

Total Brand Activation



We activate brands.

A 3D architectural rendering of a futuristic city with various buildings, a central tower, and a train track. The scene is set against a light blue sky with soft clouds. The text 'We transform brands.' is overlaid in white on the left side of the image.

We transform brands.

Pico is a global leader in Total Brand Activation.

We activate brands by merging experiential, communications and technological talent to create extraordinary experiences.

We are Pico

Experience-led, digital-first thinking and capabilities matter more than ever. In a fast-changing world where brands thrive on the experiences they generate, they need a partner that can activate them effectively. This is what Pico Group delivers.

We merge experiential, communication and technological talent to create extraordinary experiences that engage people personally. These are not just designed by teams who know how to visualise powerful content and engagements, nor crafted by digital natives to engage audiences across a range of media, channels and devices. They are all of this and more. Pico Group creates experiences that matter.



Bangkok / Beijing / Boise / Cairo / Doha / Dongguan / Dubai / Gold Coast / Guangzhou / Hanoi / Ho Chi Minh City / Hong Kong / Jakarta / Jinjiang / Kuala Lumpur / London / Los Angeles / Macau / Manama / Manila / Melbourne / Milan / New York / Perth / Riyadh / Seoul / Shanghai / Shenzhen / Singapore / Sydney / Taipei / Tianjin / Tokyo / Xi'an / Yangon

We **empower** brands.

We translate your brand into amazing experiences, crafted specifically to activate your audiences.



Total
Brand
Activation

BRAND IMPACT

03 Brand Engagement

The Pico Group's communication experts execute campaign solutions that tell compelling and lasting brand stories to build preference and loyalty.

02 Digital Enablement

The Pico Group's digital teams use cutting edge technologies to craft engaging and effective digital interactions that deliver both insight and delight.

01 Experience Design

The Pico Group's talented experience design teams transform ideas into immersive brand experiences that produce extraordinary results.

We are half a century of
growth and success.



Chief Marketer's 2022 PRO Awards (USA)

- Platinum PRO Awards
- Best Use of Gamification, Contests and Sweepstakes
- Best Use of An App
- Best Use of Emerging Technology
- Best Integrated Campaign



The HKIRA 8th Investor Relations Awards 2022 (Hong Kong)

- Certificate of Excellence



Marketing Interactive's Mob-Ex Awards 2022 (Singapore)

- Best COVID-19 Response (Gold)
- Industry Specific Use of Mobile: Food and Beverage (Gold)



2022 ListCo Excellence Awards (Hong Kong)



Middle East Event Awards 2022 (Bahrain)

- Best Association/Corporate Meeting
- Best Stand Design & Build



Expo 2020 Dubai Supplier Awards (UAE)

- Certificate of Exceptional Delivery (Events & Entertainment)



Marketing Magazine's Agency of the Year Awards 2022 (Hong Kong)

- B2B Agency of the Year (Gold and Local Hero)
- Event Agency of the Year (Silver)

Half a Century of Growth and Success

50+

years of experience

More than

2,200

talented people worldwide

Global Presence in

35

major cities

Production Facilities

80,000

sq. m.

Revenue

US\$578

million*

Market Capitalisation

US\$169

million*

Pico Far East Holdings Limited
HKEX Stock Code

752

Pico (Thailand) Public Company Limited
Thailand MAI Stock Code

PICO

*As of 31 October 2022



‘Total brand activation in this new era is experience-led and digital-first. Our mission is to deliver tomorrow’s extraordinary experience today, innovative and effective solutions for our clients which transform perceptions.’

- Lawrence Chia, Chairman of Pico Far East Holdings Limited



Pico was founded in Singapore in 1969 as Pico Art Studio.

Incorporated in Singapore as a private limited company providing exhibition stand building work.

Expanded into China, Asia, Europe and North America. Diversified into image-building businesses like interior fit-out and event management. Delivered pavilions at our first World Expo : Expo 1986 in Vancouver.

