



Resorts World Genting Creative Pitch Proposal

22 August 2014

Recap of The Brief

1. Illustrate a template for an integrated creative campaign

2. Masthead for different components:

- Entertainment
- Dining
- Shopping
- Fun Activities
- Gaming
- Genting Rewards

3. The extension of the campaign

Your Objective

**Make Genting a
MUST VISIT
destination in 2015**

Overview

2015

Genting will celebrate 50th anniversary
as an integrated resort destination.



Overview



Apart from the celebration,
local and international tourists are
anticipating new attractions and entertainment
under Genting Integrated Tourism Plan.

A red curtain background with a spotlight effect in the center. The text "ALL EYES ON GENTING!" is written in white, bold, uppercase letters across the center of the spotlight.

ALL EYES ON GENTING!



**THE
DESTINATION
SPOT**

AWANA
Nature &
Adventure

**RESORTS WORLD
GENTING**
Variety of
entertainment

What's in
a spot?

GOHTONG JAYA
Food & Culinary

**CHIN SWEE
CAVES TEMPLE**
Culture &
Heritage



Visit Genting Masthead

- The colourful spots signify endless entertainment
- Facilitate recognition and express unique personality
- Represent vibrancy and exciting attractions

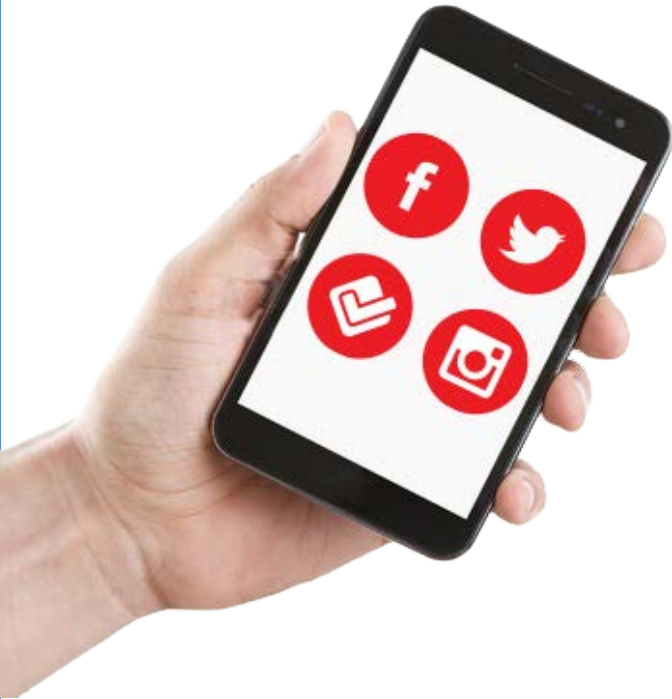


Visit Genting Indicator

as an instantly recognizable landmark.



It is how the world communicates



- Social media influences the way we think, write and speak
Exp: OOTD, #selfie, #europetrip
- Great for tracking families, friends or even business partners around
- Check out trending places nearby
- Let others know what an awesome time they're having
- A way to keep track of personal travels



Creative



Poster



Poster



50

It's All In Genting

VISIT GENTING 2015

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Genting Malaysia Berhad (38019-L)

This poster features a woman in a traditional red floral qipao, smiling as she pours tea from a white teapot into a white teacup. The background is a solid orange color. The text 'It's All In Genting' is written in white. A '50' anniversary logo is in the top left. At the bottom, there is a 'VISIT GENTING 2015' logo, social media icons for Facebook and Twitter, the website 'www.rwgenting.com', and the Resorts World GENTING logo with the text 'Genting Malaysia Berhad (38019-L)'.



50

It's All In Genting

VISIT GENTING 2015

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Genting Malaysia Berhad (38019-L)

This poster features a man in a dark pinstriped suit and purple tie, smiling broadly while holding several stacks of red casino chips. The background is a solid red color. The text 'It's All In Genting' is written in white. A '50' anniversary logo is in the top left. At the bottom, there is a 'VISIT GENTING 2015' logo, social media icons for Facebook and Twitter, the website 'www.rwgenting.com', and the Resorts World GENTING logo with the text 'Genting Malaysia Berhad (38019-L)'.



