UNIICOMI

UNIICOMI EXPERIENCE • DIGITAL

CREDENTIALS 2023

WHO WE ARE

Unicomi is a Singapore-based regional digital agency.

Our team of digital strategists, tech experts, and creatives believe in tailoring a seamless end-to-end experience for the user, focused on functionality and craftsmanship in the digital space.

TO UNLEASH THE POWER OF PURPOSEFUL DIGITAL EXPERIENCES

1. We believe 'good' is too far from 'great'.
2. That to solve is to first, listen.
3. Only then can truly purpose-built digital experience be unleashed.

TOTAL FOCUS
ON OUR CLIENTS

Few regional companies in our space are able to deliver the singular focus and agility that we do. We're responsive to industry changes and dedicate all of our time to the client, and all of our efforts to making them more successful.

CREATIVE THINKERS
WITH STRATEGIC MINDS

Our regional team of creatives, strategists, and tech experts is as diverse in skill-sets as it is in cultures and perspectives – resulting in head-turning ideas, content, campaigns, purpose-built tech and support that moves audiences.

EXPERIENCED IN
DIGITAL EXPERIENCES

With over a decade years of experience, and a culture of continuous upgrading, we enjoy long-standing relationships because we deliver technologically advanced solutions that meet our clients' ever-evolving demands.
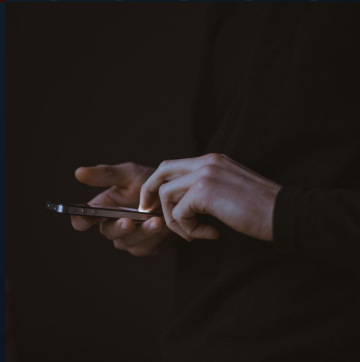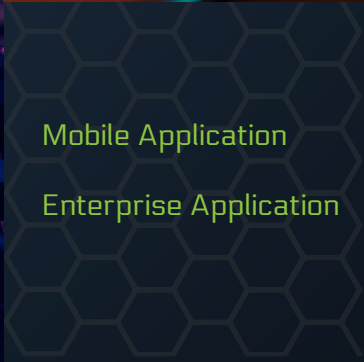
SERVICES WE PROVIDE
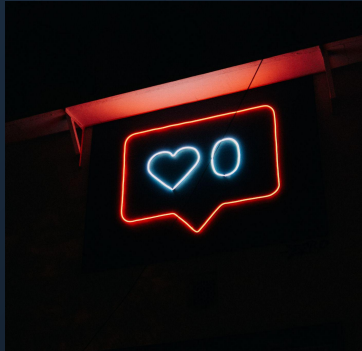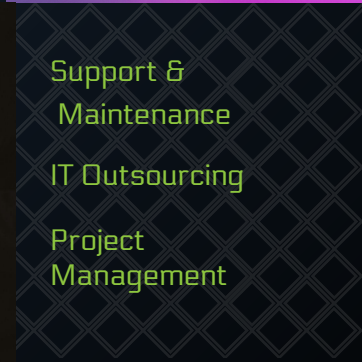
UI/UX

Gamification

Interactive Web Development

Mobile Application

Enterprise Application

Support & Maintenance

IT Outsourcing

Project Management

Digital Campaign Solutions

E-Commerce

PROJECTS

CLIENT PARTNERS

We've enjoyed the privilege of working with some great brands across diverse industry verticals. Here are a few for which we've delivered results-driving digital solutions and experiences.

DBS	**POSB**	**income**	**viu**
UI/UX, Website revamp, content restructuring, gamification, mobile apps, campaigns, microsites, banners, and eDMs	System integration, campaigns, and microsites	Gamification	Gamification
ST. JOSEPH'S INSTITUTION INTERNATIONAL	**AIA**	**LASALLE COLLEGE OF THE ARTS**	**MSIG**
Websites, system integration, maintenance, and support	Gamification, system integration, campaigns, microsites, banners, and eDMs	Websites, maintenance, and support	System integration, websites, maintenance, and support

|				
COGNITA	**Stamford American** INTERNATIONAL SCHOOL	**Stamford American** SCHOOL HONG KONG	25 years IS Australian International School	**BRIGHTON COLLEGE** (SINGAPORE)
System integration, websites, maintenance, and support	System integration, websites, maintenance, and support	System integration, websites, maintenance, and support	System integration, websites, maintenance, and support	System integration, websites, maintenance, and support
St. Andrews International School	Woodland Pre-Schools Since 1978	International School HO CHI MINH CITY AMERICAN ACADEMY	International School SAIGON PEARL Elementary & Early Years	CKS PROPERTY CONSULTANTS
System integration, websites, maintenance, and support	System integration, websites, maintenance, and support	System integration, websites, maintenance, and support	System integration, websites, maintenance, and support	UI/UX, websites, maintenance, and support
BE PREPARED	CERTIS	JUNIPER NETWORKS	PRUDENTIAL	Standard Chartered
System integration, websites, maintenance, and support	Video production	UI/UX, system integration, microsites, and gamification	Websites, maintenance, and support	Banners, eDMs

GAMIFICATION
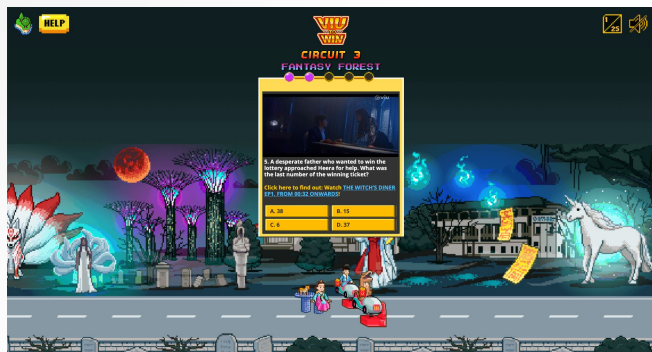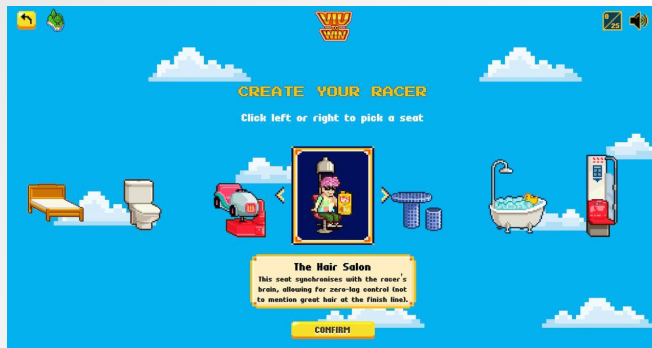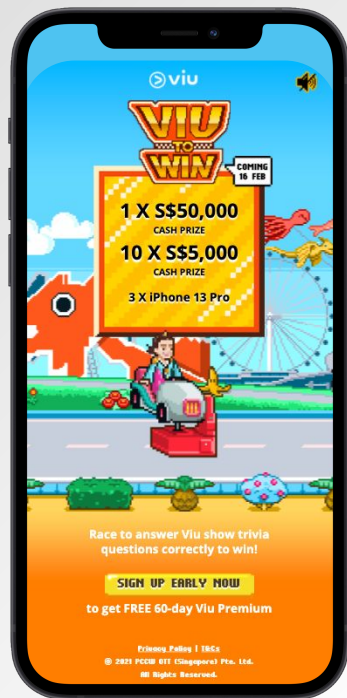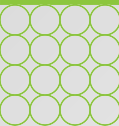
Entertainment Services Industry – VIU Singapore

VIU To Win
Trivia game with racing theme

A trivia game featuring 25 questions of VIU shows across genres — action thriller, comedy, fantasy, horror, romance dramas, movies and variety shows. It aims to reward fans and anyone who enjoys watching Viu's shows with a very fun and simple game.