Expanded into Vietnam and the Middle East. Listed on the Hong Kong Stock Exchange under the name Pico Far East Holdings Limited (SEHK: 752) since 1992.

Solidified our global reputation by delivering major sports venues overlay projects at the Olympics and other sports mega-events, and at top-tier world economic events.

Introducing wider capabilities and integrated marketing brand engagement, digital and social, PR, experiential marketing and interactive technology.

Years of digital transformation has endowed the group to provide solutions that meet tomorrow’s market needs.

1960s
Commercial
Art Studio

1970s
Exhibition
Stand-Builder

1980s
Image Builder

1990s
Event Marketing
Company

2000s
Experiential
Marketing Company

2011
Total Brand
Activation

Beyond 2020
Experience-led,
digital-first



We amplify brands.



HP Antarctic Dome at Coachella

Challenge

Coachella, one of the world's biggest music and art festivals, returned in April 2022 after a two-year hiatus due to the pandemic. Also making a return was the landmark HP Antarctic Dome – a mobile geodesic dome – which premiered REGEN, an immersive 360-degree multisensory journey combining tech, art and music.

REGEN gained extra attention by being minted into a 1:1 NFT art piece which became the largest 1:1 Art Piece ever traded on the Solana chain. It amplified the hype surrounding the festival's music, HP's brand and its sustainability message to a worldwide audience. HP's presence at Coachella was conceptualised, activated and operated by Infinity Marketing Team (IMT), a member of the Pico Group.

成果



Insight

After the two-year break, HP's goal was to not just return to the festival with a bang, but also with a purpose – 'sustainability'. To echo this theme while demonstrating HP's tech prowess, IMT capitalised on the 360-degree capability of the Antarctic Dome using HP visual art and audio equipment to bring to life a 3D multisensory story of regeneration and sustainability.

The storytelling continued with a digital interactive experience through which visitors discovered HP products interactively whilst creating their own REGEN-themed personal photo souvenir. To bring the immersive experience to audiences in and outside the Festival, IMT created a multi-channel campaign, including a NFT initiative to complement the physical spectacle.

Solution

Antarctic Waiting Area

Each point of contact in the Antarctic Dome experience was interactive and connected with HP's product range. Prior to the Dome's show, visitors entered a waiting area which offered information about REGEN artists, the NFT auction, the Creation Lab photo experience, and HP's sustainability efforts and mission. Visitors could scan a QR code to be directed to a REGEN microsite with even more details.

REGEN 360-degree 3D multi-sensory journey

REGEN immersed audience members in a compelling journey of sustainability. The five-minute 360-degree film was created by IMT in collaboration with nine renowned digital artists and music duo ODESZA, and showcased a symbiosis of technology, music and art. Viewing the short film inside the geodesic projection dome fully immersed the audience in an emotional journey that mirrors the progress towards a sustainable future.

As visitors entered the Antarctic Dome, an HP and Intel logo lockup was displayed prominently overhead. As the experience came to a close, a call to action was displayed, iterating HP's overall activation objective: 'Join us in leaving the planet better than we found it'. The entire experience was managed through a behind-the-scenes Mission Control powered by an array of HP products.



REGEN 360-degree Experience Creation Lab

Another Dome highlight was the REGEN 360-degree Experience Creation Lab. Here, in a green screen room, visitors were captured by an array of 120 cameras to create a 360-degree gif. Visitors could then select a background scene from REGEN to complete their photo. The experience not only tied into the film and its messages, but also breached the virtual-real border. Finished photos were emailed to visitors along with additional information on REGEN and the brand.

HP Lounge

After experiencing REGEN, visitors progressed to the HP Lounge to relax as they viewed more HP products and memorable scenes from the film. An 'Artist wall' about REGEN's nine digital artists and ODESZA offered insights to their own use of HP products.

