

REDEFINING DIGITAL MEDIA AND MARKETING



INFLUASIA is Malaysia's award-winning digital media powerhouse, distinguished by its ownership of prominent digital publications such as WORLD OF BUZZ, Lobak Merah, NOODOU, and In Real Life. The company also operates BUZZER, a renowned influencer marketing agency that provides comprehensive 360° influencer marketing solutions. Through these platforms, INFLUASIA excels in informing, entertaining, inspiring, and engaging audiences within the digital landscape, maintaining a strong presence across multiple channels.

INFLUASIA's mission is to redefine news and content consumption in today's socially-driven generation through compelling and engaging information and entertainment. Its vision is to become the largest digital-first content and solutions powerhouse in Southeast Asia. By focusing on innovative content and dynamic storytelling, INFLUASIA aims to transform the media landscape and enhance how content is experienced in this rapidly evolving digital age.





THE EMERGING DIGITAL MEDIA PLATFORM OF THE YEAR (THAILAND)

INFLUASIA offers a range of media services, including social articles, social direct posts, social videos, and high-impact ads. Additionally, the company provides agency services such as holistic campaign planning and social media account management. These services are designed to address diverse client needs and maximize their digital impact.

Among INFLUASIA's brands is The Joi, a platform that attracts customers with its engaging and culturally relevant content, which resonates deeply with audiences in Bangkok. The Joi provides a unique blend of local news, entertainment, lifestyle content, and social issues, all of which are both informative and entertaining. This commitment to high-quality content and vibrant storytelling has fostered a loyal readership and viewership.



The Joi's unique selling proposition lies in its ability to combine high-quality, locally-focused content with innovative digital media strategies. Unlike other platforms, The Joi seamlessly integrates multimedia elements, offering videos, articles, and interactive content that cater to diverse audience preferences. This multimedia approach not only enhances user engagement but also provides advertisers with varied and effective channels to reach their target demographics.

Looking ahead, The Joi aims to establish itself as the leading digital media platform in Thailand, recognized for its excellence in content creation and audience engagement. By continually innovating and expanding its content offerings, The Joi seeks to increase its user base and deepen its market penetration. Additionally, The Joi is focused on attracting more advertisers by demonstrating the effectiveness of its platform in driving consumer engagement and brand loyalty.

