



*driven*

# about DRIVEN

Driven is an integrated digital content & marketing services agency with a focus on making positive changes for clients and partners.

We aim to offer creative and effective solutions with realistic implementation via our various service offerings including activation, technology solutions, videography and more.

The Driven Automotive Network, which is part of our publications arm, is made up of websites that are top in views and reputation in the Malaysian automotive industry. We also strive to create and add value to the market via our consumer solutions.

With our extensive experience in online content, coupled with our knowledge in understanding consumers and brands, our marketing services solutions are unique and competitive, fresh and vibrant.

## AGENCY SERVICES

**driven**digital

**driven**studios

**driven**events

## PUBLICATIONS

**paultan.org**

**oto.my**  
SELL YOUR CAR FASTER

**CarBase.my**  
MALAYSIA'S #1 CAR BUYER'S GUIDE


## CONSUMER SOLUTIONS

**MSF**

**Tint  
Now**.my  
Click • Tint • Delivered

**PACE**  
PREMIUM AUTO CAR EXPO



The background features a series of parallel diagonal lines in shades of red and purple, creating a sense of depth and movement. Overlaid on this are several geometric shapes, including triangles and polygons, formed by thin white lines and small dots, suggesting a network or a complex structure.

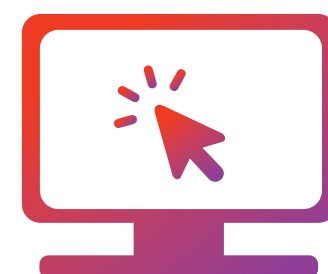
“ We believe that a strong **creative** direction is paramount in producing innovative solutions that are also effective, based on the requirements of the brand. Be it a small activation, or a major branding exercise, everything has to spawn from a solid creative direction. ”





# *driven*digital

Driven Digital is all about digitising users via various digital platforms: from websites to social media, to mobile apps. We carry this out based on our agency's key strategy and implementation approach based on the consumer's digital journey.



End-to-end Web Development  
and Management



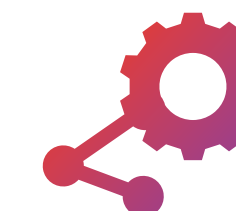
Social Media Management  
Services



Digital Advertising and  
Marketing Solutions



Mobile App Development



Custom Web Systems  
Development



# OUR **STRATEGY**



**EVERYONE IS  
A CUSTOMER**



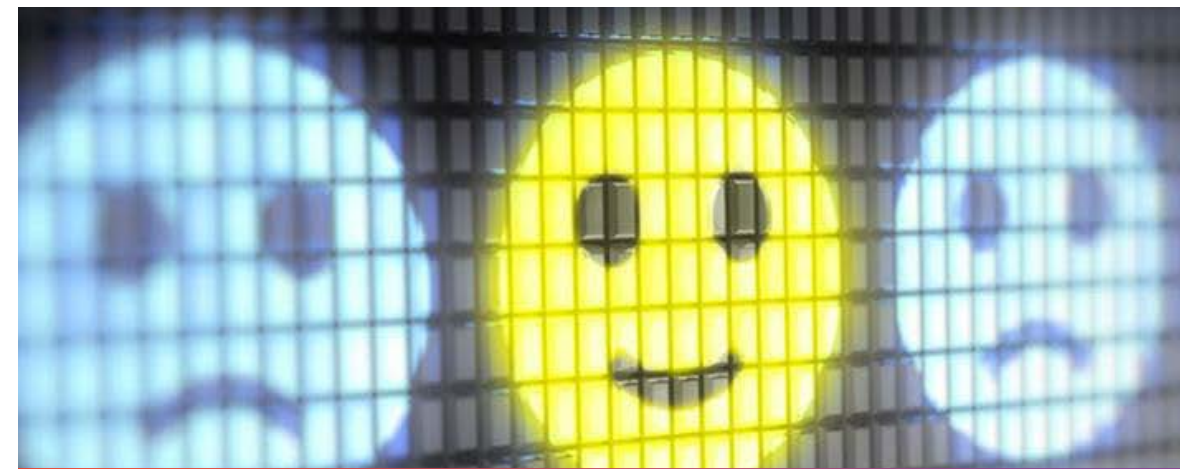
**DIGITISE ACTIONS  
IN THE CONSUMER DIGITAL  
JOURNEY AS MUCH AS POSSIBLE**



**TARGET & REACH  
EVERYONE IN THE CONSUMER  
DIGITAL JOURNEY EFFECTIVELY**



**REMARKET  
TO MINIMISE  
LEAKAGE**



**INSTILL  
POSITIVE  
EMOTIONS**



**TRACK, ANALYSE  
& OPTIMISE**





# OUR IMPLEMENTATION





# CONSUMER DIGITAL JOURNEY







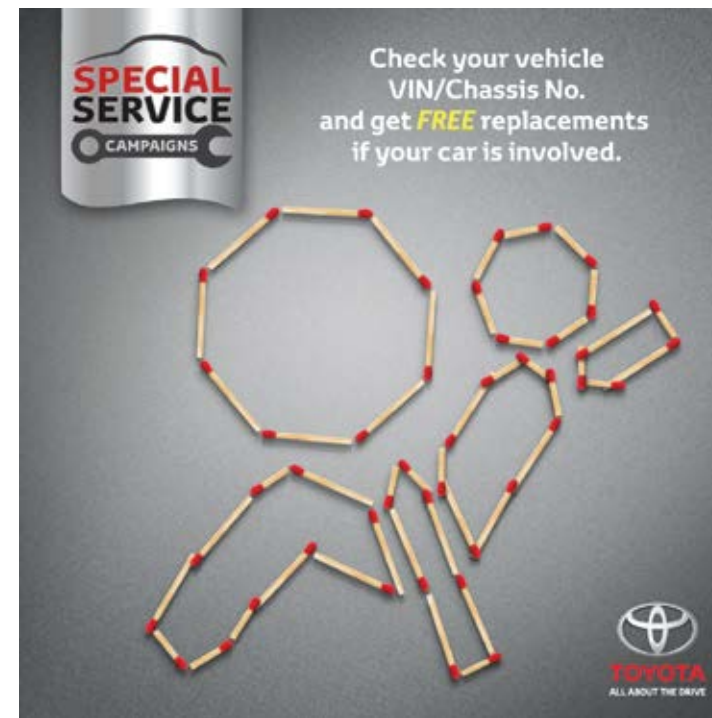
- End-to-End Social Media Management
- Social Media Marketing & Advertising
- Campaign Management
- Reputation Management
- Feedback Channelling



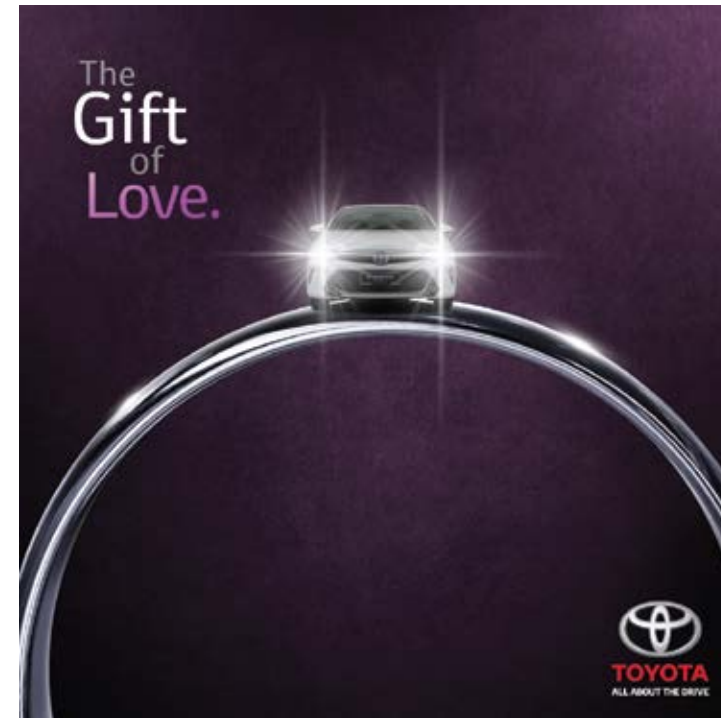




## Facebook Content Trends



Photos



Videos



GIFs



Carousels

Visit [toyotago.com.my](http://toyotago.com.my)  
for more info.





## Facebook Content Trends



Canvas Ads

## 360 Videos/Photos







## ● Social-driven Videos

A total of four (4) social-driven videos were produced in conjunction with Chinese New Year. The videos highlighted various Chinese taboos that are observed during the auspicious season in unique ways that local fans can relate too.

Total views of four (4) videos: 243,087 views



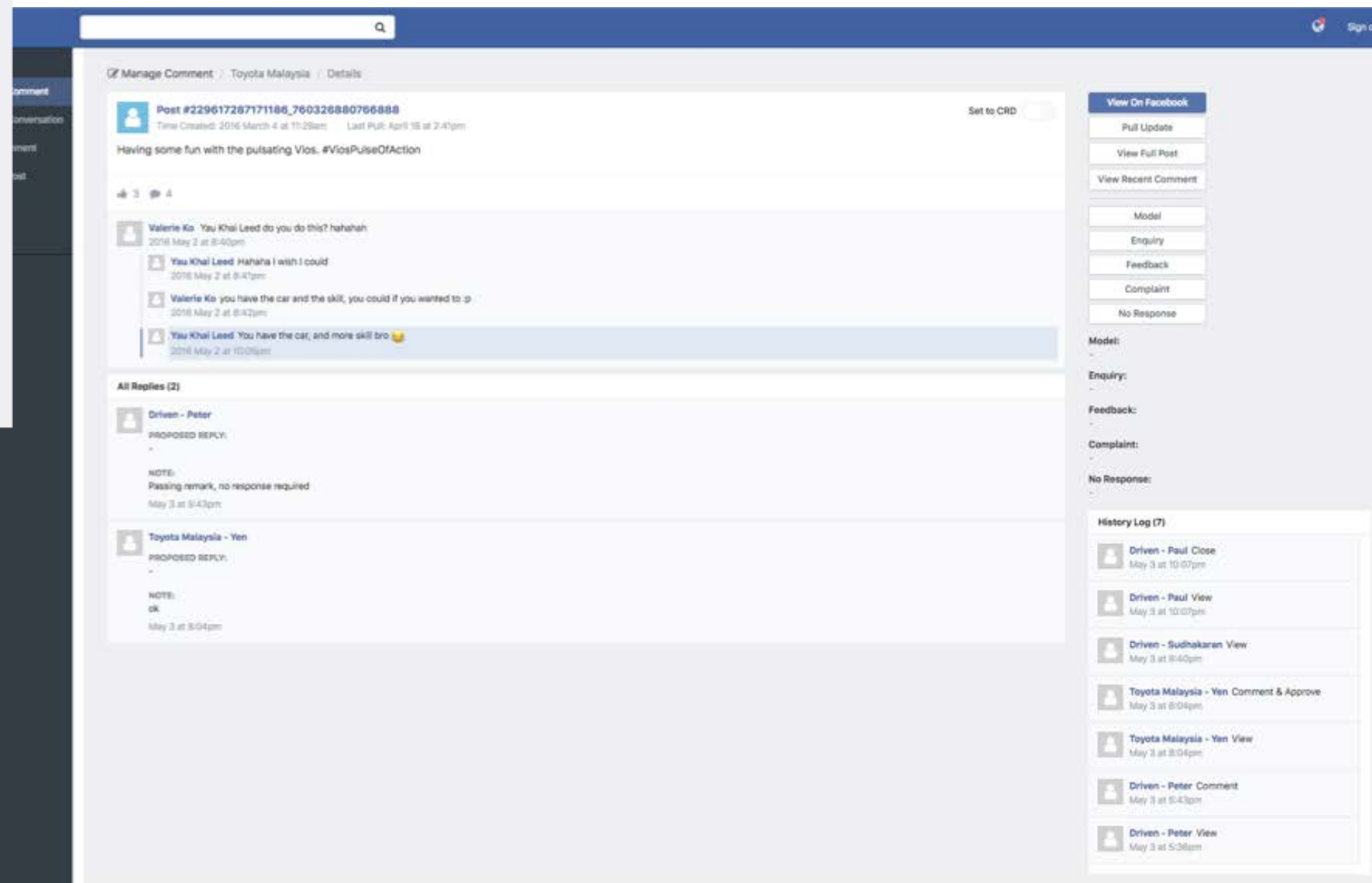
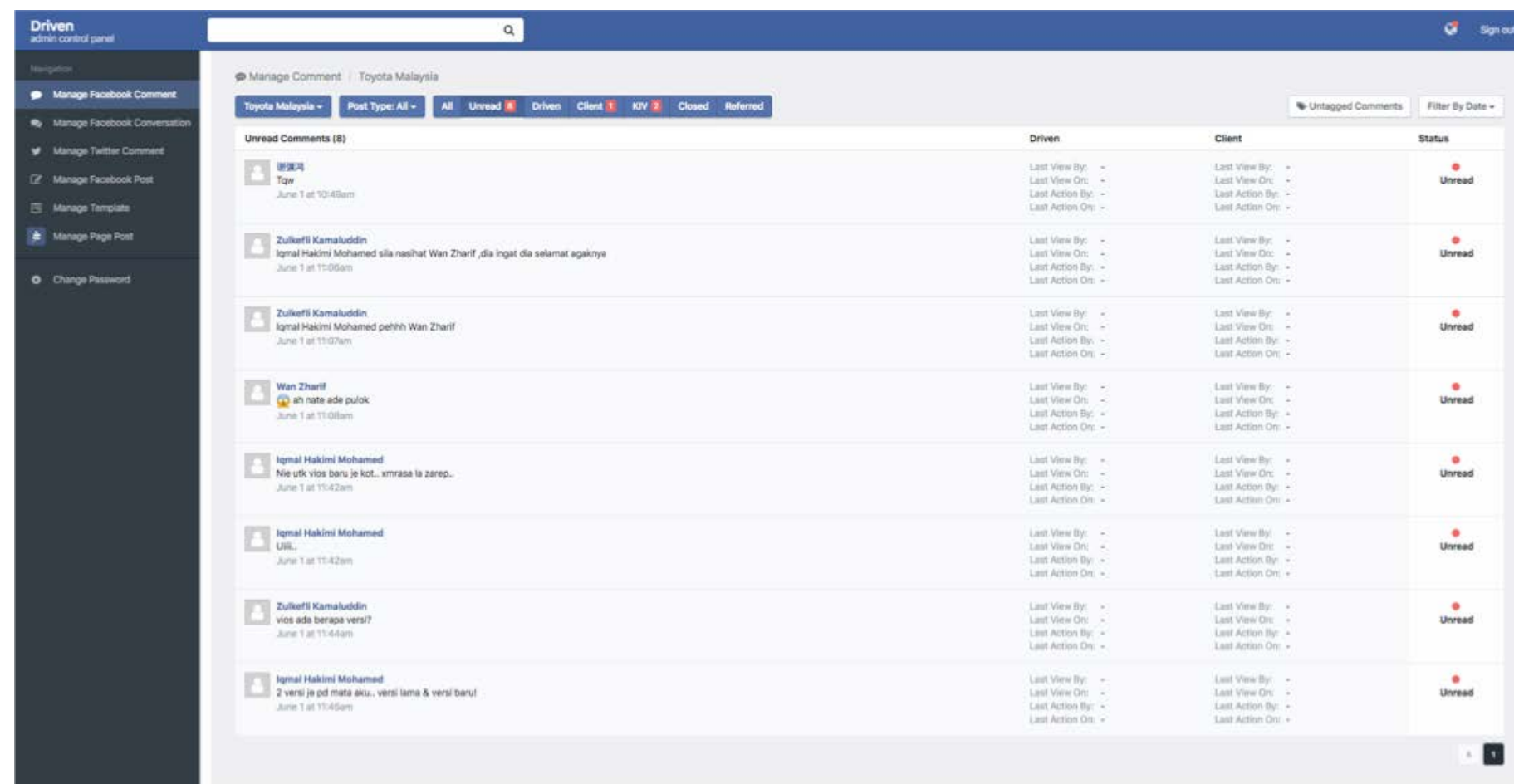
This social-driven video was intended to target the younger audience in line with the Toyota Sienta's audience. It played with one of the car's main USPs (power-sliding doors) in a manner that appeals to the target demographic, using humour and contemporary nuances.