The Record-Setting NFT Auction

Outside Coachella, REGEN was taken into the digital world when its entire content was made into a 1:1 NFT and sold on FTX US in April 2022, becoming the largest 1:1 art piece ever traded on the Solana blockchain. The entire proceeds were donated to the Arbor Day Foundation to demonstrate HP's leadership in making a sustainable impact.



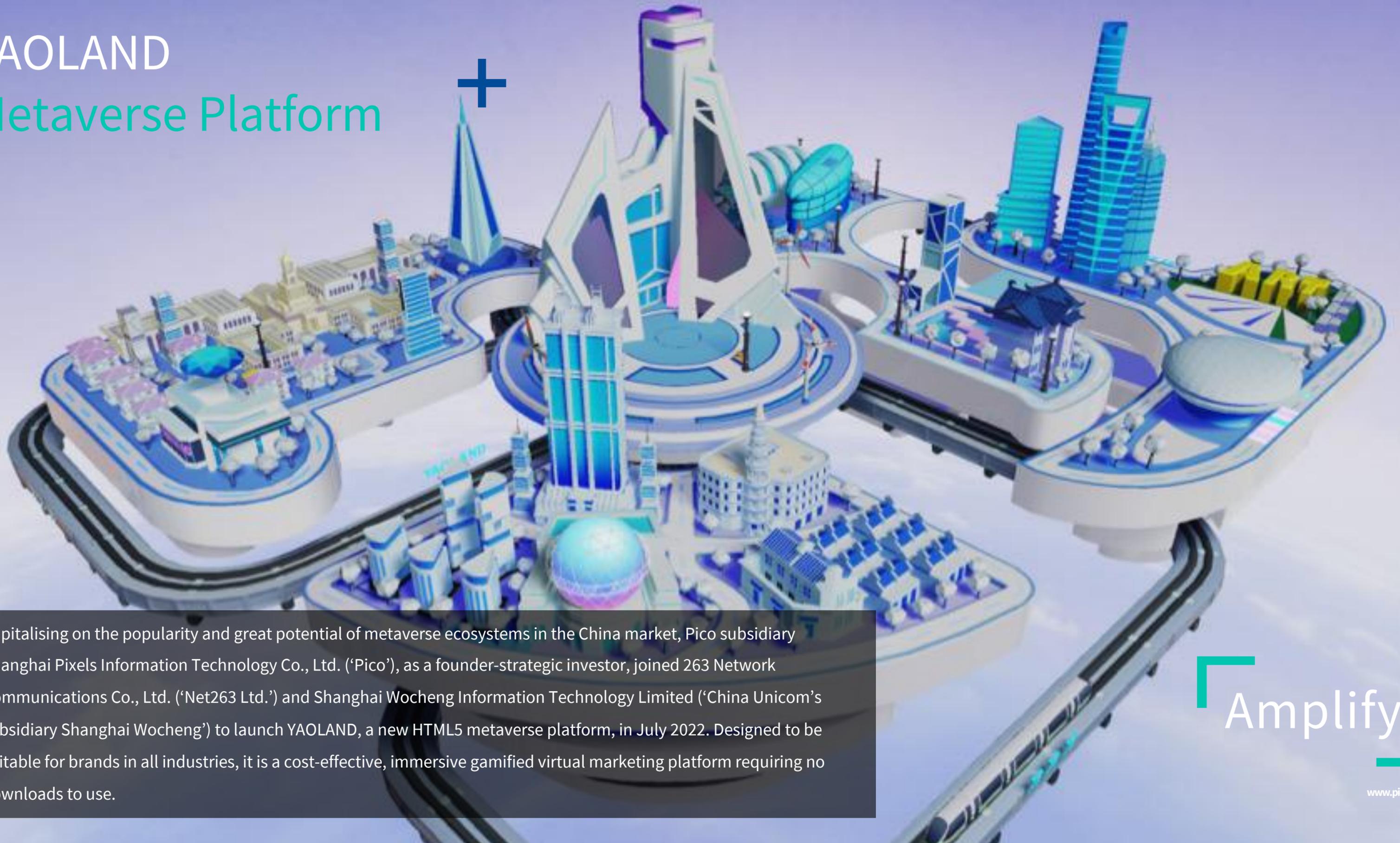
Results

The entire HP Antarctic Dome experience was a successful multi-channel campaign, with impressions spanning the festival's physical site, metaverse and social media.

