



AGENCY CREDENTIALS

LOCAL INSIGHTS . GLOBAL MINDSET .
LOCAL INSIGHTS . GLOBAL MINDSET .

OUR VISION

Bridging the gap within
business and humanity
through **Communications.**

A **strategic brand communications consultancy** that helps achieve competitive advantage by creating and implementing integrated business, brand and marketing strategies.

OUR INFO

Address

B-03-09 Emhub Persiaran Surian,
Seksyen 3, Taman Sains Selangor,
Kota Damansara, 47810 Petaling Jaya,
Selangor, Malaysia.

Company Registration No.

929936-K

Office Number

+603 4818 1952

Enquiry

aiman@bulb.my
azizul@bulb.my

Number of Staff

20

Paid Up Capital

RM500,000.00

Website

www.bulb.my

The BULB COMMUNIQUE logo is located in the bottom right corner of the page. It features the word "BULB" in a large, bold, white, sans-serif font, with a small red square to the left of the letter "B". Below "BULB" is the word "COMMUNIQUE" in a smaller, bold, white, sans-serif font. The background of the logo area is a dark, stylized image of a modern building with large windows, partially obscured by a red, abstract shape that resembles a map of Malaysia.

BRAND DESIGN & MARKETING STRATEGY

Strategic and tactical solutions to bridge perception gaps.

BRAND EXPERIENCE

At consumer touch points.

QUICKSENSE

Data-driven insights for predictive, strategic decisions.



OUR
EXPERTISE

CONTENT STUDIO

The right medium for the right market.

TECHNOLOGY SOLUTIONS

Latest web and app solutions for seamless customer experiences.

PR & CORPORATE COMMUNICATIONS

Mutually meaningful relationships through clarity and credibility.

Analytics | Brand Advertising | Digital Marketing | Marketing | QUICKSENSE | Search Marketing | Sponsorship | Social Media Marketing | Strategic Consultancy | Brand Perception | Visual Merchandising | Product Design | Product Customisation | Experience Design | Brand Design | PR & Corporate Communications | Mobile Marketing | Content Marketing | Media Planning & Buying | Photo & Video Production | Design Studio | Printing Production & Installation | Website Design & Development | Apps Development | Events & Entertainment | Virtual & Hybrid Events | Green Studio Production & GFX Suite | Talent Management

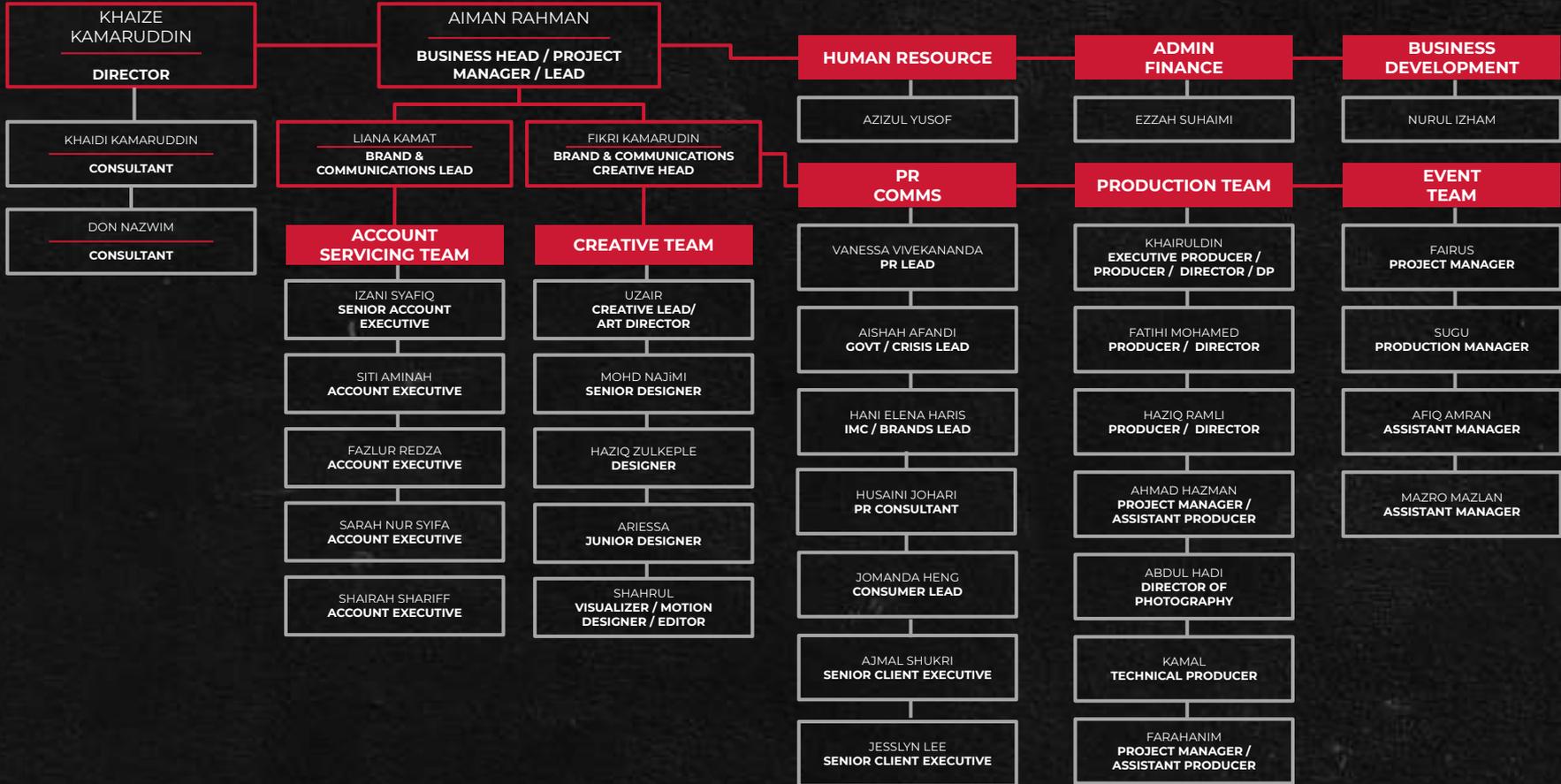
OUR CLIENTS



Some of the other brands with whom we've had the pleasure of working.
A sample of our work is available upon request.