Total video views: 38,426 views





# Comment & Responses System



An in-house comprehensive Comment & Responses (CR) system houses and manages all Facebook comments and private messages.

Both the Client and Driven are given admin access to this dashboard, so all parties are aware of any pending or urgent queries that need to be forwarded to other relevant departments.



# END-TO-END WEB DEVELOPMENT AND MANAGEMENT

Not only are we adept at creating websites with beautiful and functional user experience, we'll work with you from conceptualisation all the way to making sure the website runs on a day-to-day basis. Our in-house Content Management System is developed to be completely fluid and adaptable to every need, situation, layout and design.





# DIGITAL ADVERTISING AND MARKETING SOLUTIONS

Facebook ads? CPM? Display ads? High Impact? Don't let the jargons of the digital universe confuse you. We are able to plan out every phase of an advertising or marketing campaign, be it for peaks or for sustenance, including planning, design, media buying, advertising operations and reporting. The aim is always getting the public to know your brand, and increase revenue; let us show you how.





## MOBILE APP DEVELOPMENT



In this day and age, the best way to get in touch, plus having constant communication with your users is with mobile apps. Be it iOS or Android, we have the experience, expertise and vision to work on every aspect when it comes to Mobile App Development.





# CUSTOM WEB SYSTEMS DEVELOPMENT

Need a custom-built content management system to handle how your organisation shares information? Or a Customer Relationship Management tool that works exactly how your company would like to interact with your current and/or potential clients? We can develop any web-based system that will work from scratch or integrated with your current backend information systems, custom-built based on your needs.



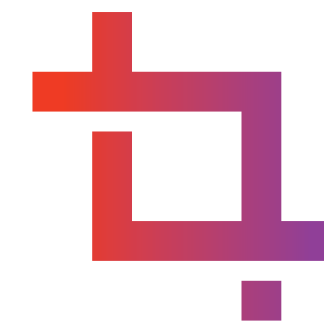






# *driven*studios

Driven Studios is a full-fledged **photography** and **videography** production house. We've taken what we know from our own productions for paultan.org, and have applied them to our client projects. We are well equipped to meet your entire product, corporate and commercial photography needs. We cater to clients from a wide portfolio of industries and help them create a better first impression of their brand and organisation through high quality imaging.



Conceptualisation & Ideation



Shooting & Project  
Management



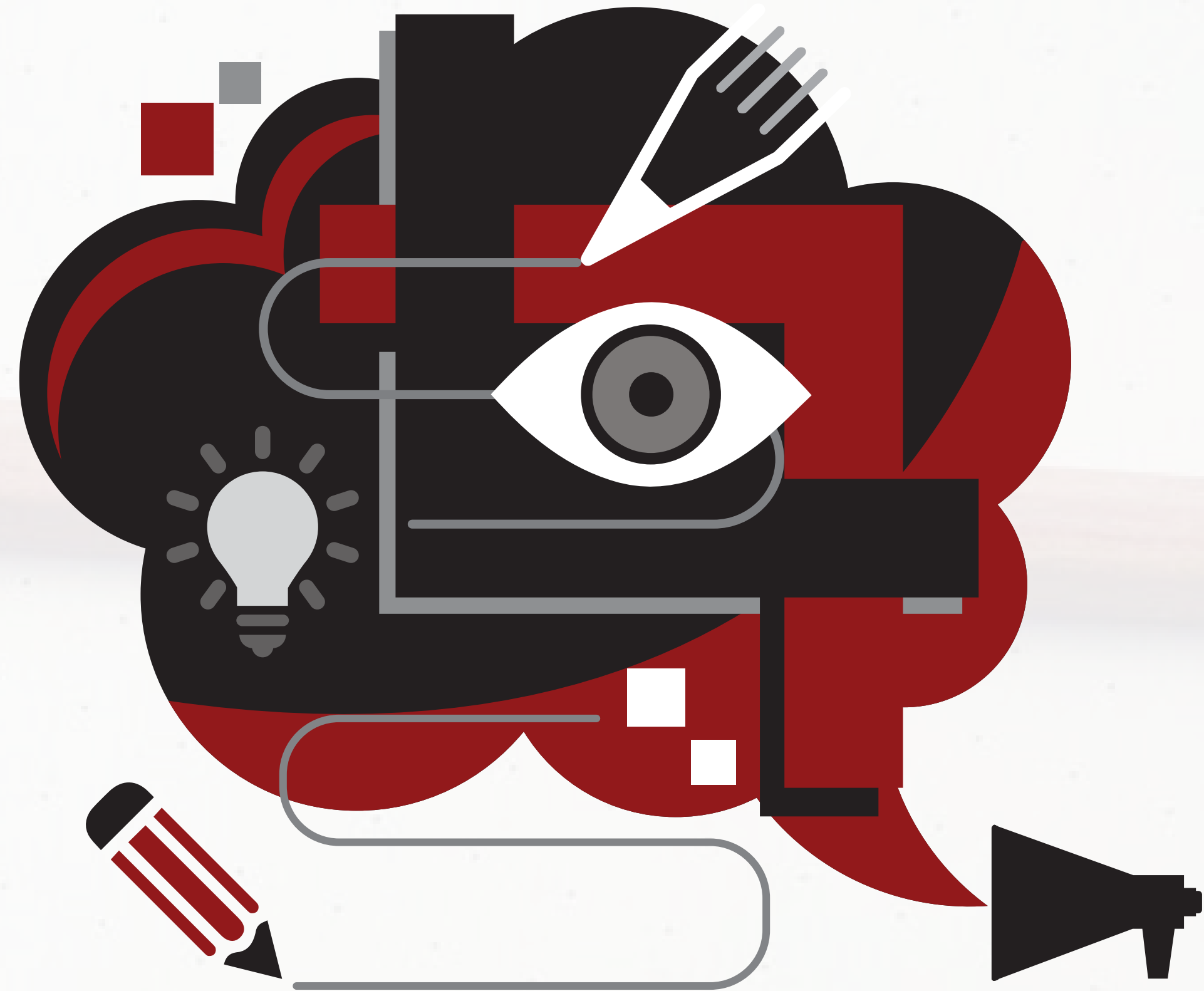
Post-production & Publishing



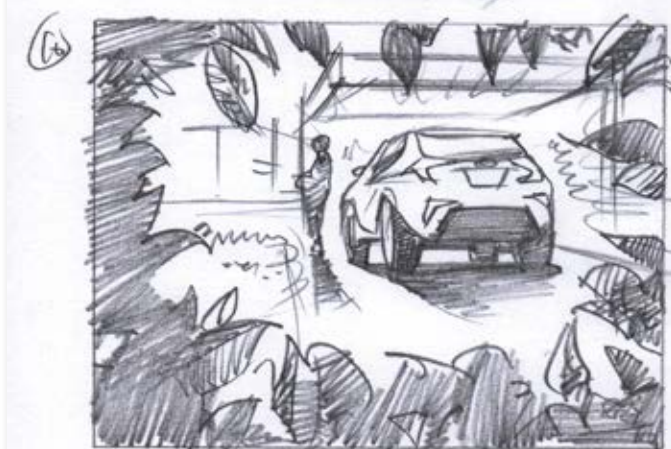
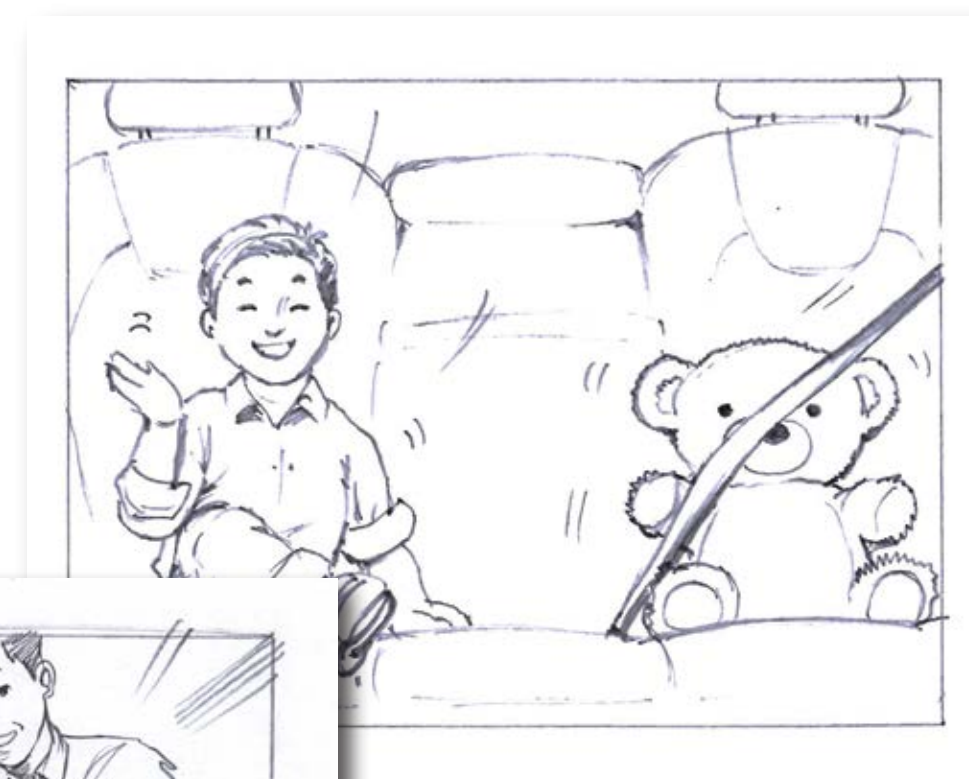
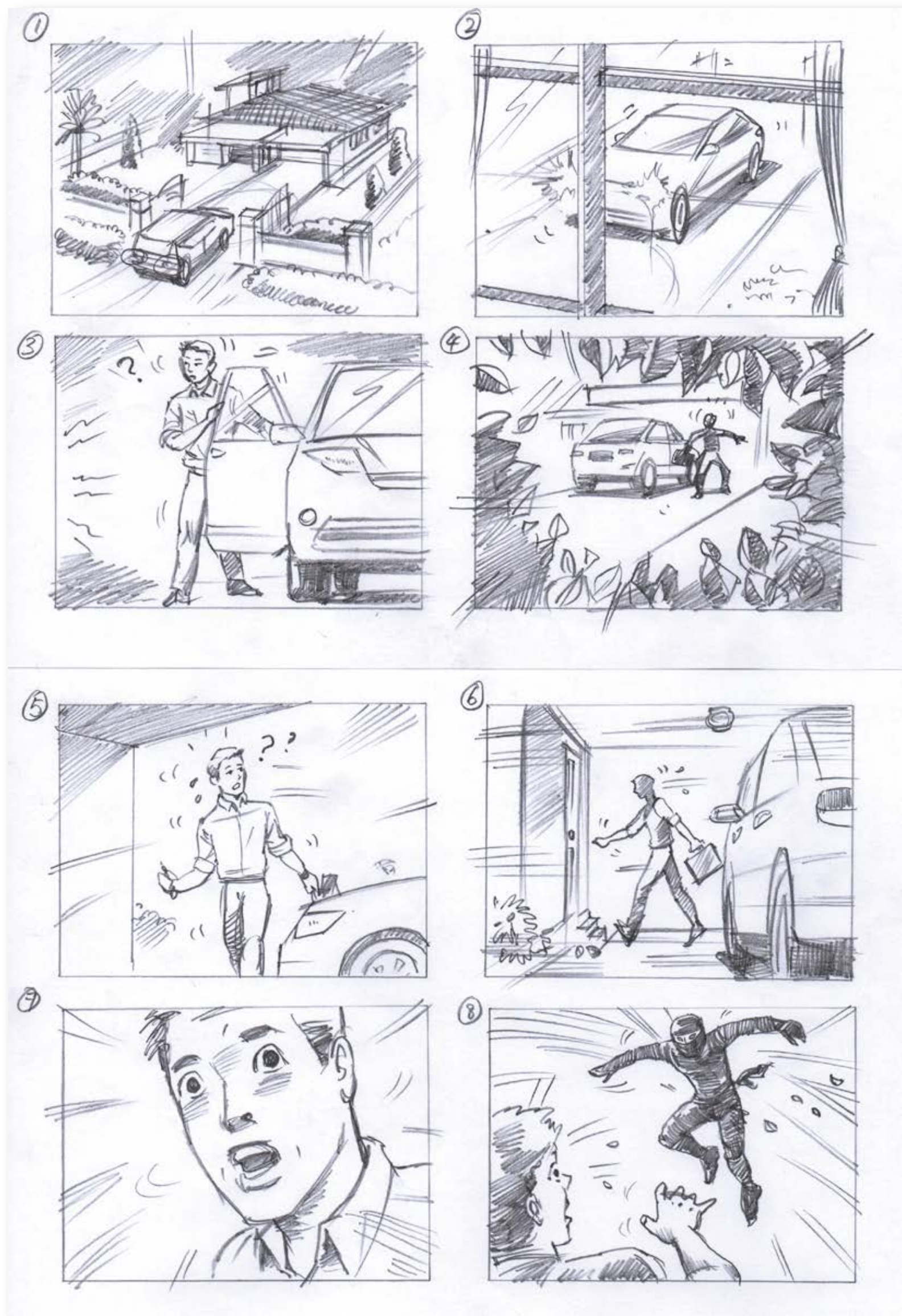
# CONCEPTUALISATION & IDEATION

We'll work with you every step of the way; from coming up with a creative and original idea, crafting the script, storyboards, to shooting the videos plus post-production to ensure that each scene and frame meets the highest standards and perceptions.