- Record-breaking total impressions: 12 billion
- Antarctic Dome: 80,000+ visitors (about one-third of Coachella's total 250,000 attendees)
- Organic social posts across Instagram, Twitter and Facebook promoting the Antarctic Dome: 3.2 million+ impressions
- REGEN 360-degree Experience Creation Lab: 9,000+ emails sent to visitors



YAOLAND Metaverse Platform



Capitalising on the popularity and great potential of metaverse ecosystems in the China market, Pico subsidiary Shanghai Pixels Information Technology Co., Ltd. ('Pico'), as a founder-strategic investor, joined 263 Network Communications Co., Ltd. ('Net263 Ltd.') and Shanghai Wocheng Information Technology Limited ('China Unicom's subsidiary Shanghai Wocheng') to launch YAOLAND, a new HTML5 metaverse platform, in July 2022. Designed to be suitable for brands in all industries, it is a cost-effective, immersive gamified virtual marketing platform requiring no downloads to use.

Amplify



Insight

Pico's digital expertise and experience were key drivers in YAOLAND's development. The immersive 3D platform enables users to create digital avatars, explore different activation experiences and stories, collect NFTs and participate in activities involving VR, games, socialising/networking and online-offline hybrid shopping. It also allows creative products to extend their reach through digital and blockchain technologies. Ultimately, YAOLAND will build a new landscape through a 5G metaverse platform combining virtual entertainment and commerce, creating a comprehensive digital consumption pattern.

Solution

HTML5 lightweight platform

YAOLAND's advanced data-driven framework combines a WebGL 3D real-time engine and gaming program. As it runs a size-reducing optimisation tool, the immersive HTML5 platform YAOLAND supports smooth, stable real-time communication between multiple parties. It also allows YAOLAND to overcome the limited storage and performance of mobile devices, and be compatible with PCs, smartphones and other mobile devices, providing a flexible metaverse platform to meet brands' diverse marketing demands.

Personalised interactions and experiences

Users create their own digital avatars with personalisation options ranging from general appearance to clothing, movement and even persona. Through their avatars, users can interact with others and with brands in real time, and experience immersive gamified activities involving cultural tourism, entertainment, socialising and shopping. Traditional business events such as product showcases, launches and promotions can all be held on the YAOLAND platform, providing effective, flexible 24/7 metaverse marketing services and connecting brands with users from around the world.

Immersive 3D entertainment

YAOLAND's comprehensive gamified 3D interactive platform features two distinct modes: in 'main campaign', players can win 'YAO coins' and other bonuses such as virtual fashion items by participating in games, missions and forums such as 'treasure hunter explorations' and 'MILEs space'. In 'side islands' mode, players can unlock more missions and explore brands' proprietary universes for immersive adventures and brand stories. Players can also build and share their own personalised space with other players to showcase their NFT collections.

A further highlight is 'Hydeout: The Prelude', a digital music entertainment platform with Pico as official consultant and digital provider. This ground-breaking electronic music festival has joined the metaverse platform to stream its diverse entertainment experience, combining music and digital technology, and opportunities to dance, vibe and interact with other player avatars.

Diverse, reliable NFT platform

Based on blockchain technology co-developed with China Unicom and an NFT platform developed by Pico, YAOLAND provides a safe and reliable means of purchasing and collecting NFTs. YAOLAND encompasses both the new style of NFTs and traditional art piece digital derivatives, and has already attracted an array of famed museums and artists. The National Gallery in the UK, for example, has established an immersive showroom and launched 12 NFT art collections derived from its physical collections.