VIU To Win gamification won several Gold & Silver awards from Marketing Interactive's Loyalty & Engagement Awards 2022.
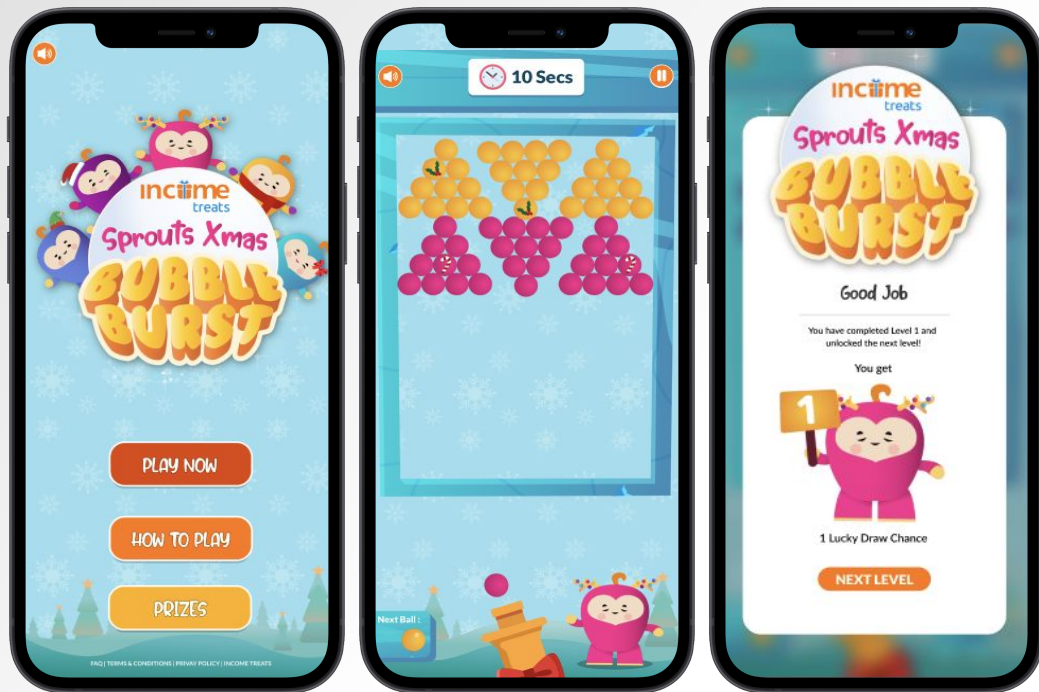
Banking and Finance Industry – NTUC Income

Sprouts Xmas Bubble Burst
A bubble pop shooter game

In linking with Income's 5 mascots, this idea centers on the players helping our fun characters to enjoy a much merrier xmas by saving all their gifts which have been trapped in bubbles, and it's a race against time! Help them out and stand to win some amazing prizes to give your own xmas a festive boost!
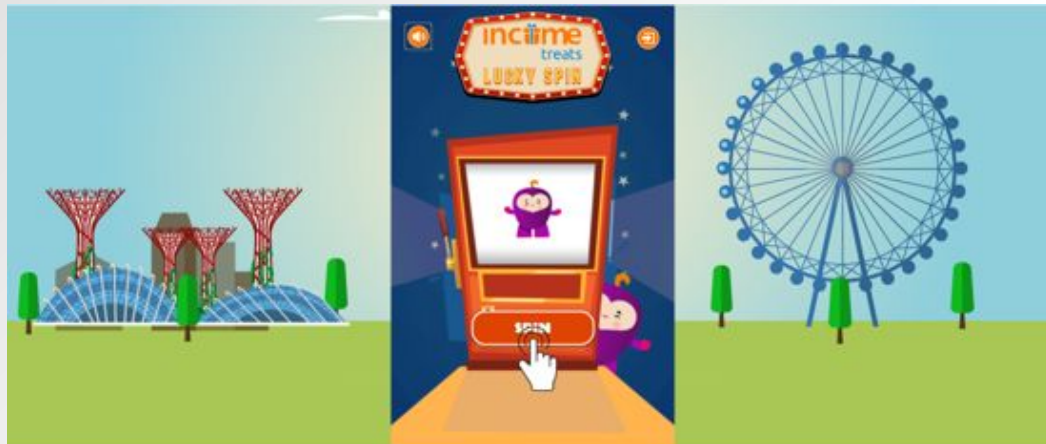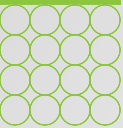
Lucky Spin
Spin the wheel lucky draw

We want to spin August on its head with a fun, celebratory gamification that is both eye-catching and fun, yet simple, to interact with. This idea sees players introduced to each of the mascots — having to capture one of them to earn their prize.
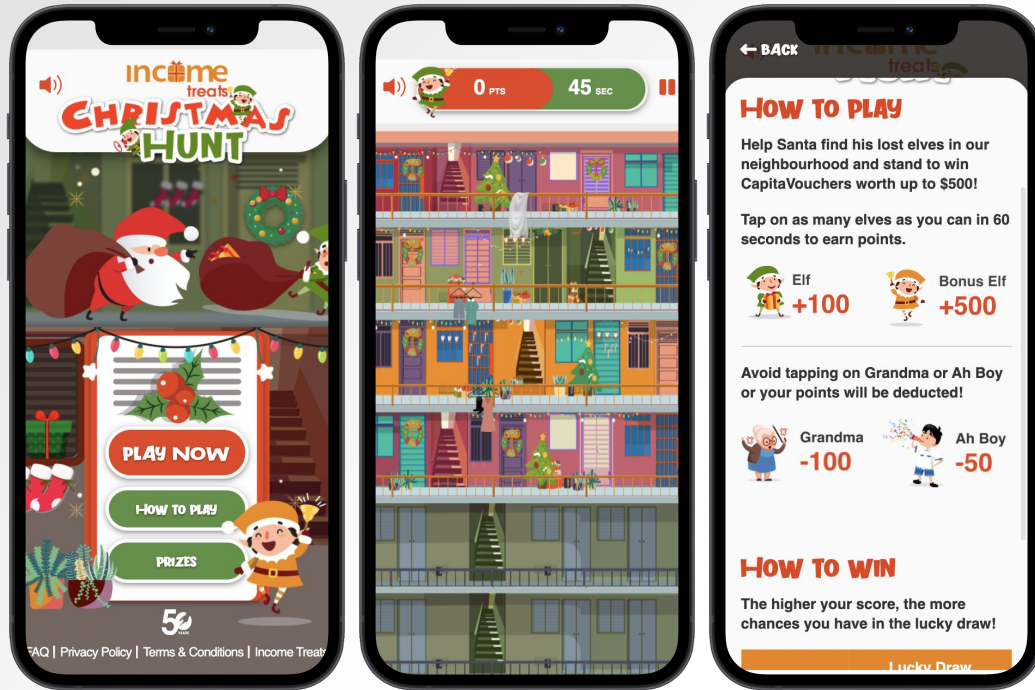
Banking and Finance Industry – NTUC Income

Christmas Hunt
An whack-a-mole like interactive game

We designed and developed an interactive game during the Christmas time for Income's customer to enjoy the festive vibes while getting rewarded.

