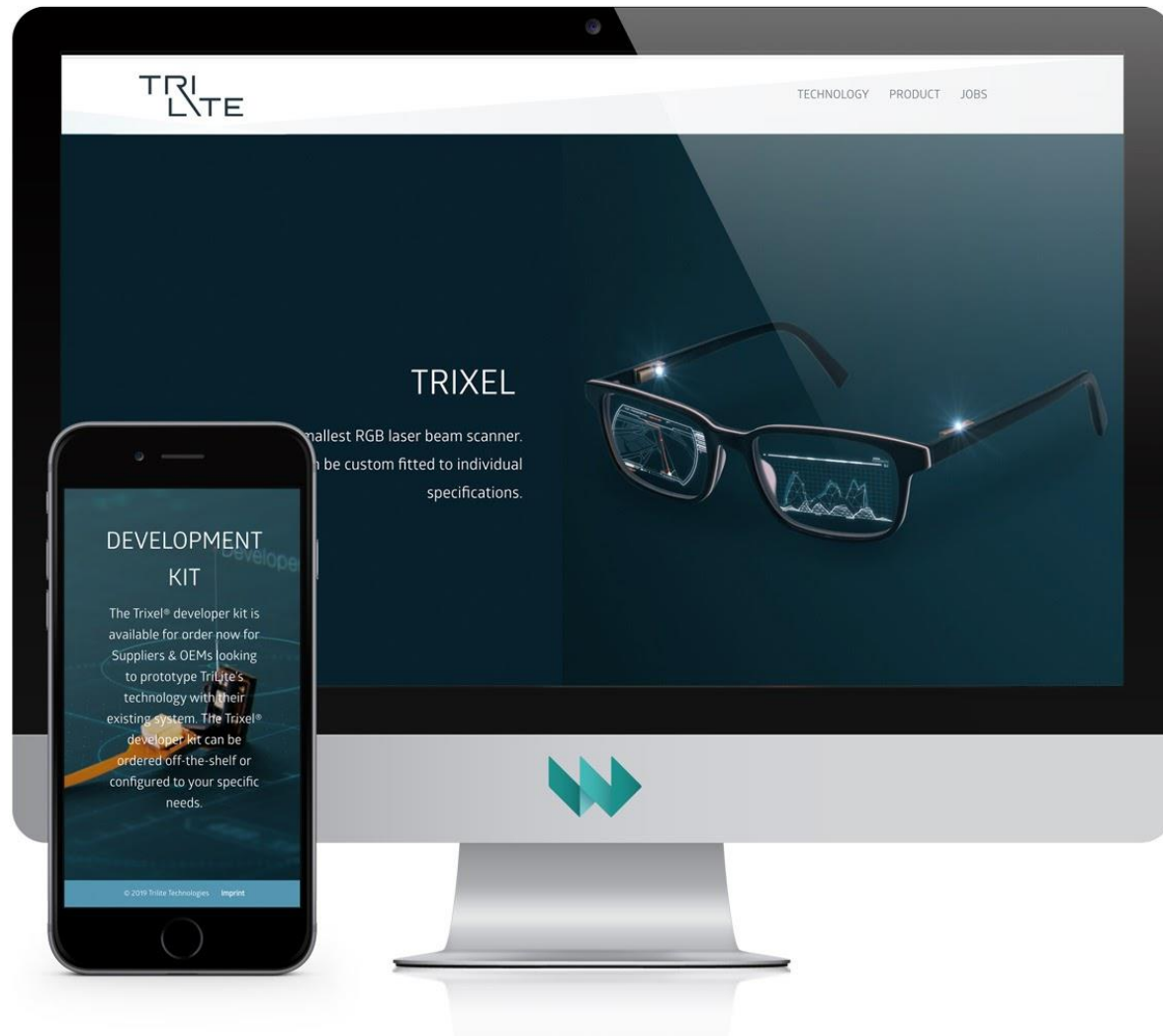
TRI
LITE

PIONEERS

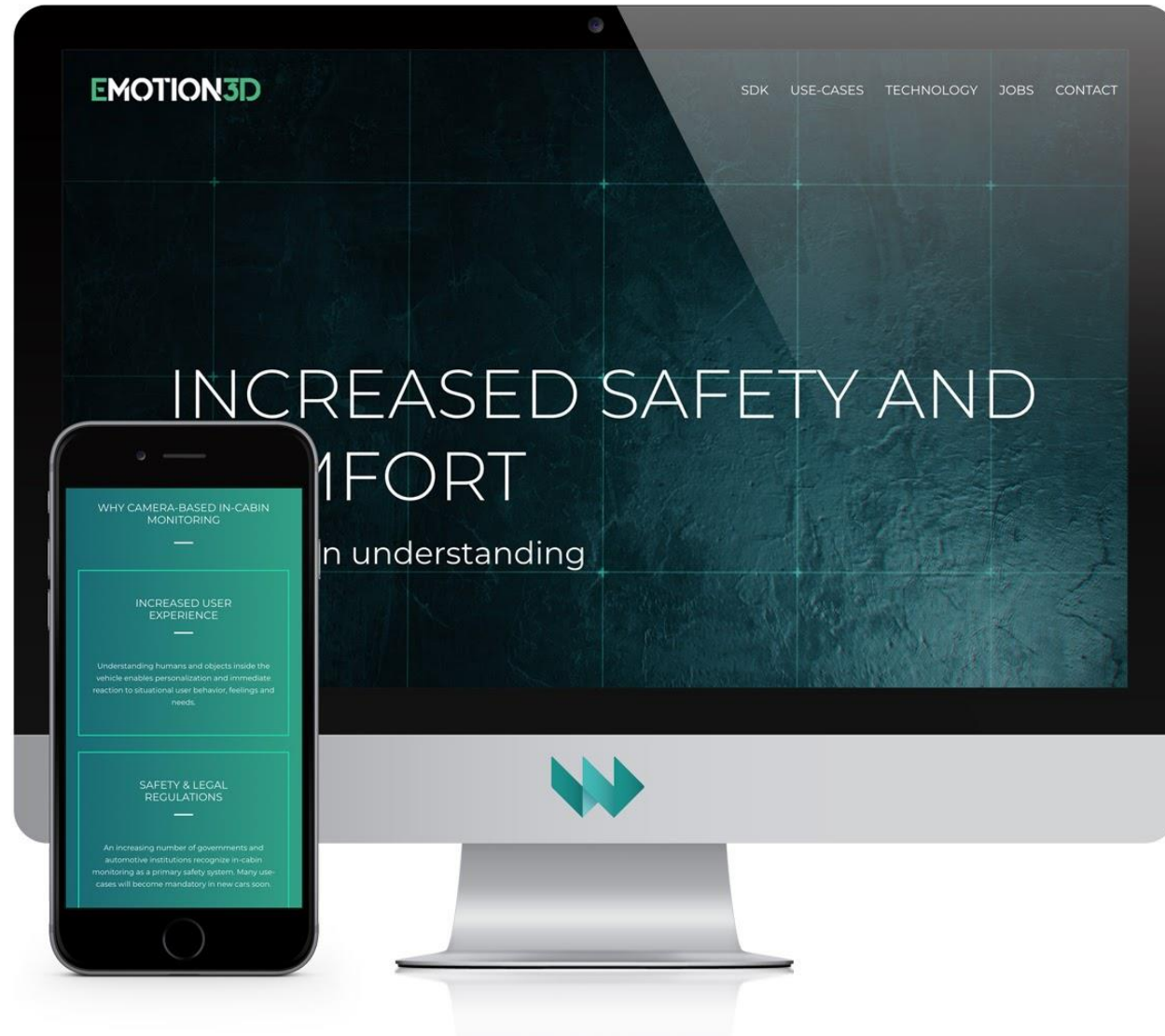
EMOTION3D

STARTUP
WISE  GUYS

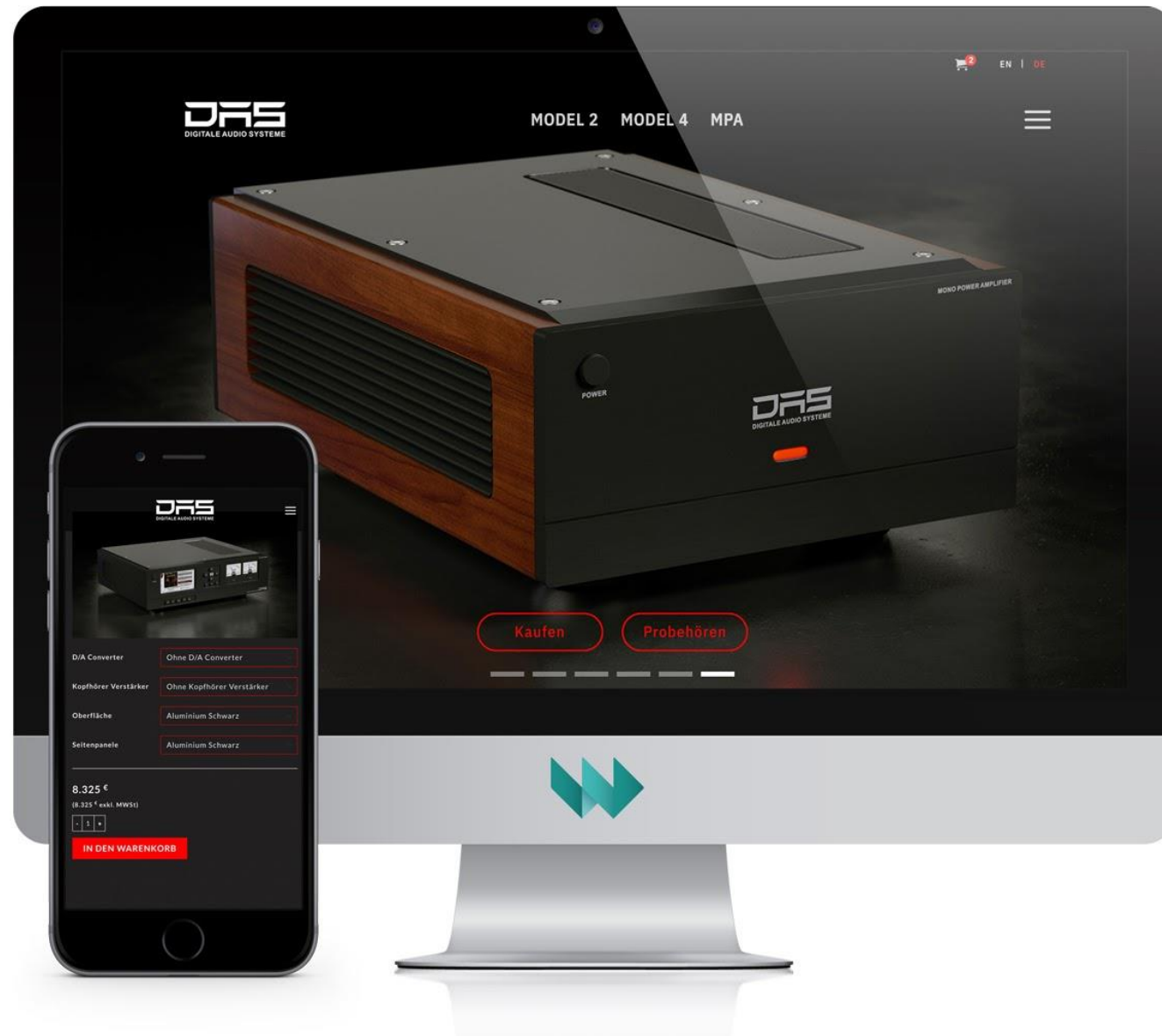

StreamUnlimited



www.trilite-tech.com



www.emotion3d.ai



<https://digital-audio-systems.com>

PRODUCTS

BRAND DEVELOPMENT WORKSHOP

- Ideation “brand identity workshop” (3x3h)
- Feel & Look presentations of
- forms, elements, surfaces, dynamics of colours and layers/transparencies

“we learn to understand the company and how it sees itself”

- Colours (+contrasting colour palette)
- Fonts workshop & opt. original fonts design
- Sizes / relations
- Modulable elements (banners, frames, backgrounds to be used online/offline design derivatives, web, slides, etc.)