QUARKS:
ENTER INTO THEIR WC
AND FAVOURS

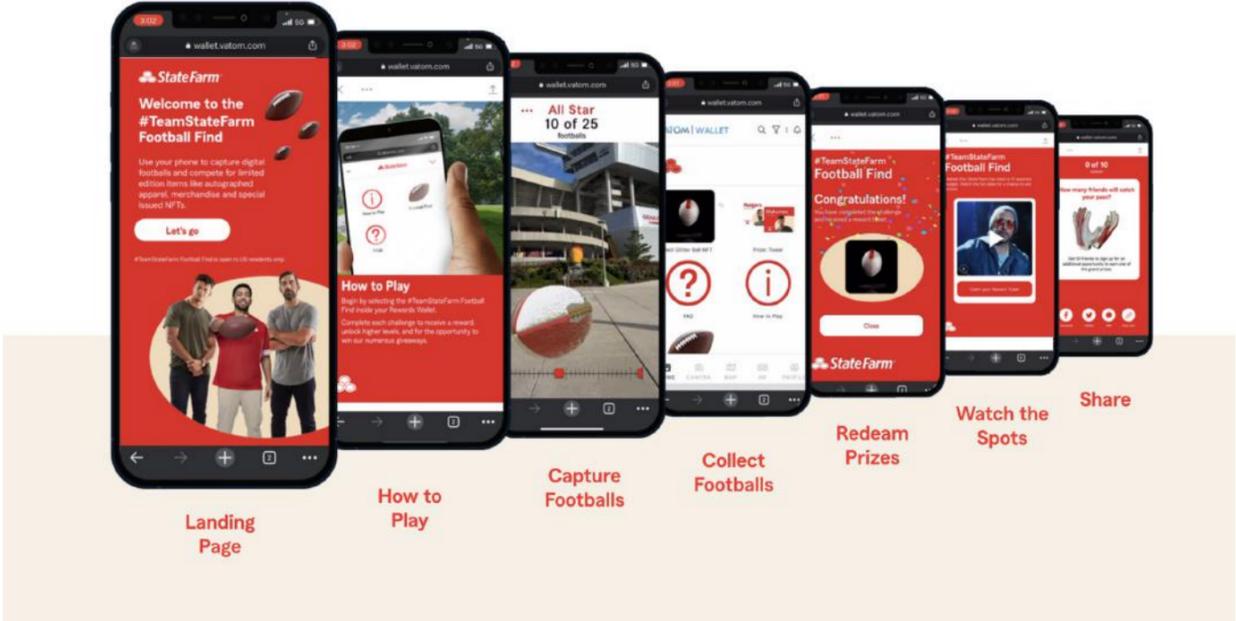
We translate brands.

Pico activations at Expo 2020 Dubai

The World Expo in Dubai opened in October 2021, with Pico designing, building and operating some 20 national, corporate and thematic pavilions. These include pavilions for Algeria, Brazil, Cambodia, Comoros, Congo, Cuba, Czech Republic, Djibouti, Dubai Cares, Ethiopia, Grenada, Jamaica, Malaysia, Malta, Mozambique, Peru, Seychelles, Uganda and the UK, SAIC Motor at the China Pavilion, PTT at the Thailand Pavilion and more. In addition to overlay and wayfinding packages, Pico provided interior fit-out services for a temporary structure at the Dubai Exhibition Centre, and retail outlets across the Expo site. The team was also appointed by the Expo to manage more than 500 events during its six-month duration of the Expo. In terms of contract value, Pico's involvement with Expo Dubai has been the largest in our 30 years of experience in world expositions.



Team State Farm Football Find



A major player in US insurance, State Farm is constantly looking to foster brand affinity and generate sales leads in emerging markets. Of those, millennials and Gen Z represent one of vast potential; but reaching this target audience would require a truly innovative approach.