**For us, everything starts from the creative direction!**









# SHOOTING & PROJECT MANAGEMENT

Based on the approved creative direction, we will execute the entire project and deliver the final Key Visuals and Videos according to the production schedule.







## Facility & Equipment

Apart from creative talents, Driven Studios is also well equipped with our very own production studio in Glenmarie, Shah Alam.







Lexus RX



Proton Perdana



VW Golf

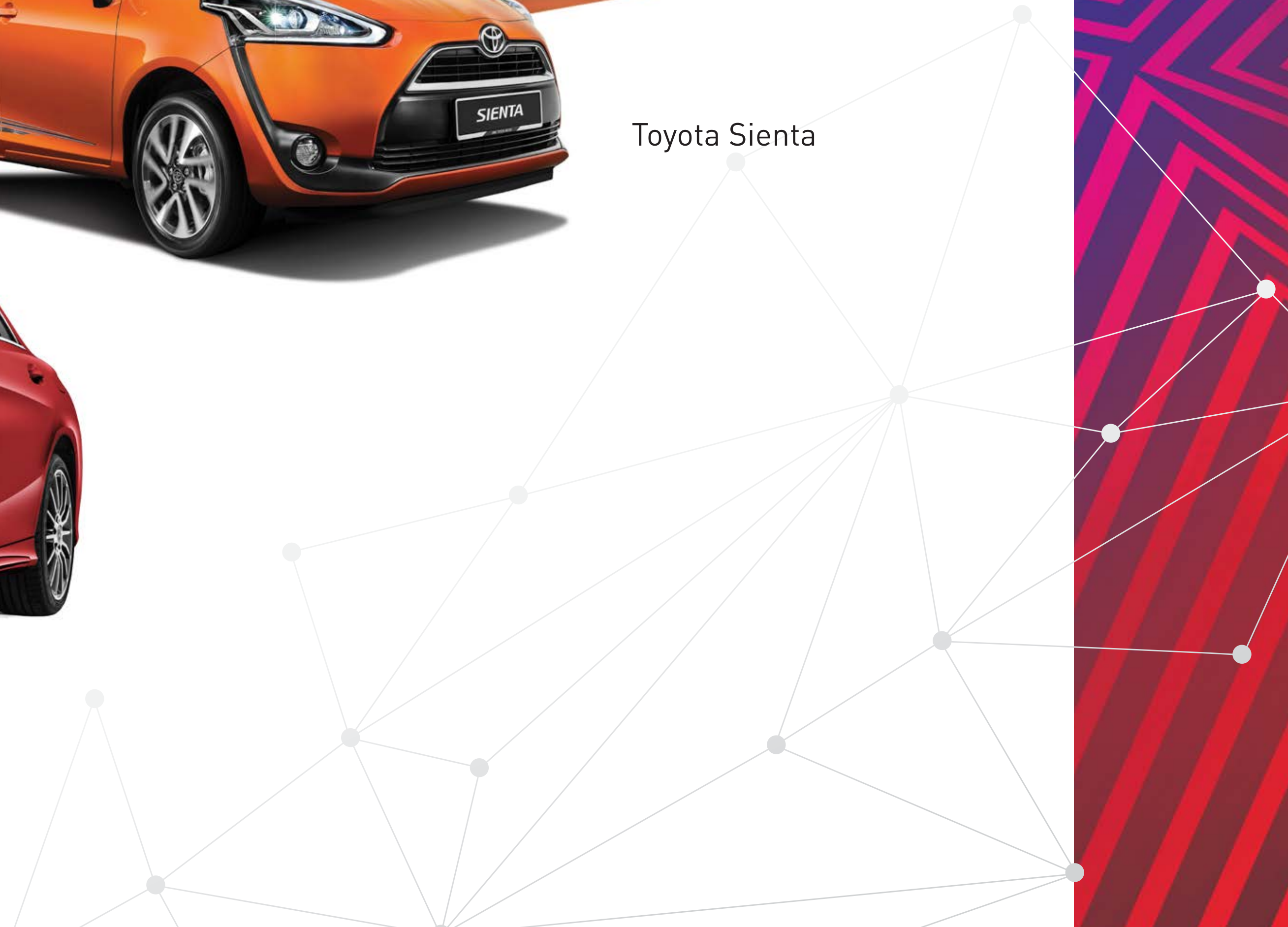






Toyota Sienta

Mercedes-Benz CLA 200







# Shell Helix #kemon







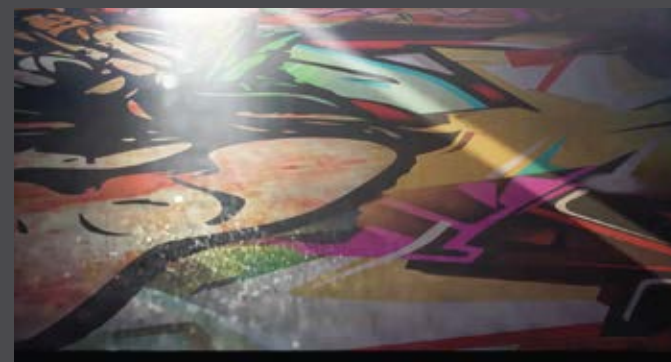
## Ford Ranger Raptor Promo Video







## VW Tiguan Promo Video







## Toyota Tabooster CNY 2017 Video Series







## Volvo Child Seat Video



Sama ada anda di rumah atau di sekolah dan terutamanya



ketika anda di dalam kereta.



Semua tahu bahawa tali pinggang keledar



Ini adalah orang dewasa



dia menggunakan tali pinggang keselamatan yang sama



Tubuh kanak-kanak adalah kecil dan senang cedera



di bawah 140 sentimeter.



Tentu sekali tempat duduk keselamatan kanak-kanak.



saya mengucapkan terima kasih kerana menonton!









# *driven*events

An event has to make you feel great about life. Events are about invoking your senses in a positive manner, which will then create a long lasting brand impression. Our experiential team also places high importance on the right creative direction, based on the client's requirements.

Apart from launches for both automotive and non-automotive brands, we also specialise in roadshows, circuit-based training events, customer experiences, media drives and sales trainings.



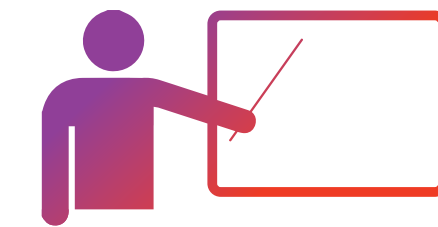
Customer &  
Media Experiences



Product Launches



Roadshow / Activation



Sales & Product Training



Circuit-based Experiences



## PRODUCT LAUNCHES

We always push for novel ways to launch a product or brand. The creative boundaries have to be pushed further and further instead of being happy with the status quo.







Product Launches  
(Non-Automotive)





# Duck Alphabet Collection Launch



## Product Launches (Non-Automotive)





Product Launches (Non-Automotive)

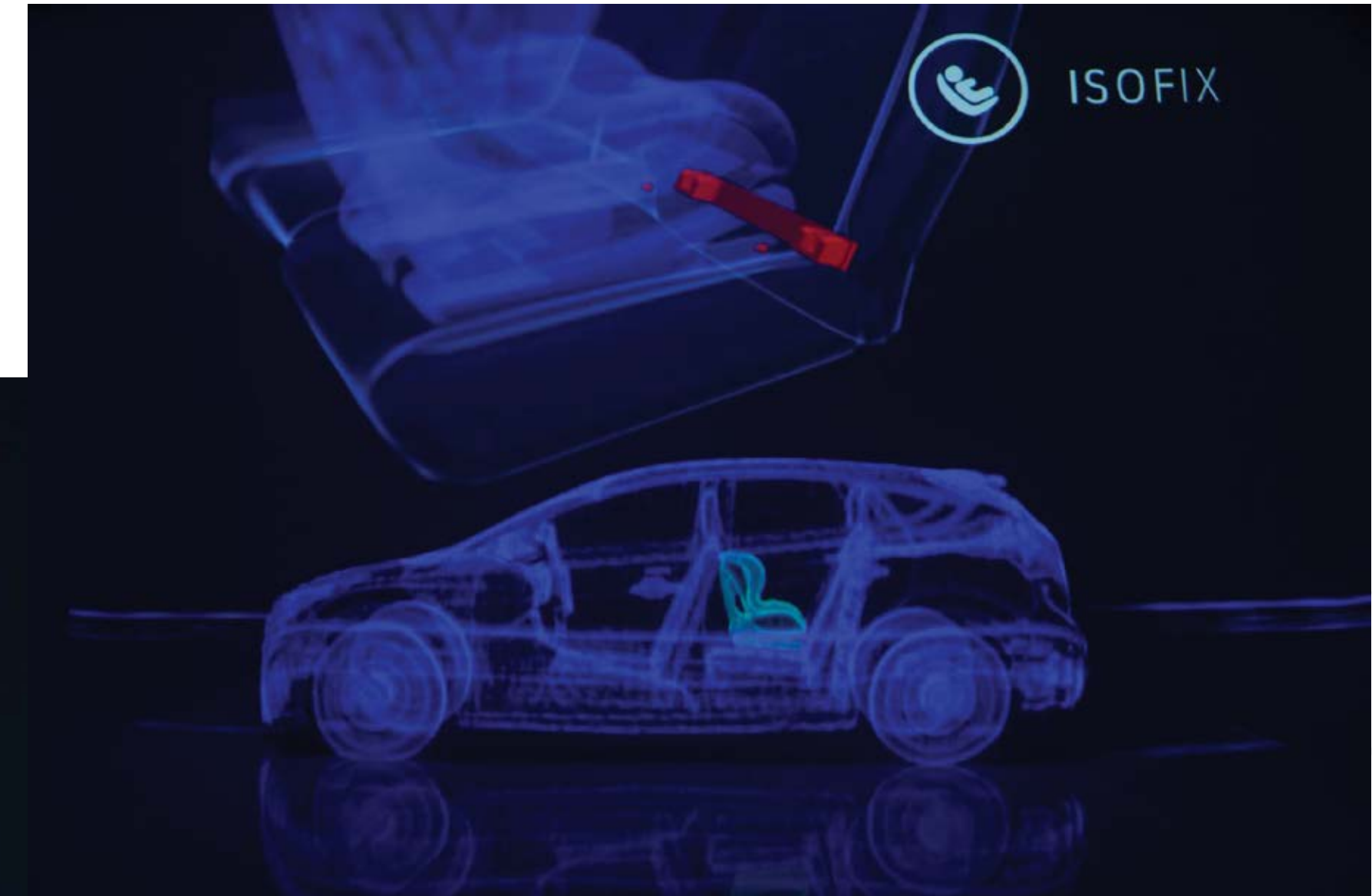


## Product Launches (Automotive)



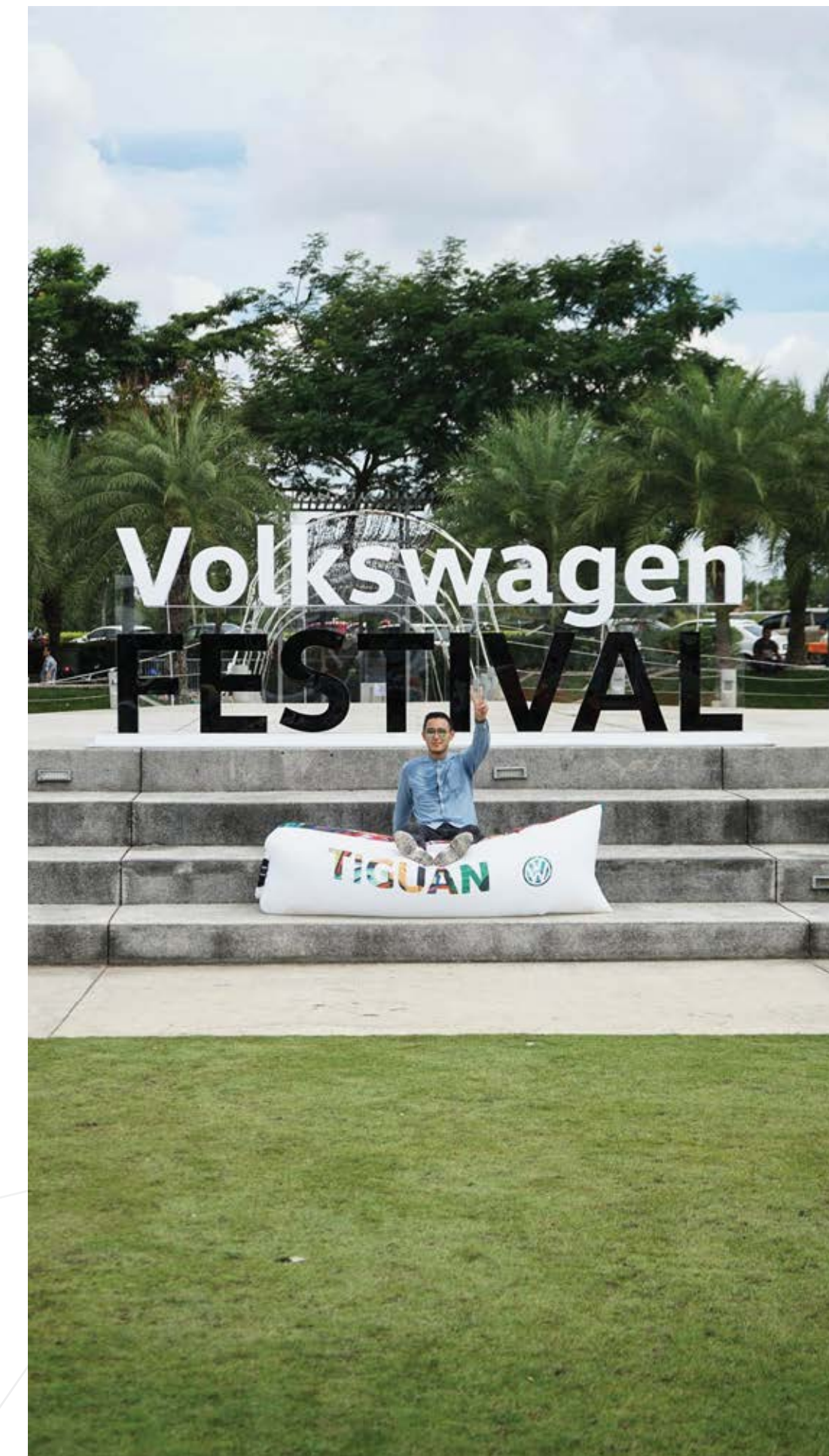


## Product Launches (Automotive)



فيلبي





Product Launches (Automotive)



## ROADSHOWS/ACTIVATION

Roadshows are meant to positively engage with the audience, giving them a small taste of your brand and products. While roadshows usually focus on the the numbers, words like “fun” and “creative” shouldn’t be ignored.







