

Storytelling that moves

Yam



People hate ads. So do we.

Let's face it, they're everywhere. They stand in-between you and what you choose to spend your time with. They can be irrelevant and self-serving yet expect you to click and find out more.

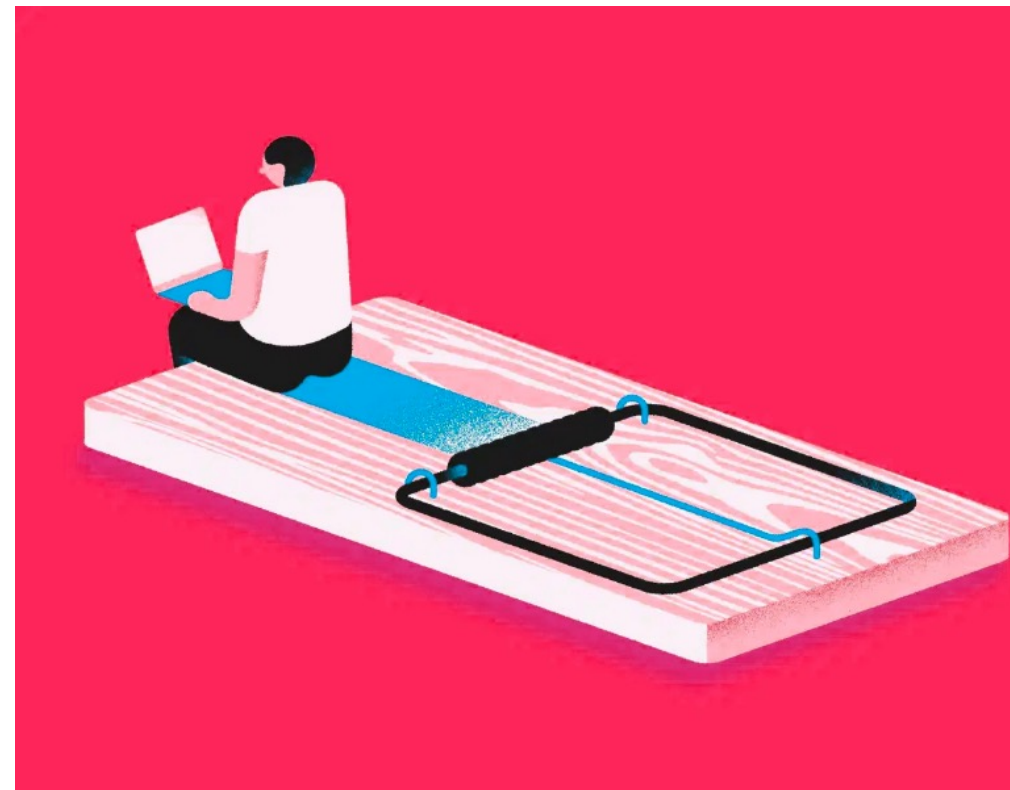
It's time to change the way we advertise.



Don't trap. Connect.

We develop brands that foster real human relationships by designing moments based on empathy, considering how, where and when the consumers themselves want to connect.