Thus was born Team State Farm Football Find (TSFFF), a trailblazing four-day hybrid campaign that combined augmented reality (AR) with live interaction to create an exciting gamified experience. State Farm appointed Infinity Marketing Team, a member of Pico Group, to oversee much of the project, including concept development, creative design, social media strategy, app development and management, all the way to build and execution.

Insight

A fundamental challenge for the campaign was the need to cut through the multimedia ‘noise’ typically surrounding its target audience, as well as to offer an experience that would both resonate and establish engagement mechanisms between the audience and brand.

A key element of the solution was the presence of National Football League players Patrick Mahomes and Aaron Rodgers. Referencing advertisements well-known to the target audience featuring Mahomes’ ‘sneakerhead’ and Rodgers’ ‘singer-songwriter’ alter egos, the campaign app would bring participants into an AR treasure hunt with several levels of play and rewards.

Solution

Tapping into the ambassadors’ alter egos, eight ‘sneakerhead’ and musician influencers with a combined reach of over 55 million millennial and Gen Z followers promoted the campaign, generating more than 200,000 engagements and helping the campaign go viral.

To begin the AR treasure hunt, participants used QR codes to register on a custom TSFFF app, whereupon they received gameplay instructions from Mahomes, Rodgers and ‘Jake from State Farm’. Then, using their mobile devices, players could search for and ‘catch’ digital footballs scattered across the city.

Completing each level earned players digital scratch cards that unlocked the next level, as well as revealing tiered rewards. These began with TSFFF-inspired NFTs, digital gift cards or Mahomes- and Rodgers-autographed memorabilia, with final levels offering more exclusive prizes such as rare NFTs by award-winning artists, custom sneakers and experiences provided by the influencers. Players who shared the game with 10 friends won additional scratch cards.

Digital, fun and engaging, the campaign made a revolutionary impression on its target audience, offering a marketing angle never before seen from State Farm or other insurance brands. For State Farm, it was a massively successful demonstration of leveraging innovative tech for a digital-physical campaign and led to the company strategically embracing NFTs as a key driver for prizing and promotion.



OVER 1.3 MILLION
DIGITAL FOOTBALLS
WERE COLLECTED
IN 4 DAYS

JD at China International Consumer Products Expo



Insight

The team used a circular design theme to convey the unity between JD's diverse businesses. The motif also symbolised JD's continuous innovation and development. Interactive elements such as games and lucky draws further helped the brand stand out whilst engaging the audience and even helping to guide them through 10 different themed zones.

Solution

To encourage customers to visit all of JD's zones, the team created an H5 exhibition zone mini game. Players were invited to 'check in' at each zone with their phone; those who checked in at seven zones gained one chance at the lucky draw, while checking in at all 10 zones rewarded users with two chances.

Other games and performances further differentiated JD's presence and attracted visitors. One popular example was a 'shake the screen' game which compelled visitors to scan a display code to play. Live dance performances and a mascot photo op hyped up the audience while attracting even more from the surrounding area.



The China International Consumer Products Expo 2022 (Hainan Expo), one of the largest consumer product exhibitions in the Asia-Pacific region, made an eagerly anticipated return to the Hainan International Convention and Exhibition Centre in July, attracting over 1,600 brands from 61 countries. Among them was JD, a Chinese retail giant, which again made a splash with a showcase of its activities in sectors including retail, logistics, technology and health.

For the second time running, Pico was appointed to activate JD's presence, providing overall planning, design and build, interactive multimedia and operation services for a 542 sq. m. indoor-outdoor exhibition.



We enable brands.