Proton Nationwide Roadshow



Volkswagen Shopping Mall Roadshow



Subaru Russ Swift Stunt Show

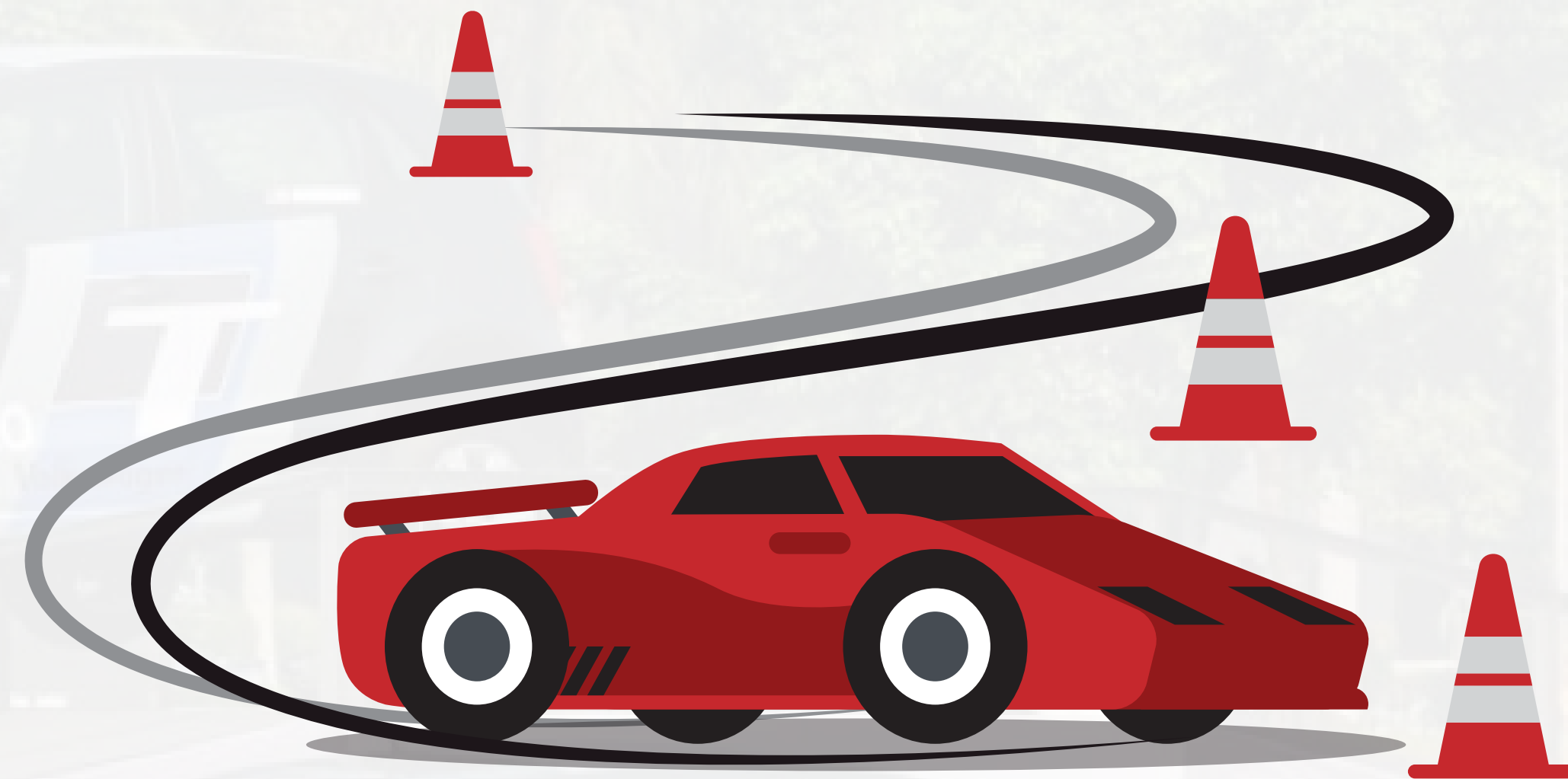


Toyota GO Tour



## CUSTOMER & MEDIA EXPERIENCES

The key takeaway from a driving experience is to fully understand and experience a particular vehicle or product. Gone were the days when it is just about driving from Point A to B and back. Just like our other events, creative direction plays a crucial role, and this helps us think of more cutting-edge ways to allow the participants to experience the product, while highlighting the best aspects of it.







Michelin LTX Experience



Volkswagen Werkstour Drive



BMW xDrive Borneo



Ford Focus Media Challenge



Mitsubishi Outlander Media Drive

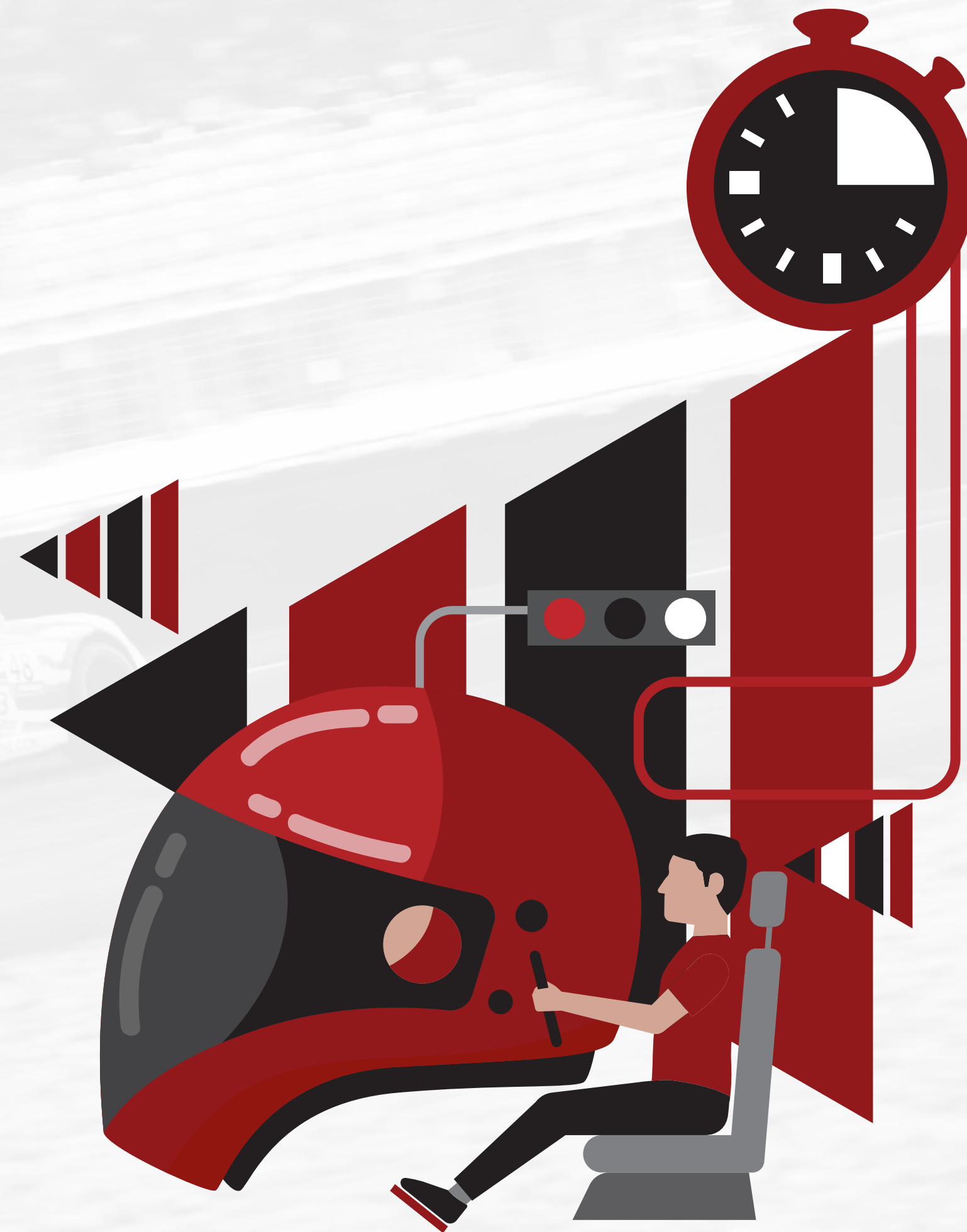


Lexus NX Experience



## CIRCUIT-BASED EXPERIENCES

To run a circuit-based event, the agency needs to have the right technical knowledge on both vehicle experience and motorsports. Circuit events are extremely time sensitive and can be dangerous. Everything has to work like clockwork with little margin for error.







Porsche  
Sepang Experience



BMW M Track Festival Asia



Aston Martin  
Experience





# SALES & PRODUCT TRAINING

We are equipped to conduct both theory and practical training for salesmen of automotive dealers. Our philosophy is to encourage selling cars based on “experience” and feeling positive, from the initial walk-in to the test drive and even post-sales (after sales).









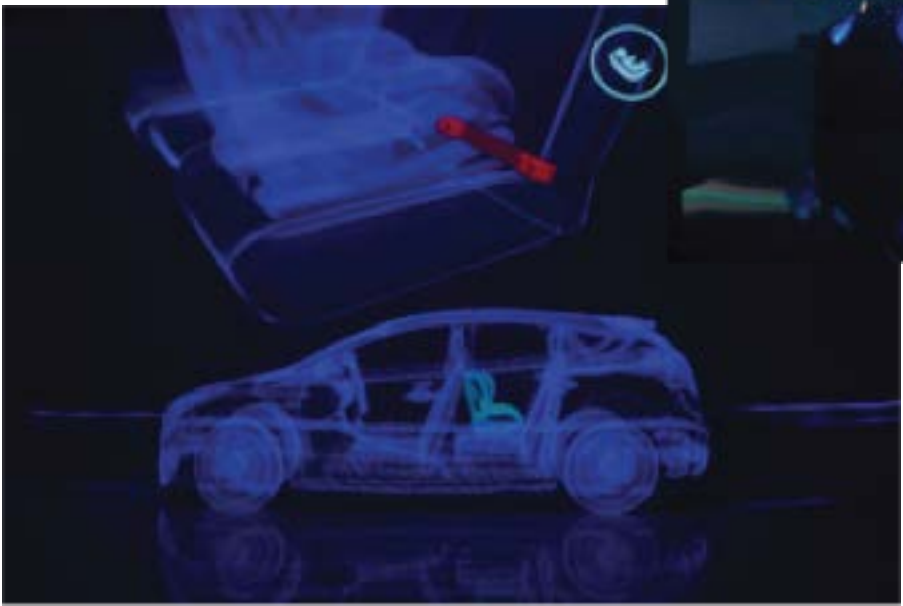




Volkswagen Jetta Launch



Ford Focus Launch



Renault Fluence Launch



Renault Clio RS Launch



MINI Paceman Launch



Porsche 911 GT3 Event







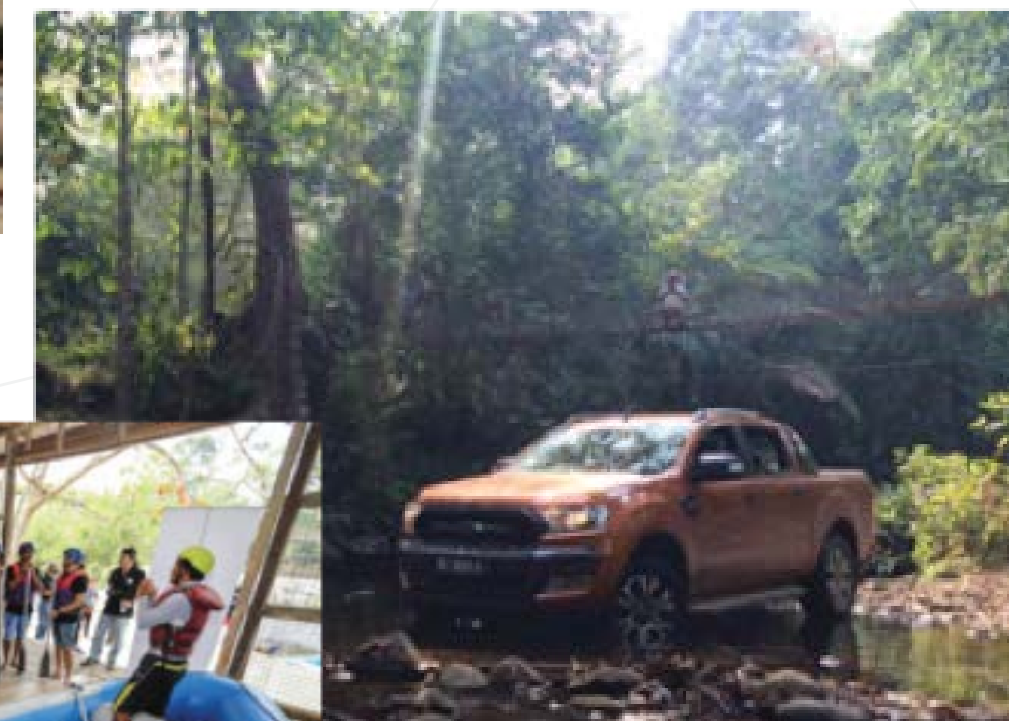
MINI Countryman  
Getaway Media Drive



## Off-road Experience



Ford Ranger Borneo Experience



BMW Driver Training



Porsche Sepang Experience





# *driven*

## AUTOMOTIVE NETWORK





# AUTOMOTIVE CONSUMPTION JOURNEY

## AWARENESS & DESIRE

**Acknowledge**  
...the idea of  
getting a new car

**Justify**  
... the idea to sell  
and offer

## EXPLORE

**Research**  
...options,  
casually & seek the  
opinions of others

**Consult**  
... with influencers  
and experts

## SELECT

**Narrow**  
...down choices

**Scrutinise**  
... those options  
thoroughly

**Follow**  
... Sales &  
Promotional offers

## ACQUIRE

**Contact**  
...the point of  
sale(s)

**Compare**  
... on-ground offers  
and incentives

**Negotiate**  
... terms of deal

**Purchase**  
... selected options

## ENJOY

**Adapt**  
...lifestyle of  
ownership

**Validate**  
... decision

**Share**  
... and promote  
decision and  
lifestyle with  
others



High CTRs due to ad banners catching the user right at the point where they are deciding which car to buy



Quality classified listings  
vetted thoroughly

**paultan.org**

Reaches a very wide audience at various stages of their journey - perfect for awareness.