ORGANISATION CHART



KEY PERSONNEL



Aiman Rahman
Business Head
 15 Years of Experience in Various Industries

Current Role

Business Head

- Leads company operations, talent acquisition, contract negotiations, and organisational development.
- Drives strategic growth, aligning business objectives with executional excellence.
- Lead client manager and project director for digital and corporate branding projects.
- Oversees full brand lifecycle: diagnostics, strategy, identity, execution, and experience design.
- Delivers strategic consultancy and project management with measurable impact.

Account Experience

Automotive

- **MODENAS** - Spearheaded full-funnel brand development, from rebranding strategy and identity refresh to integrated campaigns and video content for product launches.
- **Kawasaki Malaysia** - Led annual flagship events.

Energy

- **PETRONAS** - Led branding work for the Brand Department, Group Strategic Communications, and multiple business units. Covered brand diagnostics, corporate identity initiatives, brand internalisation and video content strategy.

Housing Development

- **PR1MA** - Stakeholder and crisis communications, brand and content strategy.

Government & GLCs

- **ASEAN SUMMIT, KDN** - Managed event branding and high-level summit communications.
- **PERKESO, LHDN, HDC** - Directed brand frameworks and public-facing campaigns.
- **AADK, MIMOS, MAMPU, SEDA, DPMM** - Delivered branding, stakeholder tools, and digital communications.

F&B

- **OLDTOWN White Coffee** - Developed regional campaigns and strategy.

Digital & Communications

- **MCMC, MDEC** - Digital branding, campaign management and creative advisory.

Others

- **Pharmacare Asia, MRT Corp, DRB-HICOM, ALTEL, MYTV.**

KEY PERSONNEL



Liana Kamat
Brand & Communications Lead
 14 Years of Experience in Various Industries

Past Industry Experiences

2019 - 2025 : Creative Advertising

- Developed brand narratives, scripts and produced videos for GLCs and brands.
- Led successful national campaigns for PETRA, KPLB and KBS.
- Delivered end-to-end creative strategy across corporate, government, and public sectors.

2013 - 2019 : Corporate Tech

- Scaled Southeast Asia's #1 water nanotech company to a RM1B valuation.
- Led negotiations with governments in Bangladesh, Colombia, South Africa, Guinea, the Philippines and Indonesia.

2011 - 2013 : Politics

- Think tank and speechwriting team for the then MP of Rembau.
- Spearheaded the FitMalaysia movement.

Account Experience

Automotive

- **PROTON** - Wrote TVC script, and produced jingle for the new PROTON X50.
- **MODENAS** - Led rebranding narrative, PR strategy, CEO's speech, scripted 30 years video.
- **Kawasaki Malaysia** - Annual GREENMANIA! motorcycle festival - video direction, strategic promotion.

Energy

- **PETRONAS** - Scripted and produced brand videos for various PETRONAS business units.
- **Shell** - Wrote and produced corporate video for Shell Fleet Operations.
- **SAPURA ENERGY** - Scripted and produced brand film for corporate positioning.

Malaysian Ministries/Agencies

- **MOHA** - Organised opening ceremony and Gala dinner for SOMTC.
- **PETRA** - Scripted and produced a water conservation awareness video.
- **KPLB** - Ran nationwide campaign and deployed water filtration tanks to 3,000 rural and underserved communities.
- **KBS** - Spearheaded the FitMalaysia movement across the country.
- **MDEC** - Managed official social media channels, and led content and creative direction.
- **MCMC** - Served as main liaison officer for creative directions for all creative deliverables - concept and direction.

Others

- **Think City** - Authored the brand narrative for the Warisan KL initiatives.
- **PERKESO** - Main servicing liaison and creative lead for long-form videos, jingle, TikTok and social media content.

KEY PERSONNEL



Fikri Kamarudin Creative Head

14 Years of Experience in the Advertising Industry

Key Achievements

2023

- **3× Bronze Kancil Awards** – *Honda Type R “Born for Track”*
- **1× Bronze Kancil Award** – *Honda Gen H*
- **1× Merit Kancil Award** – *Honda Type R “Born for Track”*
- **1× Merit Kancil Award** – *Honda Gen H*

2021

- **Silver A+M Markies Award** – *Sultan Ibrahim Stadium “The Legacy Lit”*

2019

- **2× Bronze Kancil Awards** – *Cultural Insight: “Puasa Puakas”*

Account Experience

Automotive

- **Honda Malaysia (2022–2025)**
Civic e:HEV, City Sedan, Honda Gen H, Civic Type R, Civic MMC, Honda TikTok content, Monthly Tactical Campaigns
- **Toyota Malaysia (2020–2022)**
Yaris, Camry, Corolla Cross (Hybrid & Standard), Vios, Vios GR Sport, Monthly Tactical Campaigns
- **Lexus Malaysia (2020–2022)**
NX 350 F Sport
- **Hyundai Malaysia (2017–2019)**
i30 N, Monthly Promo
- **Kawasaki Malaysia (2023-Present)**

