

# THE AGENCY BUSINESS PROFILE



Newness Branding & Digital Marketing Agency | 2025  
[www.newness.com.mm](http://www.newness.com.mm) | Agency Profile & Reference

# THE AGENCY FOR WHAT COMES NEXT





Established in 2020, we are a digital agency focused on brand creation and digital marketing. Our dynamic team includes Digital Marketers, Strategists, Key Accounts, Creative Designers, Media Buyers, and Content Creators.

**Newness** is an independent branding & marketing agency that exists to solve problems through creativity and technology. We strategically turn products and services into experiences and emotions to build meaningful brands that resonate with the world and inspire. But we don't stop there. We guide our clients to break through the noise and always stay beside them, so they can have a larger share of the future.

## In Number

Active clients on we  
provide services

**20+**

Project we completed  
along the way

**80+**

The Agency  
Years of operation

**4+**





# OUR APPROACH

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## STAGE 1: RESEARCH

Defining and closing gaps in knowledge through investigation and research of behaviors, needs, and motivations. Understanding competitive landscapes, markets, industries, and informing an effective project strategy.

## STAGE 3: TOUCHPOINT

Developing a touchpoint program that will ensure an effective brand experience for the targeted audience.

## STAGE 2: STRATEGY

Marrying the results of the Discovery and Research stages into a cohesive project plan. Refining the functional requirements for the Design and Development stages.

## STAGE 4: ASSETS

Accepting the project as complete, according to specifications, and ready for release to its intended audience.







# OUR **SERVICES**

Bring us your challenges,  
we'll reimagine your future.





# DIGITAL MARKETING

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## Your story deserves to be told.

Marketing is becoming accountable for more than just dazzling creative and effective storytelling. We have developed a framework to help organizations map out a winning and coherent strategy for elevating the human experience and accelerating into a fully-owned digital future.

### SCOPE OF WORK

- **Campaign Development**
- **Communications Planning**
- **Media Planning**
- **Content Strategy**
- **Social Media Marketing**
- **Digital Advertising**
- **Measurement and Reporting**





# CREATIVE WORKS

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**Despite being cautioned  
not to judge a book by  
its cover, we all do it  
every day.**

We love turning ideas into thoughtful deliverables that aligns with a solid strategy and drive results. With a focus on fluid user experiences and beautiful design, we build brands that inspire and make a powerful and memorable visual statement.

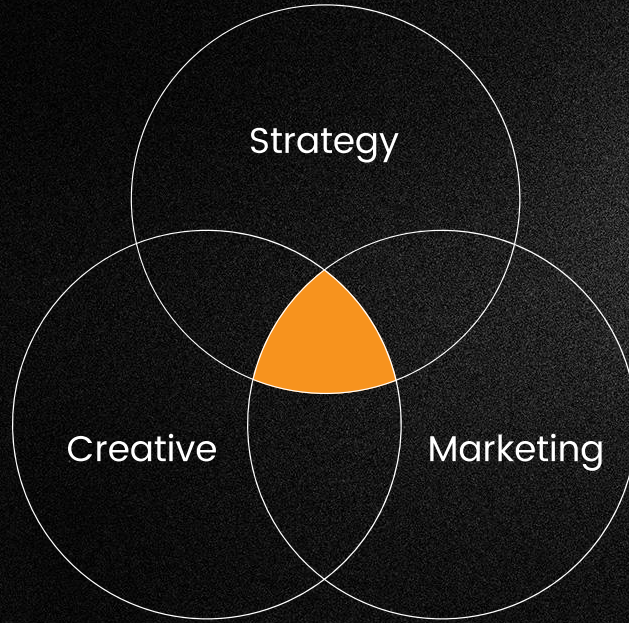
## SCOPE OF WORK

- **Brand Creation**
- **Content Design & Copywriting**
- **UX & UI Design**
- **Business Identity Design**
- **Brand Guidelines**
- **Responsive Web  
Development & Design**





# OUR CORE SKILLS





# WHO WE WORK WITH

We craft beautiful ideas, create strong brands, and design marketing strategies that help our clients grow. From ideas to execution, Newness is your trusted partner. We are flexible to meet your requirements and move quickly to support your company with quick turnaround and short execution and production times.



