



We are **MERCURY**<sup>TM</sup>  
Marketing Agency



# Mercury Marketing Agency

Mercury marketing agency is an innovative and creative Myanmar marketing agency, based in Yangon, which provides your business with remarkable marketing services and brings marketing to a whole new level.

Our team consists of passionate people with various expertise and successful project experiences.

We are result-oriented and our smart work will be admitted with great results to increase brand awareness, market shares, leads and sales.

# Why Mercury?

Marketing is a continuous journey, and the trends are changing day by day. So, one needs to keep on track with new trends to make sure what one's customer expectations are and what makes them the most heartwarming according to business purposes.

We have been promoting various product brands since 2013.

We understand the needs of Myanmar consumers, the way people think, the trends and the business climate. Since the brands that make their customers happy and feel fulfilled are top of the mouths, we're sure to contribute your brand reputation among all the similar brands in the same industry.



## Our Vision

To be the best agency for marketing & business development in Myanmar



## Our Mission

To achieve maximum potential with minimum resources by thinking out of box, creativeness and innovative approaches



## Core Values

Creativity, Innovation, Efficiency, Effectiveness

# DIGITAL MARKETING



## Social media marketing

Our services includes writing articles, graphic designs, animations, emails and content marketing. We help to promote your business on social media platforms in order to achieve your marketing and branding goals.



## Branding

If your brand is new to the market, or you want to do rebranding of your products, we can assist to build your brand positioning and increase market shares. We're on a mission to build meaningful, functional brands through effective design and storytelling. Let's start mapping out your brand strategies with us!



## Digital ads

With our extensive user information and demographics of the social platforms, we use time-proven and effective strategies to drive traffic to your website, ecommerce stores and social media pages and ultimate the conversion rates and sales with "value for money" cost of acquisition for your business.

# BRANDING PACKAGE - 1,000,000 MMK

(At least 6 months contract)

Creative Copy writing or Content Writing	-	5
Creative graphic	-	5
Product video	-	1
10 sec product placement in mini web series	-	1
KOL Review or TikTok Cele campaign	-	3
Product photo with Talent	-	1
boosting management or Pre-roll in Mercury variety	-	1
customer service (8am to 10pm) or Mercury Shopping Mall Banner	-	1
payment type	-	50% down payment

# Digital Marketing Packages



## SME 250,000 MMK

Boosting	-	10 USD
Content	-	2
Design	-	2

### GIFT

Seasonal Short Content + Design  
Content Calendar  
Facebook Ads Management  
Page Setting  
Competitor Research  
Analysis and Monthly Report

## Silver 500,000 MMK

Boosting	-	25 USD
Content	-	5
Design	-	5

### GIFT

Engagement Post or Facebook Cover  
Seasonal Short Content + Design  
Messenger Auto Reply  
Content Calendar  
Facebook Ads Management  
Page Setting  
Competitor Research  
Analysis and Monthly Report

# Digital Marketing Packages



## Gold 800,000 MMK

Boosting	-	50 USD
Content	-	10
Design	-	10

### GIFT

Engagement Post or Facebook Cover  
Seasonal Short Content + Design  
Messenger Auto Reply  
Customer Care  
Content Calendar  
Facebook Ads Management  
Page Setting  
Competitor Research  
Analysis and Monthly Report

## Platinum 1,400,000 MMK

Boosting	-	100USD
Content	-	20
Design	-	20

### GIFT

Engagement Post or Facebook Cover  
Seasonal Short Content + Design  
Gif  
Messenger Auto Reply  
Customer Care  
Content Calendar  
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Analysis and Monthly Report



# TRADITIONAL MARKETING

## One Stop services

As the saying goes; "The best usage of time is the best usage of life to save money", we're providing one stop services including Vinyl, Printing, Billboard, flyers and accessories to meet your satisfaction in a single sitting. Save your time and join us.

## Production

We also offer the best production services such as photo shooting, video production and additional filming services. Make sure your production cost is saved and grab the quality outcome at Mercury Marketing Agency.

# BUSINESS DEVELOPMENT

## Trade Fair and Exhibition

If you are looking for excellent service to expand your market, it is one of the areas which Mercury can help you. We've been providing strategies and management to pick the right trade fair to reach your target market. We've a lot of successful trade fair experiences in both domestic and abroad, which will definitely help you generate outstanding strategies to gain new markets and new customers. Increase your follow-up ranges up to the highest and let the whole world know your unique products!