The concept of Christmas Hunt reminds the local audiences the childhood game that they used to play around the HDB blocks.

The game is suitable for all age groups. By adding sound effect and having Christmas tune playing in the background, it gives more joy!
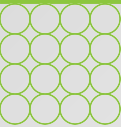
Banking and Finance Industry – NTUC Income

Lucky Pick
An interactive game

As part of the yearly customer engagement campaign, we challenge ourselves to discover new way to interact and reward the customer. We have developed a tap-and-win game and successfully attracted 16,000+ unique audience in 2 weeks.
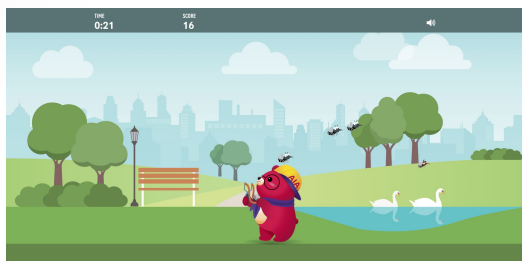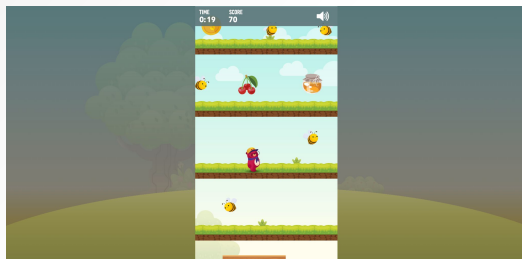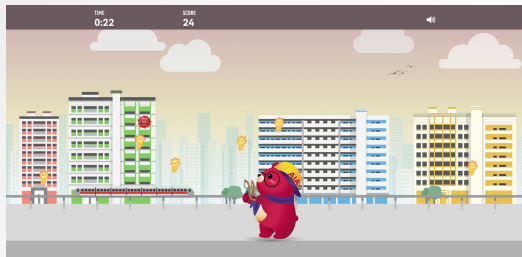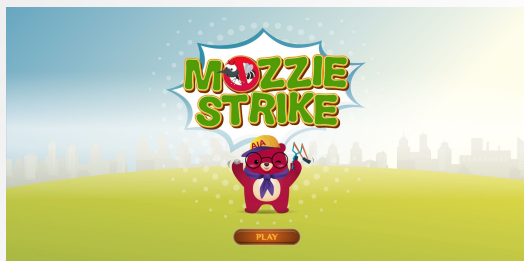
Banking and Finance Industry – AIA

Buddy Adventures
A series of interactive games

We designed and developed a series of interactive games to engage AIA policyholders throughout the entire year.

The concept surrounds around the newly introduced AIA Buddy mascot, going through different adventure quests such as destroying virus (Covid-19), killing Aedes mosquitoes and collecting honey.

The games are suitable for all age groups and were deployed on the web, roadshow, and agent's mobile device.

Banking and Finance Industry – DBS Bank

DBS Bingo Game
Singapore's first national financial planning challenge

The DBS Bingo Game encourages customers to get better at money, reach their financial goals, and win prizes, all in one game. Customers have to do the weekly challenges based on the activities displayed on each tile, complete a bingo pattern and stand chances to win.

The success of this campaign and site has generated positive internal buzz in DBS bank that attracted other product teams for us to build more for them!
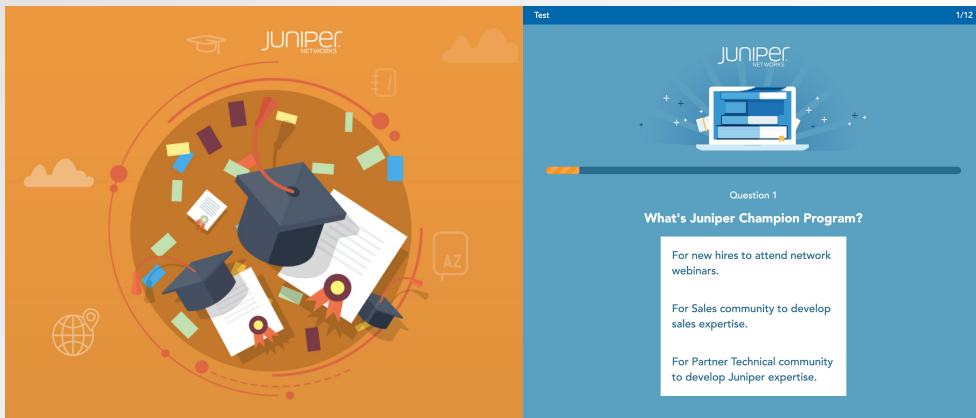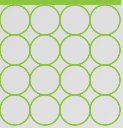
Bootcamp Knowledge Quiz
Post seminar pop quiz

How much information does participants retain after each workshop? This is always key objective in all workshops, especially for partners. Hence, we developed a pop quiz that participants need to sit through at the end of the workshop to ensure that they retain, recollect, recall the information.

Participants with high scores will be given prizes, while participants with low scores will be highlighted to the participants' organisation, oops!
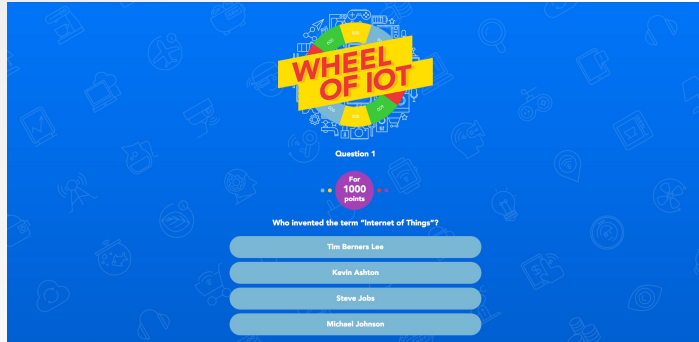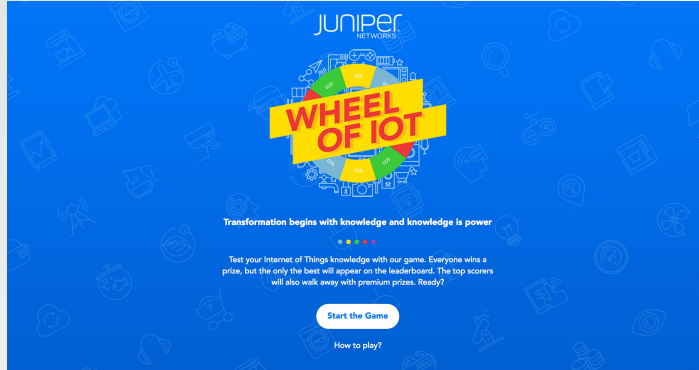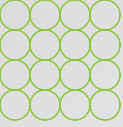
Networking and Cybersecurity Industry – Juniper Networks