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It's All In Genting

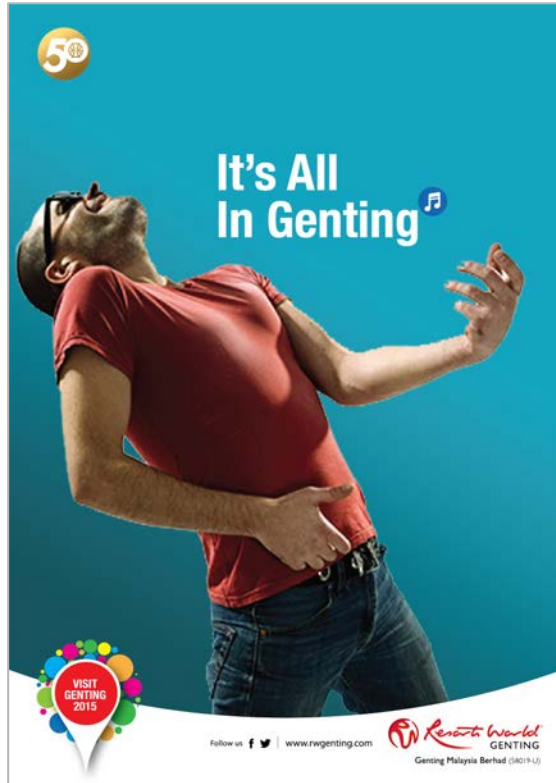
VISIT GENTING 2015

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Genting Malaysia Berhad (38019-L)

This poster features a young child in a blue t-shirt and shorts, holding a large cookie, looking up at a large, blue, furry Muppet character. The background is a solid blue color. The text 'It's All In Genting' is written in white. A '50' anniversary logo is in the top left. At the bottom, there is a 'VISIT GENTING 2015' logo, social media icons for Facebook and Twitter, the website 'www.rwgenting.com', and the Resorts World GENTING logo with the text 'Genting Malaysia Berhad (38019-L)'.



Poster




50th

It's All In Genting 

VISIT GENTING 2015

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Genting Malaysia Berhad (54019-L)



50th

It's All In Genting 

VISIT GENTING 2015

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Genting Malaysia Berhad (54019-L)



50th

It's All In Genting 

VISIT GENTING 2015

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Genting Malaysia Berhad (54019-L)

Genting Rewards Poster



50th

It's All In Genting

VISIT GENTING 2015

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Resorts World GENTING
Genting Malaysia Berhad (8019-U)

A young woman and man are posing with large wrapped gifts. The woman is pointing upwards, and the man is holding a gift. The background is a solid orange color.



50th

GENTING Rewards

咪走鸡
MAI-ZAU-GAI
Don't lose out
Genting Rewards
Members' Day

CHEER YOU UP

6X REWARDS POINTS
NP: 3x Rewards Points

GIORDANO

VISIT GENTING 2015

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Resorts World GENTING
Genting Malaysia Berhad (8019-U)

A man is posing with his arms outstretched, wearing a white t-shirt with a smiley face and the text 'CHEER YOU UP'. A cartoon chicken is holding a blue card. The background is a solid yellow color.

Genting Rewards Promotions



50th GENTING Rewards

August Promotion
05-31/8/2014

iGP REWARDS
SIGN UP NOW!
Become a member and enjoy great deals

1GP + CASH
Redemption of Concert Tickets

VISIT GENTING 2015

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Genting Malaysia Berhad (5019-U)



50th GENTING Rewards

August Promotion
05-31/8/2014

iGP REWARDS

2GP
SKYWAY RIDE

2GP
DINING VOUCHERS

1GP
1 NIGHT STAY
FIRST WORLD HOTEL

1GP
CONCERT TICKETS

8GP
SHOPPING VOUCHERS

50GP
TRAVEL EXPENSES
CASH BACK

1GP
VAN TRANSFER

SIGN UP NOW!
Become a member and enjoy great deals

VISIT GENTING 2015

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Genting Malaysia Berhad (5019-U)

Gaming Poster

5th

RM3,000,000.00*
Prize Giveaway

Champion
RM1,500,000.00*

Preliminary Round
Date: 30/08/2014 (Local)
06/08/2014 (S.E.A.)
19/09/2014 (Overseas)
Time: 4.00pm onwards

Semi Final & Final
Date : 20/09/2014
Time : 12.00nn onwards
Venue: Maxims

VISIT GENTING 2015

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Rena World
GENTING
Genting Malaysia Berhad (18019-U)

3rd Party Poster

50

陶喆
2013 WORLD TOUR
小人物狂想曲
DAVID TAO
The Generous Life
2013 男版演唱会

**David Tao
Live Concert**
5.8.6/4/2014 • 8pm

Ticket From **RM 90** PS2
• RM300vvp • RM200vip • RM150ps
Genting International Convention Centre,
First World Hotel
03-2718 1118

VISIT GENTING 2015

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Resorts World
GENTING
Genting Malaysia Berhad (59079-L)

Press Ad



Theme Park Mega Fun Deals

Now From **RM 50**

- Sending Skyway Return Ticket
- SnowWorld Entry Pass

David Tao
Do not miss our versatile 10-foot tall robots from

SESAME STREET LIVE
Be amazed as Fido & Clara walk, dance and juggle!