# paultan.org

- Malaysia's #1 source for automotive news and reviews.
- 5 million visits monthly.
- 2 million unique visitors monthly.
- → 700,000 followers on Facebook.

paultan.org

 **CarBase.my**  
MALAYSIA'S #1 CAR BUYER'S GUIDE

 **oto.my**  
SELL YOUR CAR FASTER

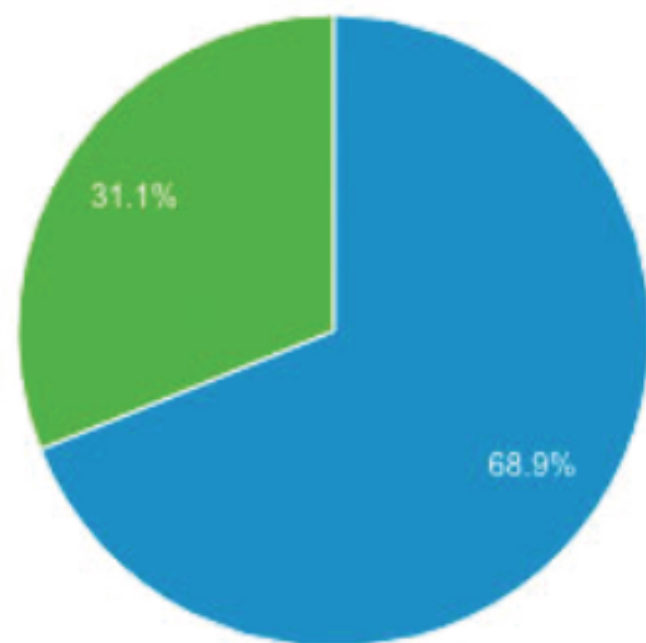


paultan.org

Malaysia's #1 source for automotive news

1 – 30 Nov 2017

Returning Visitor New Visitor



Sessions	Users	Pageviews	Pages / Session
7,294,514	2,980,514	21,175,124	2.90
Avg. Session Duration	% New Sessions		
00:03:19	29.26%		

paultan.org BM

Sessions	Users	Pageviews
999,908	585,121	1,366,250

paultan.org 主页

Sessions	Users	Pageviews
769,253	398,710	1,722,747

paultan.org Bikes

Sessions	Users	Pageviews
252,903	184,435	391,556





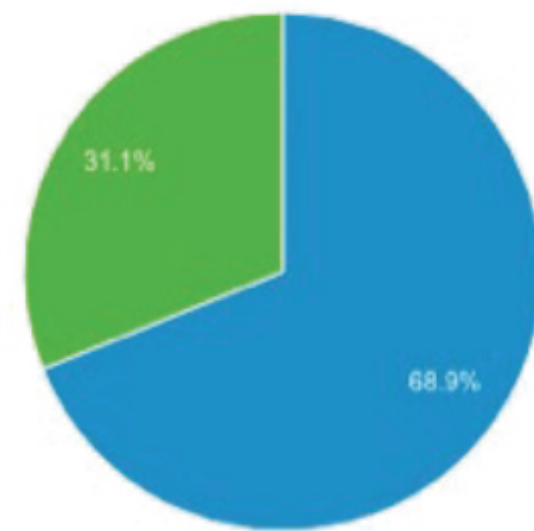
- Car Buyer's Guide with Comprehensive New Car Database.
- Car Comparisons, Actual Owner Reviews, Car Market Value Guide.
- 500,000 visits monthly.
- 300,000 unique visitors monthly.







1 – 30 Nov 2017



Sessions

574,030

Users

337,968

Pageviews

3,553,285

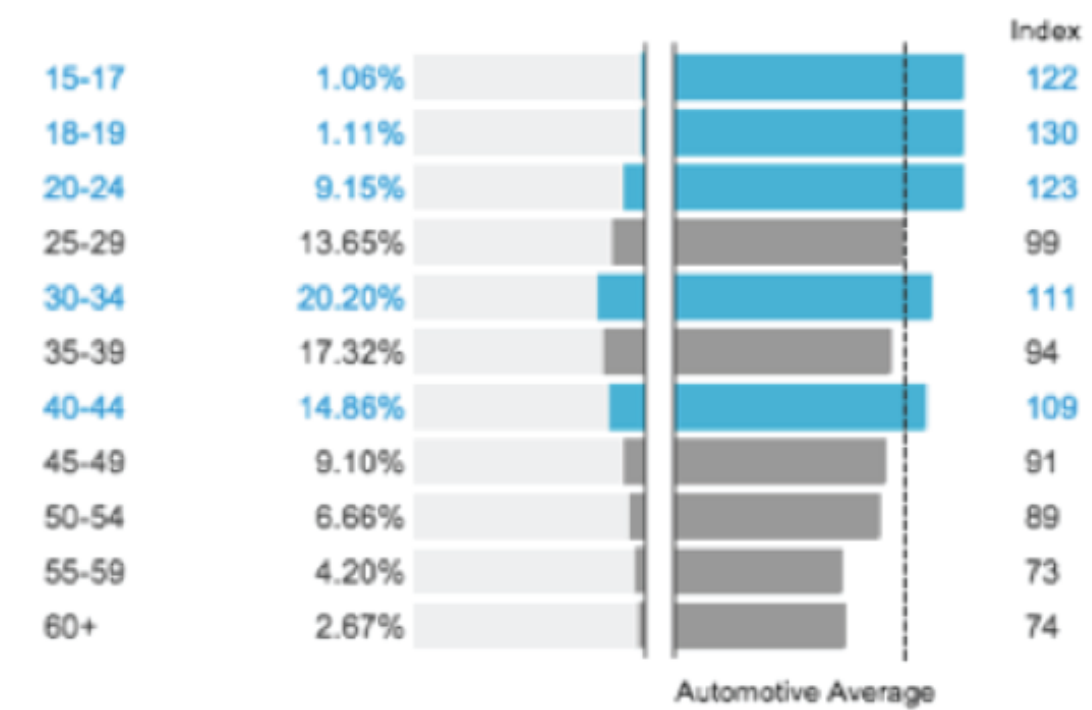
Pages / Session

6.19

Avg. Session Duration

00:03:25

Age



Gender



Male

Female

74.51%

25.49%

Automotive Average

**DESKTOP**

156,123  
(27.20%)

**TABLET**

24,064  
(4.19%)

**MOBILE**

393,843  
(68.61%)

Average CTR

Highest Average  
CTR achieved in a  
single campaign

Desktop	0.75%	4.01%
Mobile	1.03%	11.75%

\*Note: The above CTRs are based on campaigns running 1 April 2015 – 30 April 2016, out of roughly 40 client campaigns.

**driven**





# Why Users use CarBase.my

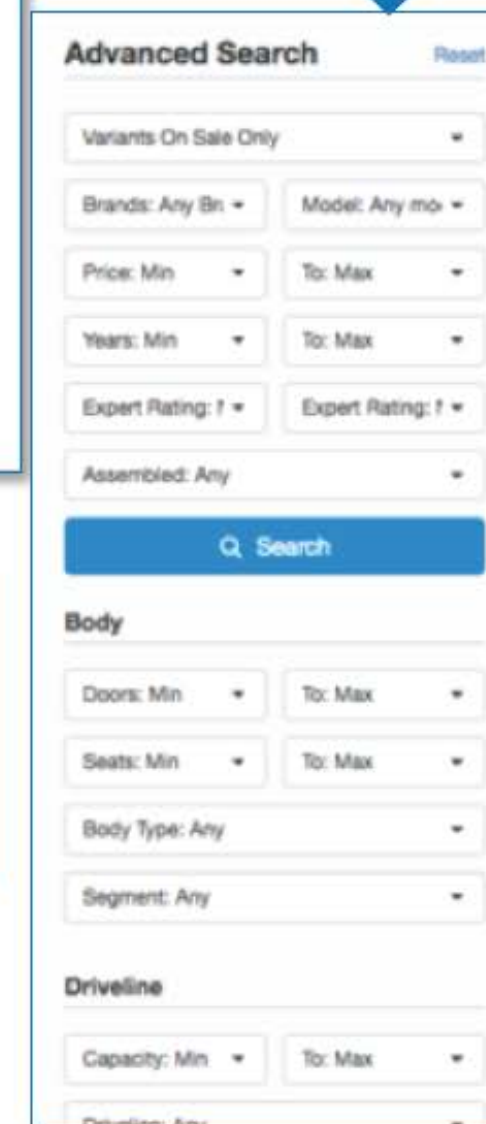
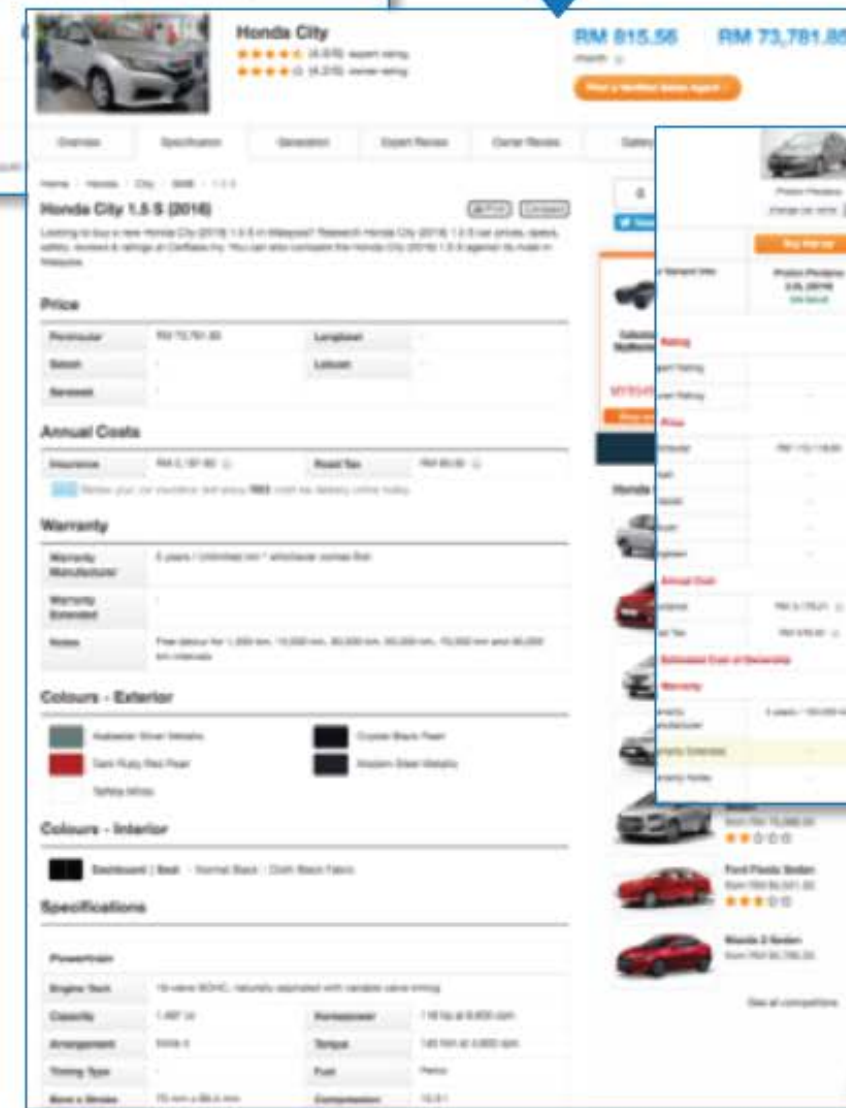
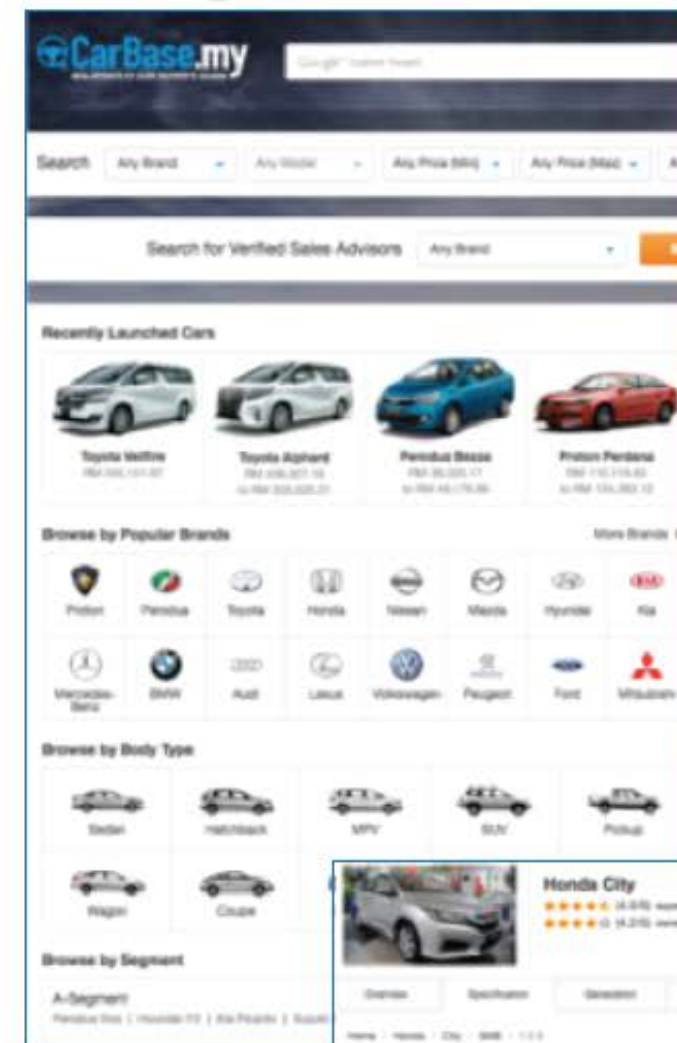
Car Buyer's  
Guide of all new  
cars on sale in  
Malaysia

Extremely  
detailed and up-  
to-date spec  
sheets

Reviews from  
actual verified  
Owners

Detailed Search  
Options

Compare Cars  
side-by-side to  
come to a  
decision





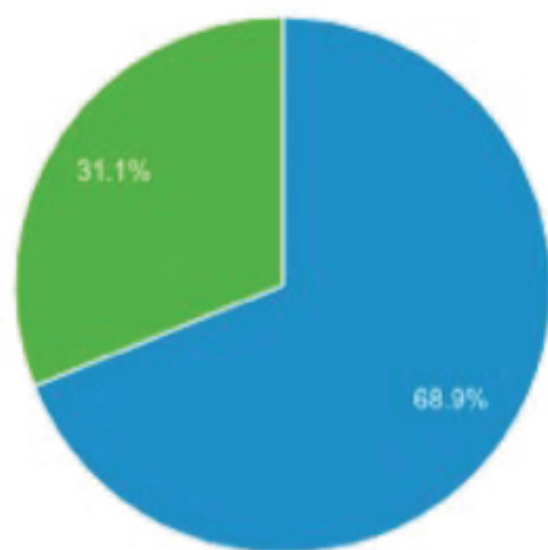


- Automotive Classifieds  
(Cars, Parts + Services)
- Very stringent QC: genuine  
listings only.
- 250,000 visits monthly.
- 150,000 unique visitors  
monthly.