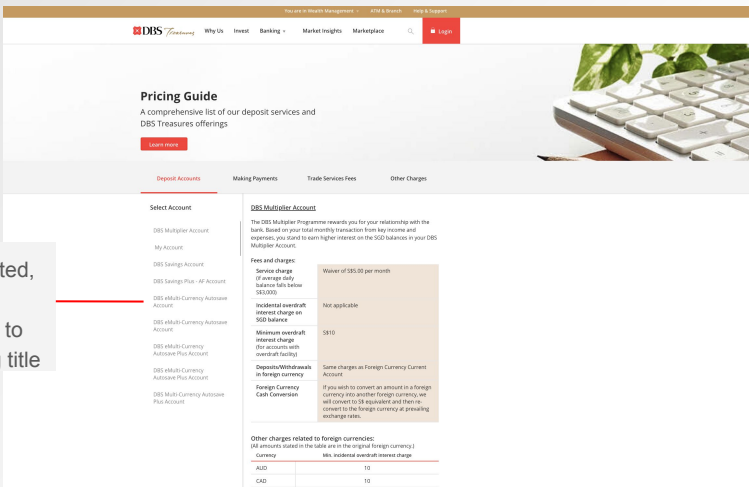# Wheel of IOT

How much do you know about IOT?

We have built a series of interactive games with Juniper Networks to boost user engagement during corporate conferences.

Simple game mechanics like "Spin the Wheel" is easy yet fun to play, and by using leaderboard , we attracts more users to involve in the participation at the booth.
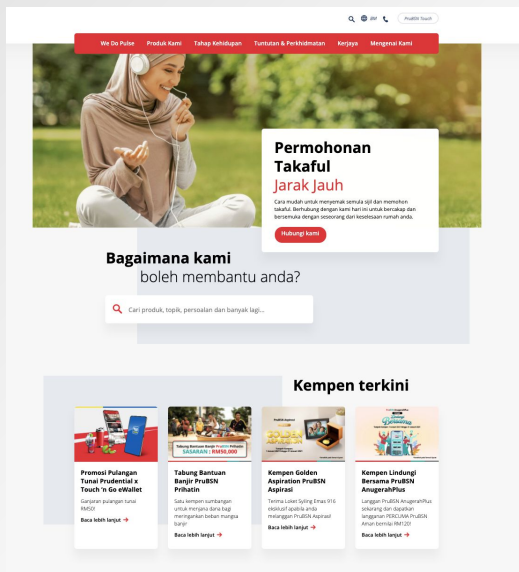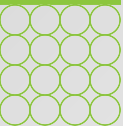
WEBSITE REVAMP

Tabs. When selected, the content will change according to the corresponding title

Pricing Guide
Revamp

As the contents are constantly being updated over the years, the page slowly turn into an a very long page with (almost) unlimited scroll. This has caused an issue of long loading time of the page and information overload to the user.

By creating a tabs component, we organize the information according to the category and types. This allows users to navigation easily and find the information that they are looking for.

Banking and Finance Industry – Prudential

Prudential
Revamp

In this project, we were tasked to use the new CMS for 4 websites in the region in Asia, Malaysia, Thailand and Myanmar,

The role of the project was to guide the product owners to write / rewrite existing content to fit into the components that were created to align the overall corporate direction of the company and marketing strategy.

We also assist to create user journeys for the different markets and develop contents that are tailored to the local.

INTERACTIVE MICROSITE
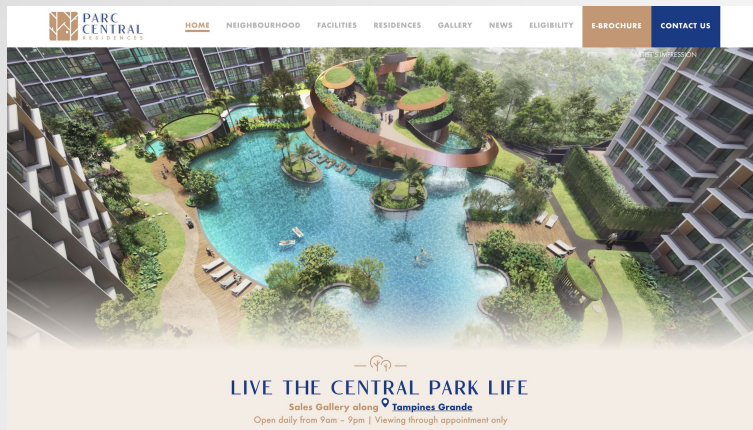
Real Estate Industry - Hoi Hup Realty

Parc Central Residences
Microsite with Wordpress CMS

In this project, we were tasked to design and develop an interactive mobile responsive website for launch of the property.

It is a one-stop portal backed with Wordpress CMS portal. Administrator of the site can manage and update the content regularly from time to time and collecting leads with the lead generation form on the site.

https://hoihup.com/parccentralresidences/
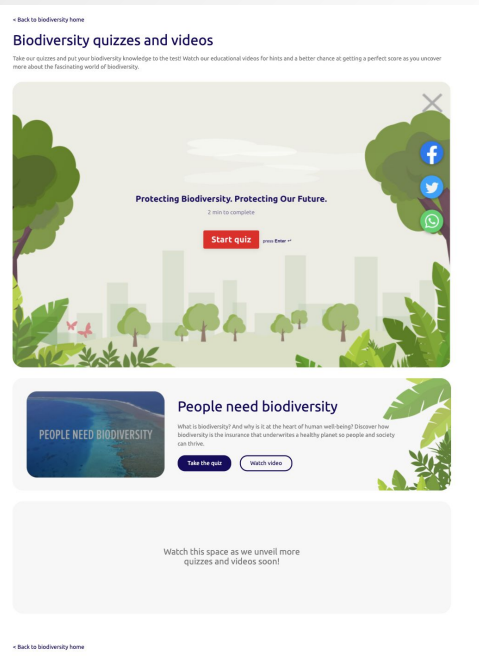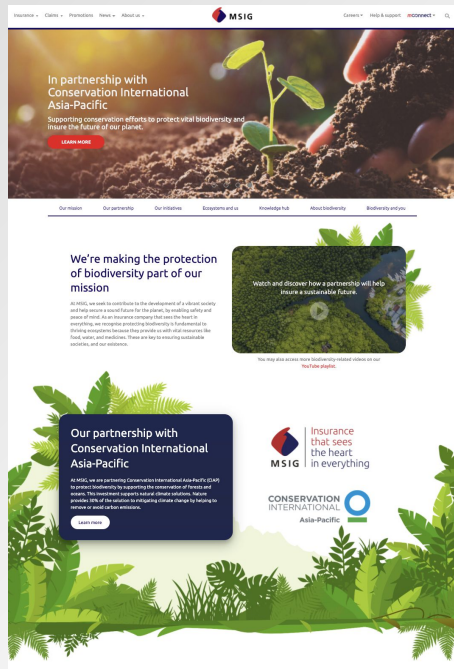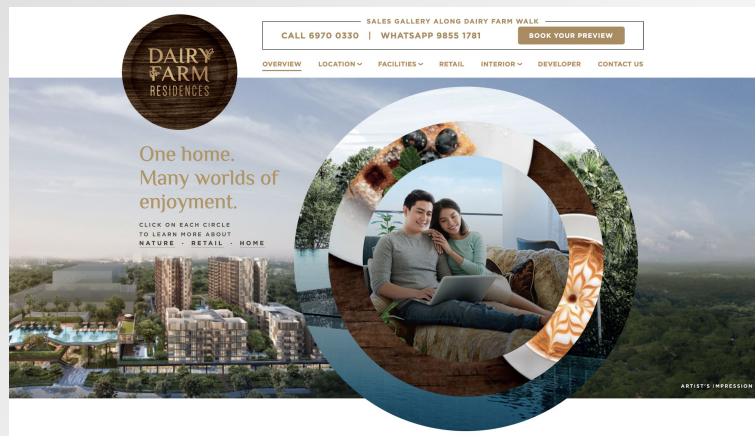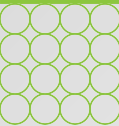
Insurance Industry – MSIG