F&B

- **Marrybrown (2022–2025)**

Telecommunications

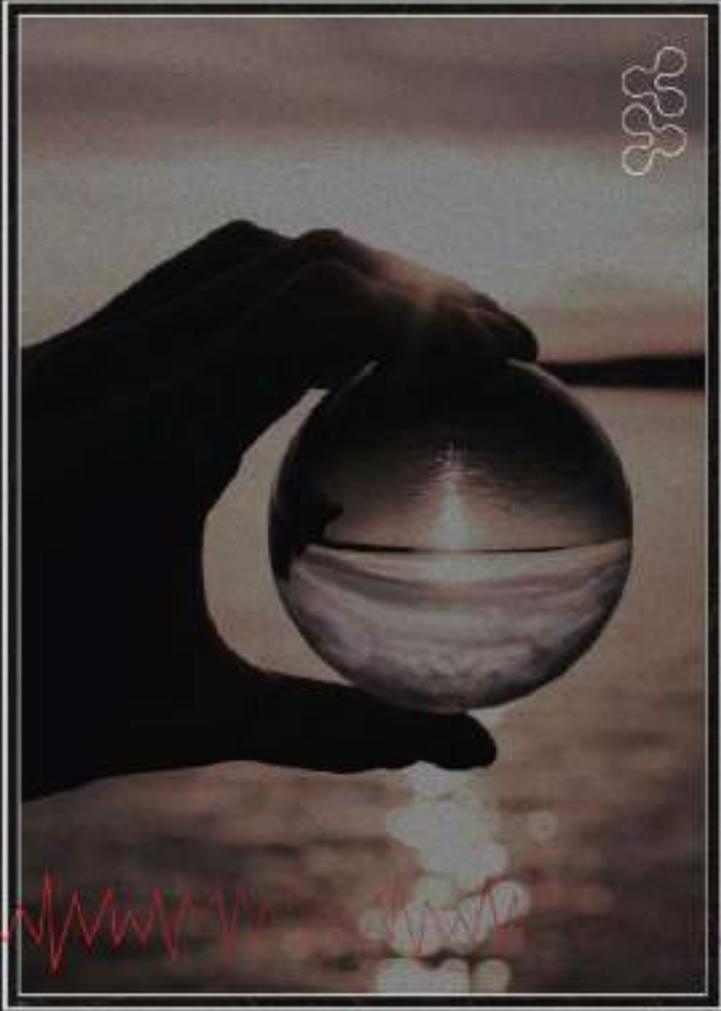
- **Telekom Malaysia (2016–2019)**
TM Sports, Unifi, Unifi TV, TM One, TM Global, MMU

FMCG / Beauty

- **Bifesta (2025)**
- **Cosmoderm (2021)**

Others

- **Petronas (2017–2019)** – *Including Petronas Chemicals*
- **Tenaga Nasional Berhad (TNB) (2017–2019)**
- **Fujifilm (2017–2019)**
- **Sultan Ibrahim Stadium Launch (2021)**



OUR **CASE STUDIES**

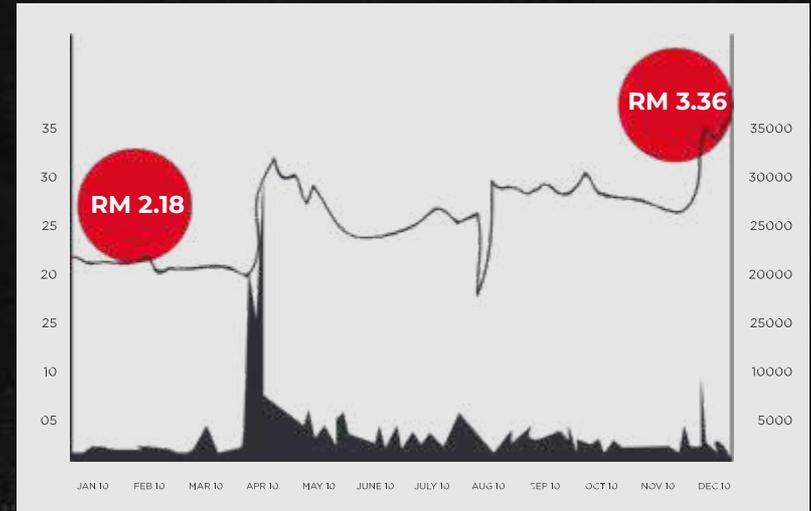


POS MALAYSIA TRANSFORMATION

Pos Malaysia **needed a transformation** exercise to demonstrate that their services are worth more than what the public is paying for.

SOLUTION

A total rebranding exercise across all touch points.



THE RESULT

Their share price **increased from RM 2.18 to RM 3.36** upon purchase by DRB-Hicom.

**GENERAL
POST OFFICE**



Before



After

**GENERAL
POST OFFICE
INTERIOR**



Before



After

THE RESULT

Pos Malaysia Brand Named **Brand Of The Year**
At World Branding Awards





PETRONAS

Every decade, **PETRONAS** has refreshed its brand to stay aligned with evolving market trends, consumer expectations, and global demands. Its latest rebranding ensured the brand remained relevant and resilient in a fast-changing energy landscape.

PETRONAS REBRANDING

Understand the Brand Journey Timeline



1974 — 1990

Establishment of PETRONAS

Established to help Malaysia get the fullest benefit from the country's rich natural resources
Launch of Mission Statement in 1989



1990 — 2000

"Growing with the Nation"

Vision to be the leading multinational oil and gas company of choice introduced in 1995 A strong domestic player who is expanding regionally



2000 — 2010

"Energy Receive, Energy Return. Aspiring People Everywhere"

Growing internationally
Paying tribute to the nation and communities where we operate



2010 — 2019

"Reimagining Energy"

A Global Fortune 500 company Breakthrough in technology Maximising value creation through new initiatives

PETRONAS REBRANDING

Understanding the Brand Journey

Current - 2019

“Passionate about Progress”

A statement of Purpose is introduced:

“A progressive energy and solutions partner enriching lives for a sustainable future”

The Statement of Purpose marks a new chapter in the PETRONAS journey. This calls for a new brand positioning that will set the tone for our internal culture and guide the way we express ourselves to the world.