# OFFICIAL MARKETING & ADS SERVICE PROVIDER

## GrabAds

Grab is  
SEA's  
leading  
Superapp

### Category Leader

in SEA across  
deliveries, mobility &  
E-wallets

### 219M App Downloads

1.8x more than  
closest competitor

### 2.4x more MAUs

than closest  
competitor







# CASE **STUDIES**

Case studies on  
Our latest project  
Newness current works





# Tape Productions



## BRAND CREATION PROJECT

TAPE productions is an Entertainment & Media House specializing in audiovisual products, audio production, digital visual effects, virtual reconstructions, and graphic animations for the Cultural and Creative Industry.

Now their business is running normally and can see the creation they have worked on.



## CASE STUDIES

# Tape Productions





# 360Career



## BRAND CREATION PROJECT

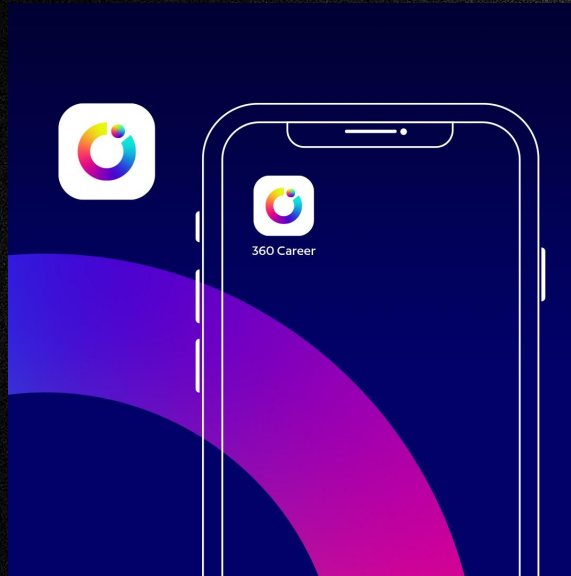
360Career is impact focus community organization which is to provide career guidance and access to resources & opportunities for pre-university students and undergraduates.

Now they are launching beta version of their web version.



## CASE STUDIES

# 360Career





# Easy Mart



## BRAND CREATION PROJECT

Easy Mart a franchise mini-mart from France, it needed a great brand signature and brand identity development which would be as unique and highly valued as their vision.

Now Easy Mart outlets are available everywhere in yangon, it's around 30 outlets. Look up how our beautiful creation at the nearest Easy Mart store.



## CASE STUDIES

# Easy Mart





# Super Taste



## BRAND CREATION PROJECT

Stars represent for Super Seven Stars. Created unique typography with Emblem style logos can appear anywhere because they're designed to represent powerful universal concepts and strong communication with audience. Using crest shield mean protect with healthy. Leaf refer to Fresh and Tasty Food.

Nowadays a variety of Super Taste's food and beverage products can be seen in the mini-marts and grocery stores in Myanmar.



## CASE STUDIES

# Super Taste





## CASE STUDIES

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# Lubristar



### BRAND CREATION PROJECT

Lubristar is a lubricant that is coming into Myanmar very soon.

Check up the powerful brand identity creation by Newness!





## CASE STUDIES

# Lubristar





# Castle Beer



## BRAND CREATION PROJECT

This name represents the nobility, royalty, Strong, Brave and luxus. The logo was created as a strong and bold shape named castle. The typo is a clear and thick modern font that has been crafted and used. You will be brave and happy while drinking castle beer and you will feel the luxurious taste.

**Logo Typo:** Create all capital typography for keep it simple, keep it clean, and make it memorable. The "bold" weight inserted in the typography makes the brand demonstrate strength and futuristic characteristics that guide every decision taken by Castle.



## CASE STUDIES

# Castle Beer





# Reality Arts Production



## BRAND CREATION PROJECT

Reality Arts is one of the Myanmar's leading video production company. We have rebranded for Reality Arts (RA). Since everyone refers to Reality Arts as 'RA,' we took inspiration from the 'R' in Reality and the 'A' in Arts to create the rebranding. This was done with the intention of making it easier for everyone to remember.



