

Nature of Business

Far East Fame Line DDB Public Company Limited and its subsidiaries and associates conduct one stop communication business, which is a mutual complementary operations, as outlined below:

One Stop Communication consultant service

The Company specializes in integrated communications. It aims to build on the success of its clients with creativity, covering the analysis based on fundamental study of key factors that could affect the brand, aided by the use of global DDB licensed tools, known as **Brand Conviction Springboard**. Brand Conviction Springboard is one of the Company's proprietary tools that has been developed to help give a brand a clear future direction and provide guidelines for all actions. **Hyperbranding**, the strategy to strengthen the brand of the product, to cope with the rapid change of technology. **Brand Switching Matrix**, the strategy to increase the market share by switching the competitive customer into our customer. The Company provides services in creating the advertising materials and media planning strategy both traditional and digital media, including coordinating with other subsidiaries and associates to create public relations plan and marketing events. Moreover, the Company also provides market and consumer with quantitative and qualitative research and observation by the professional research team through **Insights Springboard**. Another new company's tool is the research through **1st Cloud Platform**, which is more effective and lower the budget.

Production Advertising-related services

The Company provides the services in creating and producing advertising films and radio spots, creating layouts and producing print ads, direct mails, brochures, digital media etc., according to the communication plan as well as coordinate with production supplies. It includes coordinating with other subsidiaries and associates to create public relations plan and marketing events for customers.

Advertising agent/broker

Acting as agent or broker, the Company deal with media owners such as television, radio, newspaper, cinema, digital media and magazine for media placements. A commission-based payment, in the form of agency fee, is earned in the process.

Vision

Connecting Creative Ideas for Most Effective Business Solutions (DIVERGENCE)

Mission

The company strives to be a major consultant and service provider in integrated marketing communications. Its services focusing on supporting customers to achieve business success through the effective communication plan and creative work. The Company firmly believes that the success of the customers lies in the strong foundation for continued growth and sustainable success of the Company.

Goals

To be the leader agency, as a major consultant and service provider in integrated marketing communications.

Business Strategies

1. The Company focuses on the connected creative ideas and diliver divergence for most effective business solutions. One of our tools is 3Fs : Fame, Feeling, Fluency.
 - FAME** I am well aware of it.
 - FEELING** I feel good about it.
 - FLUENCY** I know lots about it.
2. The Company focuses on providing effective consulting and integrated marketing communications service, covering branding, strategic planning, communications, advertising, public relations, marketing events, customer relationship management and data management.
3. The Company has a policy of acquiring new customers constantly. The recommendation from existing customers, introducing the Company to new customers, presenting new creative idea and strategic plan to compete with other agencies. Furthermore, the implementation of digital strategy to promote the Company and the variety of services to the target group.
4. The Company is committed to acquire excellent talent and consistently develop its existing employees, as we believe that good personnel can create quality work that led to the company's growth.
5. The Company realizes the importance of adapting to the rapid changing situation of the advertising and communications industry. Therefore, the company focuses on developing the organization and it's employee's capacity to cope with such changes in order to continue growth and outstanding performance.