INTERNATIONAL SUGKERS FESTIVAL 2014
Date: From 15 March onwards

ROBOTS UNITE
Do not miss our versatile 10-foot tall robots from

FANTASTIC CIRCUS WALKER
Be amazed as Fido & Clara walk, dance and juggle!

INTERNATIONAL SUGKERS FESTIVAL 2014
Date: From 15 March onwards

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Genting Malaysia Berhad (505714-C)



Cool Raya

302N GENTING PACKAGE
Now From **RM 89** PER PAX

- 302N Stay in First World Hotel
- Two-way Transfer by SUV Coach

meet & greet
JULY - AUGUST 2014

rio

ICE AGE

epic

SnowWorld

INTERNATIONAL SUGKERS FESTIVAL 2014
Date: From 15 March onwards

THEME PARK KIDDOS COMBO
RM 38

Explore SnowWorld and feast your eyes on delicate ice marvels!
SnowWorld • Indoor Theme Park, EZCash with RM10 Arcade Credit Snack Combo

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Genting Malaysia Berhad (505714-C)



Huat-tas-tic New Year

- 1 HUAT ROOM**
From RM369 Genting Room 2014 only
- 2 HUAT SHOW**
Catch Asia's biggest articles on stage at
- 3 HUAT LUCK**
Choy San Yeh! 30 Jan - 14 Feb 2014
- 4 HUAT FUN**
SnowWorld Rang New Year
- 5 HUAT REUNION**
Feet together Reunite with family
- 6 HUAT FOOD**
Pineapple Prosperity Treat yourself.
- 7 HUAT LIGHT**
MEGA
CNY Mega 3D Show
- 8 HUAT EXPO**
Transformers Fever 31 Jan - 15 Feb 2014 Arena of Stars

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Genting Malaysia Berhad (505714-C)

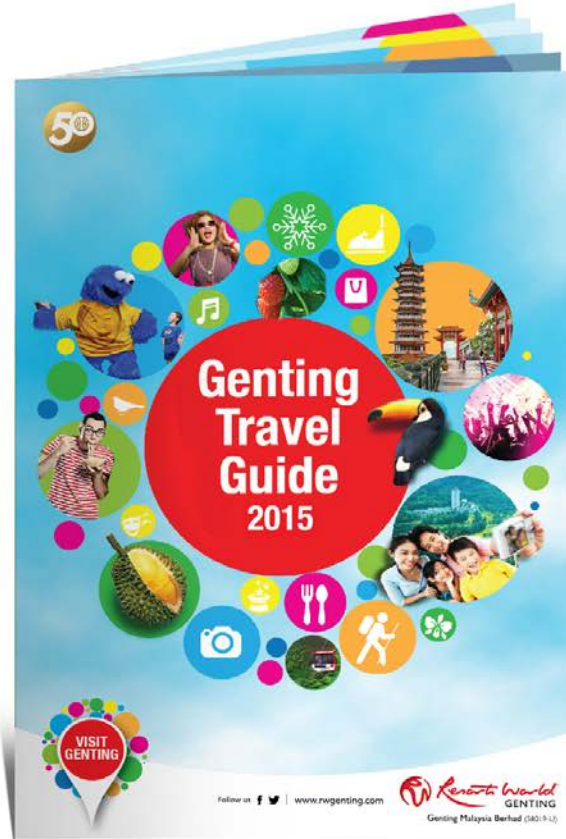
HR Collateral



Event Decor



Visit Genting Travel Guide



Billboard



50

It's All
In Genting

VISIT
GENTING
2015

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 **Resorts World**
GENTING

Genting Malaysia Berhad (58019-U)

The billboard features a man in a red and white striped shirt and glasses, eating noodles with chopsticks. The background is orange. A circular logo with '50' and the Genting logo is in the top left. A green circular icon with a bowl and chopsticks is to the right of the main text. A red circular callout with 'VISIT GENTING 2015' is in the bottom left. The bottom right contains social media icons, the website URL, and the Resorts World Genting logo and name.