Biodiversity
Campaign site with Drupal CMS

In line with MSIG's mission to protect biodiversity by supporting the conservation of forests and oceans, this microsite was built to provide a source of educational information to the public.

The site is interactive with the use of animation and different media as well as integrating Typeform to the site for the user to take quizzes to boost user engagement.

We have launched a total of 5 websites across the region, with english and local language.

Real Estate Industry - United Engineer Limited

Dairy Farm Residences
Microsite with WordPress CMS

In this project, we were tasked to design and develop an interactive mobile responsive website for launch of the property. The overall concept revolves around the idea of one home, many worlds of enjoyment.

It is a one-stop portal with all the information of the property, such as the amenities, various floor plans, artist impressions of the property, and a lead generation form for users to register for VVIP preview.
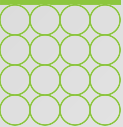
Banking and Finance Industry – DBS Bank

Insignia
Microsite

To be in line with the company's vision of digitalisation, we were tasked to design and develop an interactive mobile responsive website for their most prestigious card, i.e. DBS Insignia. The overall concept revolves around the luxury lifestyle, privileges, and rewards that come with the card.

CONTENT MANAGEMENT SYSTEM

Education Industry – Cognita Asia Holdings

Web Portals and Systems
Drupal CMS

As part of Cognita group, we have developed the website for different schools across the region including Singapore, Vietnam, Thailand and Hong Kong.

We worked closely with the various BUs to understand the business requirements and different use cases, then propose suitable solutions and develop new features from time to time such as e-commerce solution, CRM solution integrated with Salesforce and Microsoft Dynamic.
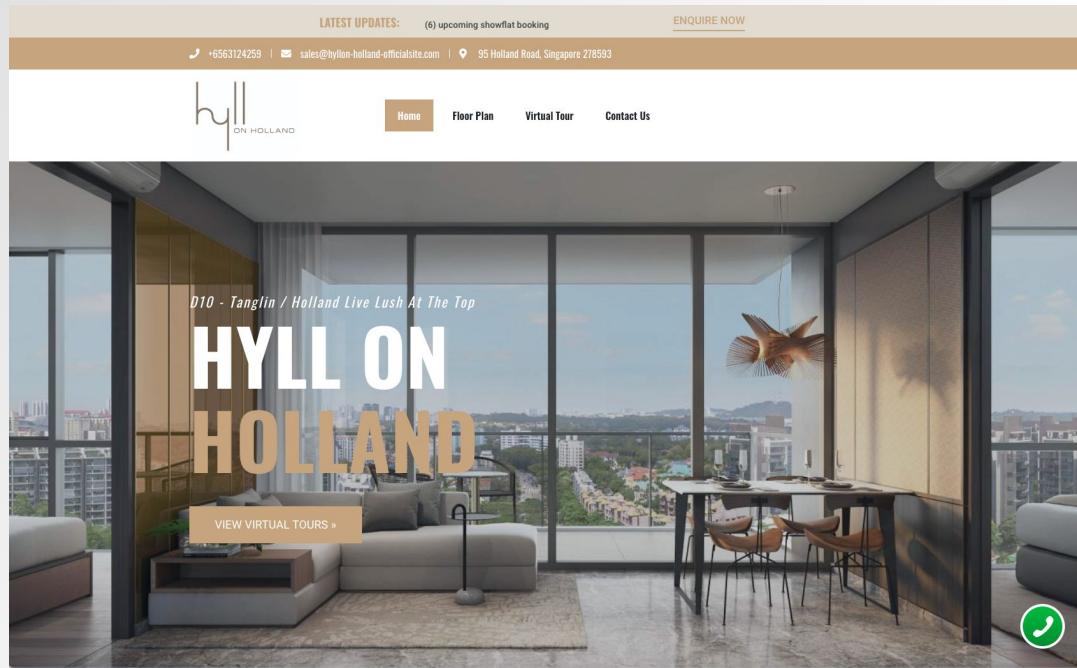
Real Estate Industry - FEC Skypark Pte Ltd

HYLL On Holland
Sitecore CMS

In this project, we were tasked to develop an interactive mobile responsive website for launch of the property.