## CASE STUDIES

# Reality Arts Production





# Nang Clothing



BOUND BY  
TRADITION

## BRAND CREATION PROJECT

Nang Clothing is a fashion brand that will produce clothing using Myanmar's traditional cotton and silk fabrics. Soon, they will launch the highest quality clothing in the market. The brand identity of Nang Clothing is inspired by and based on the threads of these fabrics.

This logo is based on handloom and wool or cotton. A Series of wool or cotton patterns that will be logo build are drawn, and the letter "a" and "g" are shaped like wool or cotton balls.



## CASE STUDIES

# Nang Clothing





# Crown Royal



## BRAND CREATION PROJECT

Crown Royal Whisky is the newest finest whisky brand to be launched in the Myanmar market. The logo theme has been designed with a royal-inspired style, featuring two variations: an emblem and a monogram.

Create monogram for single symbol, the crown and crest is inspired by the royal coat to make it look royal. The logo was created with royal appearance to highlight the meaning of king of whisky.



## CASE STUDIES

# Crown Royal





# Seven Cigarette



## BRAND CREATION PROJECT

Seven Cigarette is a new deluxe taste cigarette brand that will soon be launched in the market. The brand identity of Seven Cigarette has been designed to reflect a rich and luxurious style.

Sentinarmistoricduetateirateenpringavsiuayl apeanilgndamemorabel  
Created the font clean and straightforward to look elegant. Simplicity ensures that the font remains timeless and easy to read when used in small sizes on cigarette packaging or advertisements. Embedded the number "7" in letter "V".



## CASE STUDIES

# Seven Cigarette





# ADDA



### DIGITAL MARKETING PROJECT

ADDA footwear brand, a product from Thailand. whose has already known the brand because of its quality. But doesn't have any awareness on social media and no reputation among the young audience.

**Result:** After cooperating with Newness Digital Agency the brand already has a high reputation among the audience, we get their interaction once we have posted.

 **424K**  
Unique Facebook Fans

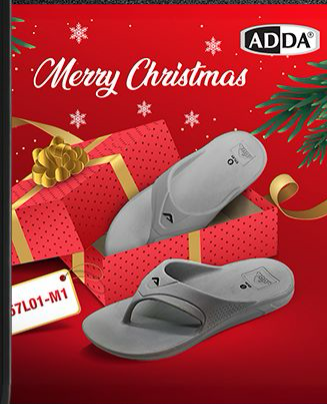
 **400K**  
Monthly Post's Reach



## CASE STUDIES



## ADDA SOCIAL MEDIA





# Magnolia Ice Cream



## DIGITAL MARKETING PROJECT

Magnolia Ice Cream, A Thailand Brand, was well-positioned among the targeted audience. For more than a year, Newness digital has helped Magnolia Ice Cream Myanmar to keep its brand image in a market full of competitors. Newness Digital focused on un-sponsored content and aimed for viral/organic engagement when it comes to Facebook Marketing.

**Result:** We get over 5K engagements per post through the viral content.

 **347K**  
Unique Facebook Fans

 **200K**  
Monthly Post's Reach



## CASE STUDIES



## MAGNOLIA SOCIAL MEDIA





# FaThai



### DIGITAL MARKETING PROJECT

FaThai, is one of the well-known brands in Thailand. It's been in the Myanmar market nearly for a decade but people don't recognize the brand. In the very first month of managing the FaThai, we tried to seize the audience's attention and gain engagement as a unique brand. After 3 months of hardship, FaThai brand became a familiar one among the targeted audiences.

**Result :** Due to Facebook's Marketing Strategy and Creative process, FaThai's page achieves 28K fans from 230 fans during 6 months.



**79.9K**

Unique Facebook Fans



**300K**

Monthly Post's Reach



## CASE STUDIES



## FATHAI SOCIAL MEDIA





# Wai Phyoe



## DIGITAL MARKETING PROJECT

Wai Phyoe, a fried food production and distribution company, enjoyed strong local recognition but sought a stronger social media presence. Newness developed a key message, "A True Taste of Traditional Heritage Food," that effectively captured Wai Phyoe's brand essence. Additionally, Newness crafted a social media strategy to connect Wai Phyoe with existing and potential customers.