1 – 30 Nov 2017



Sessions

184,986

Users

111,356

Pageviews

656,426

Pages / Session

3.55

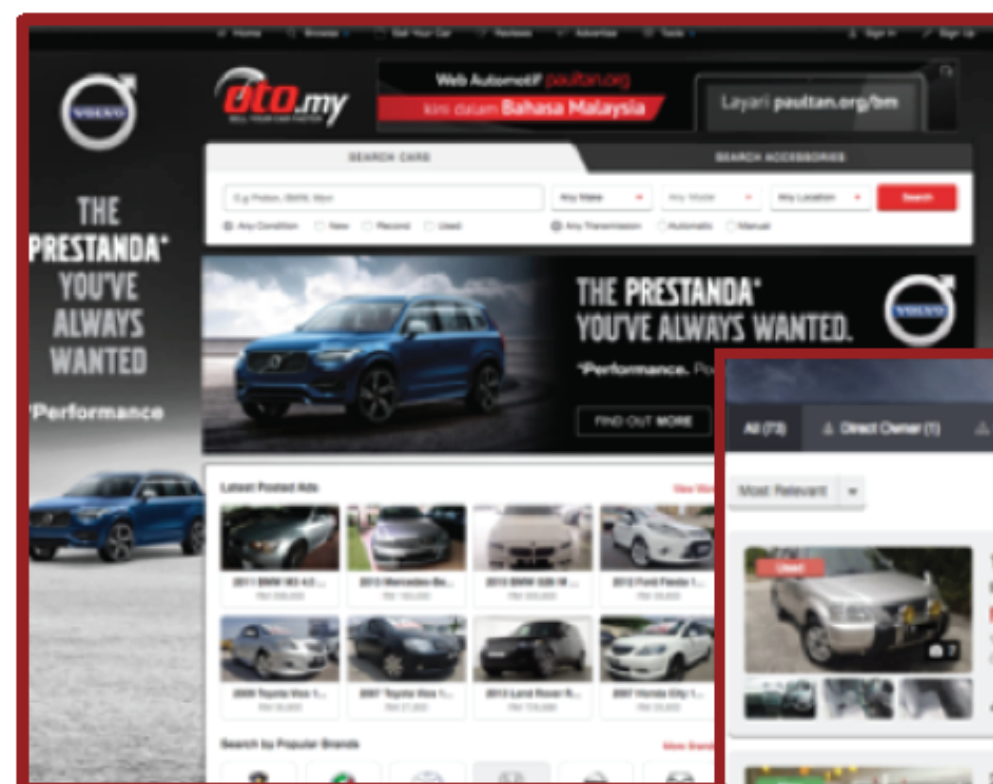
Avg. Session Duration

00:02:08

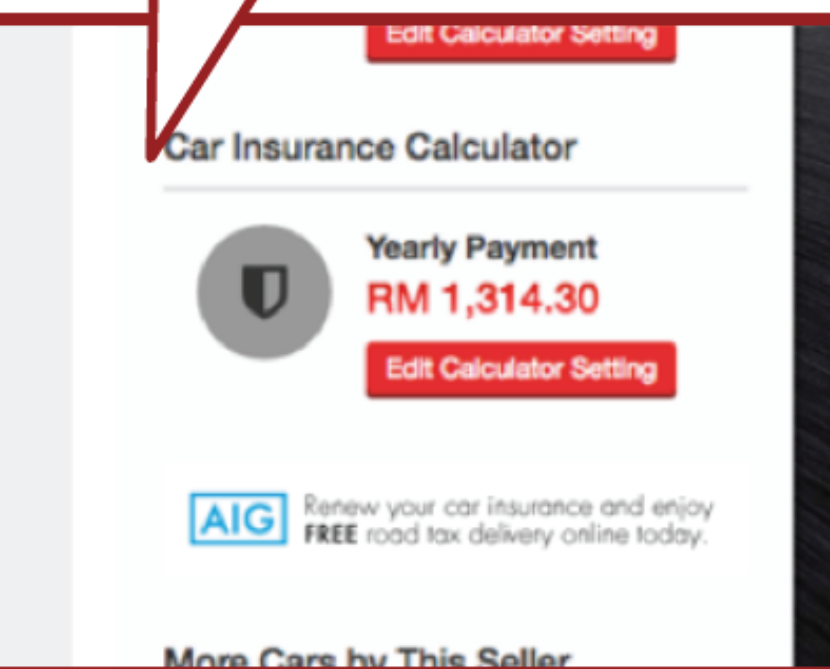
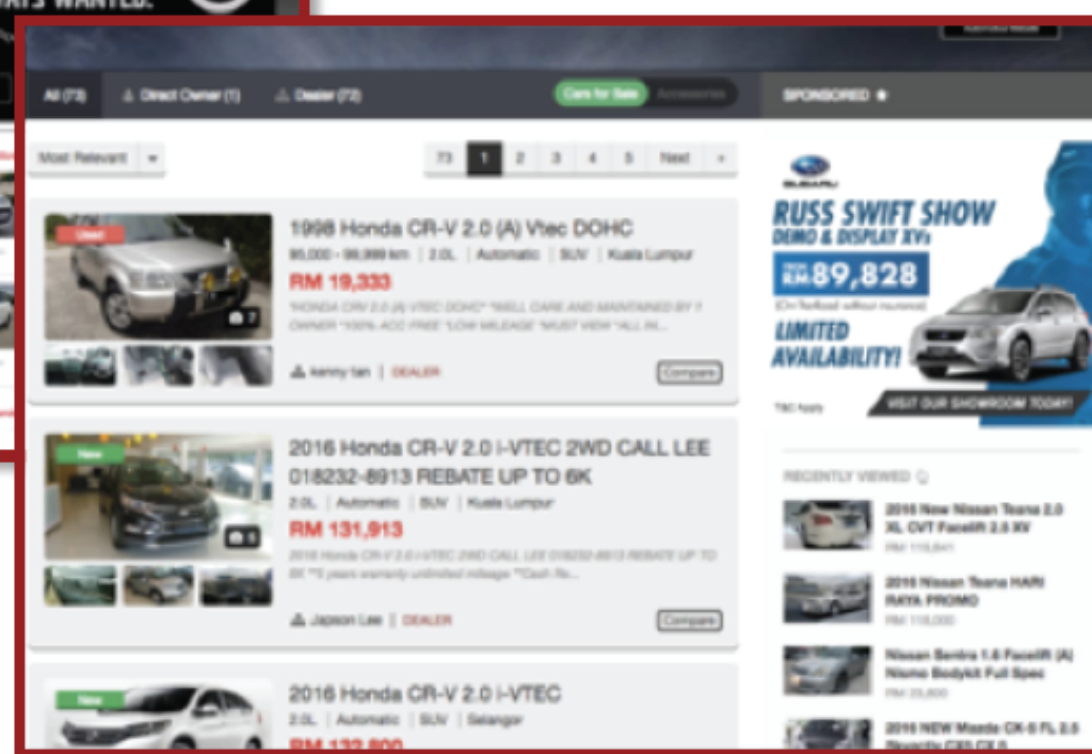
% New Sessions

47.99%

Sponsorship at contextual zones



High Impact Display Advertising (with multiple zones)



Targeted Advertising (target competing brands, models, prices, etc)



**paultan.org** is a part of the  
**Driven Automotive Network**,  
which is made up of:

**driven**

## paultan.org

- Malaysia's #1 source for automotive news and reviews.
- 5 million visits monthly
- 2 million unique visitors monthly
- > 600,000 followers on Facebook



- Car Buyer's Guide with Comprehensive New Car Database
- Car Comparisons, Actual Owner Reviews, Car Market Value Guide
- 500,000 visits monthly
- 300,000 unique visitors monthly



- Automotive Classifieds (Cars, Parts + Services)
- Very stringent QC: genuine listings only
- 250,000 visits monthly
- 150,000 unique visitors monthly

### How do we stack up against our competitors?

Rank	Site	Total Visits per month	Market Share
1	<a href="http://paultan.org">paultan.org</a>	7,325,000	50.84%
2	<a href="http://carlist.my">carlist.my</a>	2,664,000	18.49%
3	<a href="http://carbase.my">carbase.my</a>	574,022	3.98%
4	<a href="http://motortrader.com.my">motortrader.com.my</a>	542,308	3.76%
5	<a href="http://pandulaju.com.my">pandulaju.com.my</a>	488,017	3.39%
6	<a href="http://mekanika.com.my">mekanika.com.my</a>	377,230	2.62%
7	<a href="http://zerotohundred.com">zerotohundred.com</a>	350,627	2.43%
8	<a href="http://funtasticko.net">funtasticko.net</a>	327,070	2.27%
9	<a href="http://autoworld.com.my">autoworld.com.my</a>	314,238	2.18%
10	<a href="http://drebar.my">drebar.my</a>	260,064	1.80%

*\*Statistics are taken from SimilarWeb.com,  
November 2017*



## Industry Site Comparison

Rank	Site	Total Visits per month	Market Share
1	<a href="http://paultan.org">paultan.org</a>	7,325,000	50.84%
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9	<a href="http://autoworld.com.my">autoworld.com.my</a>	314,238	2.18%
10	<a href="http://drebar.my">drebar.my</a>	260,064	1.80%
11	<a href="http://careta.my">careta.my</a>	235,023	1.63%
12	<a href="http://carsifu.my">carsifu.my</a>	224,490	1.56%
13	<a href="http://carsome.my">carsome.my</a>	217,233	1.51%
14	<a href="http://oto.my">oto.my</a>	184,978	1.28%
15	<a href="http://dsf.my">dsf.my</a>	144,737	1.00%
16	<a href="http://autobuzz.my">autobuzz.my</a>	73,357	0.51%
17	<a href="http://cars.lowyat.net">cars.lowyat.net</a>	45,909	0.32%
18	<a href="http://mymotor.my">mymotor.my</a>	44,600	0.31%
19	<a href="http://motorme.my">motorme.my</a>	10,287	0.05%
20	<a href="http://evomalaysia.com">evomalaysia.com</a>	5,000	0.05%

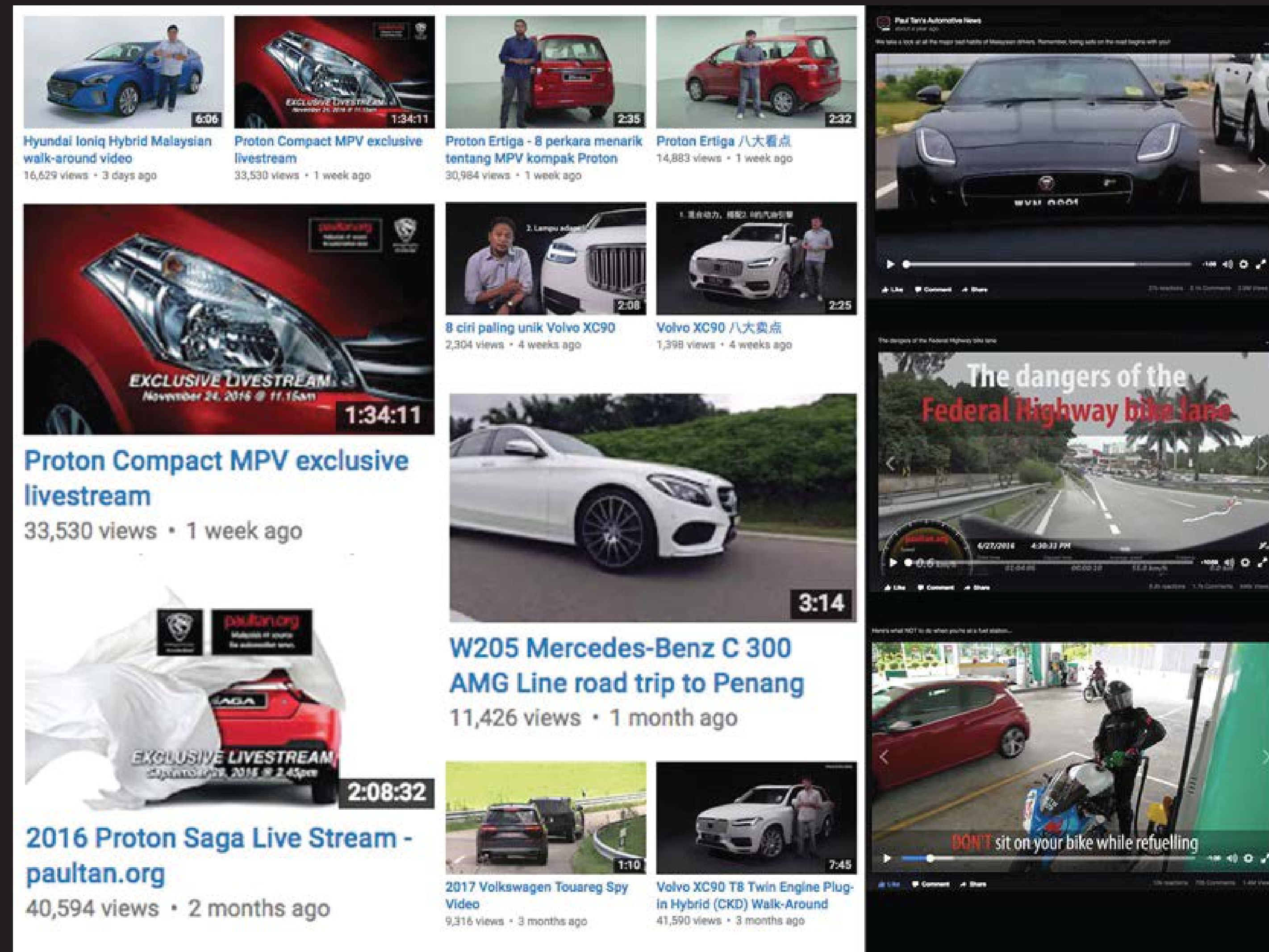
Statistics are taken from Similarweb.com, for Visits in November - 2017.

- The Driven Automotive Network consists of paultan.org, CarBase.my and oto.my  
Total Market Share for the Driven Automotive Network is: 56.11%



# • Editorial Video Content

Content is king, and staying relevant is key. Our editorial team pioneered video production for the local automotive editorial scene and it is now an integral part of how our readers consume our content.





# *driven* WEB SERIES

Driven Web Series is the premier automotive show in Malaysia, bringing together the most popular vehicles in the country with a unique local twist. It's hosted by well known personalities such as Harvinder Singh, Hafriz Shah and Matthew Tong.





# *driven* PT TALKS

Hosted by Hafriz Shah and Matthew Tong of paultan.org, PT Talks is a thorough, well researched and on-the-pulse talk show featuring relevant, expert opinions on the latest hot topics in the Malaysian and global automotive realm.









paultan.org

# PACE

PREMIUM AUTO CAR EXPO

We held our very first paultan.org's Premium Auto Car Expo or PACE in November 2018 with the aim of selling premium cars to the consumers with additional promo. The event surpassed all expectations by selling over 200 cars in just 2 days, further proving the fact that our automotive network reaches out to actual buyers with purchasing power.





## By The Numbers



Total cars sold:  
**214 units**

Best seller:  
Mercedes-Benz with  
**79 cars**

**84%**  
of sales are for  
brand new cars

Total value of over  
**RM50 million**

Close to  
**20,000 visitors**

**70%**  
of buyers named  
paultan.org as their  
main reference

**90%**  
of marketing efforts  
were done on Driven's  
own digital platforms













MSF or the Malaysia Speed Festival is the country's largest motorsport festival with record-breaking entries from drivers/riders and teams. Today, the AAM-sanctioned programme is held 6 times a year at the Sepang International Circuit with various activities including car races, superbike races, drifting competitions, car gatherings and more. The event also has live streaming on Facebook.