PRODUCTS

CI basics – design & production

- Competitor analysis / visual market research “how do the best do it / what do we like about that”
- Original Brand & 2D Logo design (cleverly resembling identity, speaking about vision and values)

PRODUCTS

CI Integration

- Design integration of communication instruments
- Inclusives: personal signatures, letterhead, newsletter design, slideshows (up to 15 pages), word template)
- Opt. offline folders, investors/partners/clients acquisition materials, infographic video pitches, booths for trade fare
- Opt. print management

PRODUCTS

CI +

- 2x 3D Logo animation (intro & outro) (+derivatives with different call-to-actions for different use cases)
- Bumpers and micro animations: motion graphic elements for video, web, slideshows, etc.
- 2* Logo 2.0 animation (intro+outro version to be used added to any video / Website, collage you create yourself)

PRODUCTS

Production: Brand book 1.0

- Detailed definition of all design elements, relations, dimensions - how to be used on all possibly relevant channels
- Perfect for upcoming intense growth & expansion phases - we can easily deliver language translations of all designs within some weeks

PRODUCTS

Option: Graphic package PRODUCT

- Edited stock images, photos, graphic designs
- Info-graphic content that explain the problem to be solved, the product, the background content, etc.
- To be used in slides, web, ads, platforms, articles, stories, etc.

