

icnic  
ASIA

marketing • entertainment • events



We offer bespoke solutions in event management and marketing in the lifestyle, sports and entertainment industries. Established by Shalini Marimuthu in 2007, Iconic Asia delivers creative entertainment, marketing and holistic event concepts to a diverse range of corporate and commercial organisations and artistic bodies.

The agency specialises in Events, Brand Strategy, Marketing Direction, and Content Curation. With its emergence into the Singapore market, Iconic has developed its social media arm whereby it leverages on clients resources to develop and execute an up to date and relevant social media strategy.

With over 20 years of experience in Malaysia and abroad involving the sports, entertainment and the corporate industry, Iconic Asia are firmly placed as a major force in the domain of quality entertainment and lifestyle marketing and events in the Asian region.

Moving forward, Iconic Asia will be focusing on a more holistic approach to marketing and events to better support its clients. This means that the “iconic” client base will be a diverse mix of Brands, Companies, Personalities, Corporates, Retailers and Food and Beverage operators.

# WE OFFER

01

## MARKETING

- ❖ Holistic marketing and PR strategy and implementation
- ❖ Social media and digital strategy and implementation
- ❖ Entertainment marketing – festivals, musicals, concerts
- ❖ Lifestyle marketing – restaurants, luxury products, retail
- ❖ Marketing support for existing campaigns

02

## EVENT MANAGEMENT

- ❖ Complete event management and execution
- ❖ On ground event support
- ❖ Creative conceptualisation of events
- ❖ Logistics and production support

03

## BRAND DEVELOPMENT

04

## SPONSORSHIP AND STAKEHOLDER MANAGEMENT

05

## STRATEGIC CRISIS MANAGEMENT



## WHO WE ARE

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Shalini Marimuthu has over 20 years' experience in a variety of lifestyle industries with an extensive background in live entertainment and producing events in Asia. She has honed her skills in both sports and entertainment and has worked in Singapore, Malaysia and the UK, most recently as Vice President of Marketing for BASE Entertainment, who programme and manage the MasterCard® Theatres at Marina Bay Sands Singapore.

She successfully managed Iconic Asia Malaysia for 8 years prior to moving to Singapore in 2014 and included as her clients Standard Chartered Bank, Singapore Repertory Theatre, Future Music Festival and Quintessentially. She started her career in local theatre in Kuala Lumpur and also spent time doing restaurant marketing and writing food reviews for The Edge business weekly. Shalini spent 5 years with IMG Artists producing the international touring musicals in Malaysia and touring shows throughout Asia. Shalini has an extensive network throughout the region that allows Iconic Asia to be at the forefront of what we do.

# PREVIOUS CLIENTS & EVENTS



SINGAPORE REPERTORY THEATRE'S  
THE LITTLE COMPANY



Iconic Asia were the local producing partners for SRT's The Little Company in Kuala Lumpur and were responsible for the staging, sponsorship and marketing of 4 productions over 3 years which saw an attendance of over 20,000 children.

The shows were;

- The Tale Of The Frog Prince (Oct 2013)
- Goldilocks & The Three Bears (May 2013)
- The Ugly Duckling (May 2011)
- Just A Dream (September 2011)





# PREVIOUS CLIENTS & EVENTS



## STANDARD CHARTERED LIVERPOOL FC TOUR 2011



As part of the BPL Asia Tour 2011, Liverpool Football Club visited Kuala Lumpur. Their main sponsor, Standard Chartered Bank hosted the Team for 200 VIP guests from all across the region.

The brief was to conceptualize and execute the following two events;

- Standard Chartered Liverpool FC Gala Dinner
- Hospitality Tent at the Stadium on match day
- Coordinate the logistics of the VIP guests from arrival to departure
- Manage the CSR Workshops



# PREVIOUS CLIENTS & EVENTS



## STANDARD CHARTERED LIVERPOOL FC TOUR 2011



### Standard Chartered Liverpool FC Gala Dinner

The dinner was the opportunity for the VIP guests to meet the team. Along with our production company we turned the ballroom into a mini Anfield stadium, along with a mini Shankly Gates and Wall of Fame in the foyer leading to the ballroom.