**Result :** Within six months of partnering with Newness, Wai Phyoe's social media following increased from 6.7K followers to 22.3K followers.





## CASE STUDIES



## WAI PHYOE SOCIAL MEDIA





# Termtip



## DIGITAL MARKETING PROJECT

Termtip, a Thai brand entering the Myanmar market, partnered with Newness to build brand awareness. Newness developed and implemented customized social media strategies that successfully established Termtip's brand presence and customer base.

**Result** : Newness helped Termtip gain 6.4K followers from scratch in the first six months, demonstrating the effectiveness of our social media strategies.



**23.6K**

Unique Facebook Fans



**30K**

Monthly Post's Reach





## CASE STUDIES



## TERMTIP SOCIAL MEDIA





# 7GO



### DIGITAL MARKETING PROJECT

7GO, a local brand, specialized in non-gas soft drinks, being a new brand in the market, 7GO needed brand awareness and wanted to attract customers. Microness has helped them gain awareness and customers through effective marketing strategies and campaigns including creating the communication message “Go Lucky, Go Fresh Fish” for 7GO’s campaigns for effective communication.

**Result :** 7GO gained a total of 10K followers from 2.4K followers after the first 6 months. Collaborating with us also helped 7GO gain recognition among kids and adults.





## CASE STUDIES



## 7GO SOCIAL MEDIA





# TIKTOK MARKETING MANAGEMENT

## From Production to Going Live – We Make Brands Trend

We offer end-to-end TikTok services – from concept development, video production, talent management, and content scheduling, to full campaign execution. Our creative team brings brands to life on TikTok through relatable content and strategic storytelling that resonates with local audiences.

Here's a look at some of the brands we proudly manage on TikTok:







## OBJECTIVE

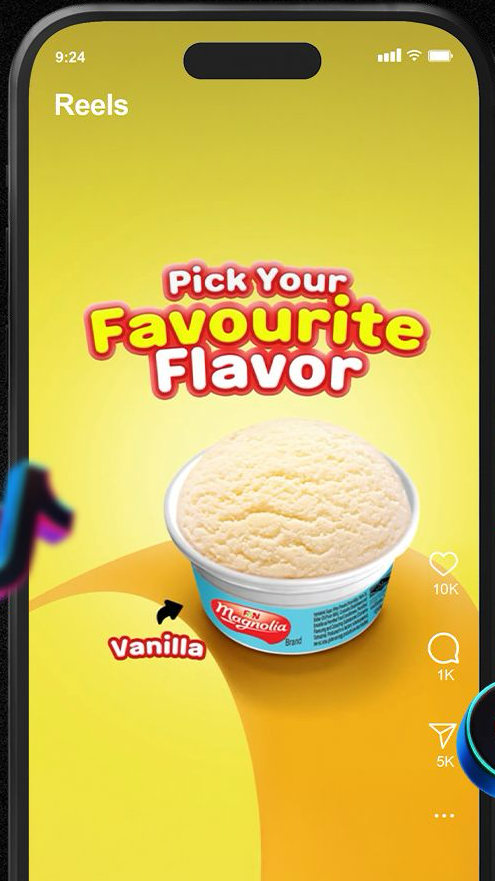
To grow brand awareness and reach a wider audience by creating entertaining, local-relevant content that resonates with Gen Z and Millennials.

We handle everything from ideation, production, and influencer collaboration to publishing.

[Follow 7GO on TikTok](#)







## OBJECTIVE

Creating delightful content that celebrates flavor, refreshment, and joy – aligning with the brand's sweet, indulgent image.

Our goal is to increase audience interaction and showcase product variety through creative storytelling.

[Follow Magnolia Ice Cream on TikTok](#)







## WAIPHYOE FOOD

A beloved traditional food brand reimagined for the digital era.

## OBJECTIVE

To boost awareness among younger audiences while preserving cultural identity through food-focused content with a modern touch.

[Follow WaiPhyoe Food on TikTok](#)





# Let's make something together.

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