The new Brand Positioning Narrative adds a layer of emotion and storytelling to the Statement of Purpose.

The new tagline “Passionate about Progress” sums up our brand and inspires our behaviour.

Internal facing, Functional

External facing, Functional

Statement of Purpose

- The definition
- The description
- The plan

Brand Positioning

- The single-minded, living area
- The difference
- The emotional story

Tagline

- The summary
- The catch-phrase
- The “hook”



In 2024, **MODENAS** rebranded to stay in sync with evolving riders, combining reliability with Malaysian innovation as it geared up for the global stage.

MODENAS REBRANDING

Old Narrative



MODENAS

The old MODENAS logo drew inspiration from **Gunung Jerai**, symbolising strength and resilience rooted in Malaysian heritage. It reflected MODENAS' commitment to the **local market**, designed with a focus on **Malaysian riders**. This logo embodied the brand's dedication to creating reliable motorcycles that resonated with local pride and values.

New Narrative



MODENAS

The new MODENAS logo embodies **confidence, trust, and innovation**. The blue oval shape symbolises loyalty and reliability, while its roundness represents continuity and fluidity—reflecting MODENAS' commitment to **advancing Malaysia's motorcycle industry** and **achieving global ambitions**.

MODENAS REBRANDING



SME'S BRANDING

HALAL DEVELOPMENT CORPORATION

BEFORE



World Marketing Work

AFTER



BEFORE

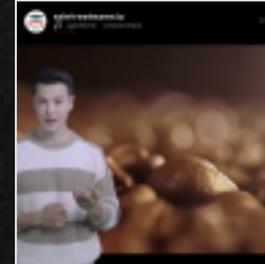


Agym Nutrition

AFTER



BEFORE

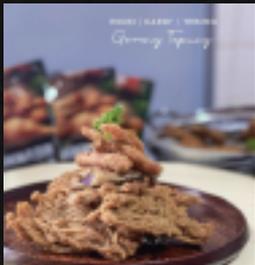


APP Food Industries Sdn Bhd

AFTER



BEFORE



Winners Food Consolidated Sdn Bhd

AFTER



BEFORE



Dyna Source Sdn Bhd

AFTER



BEFORE



Nature Profusion Sdn Bhd

AFTER



SME'S BRANDING

HALAL DEVELOPMENT CORPORATION

BEFORE



Ahmad Farm

AFTER



BEFORE



Beta Maju Sdn Bhd

AFTER



BEFORE



Toh Daily Food's Sdn Bhd

AFTER



BEFORE

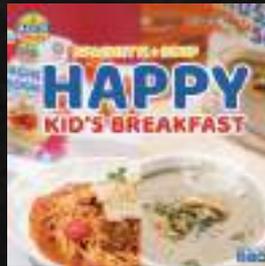


Botany Food Sdn Bhd

AFTER



BEFORE



Lioco Food

AFTER



BEFORE



I Medikel Healthcare (M) Sdn Bhd

AFTER



SME'S BRANDING

HALAL DEVELOPMENT CORPORATION

BEFORE



Green Island Sdn Bhd

AFTER



BEFORE



Basixe

AFTER



BEFORE



RW Nutriogreen Sdn Bhd

AFTER



BEFORE



Industri Makanan Jati Sdn Bhd

AFTER



BEFORE



RHJ Tjjarah Sdn Bhd

AFTER



BEFORE



Iana Corporation

AFTER





CHALLENGE

In the face of relentless public criticism from a vocal minority (<1% of the population) who threatened to silence an overwhelming majority of public support, what can the people behind Malaysia's largest land transportation project do?

SOLUTION

A web-based crowdsourcing campaign, where MRT is a conspicuous listener that allows every Malaysian to voice their support for the MRT Project.

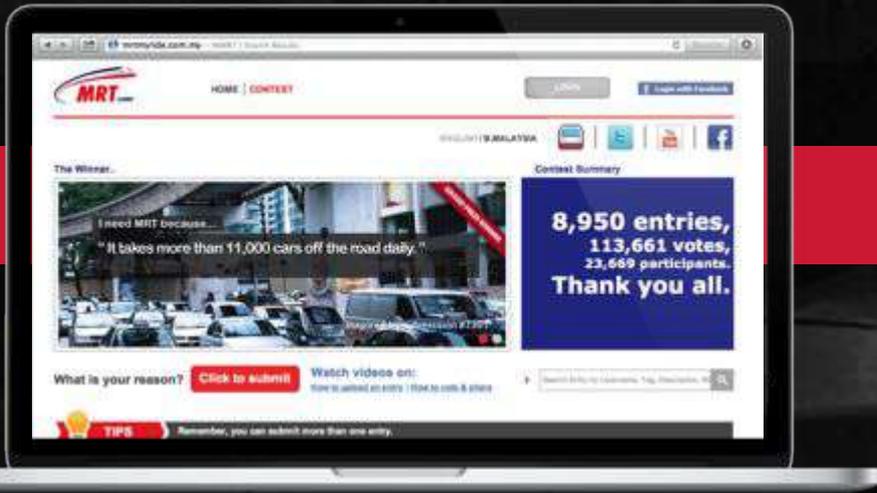
MRT



With the need for an opinion shift and public perception dropping to an all-time low, MRT Corporation needed to change the way the brand was viewed.