PRODUCTS

Option: multi-modular video clip (2D-3D animations)

- High end designed motion graphic modules:
- Brand image module (eye candy)
- Companies mission statement (why)
- Product(s) module – products identity + functionality and use cases (how)
- UX module (film / stock with integrated 3D animations (functionality) (visualizing how the user will experience the service / product) (user experience)

PRODUCTS

Option: Website Design

- Production management (content collection, developing user journey)
- Design Mockups of all pages / subpages
- Wireframe / content structure (texts delivered by client/i5)
- Layout of every single content element (text, image, motion image, interactions)
- detailed design guide for the developer
- + design & production of every single graphic element (backgrounds, banners, frames, moduable and resizeable elements, etc.)

PRODUCTS

Option: Website Development

- (WordPress based / opt. detailed code / template adaptations)
- Setup back-end (licenses, back-ups, etc.)
- Basic Wordpress Workshop introduction for in-house content management
- Basic SEO
- (exact offer can only be sent after G has been completed and specific effort is transparent)

PRODUCTS

Option: Advanced SEO and tracking setup with in-house Google specialist (XGoogler)

PRODUCTS

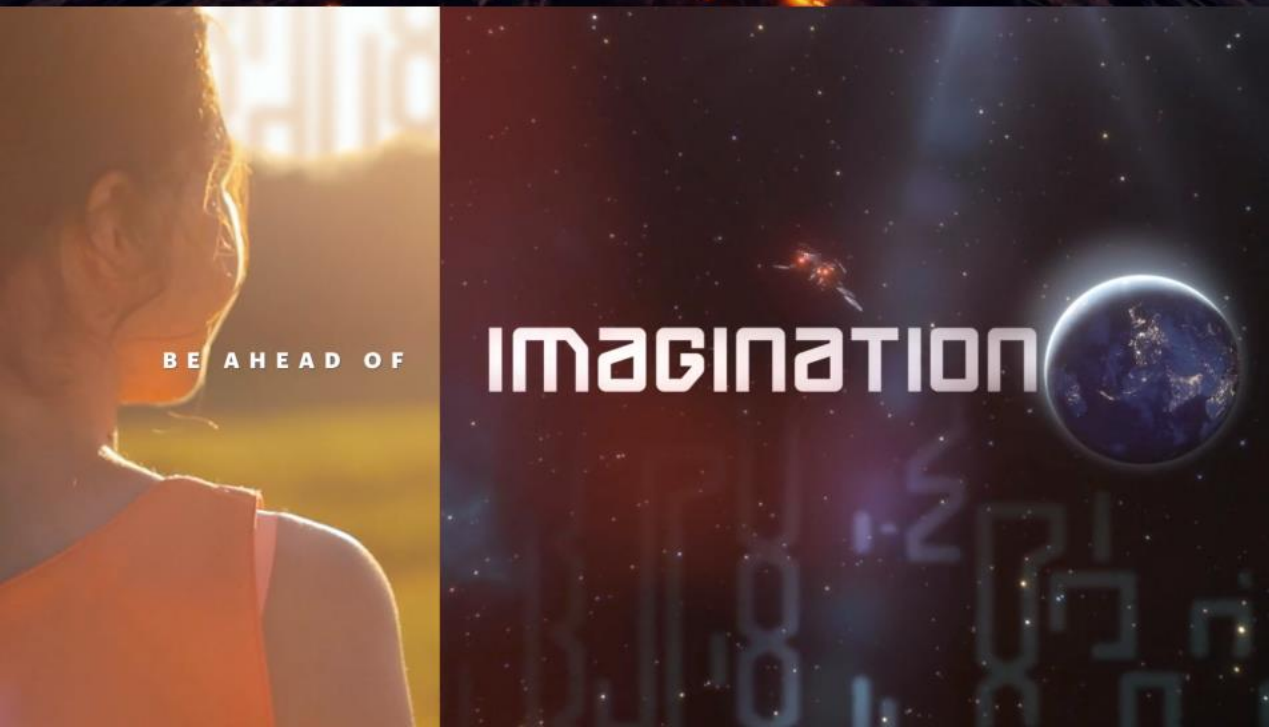
Option: platform and press communications (Management of LinkedIn, FB, IG, medium.com content)

- Separate offer: monthly retainer calculated by how many posts, how much design & script effort)
- General Strategy
- Edition
- Composition
- Publishing (building attention & content platform for successful, more efficient advertising / campaigning

