SEMICON Southeast Asia 2020

Leveraging on Digital & PR Communications

Presented on:
Friday, 14 February 2020
ABOUT DIN Communications

- Specializes in Media Planning, Media Strategy & Media Buying
- Highly experienced in strategic communication & PR outreach
- Specializes in Digital Marketing & Strategy
- Specializes in Creative Concept, Copywriting, Art Direction & Graphic Design
- Highly experienced team
DIGITAL & SOCIAL MEDIA
WHAT HAS SEMI DONE

2017
- 2017 Campaign – Google Display Network & Facebook Banner Ads

2018
- 2018 Campaign – Google Display Network, Facebook, LinkedIn & YouTube Ads

2019
- 2019 Campaign – Google Display Network, Youtube, Facebook, Instagram & LinkedIn Ads.
- Social Media Pages/Posts – Facebook, Instagram & LinkedIn
SEMI 2020

- Google Display Network – Banner Ads (SEA)
- Facebook – Banner Ads (SEA)
- LinkedIn – Banner Ads (Malaysia & Singapore)
- Instagram – Banner Ads (Malaysia & Singapore)
- RADIO Commercials (Malaysia)
- Facebook – Posts & Boost Post
- LinkedIn – Posts & Boost Posts
- Content Development
- Creative Artwork Development

*note

every year SEMI has been open to increasing the advertising platforms and increasing publicity for the show. As shown in this and previous slide.
2019 Campaign – The Result

The Chart above shows the traffic and visitorship to the semisea website. A steady flow of traffic between the months of Nov to Jan. Traffic started to peak during the months nearing to the event

309,214 clicks and 11,276,420 impressions delivered

Registration increased by additional 10% as compared to the previous year

Better results compared to previous years as optimization and different usage of the digital platforms. ROI driven campaign.
# COLLABORATING & LEVERAGING ON DIGITAL MARKETING with SEMI

<table>
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<tr>
<th>Exposure</th>
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<tr>
<td>• SEMI has expanded their communication platforms over the years creating a brand and awareness for the semicon event</td>
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<td>• Strong Following on social media and still growing</td>
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<tr>
<th>Value Added</th>
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<tr>
<td>• At no cost.</td>
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<td>• Content Development</td>
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<td>• Leverage on the social media platform and gain brand exposure</td>
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<tr>
<th>Customize Communication’s</th>
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<tr>
<td>• Connect with SEMI and find out how else we can customize communication’s strategy for you.</td>
</tr>
<tr>
<td>• Every client is unique</td>
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SAMPLE WORK

BANNER ADS & CREATIVE ARTWORK

POSTS & CONTENT DEVELOPMENT
SAMPLE WORK
YB Dr. Ong Kian Ming, Deputy Minister of International Trade and Industry, officiated the Seminar on Industry4WRD Incentives. The seminar is to increase industry’s awareness on the Industry4WRD related programmes and incentives by the Government such as Readiness Assessment, Intervention Fund, Domestic Investment Strategic Fund (DISF), Automation Capital Allowance (ACA), etc. YB Dr. Ong Kian Ming summarized all of 2019 progress and how the incentives program will be improved in 2020.

#semisea #miti #industry4WRD #semiconductor #semiconsea2020

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Alibaba Group’s global research initiative Alibaba Damo Academy, recently released the top five trends in the tech community this year.

Read [https://www.thestar.com.my/.../2020/01/15/top-five-tech-trends](https://www.thestar.com.my/.../2020/01/15/top-five-tech-trends) for more details...

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How will 5G affect business in Southeast Asia? This in-depth article looks at the subject matter closely:


#semisea #semiconsea2020 #semiconductor #5G #robotics #innovation #iot #ai #electronics #smartmanufacturing
LEVERAGE ON PR

Amplify
- Maximize visibility of your brand and its offerings in conjunction with SEMICON SEA, across stakeholders.
- Communicate key selling propositions in a tangible, comprehensive and effective manner.

Intertwine
- Support your sales and marketing efforts cohesively during the event.
- Utilise SEMICON SEA social media pages for added publicity.
- Build more ‘PR stories’ for your sales and marketing initiatives.