Through our targeted activation, we went to the field to seek their opinions and develop the support of the masses for the need for the MRT Project.



CONTEST MICROSITE

	RECEIVED	KPI	% of KPI
Entries	8,950	2,000	447.5%
Votes	113,661	20,000	568.3%
Hits	734,762	660,000	111%
Participants	23,669	-	-

23rd Sept, 7.00am – 6th Jan 2013, 11.59am

CAMPAIGN RESULTS





OUR
**CREATIVE
PORTFOLIO**

OUR WORK

ENVIRONMENTAL BRANDING

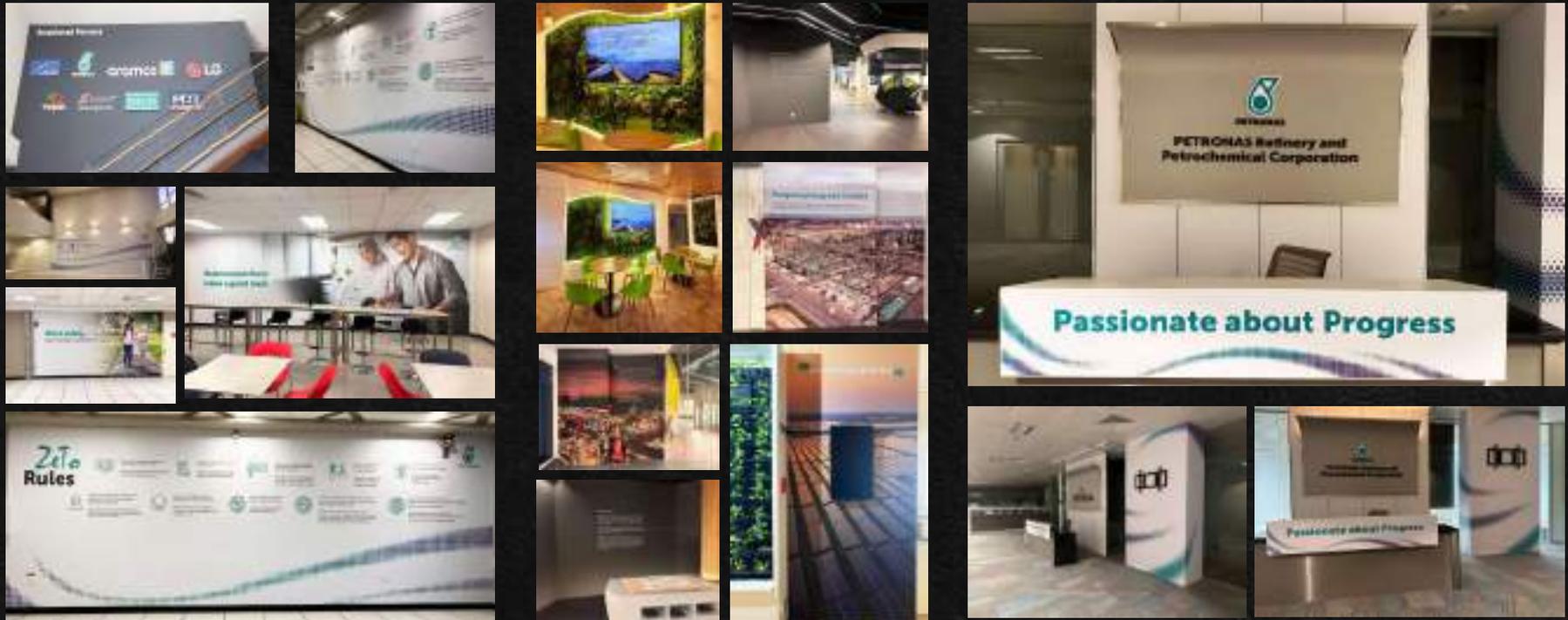
PETRONAS - TOWER 1, 2 & 3,
MRCSB, GTR SEGAMAT



OUR WORK

ENVIRONMENTAL BRANDING

PETRONAS PRPC - SAPURA TOWER,
PETRONAS INTEGRATED COMPLEX, OTOGC PENGERANG.



OUR WORK

LAYOUT DESIGN, GRAPHICS AND TYPESETTING

PETRONAS & Malaysian Communications and Multimedia Commission (MCMC)



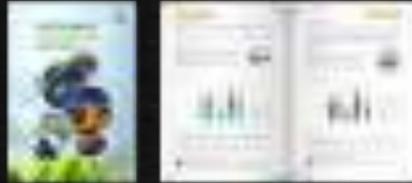
PETRONAS - RETAIL AND BRAND LICENSING BOOKLET



PETRONAS - 8 TRENDS PROGRESSIVE ORGANISATIONS



PETRONAS AGILE - PROGRESSIVE ORGANISATIONS HANDBOOK



PETRONAS - ACTIVITY OUTLOOK (2023 - 2025)



PETRONAS AGILE - AGILE HEROES HANDBOOK



PETRONAS - CHEMICAL INDUSTRY ROADMAP 2030



MCMC - MEDIA MATTERS VOLUME 6



MCMC - INDUSTRY PERFORMANCE REPORT 2023

OUR WORK

LAYOUT DESIGN, GRAPHICS AND TYPESETTING

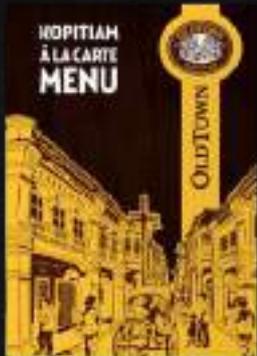
UTP - CALENDAR AND NOTEBOOK 2022, 2023, 2024