PRODUCTS

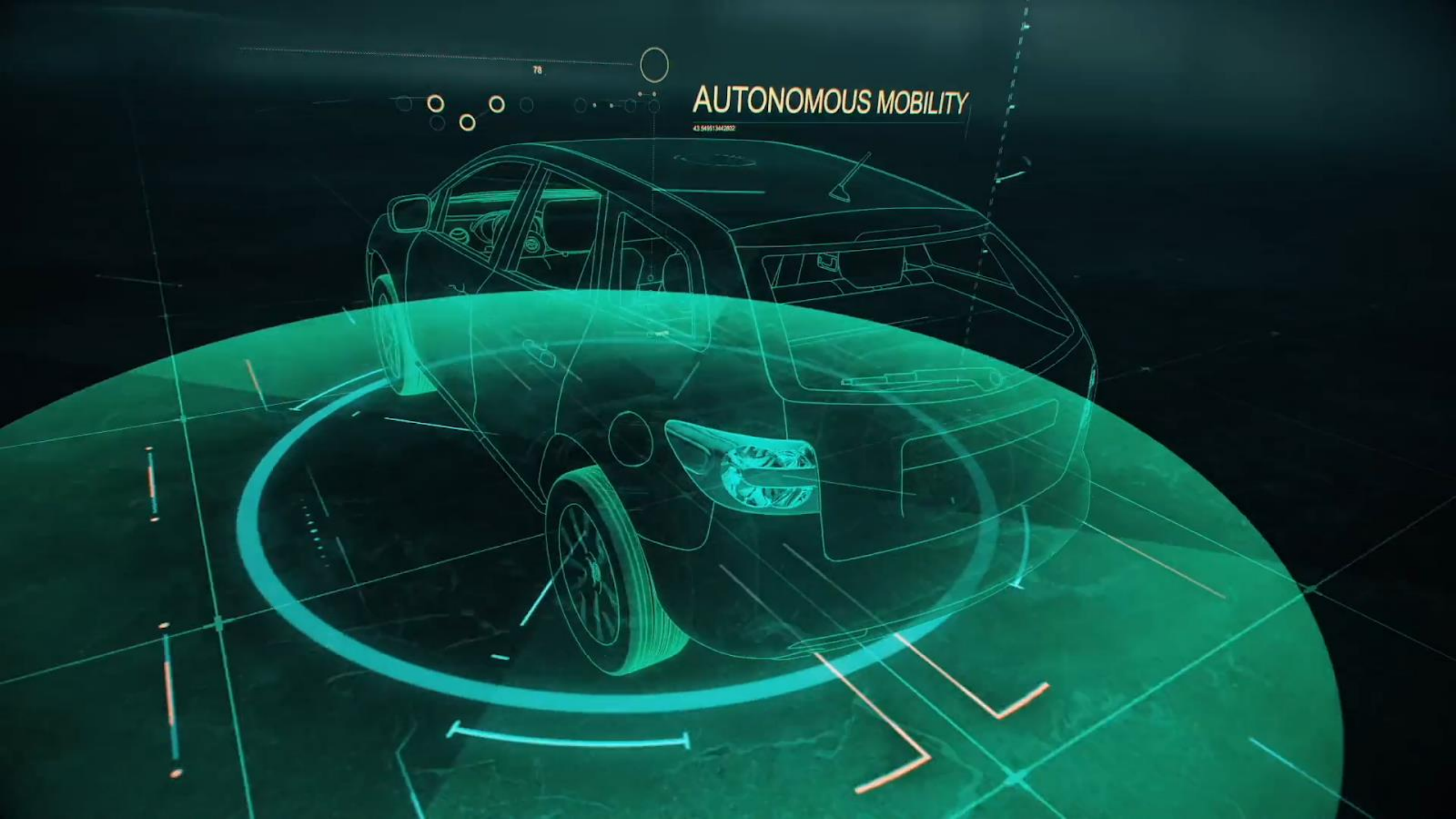
Optional: Paid Ads (XGoogler)