It is a one-stop portal backed with Sitecore CMS portal. Administrator of the site can manage and update the content regularly from time to time and collecting leads with the lead generation form on the site.
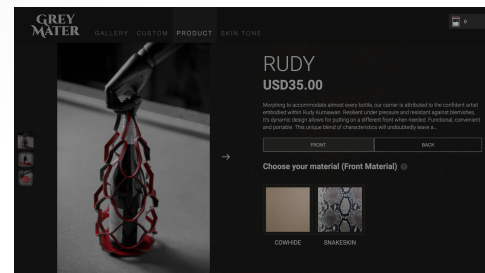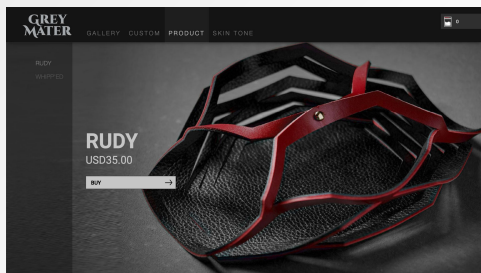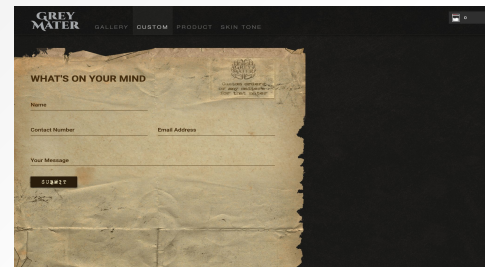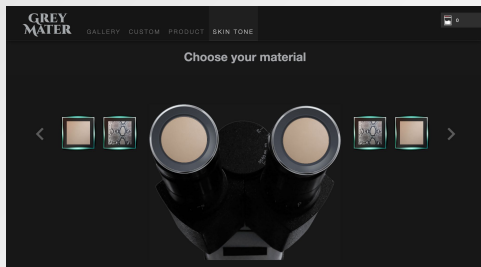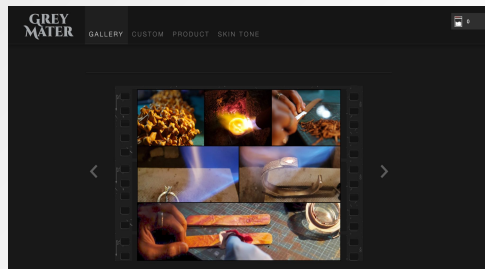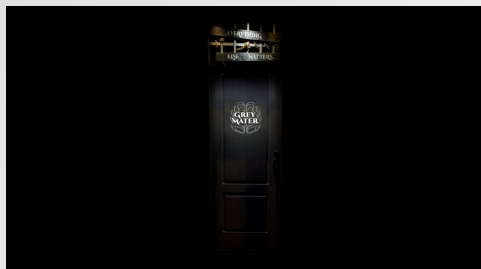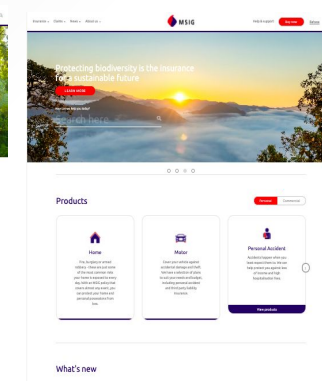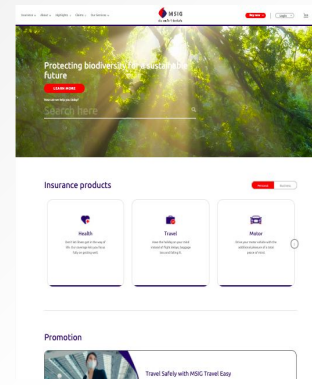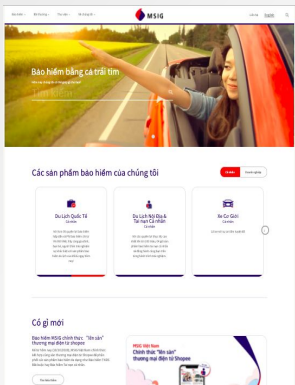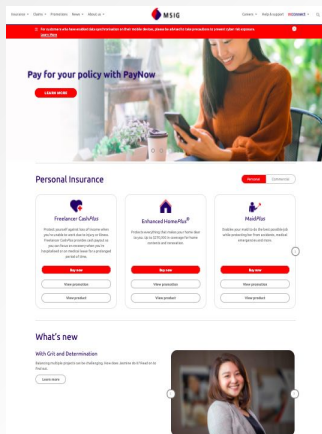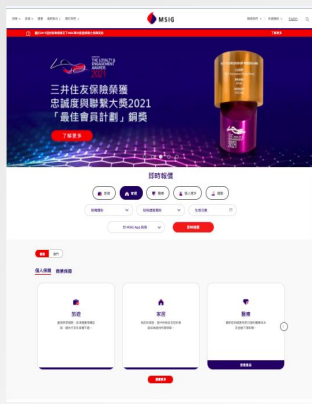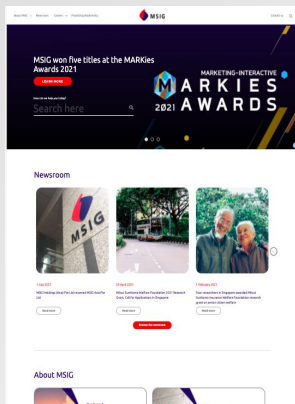
Fashion and Apparel - GreyMater

E-commerce Portal
WordPress CMS with WooCommence

We designed and developed an interactive e-commerce portal to showcase the artwork of a local handicraftsman.

Not only the portal serves as an e-commerce platform, it is also built as artistic gallery to showcase all the leather artwork that has been designed by our client

Insurance – MSIG

# Web Portals
Drupal CMS

The maintenance for the websites under the MSIG group is being handled by us for different markets across Asia which includes Singapore, Hong Kong, Indonesia, Vietnam and Thailand including their local language pages.

We work closely with the local BUs to understand their business requirements and needs, then propose optimal solutions and develop new features from time to time. We handle the vulnerability issues and ensure the websites are safe from any harmful threats. As a part of maintenance, we optimise the websites regularly to improve their performance.

ENTERPRISE SOLUTIONS
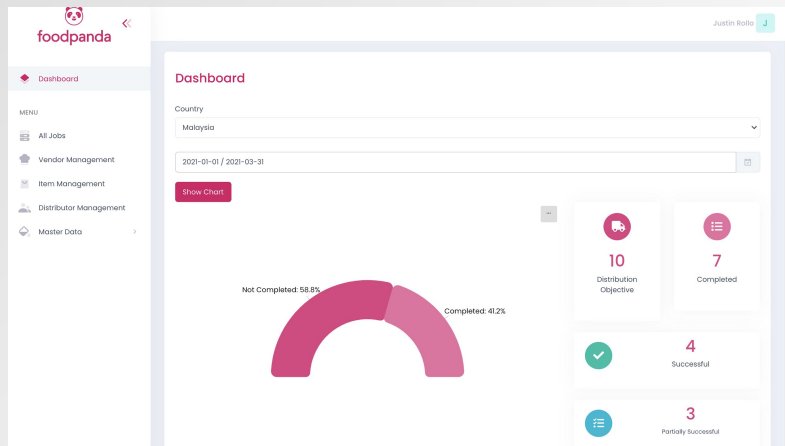
Internet Company

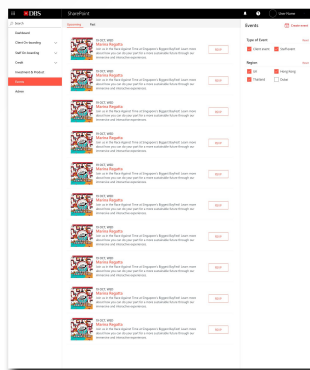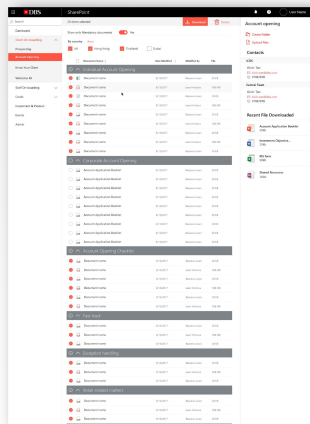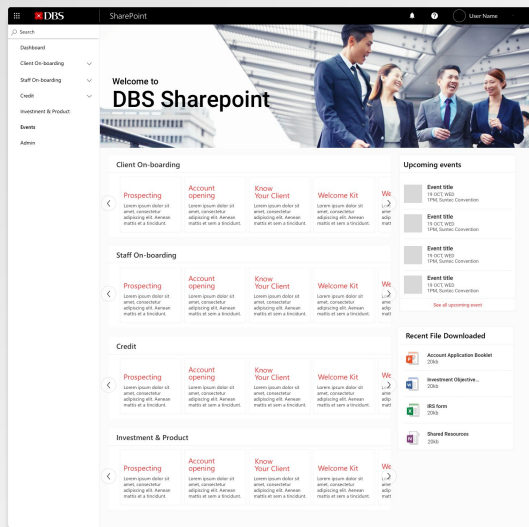# foodpanda
Distribution tracking tools

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2020

The tracking process for the distribution of the offline marketing material is manual, tedious and inconsistent across the region.