Communicate Effectively
- Engage and build relationship with Malaysian media.
- Reach out to SEMI SEA social media followers.
MULTIPLE PLATFORMS

- Strategic PR/Communications Counsel
- Media Collaterals (News Release, Fact Sheet, FAQs, etc)
- Digital Content Development (Infographics, Caption-postings, Facts & Figures, event live updates)
- Coordination of Media Interviews
- Media Engagement and Relations during SEMICON SEA
- Co-branding (Joint publicity with event organisers, other exhibitors, etc.)
YOUR SUPPORT

- Early notification of your SEMICON SEA highlights
- Any ready collaterals – marketing brochures, leaflets, etc
- Key events for your company at SEMICON SEA – launches, visiting VIP, etc
- Newsworthy information for Malaysian media
- Content for social media – relevant infographics, photographs, etc. Co-writing opportunities.
- Planned media activities
OUR EXPERIENCE WITH SEMI SEA

• Since inaugural show in 2015 (SPICE, Penang)

• Internal & external communications for SEMI via:
  • News releases (local & regional)
  • Media interviews (local & regional)
  • Letters to stakeholders
  • Press conferences
  • Media events
  • Digital content – Facebook, Linked-In, Google ads, etc

• Internal & external communications for exhibitors via:
  • News releases (local & regional)
  • Media interviews (local, pre-event and during event)
Malaysia well-positioned to be a primary smart manufacturing destination

Evolving global manufacturing landscape calls for firms to reconsider their approaches and tactics to remain viable and significant, says Deputy Minister of Trade and Industry

Fully-fledged smart factory to be unveiled at SEMICON Southeast Asia 2019

KUALA LUMPUR, Apr 15, 2019 (AntaraNews.com) - Smart factories are fast becoming a norm in the manufacturing industry, offering new levels of efficiency and productivity. Factories are no longer simply a mass of machinery operating as a series of siloed production lines. Instead, industry players are moving to managing interconnected networks of moving parts, something more akin to a living organism, that can be trained and finetuned to optimise performance.

According to Ng Kai Fai, President of SEMI South East Asia, “In Southeast Asia, there is now a move among companies embracing smart manufacturing. Factories across the region are embarking on Industry 4.0 efforts on similar grounds by developing new policies, new tools to evaluate Industry 4.0 readiness and, of course, introducing smart factories.”

“Manufacturers are already leveraging on smart factory components in areas such as advanced planning and scheduling using real-time production and inventory data, and automation for workflow processes. But a true smart factory is more like a holistic, end-to-end solution moving beyond the shop floor toward influencing the enterprise and broader ecosystem. Smart factories transcend beyond the four walls of a factory towards a connected global network of similar production systems, and even to the digital supply network more broadly.”

Given the complexity of Industry 4.0 integration in the EES manufacturing ecosystem, SEMI South East Asia will showcase a Fully-fledged smart factory at SEMICON SEA 2019, allowing delegates to walk through the entire end-to-end microelectronics supply chain. Each component along the smart factory machine line is displayed, virtually or with actual equipment on the floor, and the design and materials through front-end engineering and manufacturing. The ability to fine-tune the process, control and monitor the system through analytics is the key to a smart factory.

The smart factory will feature:
- Journey Starts Here GLOBALFOUNDRIES, IMEC Technologies, ASE
- Smart Automation: Sesto Robotics, PTC RYCON
- Sensors: Maxim, Vishay, NXP
- Industrial Network: HININ Corporation, Osram, Kulite & Soffit (HASS), ViTrix Corporation
- Software: Ibern, Dassault Systèmes, Siemens

SEMICON SEA 2019 will be held from 7th to 10th May 2019 at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, Malaysia. To register, please visit http://www.semiconsea.com/
Malaysia's version of Google!

Led by three young entrepreneurs, public transport giant in Parkinson has ambitions to become a big name in the high-tech world in Penang.

Eksport komponen E&E terus kukuh

PAST COVERAGE

Vitrox upbeat on another record year

We are looking at achieving more than RM2.8 billion revenue in the short term.

3D and 3D inspection systems, as well as a large number of customers, in addition to a large increase in the visibility of the company's products. According to the company's chief executive officer, the company continues to expand its business in the field of 3D inspection systems. Total revenue for the quarter ended 31 March 2019 was RM229.3 million, an increase of 79.7% from the corresponding quarter of the previous year.

Vitrox also expects a strong performance in the second quarter and the rest of the year, with an expected revenue growth of more than 20%.

One of the other products is a new type of composite material that can be used in high-strength applications. The company has also invested in research and development to improve its products and processes, as well as in expanding its customer base.

PAST COVERAGE