Billboard

50

It's All
In Genting

VISIT
GENTING
2015

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Genting Malaysia Berhad (58019-U)

The billboard features a vibrant blue background. On the left, a large, blue, furry character with large white eyes and a yellow shirt is partially visible. In the center, a young boy in a blue t-shirt with a similar character design and dark shorts is looking up at the character while holding a large chocolate chip cookie. The text 'It's All In Genting' is prominently displayed in white. A '50' logo is in the top left, and a 'VISIT GENTING 2015' logo is in the bottom left. Social media icons and the Resorts World GENTING logo are in the bottom right.

Mobile / Tablet App

When devices have become the second nature...



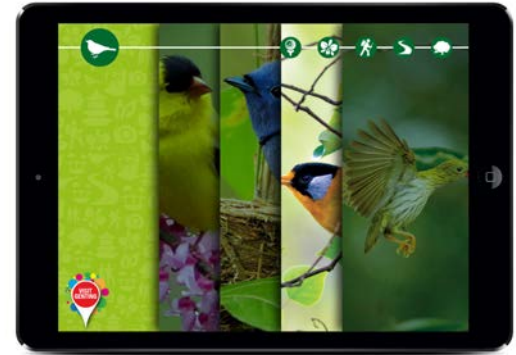
Mobile / Tablet App



Tap to select.



Swipe to explore.



Select attraction / entertainment.



Click icon to view more information.



Website



Website

Chrome File Edit View History Bookmarks Window Help
www.nwgenting.com/index.htm

It's All In Genting

VISIT GENTING 2015

The First World Plaza has got to be the coolest, if not highest shopping destination in Malaysia. There are more than 60 Retail and 70 F&B outlets plus attractions for all ages!

August Promotion
05-31/8/2014

REWARDS


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Website

www.rwgenting.com/index.htm

It's All In Genting

VISIT GENTING 2015







Biscuit Hut
T-015B

Recently, we are receiving more questions, menu requests, curious customers wanting to know why we're out of biscuits (who can blame them!?) and I feel it's important to know what to expect when visiting The Biscuit Shop. Please feel free to share this post. In fact, I encourage you to if you're a biscuit shop fan!!

There are many businesses across the south that close once they're sold out. These are often small, family businesses that keep it simple and do what they can each day. That's where I am at this moment. I'm baking each day as much as I can until approximately 11:30 am-noon. We tend to slow down after noon each day..so this timing is currently our happy medium. Could that change to extended baking hours? Absolutely!

Phone 03-2322 3333
www.wakuwaku.com

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Template



Usage & Guideline

50th Anniversary
Masthead



It's All
In Genting

It is designed to work with
any promotions and
components.

It can contain anything.
Headlines, promotions,
dates, prices etc.

Visit Genting Masthead

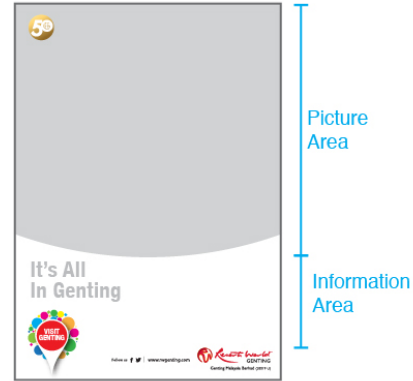


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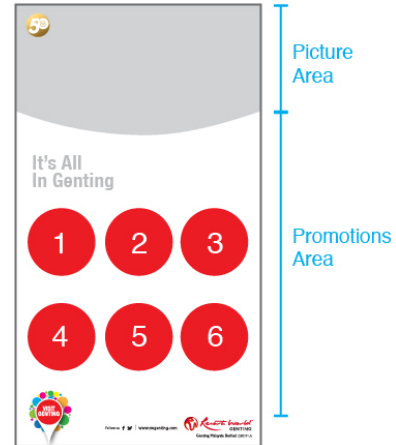
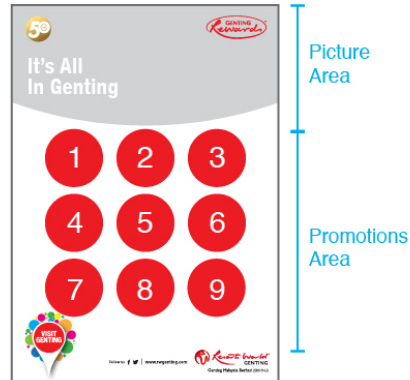


Resorts World Genting Logo

Usage & Guideline



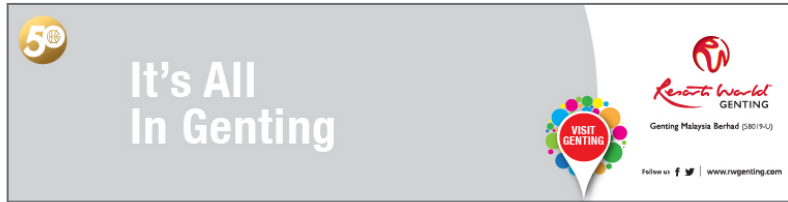
Poster, Leaflet etc.



