



ARTIST HSU

Transform spaces, elevate brands

YOUR ULTIMATE CREATIVE PARTNER

We are the unmatched creative powerhouse offering comprehensive solutions for all your advertising, activation campaigns, and architectural design needs.

About

*Unleashing Myanmar's Potential:
Cutting-Edge Agency with **Over 10 Years of Experience***

Harnessing the power of innovation, our agency pioneers groundbreaking advertising, activation and architectural services.

Drawing upon our extensive expertise cultivated throughout South East Asia, we stand poised to fuel Myanmar's growth.

With a laser focus on uplifting your brand's essence, we craft transformative solutions that resonate deeply.



TIMELINE

2018
HPN Established
Prelude (Predecessor)

2020
HPN
Served over **100+** Brands

2022
ARTIST HSU Co., Ltd.
Established

CURRENT
Accomplished over
300+ Projects

2023
Expanded to
Full-fledged Branding Services

MISSION

Our mission is fueling your brand success with **creative solutions**

VISION

Revolutionizing creative landscape through innovation, collaboration, and **iconic designs**

CORE VALUE

Unleashing creativity to inspire impactful solutions.

OUR SERVICES



ADVERTISING

Our advertising services create and maintain your logo / brand, ensuring you shine in the spotlight. Stand out from the competition with our expert team by your side.



ACTIVATION

Elevate your brand's presence with our activations. Mesmerize, thrill, and leave an indelible mark. Outshine the competition and unleash your brand's magic!



ARCHITECTURAL

Transform your space and captivate your audience. Maintain your brand's identity while creating a lasting impression. Unleash the power of design to elevate your brand's presence.

OUR SERVICES



ADVERTISING

Ideation / Concept Post Production

Branding Illustration Billboards

Packaging / Product

POSM(s) Social Media

Web UI / UX Site Dev WordPress

ACTIVATION

Product launch Trade shows KIOSK

Events Sampling Exhibition

Festive campaigns

Design & Decor

ARCHITECTURAL

Interior / Exterior Shopping mall Furniture

Residential home Hotel & Resorts Ballroom

Corporate / Office School Hospital Condo



REASONS Why Our
AAA SERVICES is Important



Lack of **Brand Consistency**

Many companies struggle with maintaining consistent branding across advertising, events, and architecture.

- Inconsistency can lead to consumer confusion and brand identity dilution.
- Shrinking attention spans in a content-saturated landscape pose challenges.
- Brand inconsistency compounds the difficulty of retaining a loyal consumer base.

Source:





Fragmented Advertising & Activation

Ads and promotions plans aren't working well together, so they're not making as much impact as they could.

Competitive Landscape

- Marketing and advertising are increasingly competitive.
- Crucial for businesses to analyze and evaluate strategies.

Ineffective Assessment

- Examining the impact of ads and promotions is essential.
- Identifying areas for improvement.

Coordination Challenge

- Ads and promotions plans are often implemented separately.
- Lack of cohesion reduces overall impact.

Cross Reference: A report by Adweek suggests that integrated advertising and activation efforts can boost campaign effectiveness by 57%. (Reference: Adweek, "The Power of Integrated Campaigns")



Ineffective **Event Impact**

Many events fail to create a lasting impact, resulting in missed opportunities for brand engagement.

- One major hurdle is the lack of effective brand integration and communication.
- Damages the building of a clear and strong festival brand personality.
- Hinders the creation of an effective message.
- Misalignment between event management intentions and communication strategy is a common issue.

Cross Reference: Despite 82% of marketers claiming to have a customer engagement strategy, a study by agency TBCH reveals that 77% of consumers feel brands are failing to engage with them. (Reference: MarketingWeek, "Brands fail to follow rules of engagement")



Limited Integration of Architecture

Architecture is often overlooked as a branding tool, missing an opportunity to enhance the overall brand experience.

Uninformed Material Choices:

- Issue: Random material selections undermine brand symbolism and coherence.
- Impact: Missed opportunities to effectively convey the brand's identity.

Narrow View of Layout:

- Issue: Treating layout merely as spatial arrangement neglects its storytelling potential.
- Impact: Failure to engage customers by overlooking a key element in brand communication.

Misalignment of Physical Space and Brand Values:

- Issue: Lack of harmony results in a fragmented and confusing brand image.
- Impact: Diluted brand message and weakened customer connection.

Disjointed Brand Experience:

- Issue: Incoherence between physical and virtual spaces impedes a unified brand identity.
- Impact: Hindrance to the seamless development of a consistent brand experience.

Cross Reference: The role of branded environments in shaping brand perception and fostering emotional connections is highlighted in Ankitha Gattupalli's article "What are Branded Environments?" (Reference: ArchDaily, 2023).

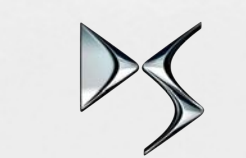


ARTIST HSU unifies Your **BRAND**

Let ARTIST HSU guide your brand journey, seamlessly harmonizing elements for a consistent, impactful brand experience across all touchpoints.