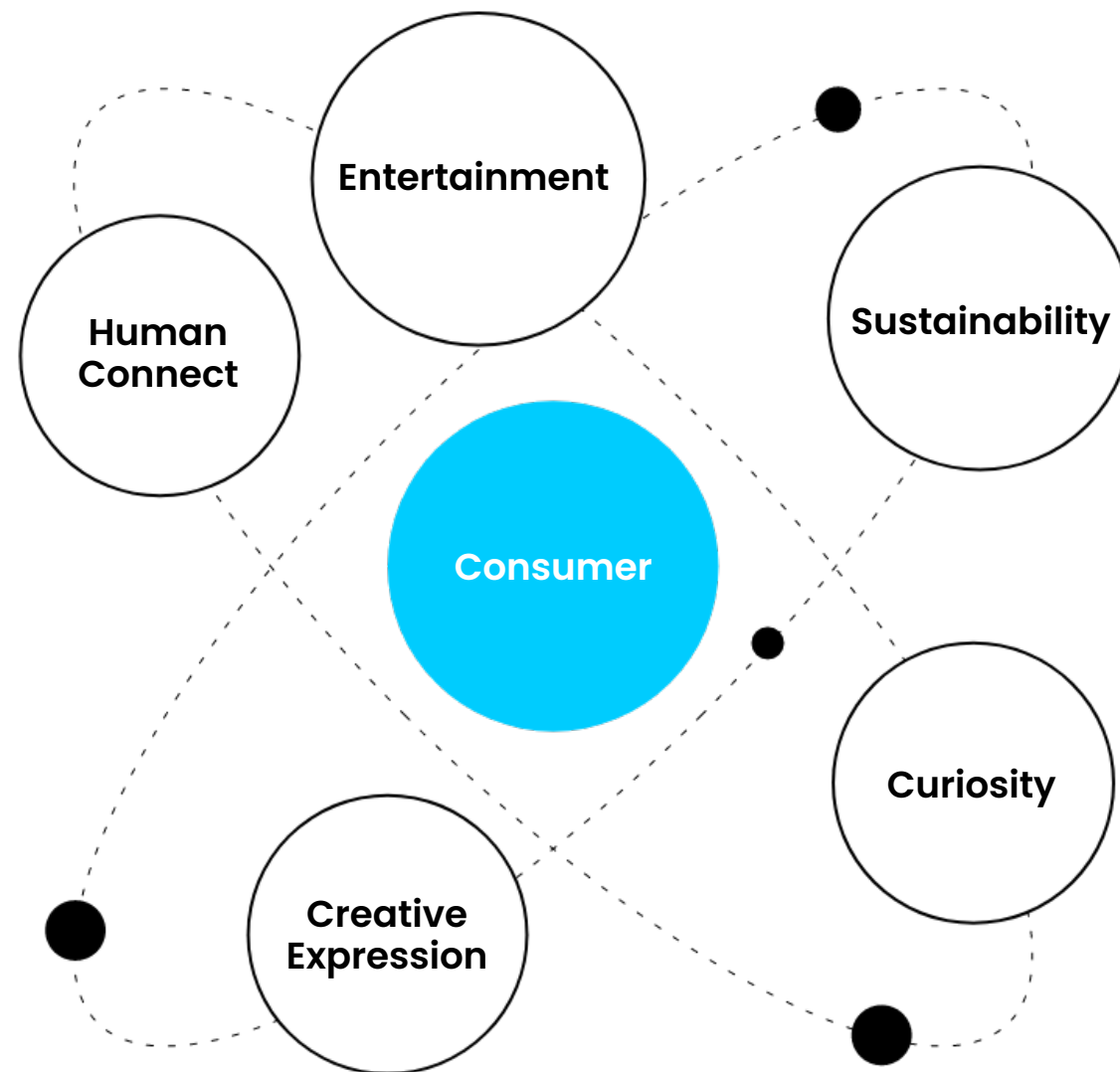
People naturally gravitate towards brand that they can identify with and believe in.



Creating your Brand atom.

In a world of the endless scroll, every single interaction is vital in building a memorable and lasting interaction with consumers.

Our brand atom identifies key human motivations that help extend the impact of every brand moment with a consumer.



Atom

Data doesn't work. Insights do.

We create interpretations from data through intrinsic understanding of social psychology, translating quantitative numbers into human & actionable insights.

We discard traditional demographics surveys in search for behavioral studies on digital platforms that always end up with a click.



Future of marketing is smart.

No one man is an island. At Adtomica, we believe in working with niche and specialized technology partners who are breaking the industry in their own ways. We serve to become that bridge between commercial leaders and best-in-class marketing solutions and operationalize it in a manner that is business-focused.