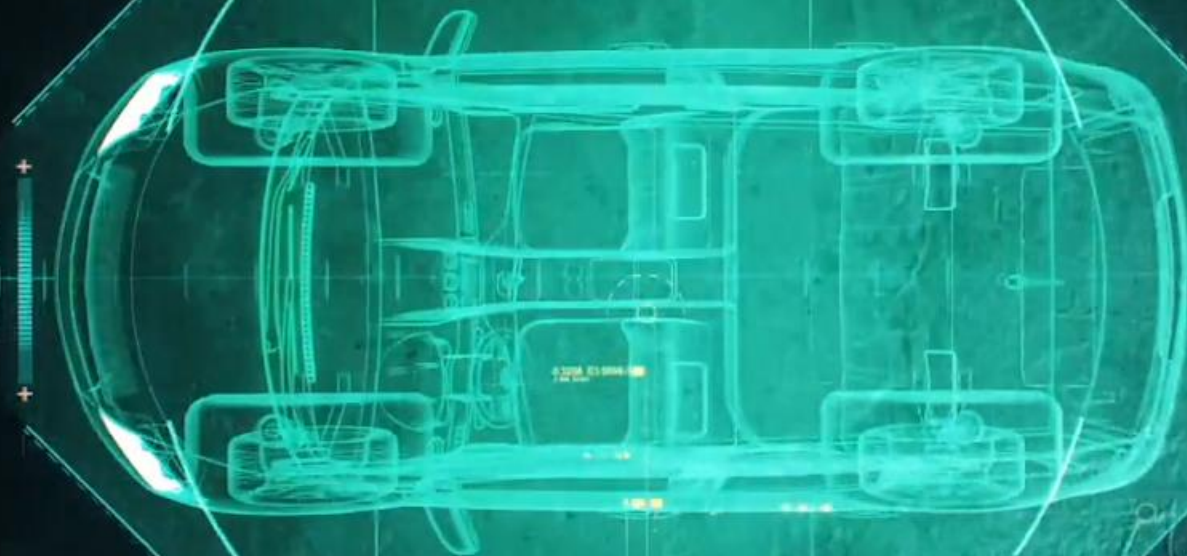
- GoogleAds (Search Network, Display Network, Video (YouTube), Shopping, Universal Apps)
- Platform Ads (LinkedIn, FB, IG)