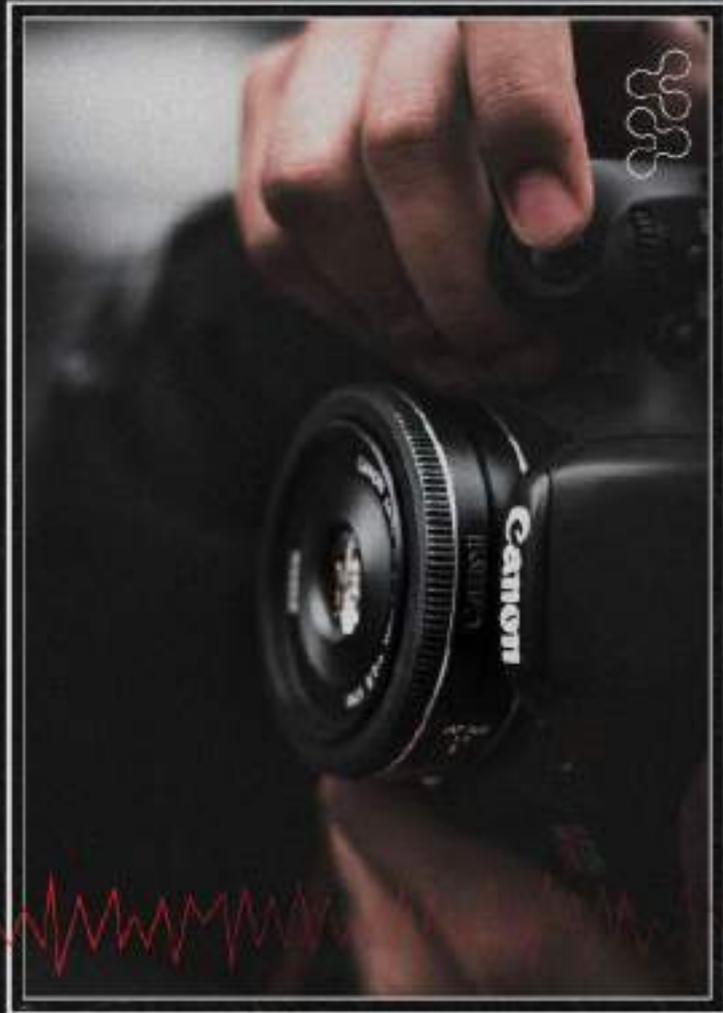


OUR WORK

LAYOUT DESIGN, GRAPHICS AND TYPESETTING

OLD TOWN WHITE COFFEE MENU





OUR
**PHOTOGRAPHY
PORTFOLIO**



EVENT PHOTOGRAPHY





EVENT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY





OUR VIDEOGRAPHY PORTFOLIO



OUR **WORK**



Services
PETRONAS
Ventures Brand Film
Brand Film Production



Services
PETRONAS
Brand Virtual Roadshow
Brand Film Production



Services
PETRONAS
BOLD Brand Film
Brand Film Production

For other creative work, visit <https://bit.ly/bulbvideoreel>

OUR **WORK**



Services
**PETRONAS
Walk4Trees**
Event Content & Event Coverage



Services
**PETRONAS
AIR AGILE**
Promotion Video



Services
**PETRONAS
UTP Tree Planting**
Event Content & Event Coverage

For other creative work, visit <https://bit.ly/bulbvideoreel>

OUR WORK



Services
**AGILE 2023 | Rally for Agility,
Agile Heroes**
Series of promo Video Content



Services
**PETRONAS
Brand**
Motion Graphic Animation Video



Services
**MODENAS
Corporate Video 2025**
Brand Film Production

For other creative work, visit <https://bit.ly/bulbvideoreel>

OUR **WORK**



Services

OLD TOWN WHITE COFFEE
Merdeka Campaign Video
Celebration & Brand Promotion



Services

TOUCH N GO
2021 CNY
Festive Video / Product campaign



Services

2021 CGS
CIMB
Corporate Video

For other creative work, visit <https://bit.ly/bulbvideoreel>

OUR WORK



MDEC #YouCanDuit

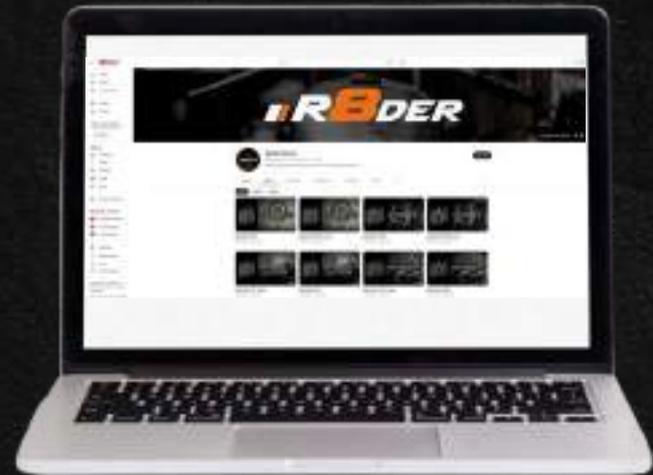
Overview

Event video highlights and vox pop for on-ground activations.

MODENAS X R8DER

A reality series featuring professional engineers who customise MODENAS motorcycles.