Team Coca-Cola Play Nation at Tokyo 2020 Olympics



COCA-COLA BASEBALL PITCHING CHALLENGE

Get refreshed with Coca-Cola, test your baseball pitching skills and get rewarded! Find the right power and direction, to get the baseball into the glove. With more strikes, you get more points! Every subsequent play multiplies your points earned.

capture



Unable to host an in-person pavilion due to the impact of COVID-19, Worldwide Olympic and Paralympic Partner Coca-Cola asked Pico to help find the best way to activate its brands before and during the Games while carefully considering the safety of its consumers and others across the country. Pico worked hand-in-hand with Coca-Cola to develop a fun-filled online experience that showcased a range of portfolio brands, including Coca-Cola, Aquarius, Ayataka, Georgia and I LOHAS.

Insight

People in Japan and around the world worked hard to overcome all the uncertainty surrounding the Olympic and Paralympic Games, ensuring that the outcome would be convincingly in the spirit of the Olympics. In the same spirit, the Team Coca-Cola Play Nation activation was strategically planned to reach across generations, communities and families in Japan, responding to 'Togetherness' – a key pillar of the Coca-Cola brand – and their corporate purpose: 'Refresh the world – make a difference'.

Solution

Pico worked with Coca-Cola to activate the diverse portfolio and branded assets of Team Coca-Cola through a virtual Games Time experience called Team Coca-Cola Play Nation. Users could access the experience with their digital devices before and during the Tokyo 2020 Olympic and Paralympic Games.

Play Nation's product-branded games included:

- 'Team Coca-Cola Virtual Torch Relay', which enabled users to team up with their friends for a relay run.
- 'Coca-Cola Baseball Pitching Challenge', which tested users' virtual pitching skills.
- 'Ayataka Paper Crane Hunt', which unlocked messages from athletes.
- 'Georgia Coffee Catch', which led to the discovery of various coffee products.
- 'I LOHAS Sustainability', which explored sustainability.
- 'Aquarius Aqua-rhythm', which tracked and measured users' active scores via body motions, post-workout selfies and the weather.



To boost engagement, points earned through gameplay could be exchanged for rewards during the Olympic and Paralympic Games. They ranged from product coupons to exclusive images autographed by Japanese athletes, to a virtual meet-and-greet with Olympic and Paralympic athletes.

Team Coca-Cola Play Nation provided a complete brand and product activation experience that fostered 'Togetherness as inclusion through diversity' and delivered key Olympic and Paralympic experiences, activating the Team Coca-Cola's portfolio of products and emphasising the company's commitment to sustainability.



SplashMania

SplashMania is Asia’s largest rainforest-themed water park, located in the new Gamuda Cove township in Malaysia’s Southern Klang Valley. A striking feature of the property will be a massive artificial rock structure, topped with a 45-metre ship.



accelerate

Insight

Cost and logistics are among the major challenges faced by projects on the scale of SplashMania. Pico addressed both by adopting various methods of prefabrication. This enabled components to be assembled into finished products at the place of manufacture, rather than at the park site. As well as cost and time savings, the process provided a high degree of flexibility, minimised on-site disruption, and was more environmentally friendly.

Solution

Pico was also appointed to provide design and construction services including overall theming for SplashMania’s slide towers, drawcard attractions, buildings and pavilions.

By prefabricating project components, the team minimised the challenges posed by factors such as limited construction space, unfavourable weather conditions and a variable supply of workers and contractors. A high standard of quality was ensured by carrying out the work at Pico’s facility in Johor, whose capabilities include custom steel fabrication and the use of Fibre-Reinforced Plastic (FRP) for fibreglass sculptures. The facility also uses five-axis CNC milling to reproduce digital models in three dimensions.

With the facility’s support, the project team planned, designed and executed one of the park’s most awe-inspiring features – a towering outcrop of artificial rock. Made with a highly specialised technique, the structure features a thin layer of glass-reinforced concrete to mimic the appearance of real rock, but at a fraction of the weight.



We activate brands.

