



# INFLUASIA

**WORLD OF BUZZ**

 **NOODOU**

 **Lobak Merah**

INFLUASIA consists of Malaysia's most prominent digital publications namely WORLD OF BUZZ, Lobak Merah, NOODOU, and In Real Life; driven to inform, entertain, inspire, and ultimately engage with the mass public. INFLUASIA is at the forefront of creating and curating up-to-date and share-worthy content, serving, and engaging with millions of audiences monthly!

In the pursuit to be the largest digital media group in Malaysia, INFLUASIA also operates BUZZER, an influencer marketing agency, proving 360° influencer marketing solutions which integrates advanced technologies to provide its first-in-class influencer solutions with data-driven targeting, AI-powered fraud detection, extensive profile database, and industry standard data and insights.

One of INFLUASIA's core activities is the production of high-quality digital content. They produce unique articles, listicles, infographics, and graphical materials on a daily basis. Additionally, they create informative and entertaining video content that serves as news, keeping their audience engaged and informed.

INFLUASIA excels in delivering content through multiple channels. Their websites, including [worldofbuzz.com](http://worldofbuzz.com), [lobakmerah.com](http://lobakmerah.com), [noodou.com](http://noodou.com), and [inreallife.my](http://inreallife.my), serve as primary platforms for content distribution. Moreover, INFLUASIA leverages popular social media networks such as Facebook, Twitter, Flipboard, YouTube, and Instagram to circulate their content, both organically and through paid promotions. This multi-channel approach ensures broad and diverse audience engagement.

**THE LEADING  
DIGITAL MEDIA AGENCY**







# CONTENT IS KING



AS A FULL-SERVICE DIGITAL MEDIA GROUP, INFLUASIA OFFERS COMPREHENSIVE DIGITAL ADVERTORIAL SOLUTIONS. THEY PROVIDE SPONSORED CONTENT, BANNER ADVERTORIALS, AND VIDEO CONTENT ADVERTORIALS, CRAFTING COMPELLING STORYLINES AND UTILIZING PROFESSIONAL VIDEOGRAPHY AND VIDEO EDITING TO HIGHLIGHT CLIENTS' BRANDS OR CAMPAIGNS. INFLUASIA ALSO OFFERS COPYWRITING SERVICES AND COLLABORATES CLOSELY WITH DIGITAL MEDIA AGENCIES TO ENHANCE THEIR CLIENTS' CAMPAIGN PERFORMANCE AND BRAND PRESENCE. THEIR EXPERTISE EXTENDS TO CUSTOMIZED AND EXECUTED DIGITAL MARKETING INITIATIVES, TAILORED TO MEET THE UNIQUE NEEDS OF THEIR CLIENTS.

### OUR STRENGTH IN NUMBERS

Reach our massive viewers in Malaysia to skyrocket your brand presence

 <b>41M</b> PAGEVIEWS	 <b>12M</b> UNIQUES
 <b>31M</b> VIDEO VIEWS	 <b>4M</b> FOLLOWERS



Source: Google Analytics, INFLUASIA's social media insights 2022

Influencer marketing is another key strength of INFLUASIA. They facilitate the creation and influence of customer-product-service relationships through appointed ambassadors who embody a brand's identity in appearance, demeanor, values, and ethics. This approach ensures authentic and impactful connections with the target audience, further enhancing brand recognition and engagement.

Furthermore, INFLUASIA excels in social media account management, strengthening brands' social presence through creative and effective content execution. By leveraging their expertise in diverse video production, INFLUASIA creates captivating and purpose-driven videos, ranging from corporate videos to website videos, product videos, animations, and interview or testimonial videos.

### PROVEN EXCELLENCE

INFLUASIA is the **only media group** in Malaysia to be listed in Forbes 30 Under 30





Source: Forbes, Bernama, TheStar, MalayMail, NET and more

Source: Forbes

## OUR AGENCY SERVICES

- |   |  |
|---|--|
| <p><b>01</b>  <b>Influencer Marketing</b><br/>Establish talkability through curated personalities that truly resonates with your brand</p>            | <p><b>02</b>  <b>Media Planning &amp; Buys</b><br/>Create mass presence through meticulously thought-out strategies and media buys</p>            |
| <p><b>03</b>  <b>Social Media Account Management</b><br/>Strengthen your brand's social presence through creative and effective content execution</p> | <p><b>04</b>  <b>Full Stack NFT Development</b><br/>Launch your brand into Web 3.0 with tailored end-to-end NFT services from our specialists</p> |

## OUR MEDIA SERVICES

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|--|---|
| <p><b>01</b>  <b>Social Articles</b></p> <ul style="list-style-type: none"> <li>• Social or Informative Article</li> <li>• Event Coverage</li> <li>• Survey &amp; Quiz</li> <li>• Press Release</li> </ul>                  | <p><b>02</b>  <b>Social Videos</b></p> <ul style="list-style-type: none"> <li>• Feature Video</li> <li>• Reactional Video</li> <li>• Series Video</li> <li>• Brand Placement</li> </ul>                          |
| <p><b>03</b>  <b>Social Direct Posts</b></p> <ul style="list-style-type: none"> <li>• Instagram Post</li> <li>• Facebook Post</li> <li>• TikTok Post</li> <li>• Meme &amp; Photoset</li> <li>• Cross Live Stream</li> </ul> | <p><b>04</b>  <b>High-Impact Ads</b></p> <ul style="list-style-type: none"> <li>• Interactive Banner</li> <li>• Site &amp; CI Takeover</li> <li>• Display Banner</li> <li>• Custom Tabs &amp; Widgets</li> </ul> |