AUTONOMOUS MOBILITY

43.94951342832





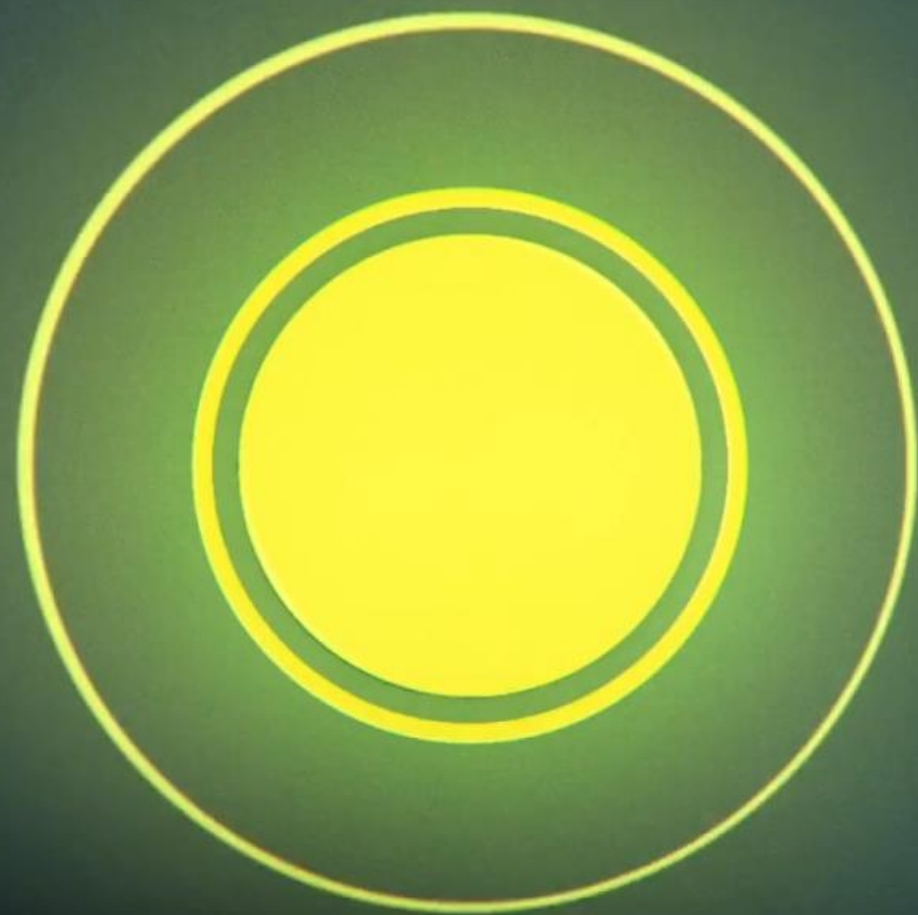
COMPUTER VISION
MACHINE LEARNING

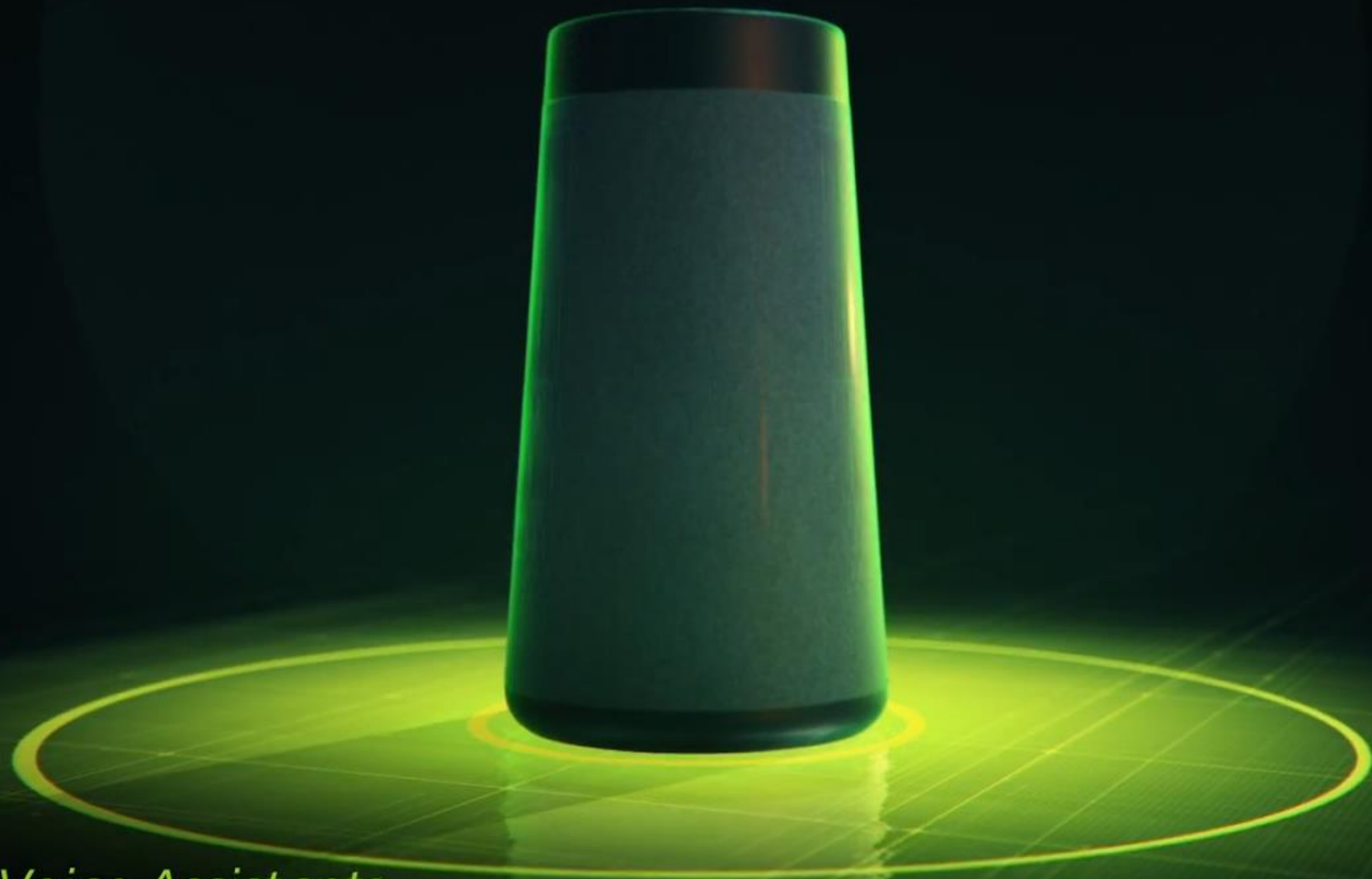
SYSTEM LINK



VIEW PROJECT



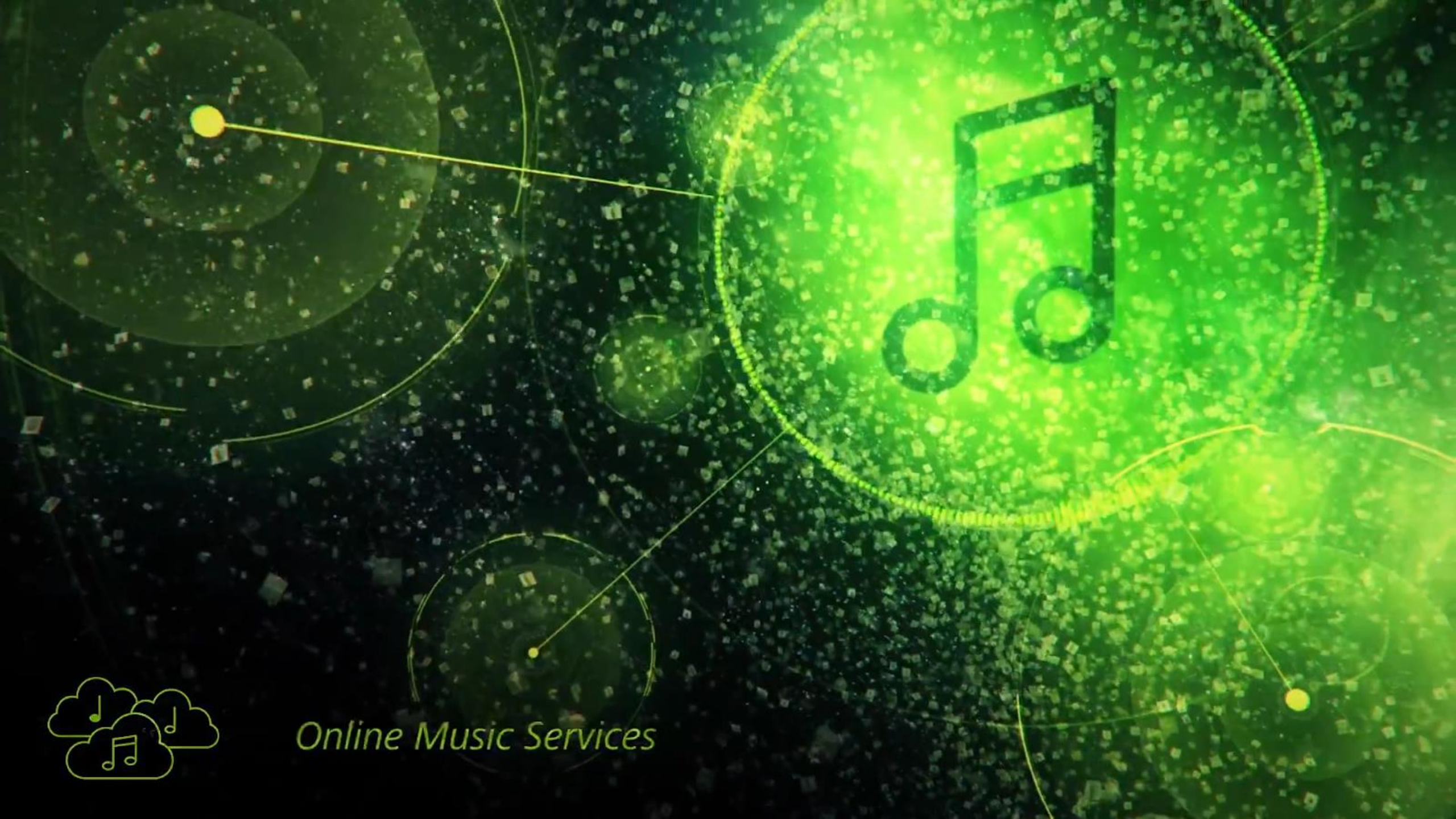




Voice Assistants



Multiple User Interfaces

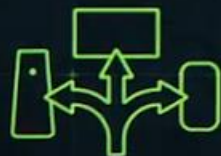


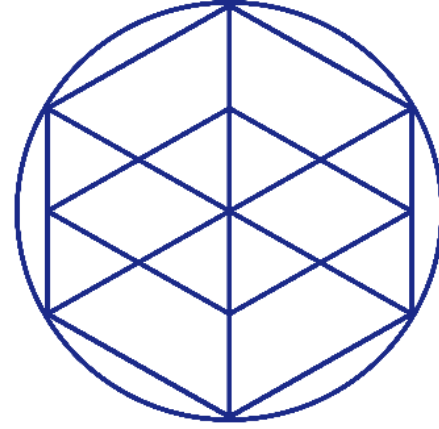
Online Music Services





VIEW PROJECT





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Contact us!

www.metamedium.io/startups-SG