E-news, Press Ad

Genting Rewards Promotions

Usage & Guideline



Picture Area



Picture Area

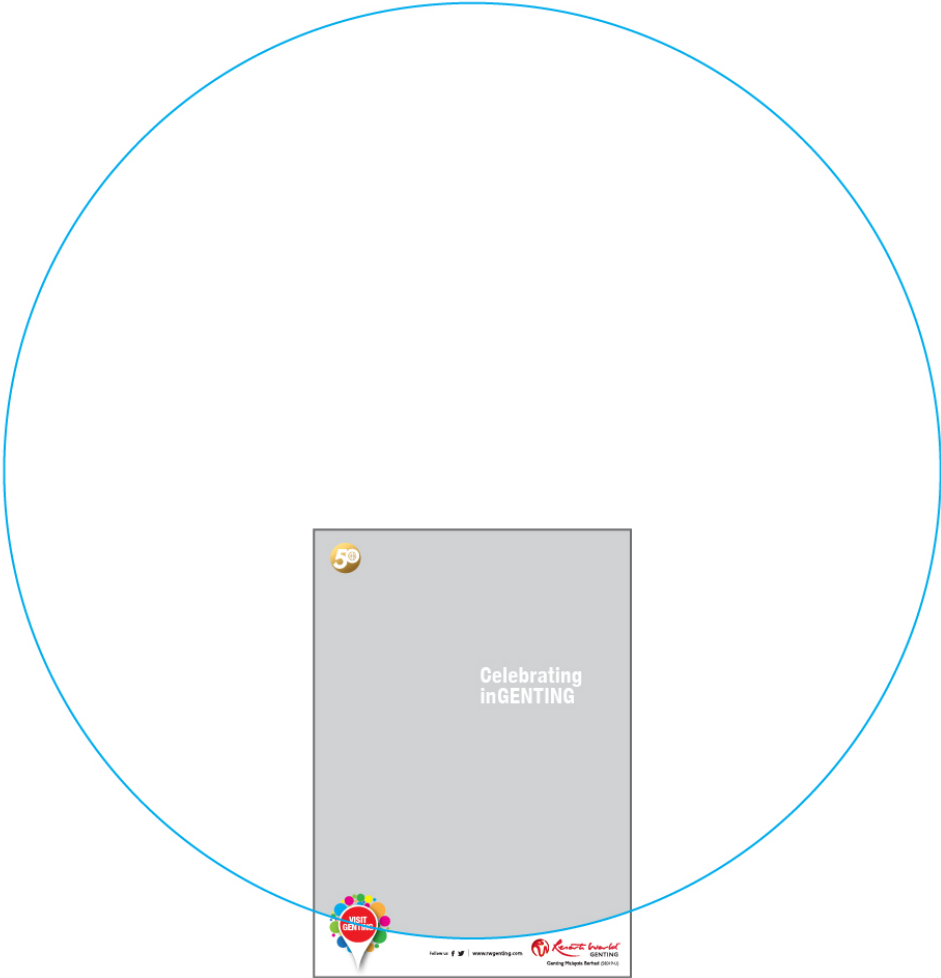


Picture Area

Horizontal Banner

Vertical Bunting

Guideline



Ambient Media



Travel Bus



Travel Bus



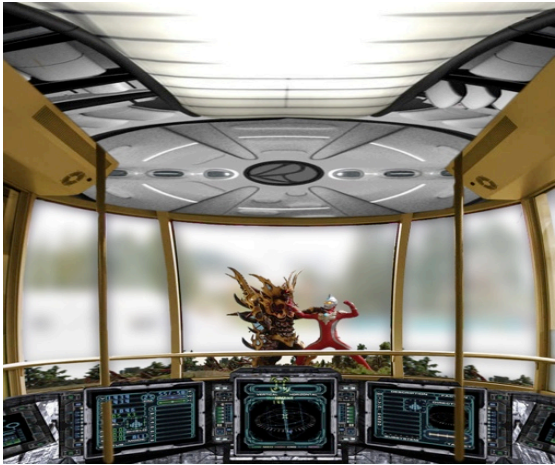
Travel Bus



OneHub



Skyway



Billboard



Arch



Photo Op



Photo Op



Photo Op



Photo Op



Times Square Stage



Merchandise



Merchandise



Merchandise



Merchandise



● **Thank You**