Technology Partners

Ad-Lib.io

**AUTOMATED
CREATIVE**



Midjourney AI



OpenAI AI

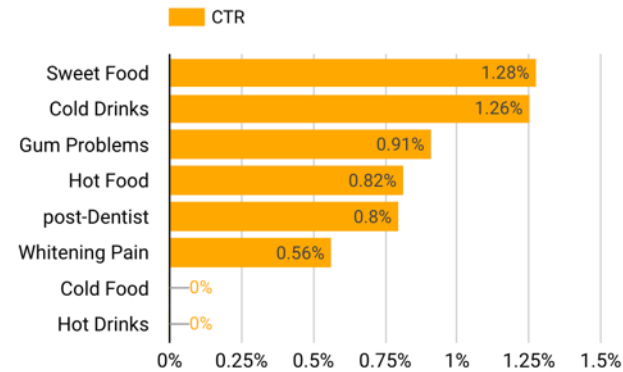


Smart Social.

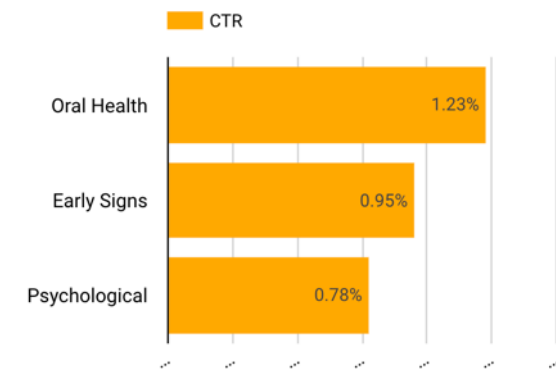
We don't claim to know the future, but we can place solid bets and have a structure in place to react based on well-maintained data, a technologically-savvy A team, and experienced paid media strategists.

Add on powerful tools, that help identify not just what's working, but why it's working. So we target the right audience with what works the best.

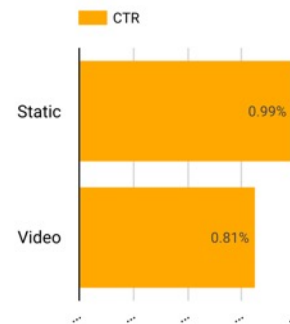
Which visual theme was most effective?



Which messaging theme was most effective?



Which content format was most effective?



Top Performing Ads Overall

	Ad Name	CTR	Amount spent (USD)	Impressions
1.	TEST_S1_Hot Food_Oral Health_Static	2.08%	\$1,550	24,000
2.	TEST_S1_Making_Early Signs_Static	2.01%	\$556	9,975
3.	TEST_S1_Making_Early Signs_Video	1.97%	\$706	10,175
4.	TEST_S1_Making_Psychological_Static	1.29%	\$552	11,650
5.	TEST_S1_Making_Psychological_Video	1.27%	\$702	11,850
6.	TEST_S1_Cold Drinks_Oral Health_Static	1.26%	\$20,584	413,950
7.	TEST_S1_Sweet Food_Oral Health_Static	1.04%	\$1,912	28,925

Tech, stacked!



With deep industry experience and technological expertise, we provide key insights and customized solutions for businesses looking to adopt technology. We are sector-agnostic, tapping on our combined experience and adept analytical abilities to tackle ambiguous problems. We also know how to build optimized platforms & applications for scale, integrating systems across and within businesses.



Featured Brands



Key Offices



Operating Markets

Asia

ANZ

What we do?

We create.

Strategy

Digital Strategy / Analytics / Influencer Marketing / Content Marketing / Media Strategy / eComm.

Creative

Branding / Design / Photography / Video / UI / Print

Technology

UX / Web / Mobile Apps / Tech Innovation / AR / Chatbots / Enterprise Solutions



What can we create?