## By The Numbers

Total race car entries:  
**209**

Total superbike entries:  
**81**

Total drift entries:  
**30**

Total car gathering:  
**500**

Close to  
**9,000**  
spectators over 1 day

Highest live  
stream views:  
**129,000**  
over 1 day





- Organising Race Event and Many More Activities

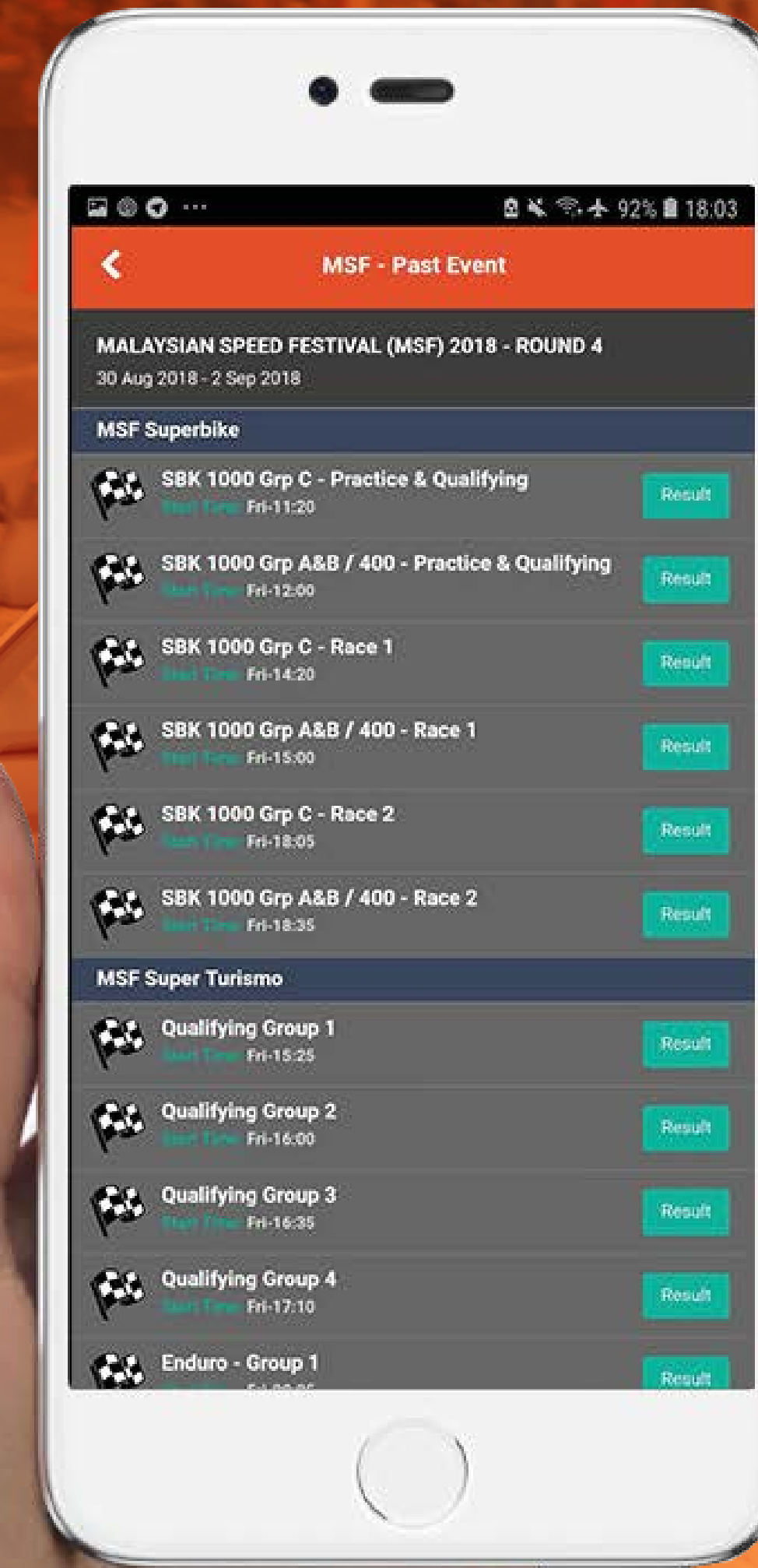
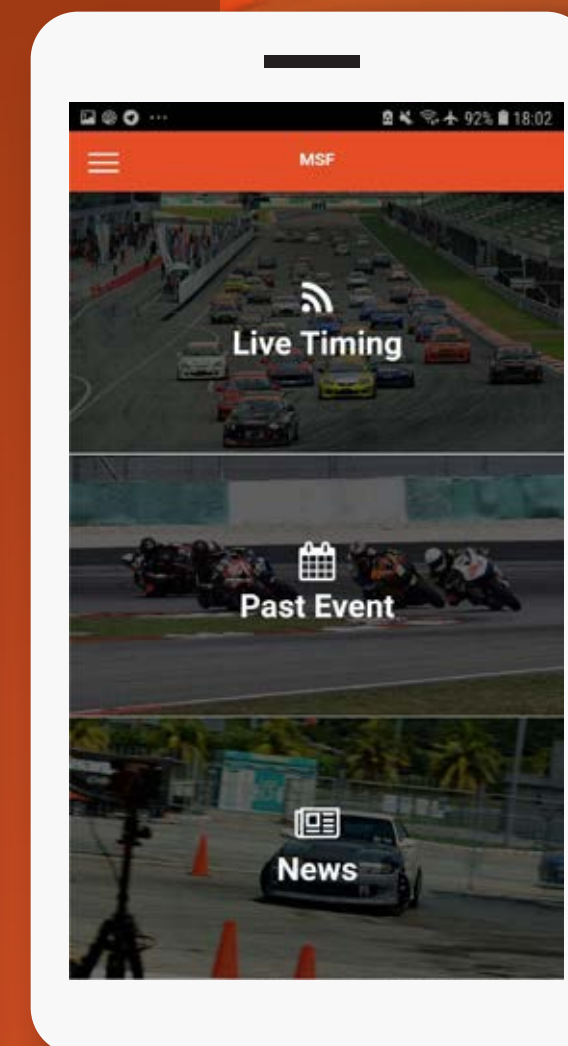






## Real-time Circuit App

To further improve the MSF experience for both racers and fans, we have developed a racing app which allows users to view race lap times live and to keep up with latest results and news. Furthermore, the app features a Racer Mode which allows drivers to keep track of real-time lap times and the gaps between themselves and their competitors on track.







**Click Tint Delivered**

**TintNOW.my** is the region's first on-demand car tinting service allowing users to select their preferred tint film, pay and schedule online via our desktop or mobile websites. The in-house team will then collect the cars from any location within the Klang Valley, carry out the tint and return the vehicles, providing absolute convenience for the customers.





# Tinting Made Easy And Convenient

**ARMORCOAT  
STAINLESS STEEL 50 (SAFETY)**

prices from  
**RM 2,500**  
discount included : RM500

**Tint  
Now**.my  
Click • Tint • Delivered

SIDE BACK:  
**ARMORCOAT Safety  
Stainless Steel 50 (4mil)**

FRONT WIND SCREEN:  
**V-KOOL 70**

SIDE FRONT:  
**ARMORCOAT Safety  
Stainless Steel 50 (4mil)**

BACK WIND SCREEN:  
**SOLAR GARD Stainless  
Steel 50**

Compared to the Solar Gard Stainless Steel 50 Package, this gives you security tint for the side windows with its Armorcoat Stainless Steel 50 4 mil tint.

**JPJ: COMPLIANT**





# KEY ACHIEVEMENTS:

## MALAYSIA'S LARGEST AUTOMOTIVE NEWS WEBSITE

paultan.org is Malaysia's largest auto news site with 7.3 million monthly visits. It was started in 2004, and it's also the first automotive channel to venture into online videos.



## MALAYSIA'S FIRST COMPREHENSIVE CAR BUYER'S GUIDE

CarBase.my is Malaysia's first and most comprehensive car buyer's guide. It has full specs, owner reviews, expert reviews, car comparison tools and more.



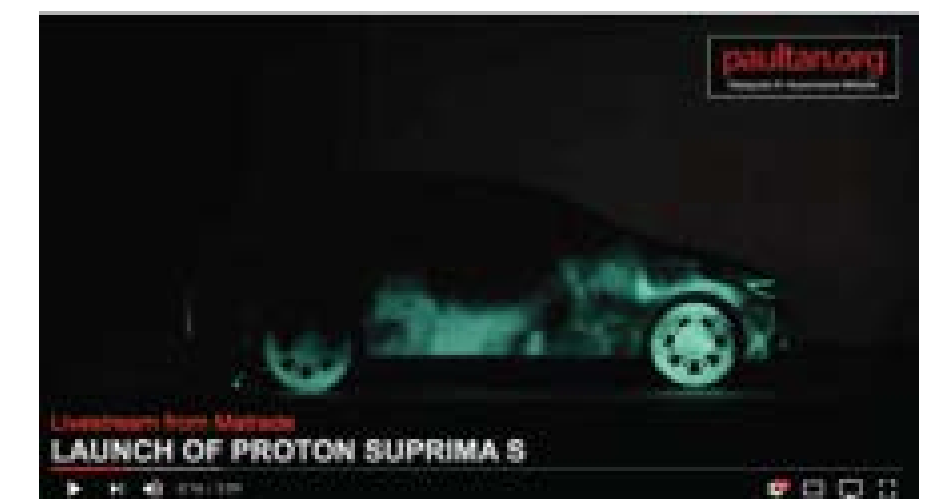
## OTO.my CAR CLASSIFIEDS

Auto classifieds website (vehicles and parts on sale) with a high level of quality control to ensure only genuine sellers and vehicles/parts are displayed.



## MALAYSIA'S FIRST AGENCY TO RUN LIVE FEED FOR A CAR LAUNCH

We ran a live Facebook feed for the Proton Suprima S launch back in 2013, before it became globally widespread.





# KEY ACHIEVEMENTS:

## DRIVEN'S IN-HOUSE CR SYSTEM

Fully-developed Comments & Responses (CR) system to benefit our Social Media clients in terms of accuracy and speed.



## RECOGNITION BY FORD USA ON FORD MALAYSIA'S PIONEERING MOVEMENTS INTO SOCIAL MEDIA (2012)

The Facebook page was initiated and managed by Driven between 2012 - 2014.