- Unique Expertise:** Artist Hsu offers a distinctive blend of artistic vision and strategic insight.
- Comprehensive Understanding:** We excel in integrating visual elements seamlessly across advertising, events, and architecture.
- Holistic Approach:** Our holistic approach ensures consistent and impactful messaging.
- Addressing Fragmentation:** Bridges gaps in fragmented advertising, fostering brand loyalty.
- Memorable Experiences:** Transforms events into memorable brand experiences.
- Breaking Constraints:** Leverage Hsu's expertise to break free from ineffective assessments and coordination challenges.
- Unified Brand Narrative:** Creates a unified brand narrative across digital and physical spaces.
- Elevated Brand Experience:** Our involvement elevates the overall brand experience, leaving a lasting impression on consumers.

OUR CLIENTS



OUR CLIENTS



JUNCTION 8N



SELECTED WORKS

ADVERTISING › Brand Identity



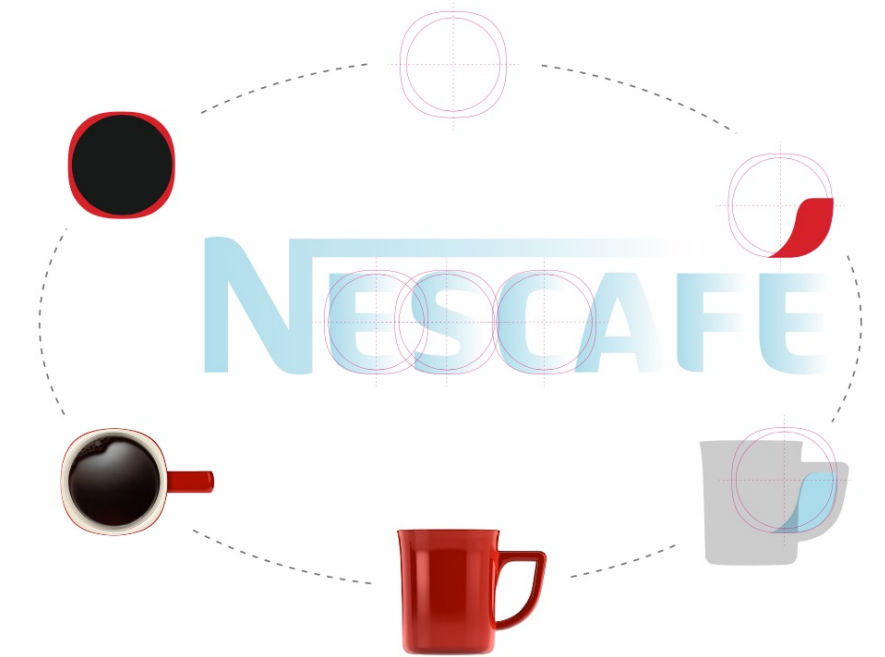
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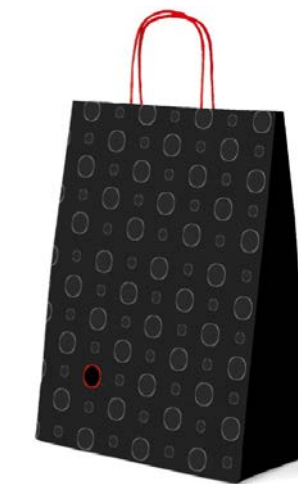
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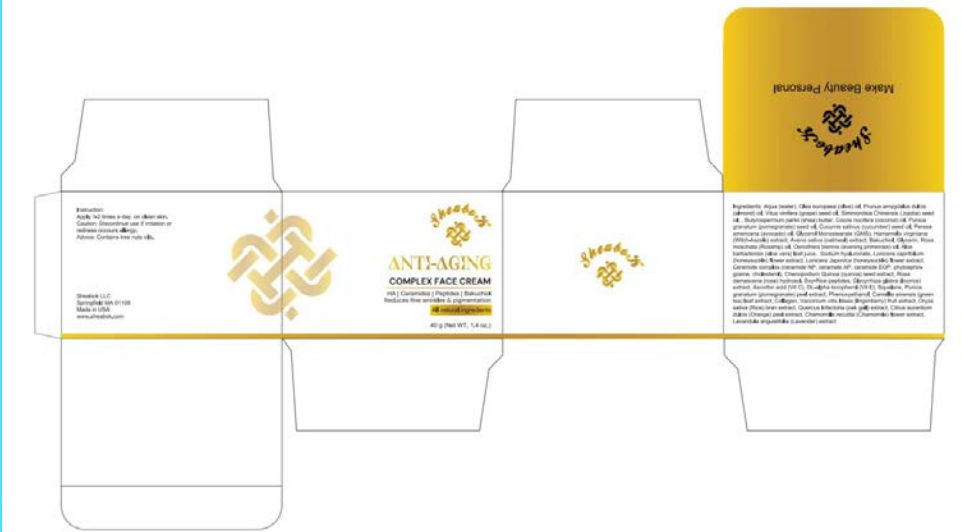
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SELECTED WORKS

ADVERTISING › Packaging Design



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ADVERTISING › In-Store Media Ads



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ACTIVATION › Events Layout



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ARCHITECTURAL › Interior



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ARCHITECTURAL › Exterior



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ARCHITECTURAL › Shop / Store / Centre



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ARCHITECTURAL › Bar / Restaurant



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SELECTED WORKS

ARCHITECTURAL › Hotel / Resort



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WHY US?