## Marketing Strategies and Counselling

With clear sets of vision and systematic growth, we emphasize to provide sharp strategies to grow your business in a competitive market. We're ready to help your business reach your goals and targets and improve profitability. Grow with us

# PUBLIC RELATION AND MEDIA



## PR and Influencer marketing

Do you want to convert more sales from online interactions and generate quality leads for your business? Influencer marketing is a kind of indirect marketing that claims products' unique points and calls out their trustable quality among your target audience. With a positive reputation of your products, Influencer and PR marketing will keep your business grow and progress well with sky as its limit.

## Mercury Media & Entertainment

We're thrilled to inform you that we have launched our own Channels, "Mercury Media & Mercury Entertainment" on digital platforms to share knowledge, useful information and inspiration while delivering quality content that holds the attention and interest of a particular audience. We also provide commercial services on these channels

**Brand  
Recognition**



**Sales Target**

**Branding + Market Penetration**

The combination of Branding  
And market penetration raised  
The awareness of the brand

**Brand  
Loyalty**

**Branding + Digital Marketing**  
The combination of Branding  
And consistence marketing strategy  
on social media.

# Our Works

**Stand Out**

**Branding + Digital Marketing**  
The combination of Branding  
And ability of engaging the audience

**Culture Change**

**KOLs + Content Marketing**  
The combination of educating via  
both KOLs and lifestyle articles

**Digital Marketing Campaign**

Effective and efficient digital marketing  
campaign planning and execution made  
the product reach its target

**Brand  
Recognition**



**100% Sale target  
in 2 month**

**Branding + Market Penetration**

The combination of Branding  
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**Brand  
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# Our Works

**Product Design  
+  
Packaging**

**Product Design + Packaging**  
Starting from naming to packaging design

**Target audience**

**Digital + Content Marketing**  
The combination of educating  
via both KOLs and articles

**Digital Marketing Campaign**

Effective and efficient digital marketing  
campaign planning and execution made the  
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The logo for NAWARAT AYER Organic Kitchen Products. It features a yellow square with a red 'NA' monogram at the top. Below it, the words 'NAWARAT' and 'AYER' are written in a white, hand-drawn, uppercase font. At the bottom, 'Organic Kitchen Products' is written in a smaller, green, sans-serif font on a green curved banner.

# Our Works

**Local Market  
Reach**

**Branding + Digital Marketing**  
The combination of digital and  
traditional marketing strategies reach  
its product to Market A-D

**100% Sale target  
in 2 month**

**Digital Marketing Campaign**

Effective and efficient digital marketing  
campaign planning and execution made the  
product reach its target in 2 month

**International  
Market**

**Exhibition + On site Marketing**  
The combination of both these strategies  
lead its product to new market, Japan

**Brand  
Recognition**



**100% Sale target  
in 2 month**

**Branding + Market Penetration**

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# Talents



**Gracious Su**  
Mother & Baby



**Win Min Than**  
Beauty & Life Style



**Thorn**  
Talent



**Thanlwin**  
Talent

Let us introduce our young, passionate and energetic talents who are ready to make your brand stand out, able to lead your image to next level and create brand among brands.



# Our Project



- COCOHEALTH
- NAWARAT AYER
- COCO



## TVC

Basic price - 3,000,000 MMK

- NAWARAT AYER  
(Organic Kitchen Products)
- Pearl Ayer  
(Coconut Water Vinegar)



## Cooking Videos

250,000 MMK per video

- Mya Ayer  
(Advanced Hair Oil)



## TikTok Campaign

KOL management fees

We also offer the best production services such as photo shooting, video production and additional filming services. Make sure your production cost is saved and grab the quality outcome at Mercury Marketing Agency.

# Our Companies

## Mercury Entertainment

- **Web Mini Series**
- **TV Commercial Shooting**



## Mercury Variety

- **Cele Interviews**
- **Exclusive Interviews**
- **Food Diary**
- **Lifestyle**



## Mercury Group of Companies

- **E-Commerce**
- **Fashion**
- **Electronics**
- **FMCG**
- **Mothers and Babies**
- **Health and Beauty**
- **Furnitures**





# Thank You



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