9 Episodes



For other creative work, visit <https://bit.ly/bulbvideoreel>



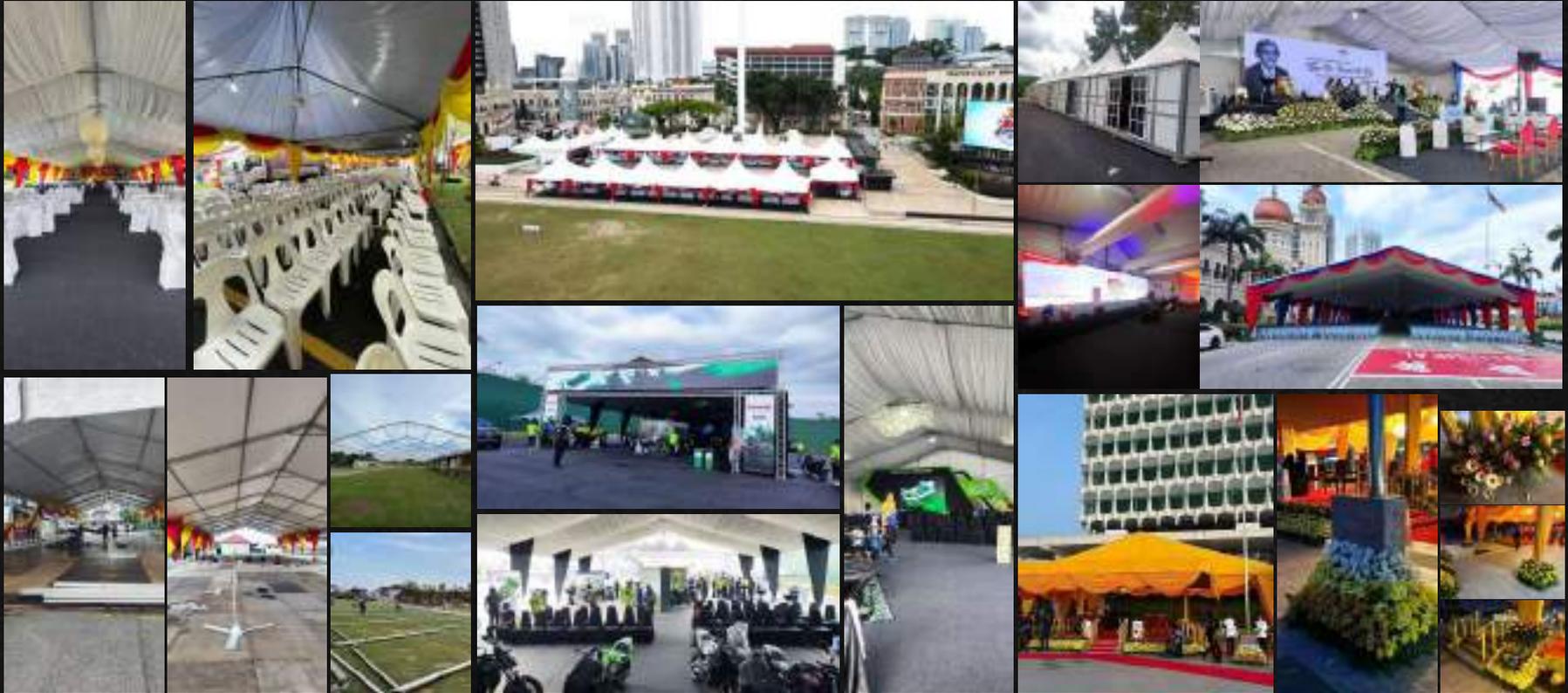
OUR EVENT PORTFOLIO



OUR WORK

OUTDOOR EVENT SETUP

MARQUEE TENT SETUP



OUR WORK

EXHIBITION

SPECIAL DESIGN BOOTH



OUR WORK

KAWASAKI GREEN MANIA 2024



OUR WORK

PETRONAS VENTURES



Services
Experience Ventures
Event Management

2-day event set up inclusive of registration, merchandise and activities in the main hall (stage, backdrops, lightbox, booths) and foyer activities (360 camera, photo booth, NFT counter, Wall of Opinion, and foyer stage).

Services
Experience Ventures
 Merchandising



OUR WORK

PETRONAS VENTURES

Services

PETRONAS Ventures FutureTech 4.0 Demo Day 2025

Accelerator programme with Top 20 startup tech companies with multiple LED Screen, presentation & press conference.



Services

Event Management & Set-Up

3-day event that showcased information on PETRONAS Ventures and its portfolio companies including product displays, LED banners, and informative video.



OUR WORK

KAWASAKI

Services

KAWASAKI

Green Mania 2023

Product launch with multiple LED Screen, stage performance, test ride, product showcase & press conference.



Services

KAWASAKI

The Undeniable 2023

Product launch with multiple LED Screen, stage performance, test ride, product showcase & press conference.



OUR WORK

PETRONAS

Services

PETRONAS Ventures Future Tech 3.0 Demo Day 2023

Accelerator programme with Top 25 startup tech companies with multiple LED Screen, presentation & press conference.



Services

PETRONAS Cub Prix Jempol 2023

Product showcase & activation tour



OUR WORK

MODENAS

Services

Pulsar Launch & Test Ride : Power to Play

Product launch with multiple LED Screen, stage performance, test ride, product showcase & press conference.



Services

Dominar Launch - Capture It All

Product launch with LED tunnel entrance, 3D mapping, stage performance, dinner, product showcase & press conference.



OUR WORK

KEMENTERIAN DALAM NEGERI

Services

ASEAN SENIOR OFFICIALS MEETING ON TRANSNATIONAL CRIME 2025 (Putrajaya)

Two-day full event setup for Opening Ceremony and Welcoming Dinner for the 25th SOMTC in Putrajaya (24–26 June 2025)



Services

ASEAN MINISTERIAL MEETING ON TRANSNATIONAL CRIME 2025 (Melaka)

Full event setup for the 19th AMMTC, convened in Melaka, Malaysia, on 10 September 2025, officiated by Prime Minister Datuk Seri Anwar Ibrahim.