(Partnership Benefits)

Decades of Expertise: Leverage our extensive industry experience for reduced errors and streamlined collaboration.

Cost-Effective Local Production: Tap into local resources for high-quality, affordable content—enabling competitive rate cards.

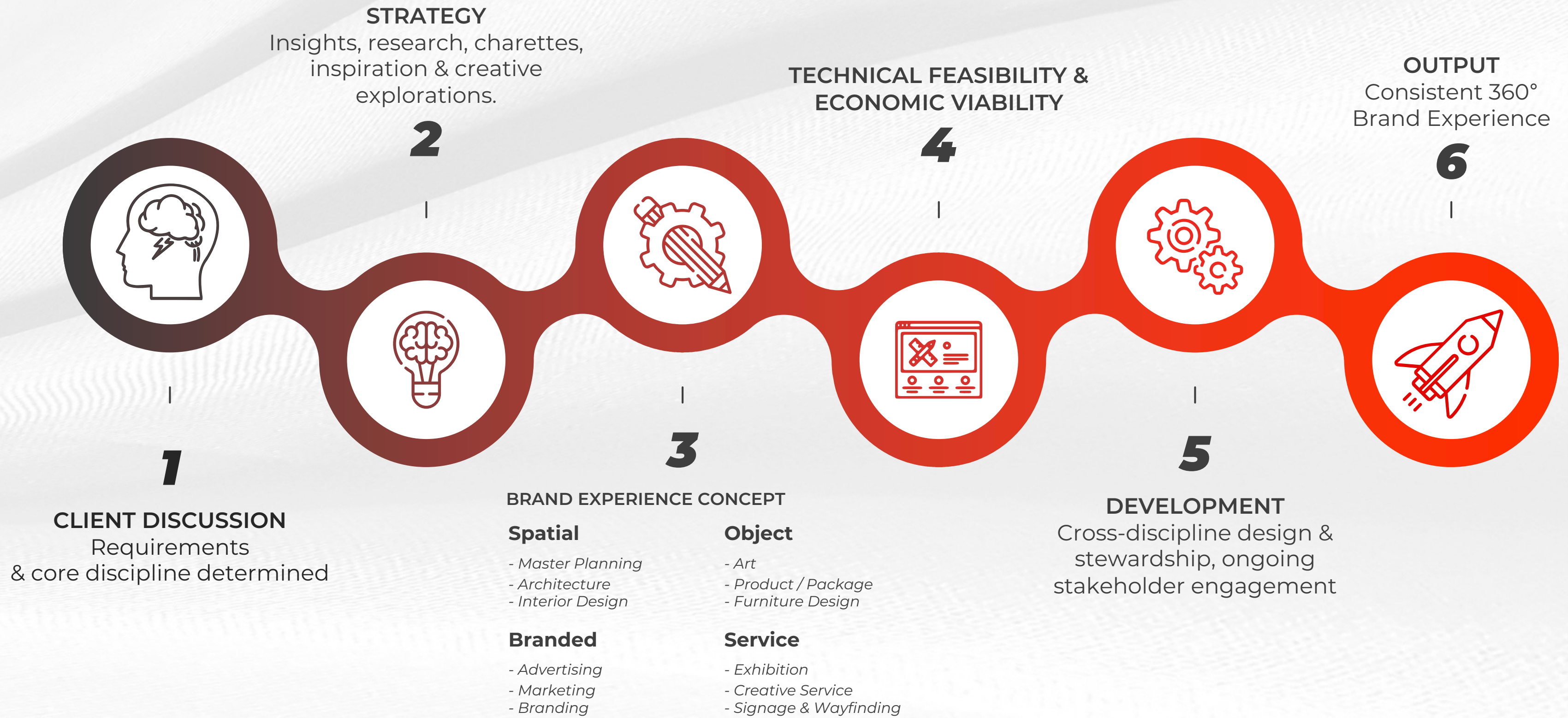
Efficiency for Faster Results: Local presence ensures quicker decision-making and implementation, leading to faster project turnaround.

Comprehensive Service: : We can provide on-site marketing strategies and transparent timelines, underscoring our dedication to a well-rounded approach.

Confidentiality Assured: Feel secure knowing that sensitive information is safeguarded with the signing of a Non-Disclosure Agreement (NDA).



THE PROCESS



Ready to achieve **GREATNESS?**

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 artistsu.com

SCAN ME!