In this project, we have designed a web-based tool to track the distribution for all 11 markets in APAC to provide full visibility on the status of the coverage at real-time.

Banking and Finance Industry - DBS Bank

Information everywhere?
Content migration and design revamp

In big organisation, different sub-teams will have their own processes and information. Most of the time, there are overlaps in the organisation which causes inconsistency and creates confusion.

In this project, we were tasked to create a new SharePoint that is more user friendly and functionalities focused. As part of the requirement gathering process, we have conducted a focus group with different groups of site owners, content contributors, end users to identify the pain points. In the revamp, we also went through with all the business units to streamline the content together.
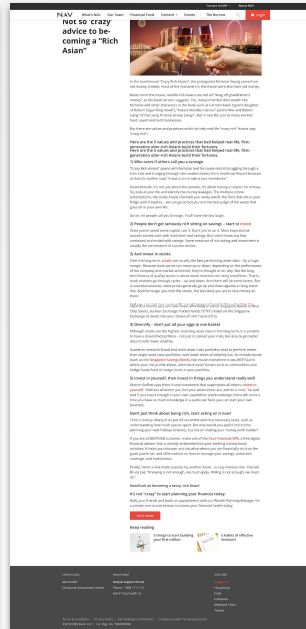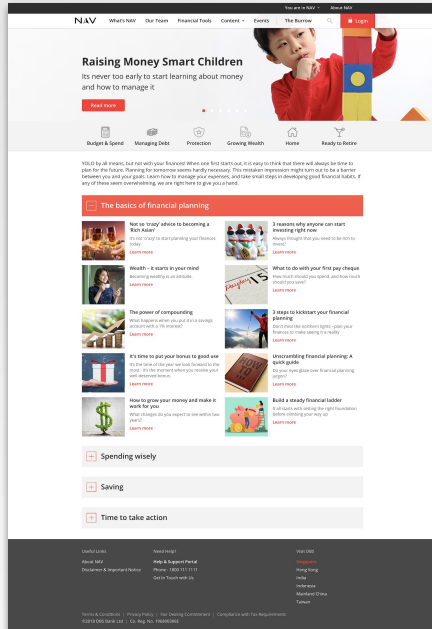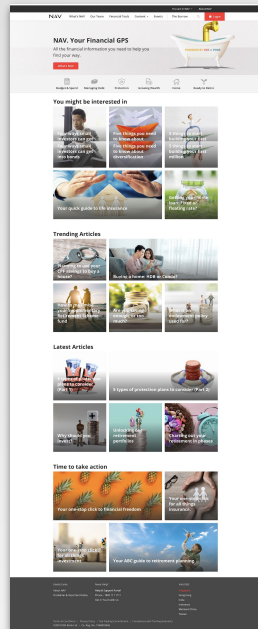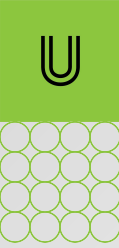
Banking and Finance Industry - DBS Bank

Paradigm Shift
Content restructuring and migration

Consumers behaviour changes everyday and how they consume information changes too.

In this project, we were tasked to re-design, re-layout and migrate all the content of the DBS NAV.sg static microsite into the CMS. It includes applying the UX principles, improving the user journey, setting up the NAV.sg pages within the templates, advising the limitations, and recommending the suitable templates for each page.
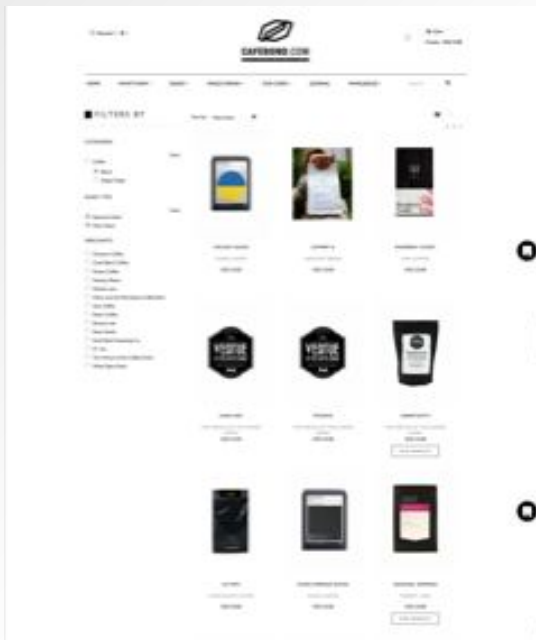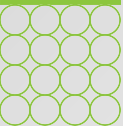
Internet startup – Cafebond.com

Coffee E-marketplace
Design, development, maintenance

In this project, we were tasked to design a platform for various coffee merchants to list their products and sell them on the platform.

We delivered from end-to-end which includes user requirements of the various features that are useful to users, UI/UX and user journey design, server infrastructure, database schema design, payment gateway integration, commission distribution management, and subsequently maintaining the entire platform.

https://cafebond.com/
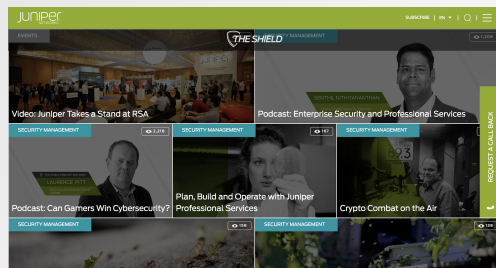
Networking and Cybersecurity Industry - Juniper Networks

Lead Gen Campaigns

White papers, and interactive games

Everyone wants to know the trend and what to expect next. Juniper Networks, being a leader in networking and cybersecurity industry, has vast knowledge in its industry. Backed with in-depth research, they came up with a series of white-papers internally. To get access to such information can be quite costly. We were tasked to develop a portal where readers need to fill up the lead generation form before they can read the white-papers.

We were also tasked to build a quiz to attract event goers to their booth. We incorporated cybersecurity questions into the quiz and infused the wheel-of-fortune's elements.
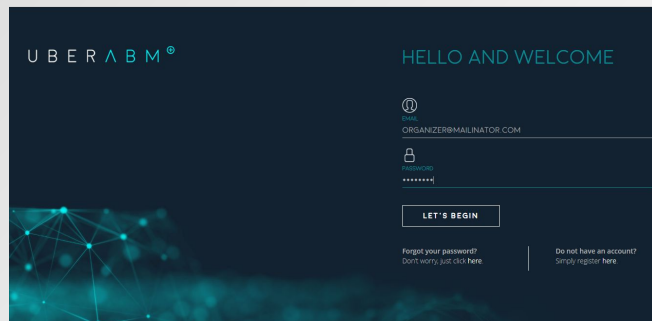
Networking and Cybersecurity Industry – Juniper Networks

No time to read all?
Account based marketing made simple

Business-to-business marketing depends largely on the account managers. It is also crucial to know the current news of their clients and avoid sensitive topics.