## REGION'S FIRST EVER ON-DEMAND CAR TINT SERVICE

TintNOW.my



## MSF RACING ONLINE REGISTRATION & PAYMENT

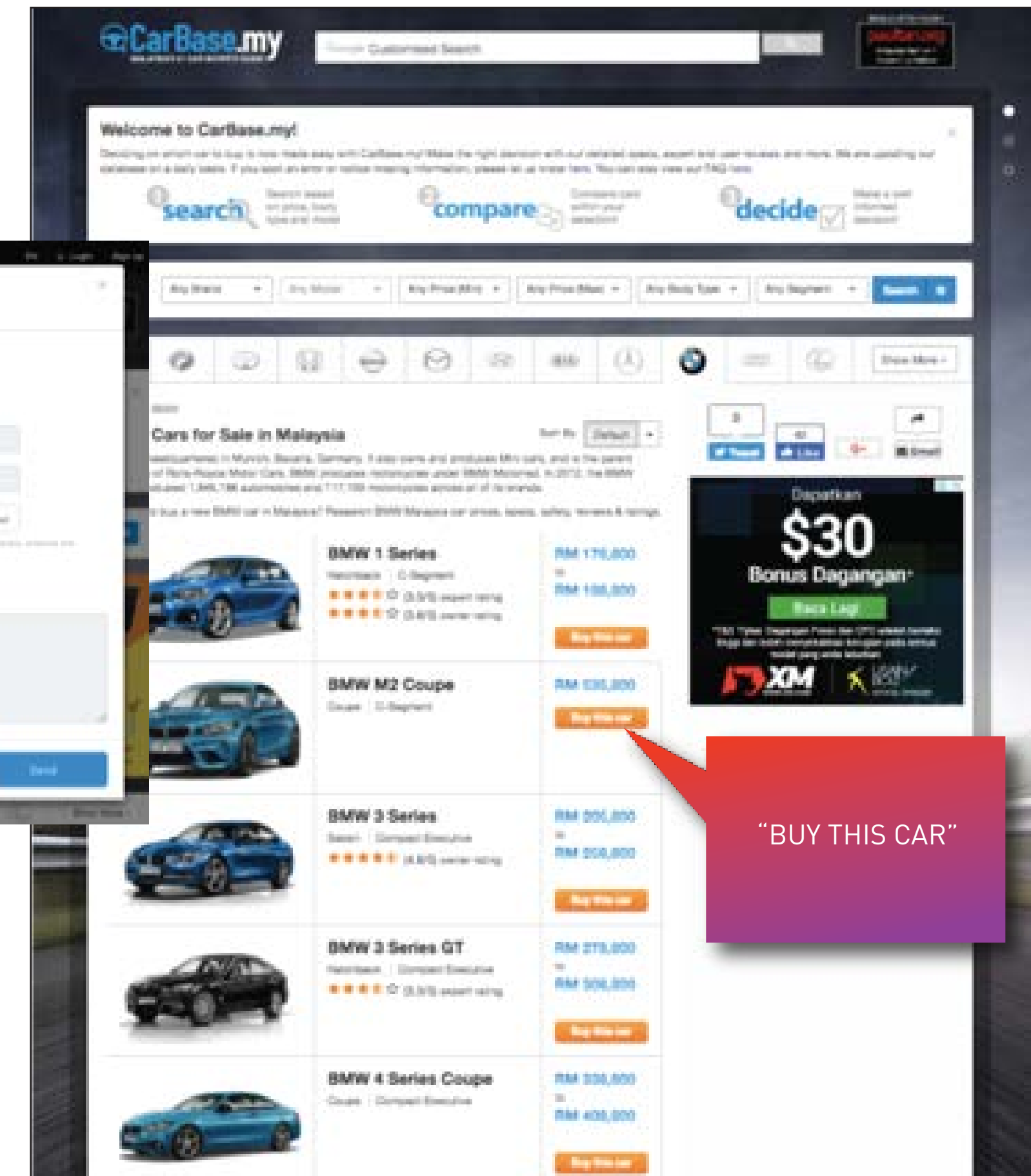
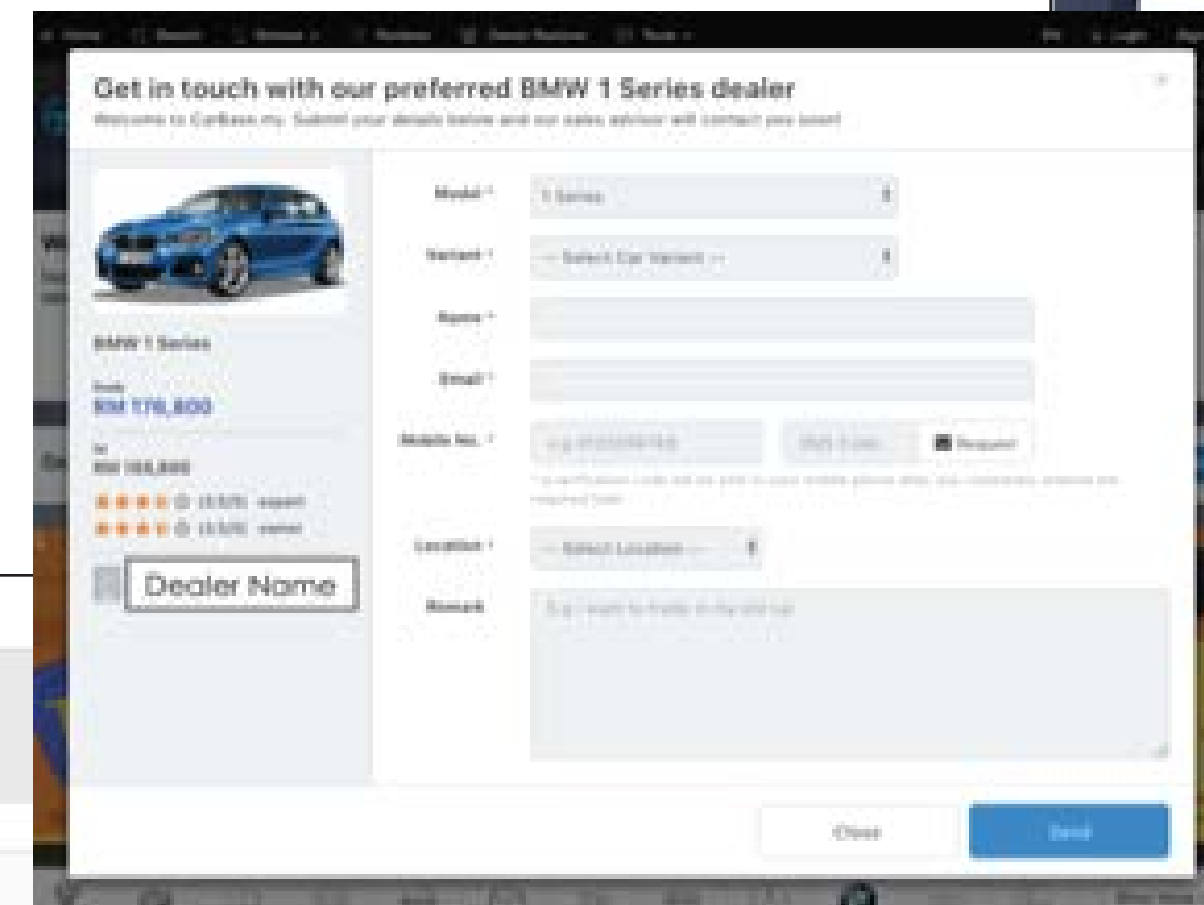
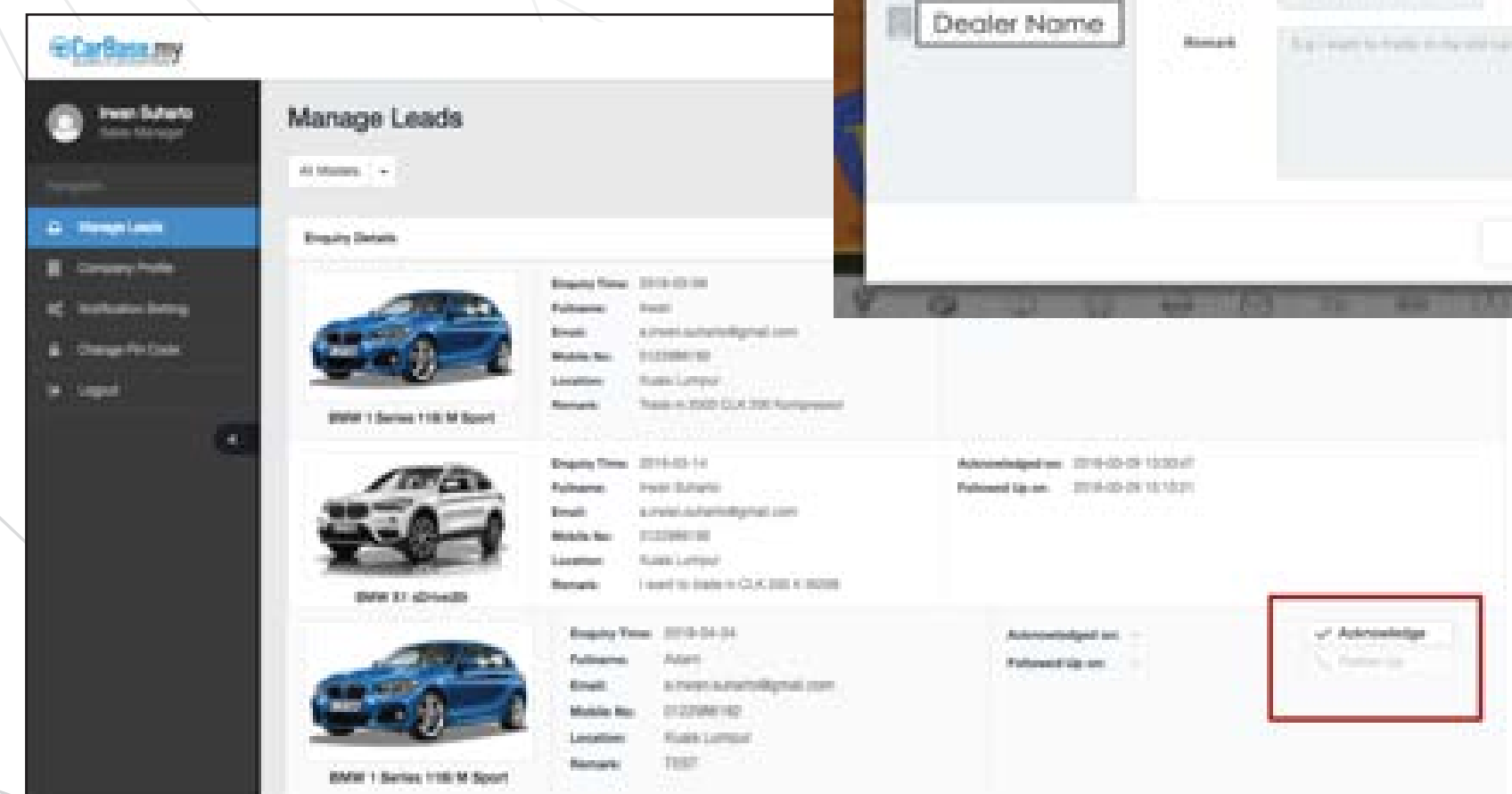




# KEY ACHIEVEMENTS:

## LEAD GENERATION FOR DEALERS WITH CARBASE.MY (BETA)

Lead generation with management portal for dealers

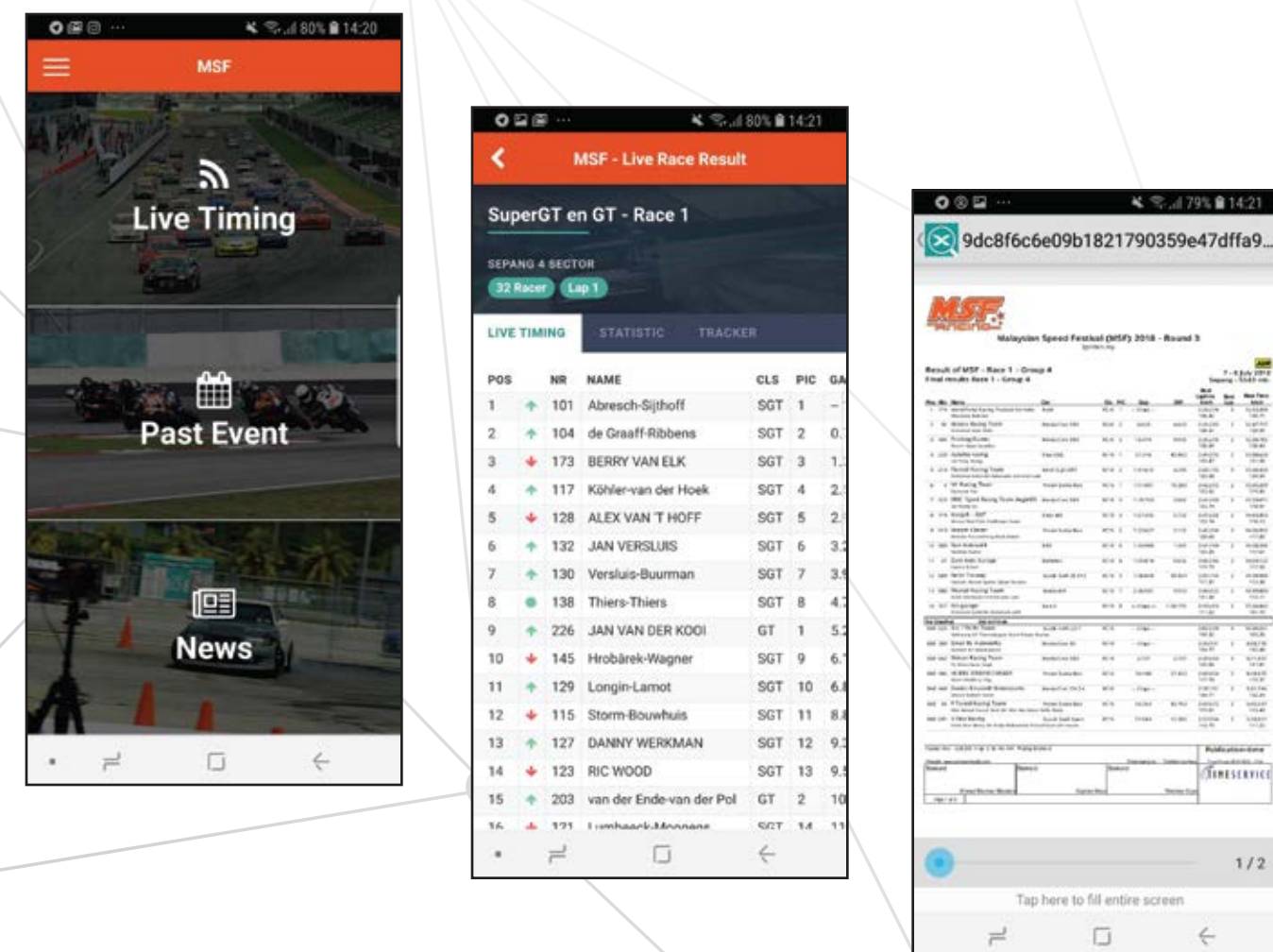


"BUY THIS CAR"

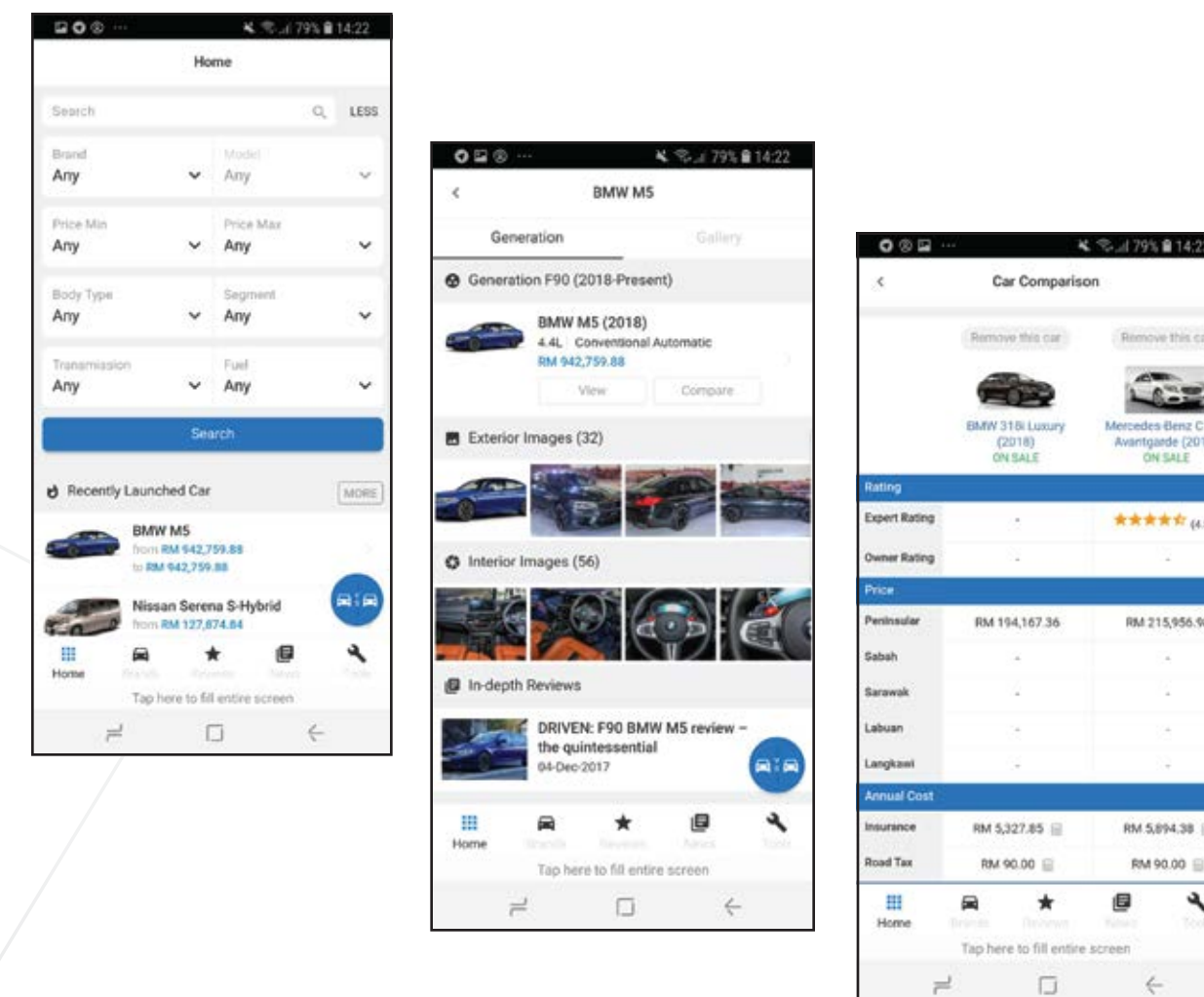


# KEY ACHIEVEMENTS:

## MOTOR RACING APP WITH WORLD-FIRST FEATURES



## CARBASE.MY MOBILE APP



## MALAYSIA'S LARGEST LOCAL MOTORSPORT EVENT

The MSF Racing Series. With over 200 racing cars, 300 drivers, 80 superbikes, 30 drift cars, various track days and more.







# THANK YOU

DRIVEN COMMUNICATIONS SDN. BHD. (836938-P)

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