OUR WORK

KEMENTERIAN PERDAGANGAN DALAM NEGERI DAN KOS SARA HIDUP

Services

Jelajah Mini Karnival Barangan Malaysia 2023 - Zon Pantai Timur (Kuantan)

Local product carnival with multiple LED Screen, stage performance, Malaysian merchandise showcase & press conference.



Services

Jelajah Mini Karnival Barangan Malaysia 2023 - Zon Utara (Alor Setar)

Local product carnival with multiple LED Screen, stage performance, Malaysian merchandise showcase & press conference.



OUR WORK

KEMENTERIAN PERDAGANGAN DALAM NEGERI DAN KOS SARA HIDUP & MODENAS

Services

Jelajah Mini Karnival Barangan Malaysia 2023 - Zon Selatan (Johor Bahru)

Local product carnival with multiple LED Screen, stage performance, Malaysian merchandise showcase & press conference.



Services

Bakat Besi Launch, MotoGP Tour, Art of Speed, Bike Showcase

Product showcase & activation tour.





OUR
**SOCIAL MEDIA
MANAGEMENT /
DIGITAL
PORTFOLIO**



OUR WORK

PRIMA HOMES

SERVICES
SOCIAL MEDIA MANAGEMENT



OUR WORK

PRIMA HOMES

SERVICES
CAMPAIGN MICROSITE



OUR WORK

PRIMA HOMES

SERVICES

SOCIAL SEEDING

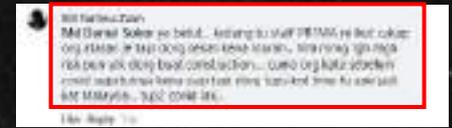
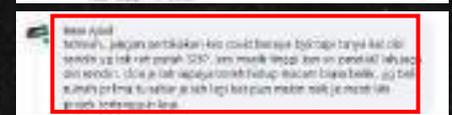
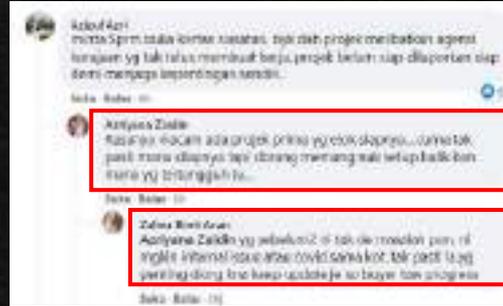
Narrative Management

Using social seeders to manage conversations in PRIMA channels.

- To neutralise negative comments
- To increase positive comments

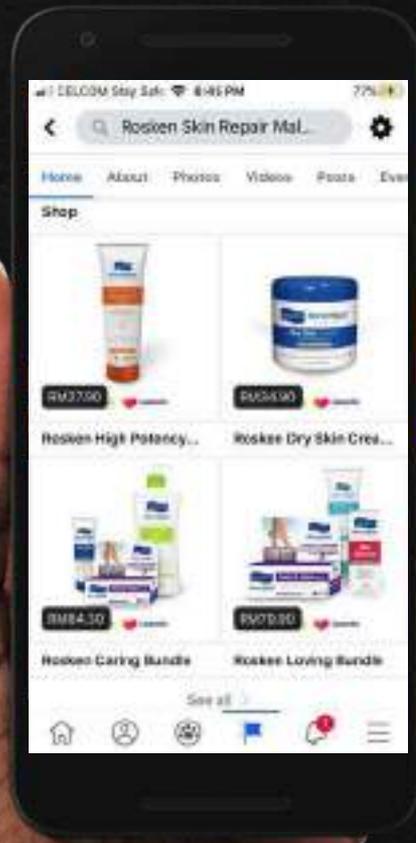
PRIMA Channels:

- PRIMA Homes
- KPKT Malaysia
- YB Tuan Nga Kor Ming
- YB Datuk Hajah Aiman Athirah Sabu
- YB Datuk Hajah Zuraida Kamaruddin
- Datuk Zainal Abidin Abu Hassan
- Dato' Sri Dr. Hj Ismail Hj Abd Muttalib
- Datuk Seri Shahidan Kassim
- Related FB & Instagram channels



OUR **WORK**

ROSKEN - PHARMACARE



SERVICES
**SOCIAL MEDIA
MANAGEMENT**

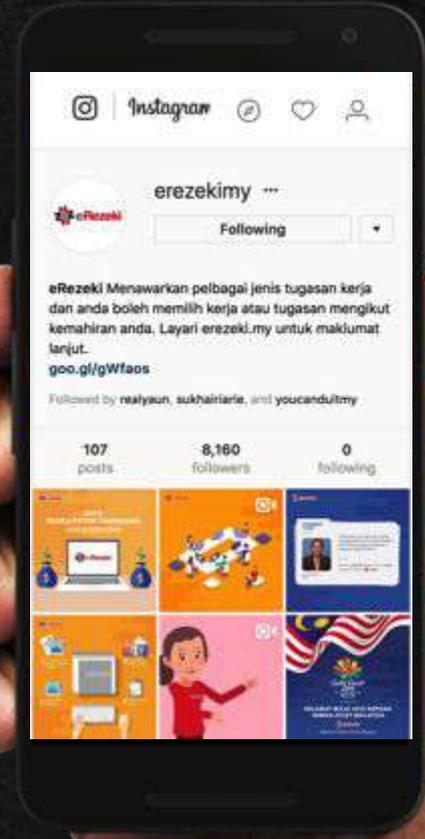


OUR **WORK**

MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC) - eREZEKI



SERVICES
SOCIAL MEDIA
MANAGEMENT



OUR **WORK**

MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC) - #YouCanDuit



SERVICES
**SOCIAL MEDIA
MANAGEMENT**



OUR **WORK**

MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC) - eUSAHAWAN
SERVICES
SOCIAL MEDIA MANAGEMENT