With account based marketing software, it enables collaboration between all the account personnel and allows them to bookmark news article, tag it to the client, add in key summary points, and share it amongst the team. Sales directors and 'C' suites can easily refer to the pointers and improve their conversations with the clients and partners.

MOBILE APPLICATION SOLUTION
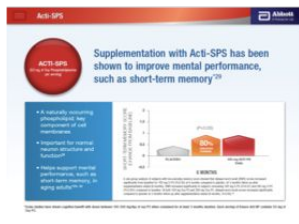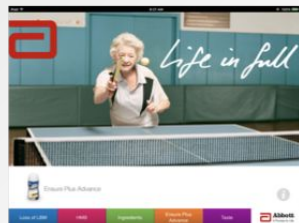
Healthcare Industry – Abbott

Hard to explain?
Interactive sales kits

In a direct sales and marketing session, it is not easy to illustrate and explain complex topics with prints or static information. With a local creative agency, we were tasked to convert a series of sales kits into interactive iPad mobile application to aid the client's sales teams in their sales pitches.

The interactive sales kits include videos, animated charts and figures, and popup references. The content is also separated in a configuration file (.plist) for ease of content maintenance.
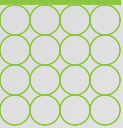
Banking and Finance Industry - DBS Bank

Digitalisation
Interactive sales kits and brochures

Wastage on reprinting product marketing collaterals due to change in regulations and product offerings has led to the ideation of digitalising all the sales kits and 'take-one' brochures into a mobile application.

This also enables Relationship Managers (RMs) to streamline the sales process where they can bookmark and email the relevant product information in PDFs to potential customers. The application also comes with tracking mechanics where data will be used to further fine-tune the product offerings.
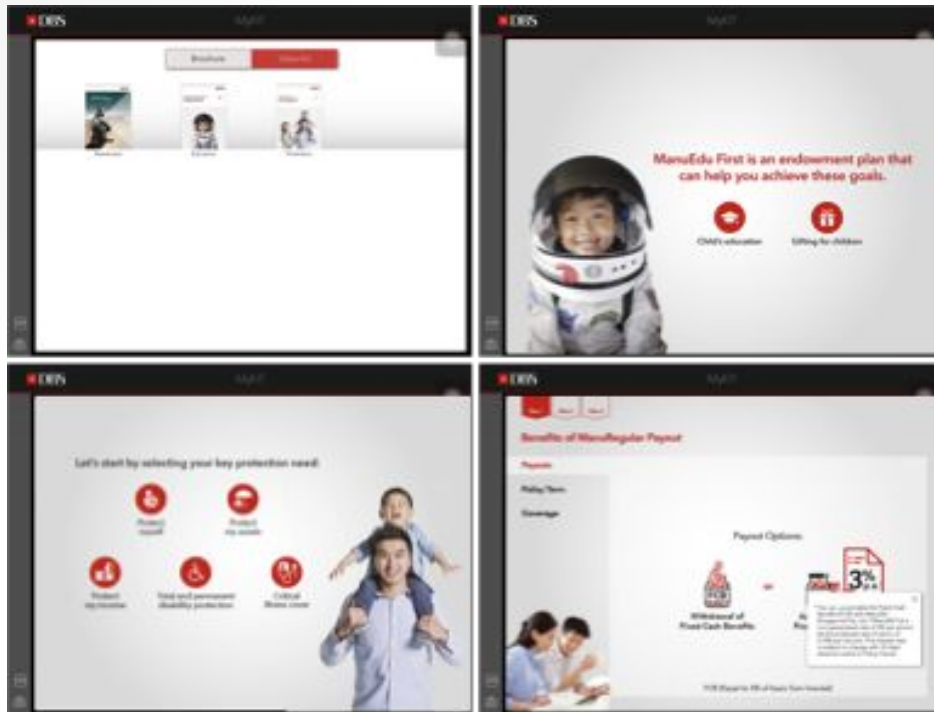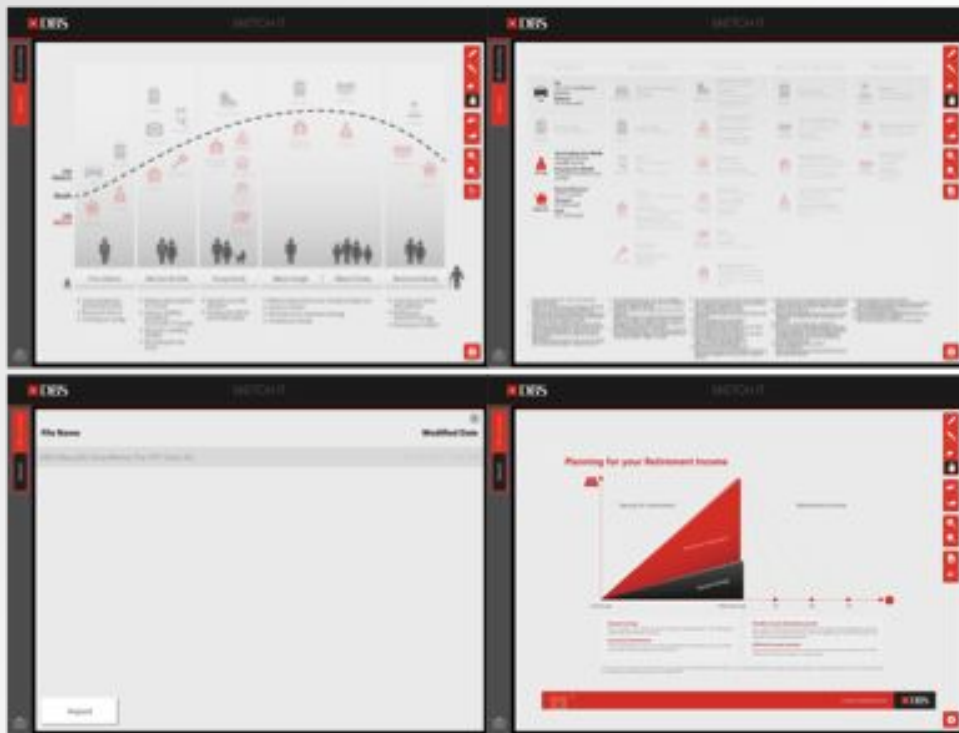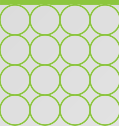
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Improved Sales Process
Replacing sketching on paper into digital form

In the traditional sales process, RMs will sketch the information on a piece of paper while analysing the customer's needs. Many a times the customer will ask for the paper for future references, which could be a potential lapse, especially when product offerings change from time to time. Also, sometimes the references that the RMs took might be outdated.

We were tasked to refine the sales process by having a centralised repository of the reference information, sketching mechanics with undo/redo feature, and digitalising it to create an additional reminder to RMs not to share the analysis with the customers.

Non-profit Organisation - The Singapore Scout Association

1 Million Good Deeds
Setting and achieving a common goal

What is more fulfilling than doing good deeds together with your peers?

The Singapore Scout Association tasked us to build an iOS and Android mobile application to keep track of the 1-million good deeds goal and for their members to share them with their peers. The application creates positive motivation amongst the members and reminds them of doing good.

THANKS FOR YOUR TIME

We look forward to talking further!