Virtual Tour Exhibition – Ink Global 2021



Insight

Aiming to create something more than simply a ‘substitute’ for a physical event, the team used 4D mapping technology to develop a 360-degree virtual exhibition hall. As well as providing visitors with an engaging, immersive experience, the virtual exhibition would offer 24/7 accessibility across geographical boundaries, opening it to a potentially larger number of visitors.

Solution

Pico was initially appointed to provide design and build services for the physical exhibition hall. To create the basis of a virtual exhibition, the team carried out a 4D scan of the hall. Visitors could take a virtual tour which ‘walked’ them through the exhibition’s five collection categories. Pico also provided website services to facilitate the online visitor experience.

As in a physical tour, they could even pause at individual works for closer examination and to learn more about them; in this case, moving their cursor to an artwork’s information plate yielded additional details about it. Visitors could also re-enter the exhibition at any time over its duration.

Overall, by transforming into a virtual exhibition, ‘Ink Global 2021’ exposed itself to a potentially wider and larger audience than may have been possible with a solely physical format.

Kicking off on Christmas Day 2021, the ‘Ink Global 2021’ exhibition was conceived as a vehicle to promote ink art and foster cross-pollination of ink art cultures. Held at the Hong Kong Central Library, it featured more than 500 ink paintings from around the world in five display categories: ‘Portraits’, ‘Flowers and Birds’, ‘Landscape’, ‘Animals’ and ‘Modern Ink’.

Due to new social distancing requirements, the physical exhibition came to a premature halt. With Pico’s help, it was quickly transformed into a virtual exhibition tour which enabled online visitors from around the world to experience and learn about ink artwork immersively.



PATEO Showroom

Located at the Nanjing Jiangbei New Area Industrial Technology Research and Innovation Park, the 1,200 sq. m. PATEO Showroom was created as an employee showcase of the corporate culture and technologies that have made the company into the giant it is today.



Insight

As the design evolved, the project team ensured that the space itself would tell the PATEO story. The brand's philosophy of delivering products with 'ultimate quality', 'ultimate experience' and 'ultimate interaction' would be expressed through sleek, futuristic architecture. Flowing, open spaces and strategic mirrored surfaces would create a sense of boundless space – and boundless possibilities. The showroom's actual content would be substantial, interactive, and integrated closely into the architecture to generate a wholistic experience combining both physical and virtual elements.

Solution

Pico was appointed to provide a wide range of services, including conceptualisation, design and build, installation, and production of control software, video and sound effects.

Looking futuristically white, glossy and elegantly uncluttered, the showroom is organised into different themed areas, dubbed 'Prologue', 'Innovation', 'PATEO's core', 'Service Experience', 'Internet of Everything' and 'Future of Automotive' etc. Each offers a corresponding interactive experience. Wherever possible, the Pico team incorporated PATEO's own technologies into the experience, giving users a 'real world' taste of how they work.

In one such experience, users sit inside a semi-enclosed car cabin equipped with voice and hand gesture controls for functions such as adjusting audio volume, raising or lowering windows, or using a range of lighting effects. Meanwhile in the 'Internet of Everything' area, smart appliances in living room, kitchen and lounge settings are controlled by visitors while they sit in another vehicle cabin, allowing them to gain insight to how their cars and homes can be connected.

As a final engaging touch, visitors can experience the company's 'mobile store' concept. A van-like virtual model is used to simulate how the concept would bring different store services such as groceries or barbering to the customer on demand. After giving it a try, visitors receive a gift dispensed from the back of the 'mobile store' to continue their engagement.

Testimonials

'We are very satisfied with the showroom. It presents a vast array of content in an organised, user-friendly way while maintaining brand consistency. We hold a high standard for details and craftsmanship, and the Pico team amply achieved it with their expertise. Also, thanks to the virtual/physical interactive experience created with the help of Pico, our target audience can fully experience PATEO's new technologies in an innovative and immersive way.'

– Tansy XU, Director of Museum Projects, Shanghai PATEO Electronic Equipment Manufacturing Co., Ltd.





We are Pico.



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www.pico.com

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