- We conceptualised an accapella performance of *You'll Never Walk Alone* by West End star Stephen Rahman Hughes and Malaysia's top guitarist Rithan Vijay
- There was an auction of signed Liverpool FC merchandise.
- Guests were able to meet the team and take on the players on in a shoot out on the pitch



# PREVIOUS CLIENTS & EVENTS



STANDARD CHARTERED LIVERPOOL  
FC TOUR 2011



## Hospitality Tent at the Stadium

Iconic Asia coordinated the set up and decoration of the hospitality tent as well as the catering and food concept for match day.

We also assisted in ushering the guests to their seats in the stadium and coordinated their arrival and departure to and from the venue.





# PREVIOUS CLIENTS & EVENTS



## STANDARD CHARTERED VIP HOSPITALITY TENT FOR MAROON 5



Iconic Asia were asked to create a VIP hospitality tent at the Maroon 5 concert for 50 VIP Standard Chartered guests.

We decided on an overall American rock theme with the guitar being the focal point of the décor on the signage and table décor. The food and drink was in line with the theme with mini sliders, cotton candy and popcorn.



# PREVIOUS CLIENTS & EVENTS



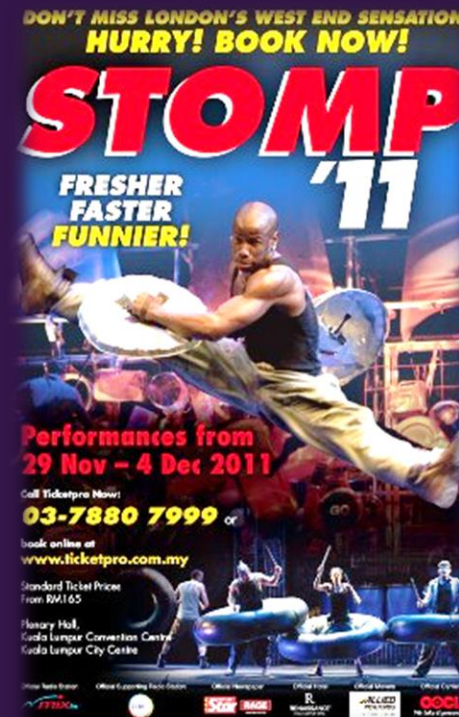
STOMP '11 – Fresher, Faster, Funnier



Iconic Asia were the local producer of the UK's West End sensation STOMP '11 that returned to Kuala Lumpur for a week long season in November 2011 which was a success.

As local producers this included;

- Managing and executing the marketing budget
- Marketing activations and promotions
- Raising sponsorship and sponsorship servicing
- Managing the show budget
- Liaising with the venue and technical management
- Managing the ticketing company



# PREVIOUS CLIENTS & EVENTS



FUTURE MUSIC FESTIVAL ASIA  
2012, 2013 & 2014



Iconic Asia handled the artist liaison and logistics for over 150 local, regional and international artists over the 3 years the festival was held in Malaysia.

- Coordinated transfers – airport, hotel, venue
- Hotels – coordinated room requirements and flights
- Dressing room – fulfilled dressing room riders
- Artist Liaison – looked after artists as necessary





# PREVIOUS CLIENTS & EVENTS



## OTHER PROJECTS

### Produced

- ***Jit's Just Lounging***, Stand-Up Comedy Performance (Kuala Lumpur, 2009)
- ***One Load of BullJit***, Stand-Up Comedy Performance (Kuala Lumpur, 2009)

### Conceptualised and event managed

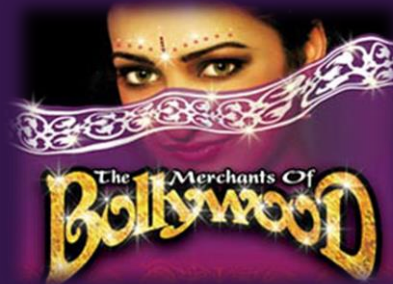
- ASTRO Radio End of Year Sales Party 2012

### Event managed and consulted on

- FEI 5\* KL GRAND PRIX 2007
- Sultan's Cup 2010 – the King's Equestrian Endurance Challenge
- Sting – The Labyrinth Tour (2008)
- Sarah Brightman's Symphony World Tour (2009)
- The Merchants of Bollywood World Tour (2009)

### Marketed and managed

- Portsmouth Football Club for their 2007 Barclays Premier League Asia Trophy tour to Hong Kong







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For more information on how we can support you or just to find out more

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