CAMPAIGN PLANNING & STRATEGY

DRIVE AWARENESS.
BRANDED CONTENT

Thumb-stopping vertical video (0-20 sec) for IG, Tiktok, YouTube Shorts

Engaging iVideo (20-120 sec) for YouTube

Product statics with benefit visualization for IG, eCommerce

DRIVE RECOMMENDATION.
USER GENERATED CONTENT

Creator-led content with compelling hook, and platform-native look & feel

Genuine product experience testimonials from real consumers

CONVERT.
LANDING PAGE EXPERIENCES

Intuitive websites with shopper-based UX

eCommerce store design & merchandising

Work /content



More at adtomica.co/work

About

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Years

14

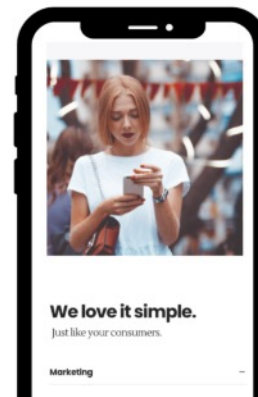
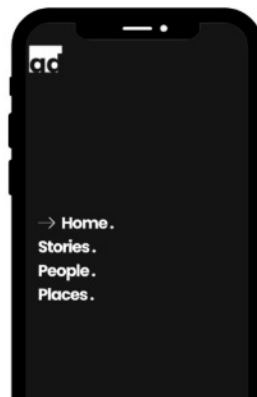
Markets

40+

Brands

3

Awards



Ads

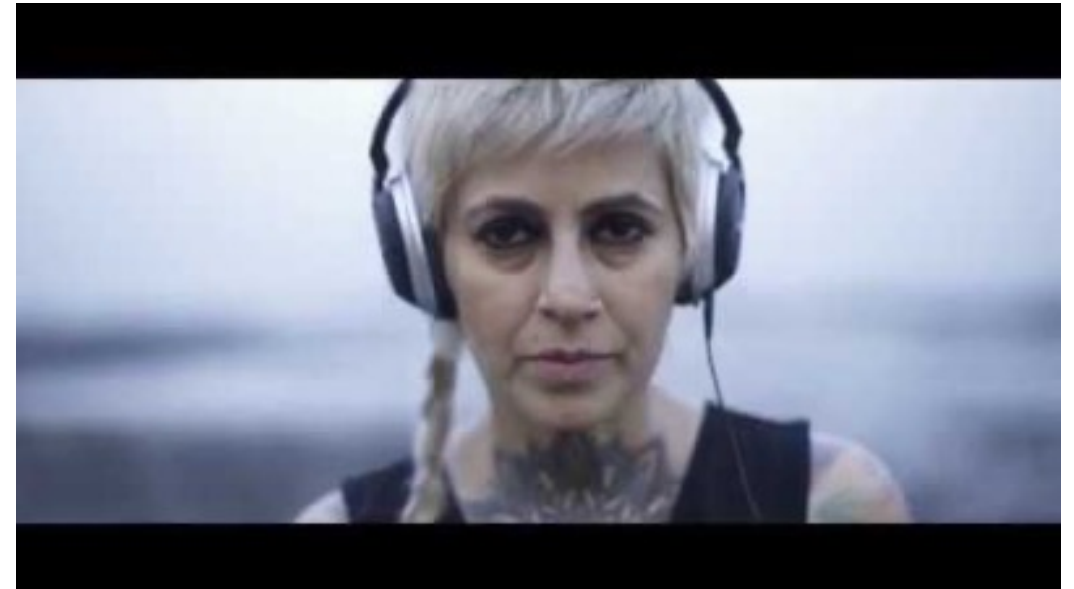
Adtomica Studios

adtomica™



Ditch the soap

A Tik-Tok format video showcasing the effectiveness of the foaming face wash against oily skin and acne.



Levis I Shape My world

Celebrating women who've broken barriers and shaped their world.

Capturing Emotions



Special Olympics APAC - Women's Day Celebratory Poem
Celebrating the life and achievements of Special Olympics's female athletes, this is our tribute to today's heroes that help shape our tomorrow.



Alt. Pizza
Moving away from the poster Singapore, we created a crowd-sourced video of people that make one of the most successful countries in the world.



Alt. Pizza

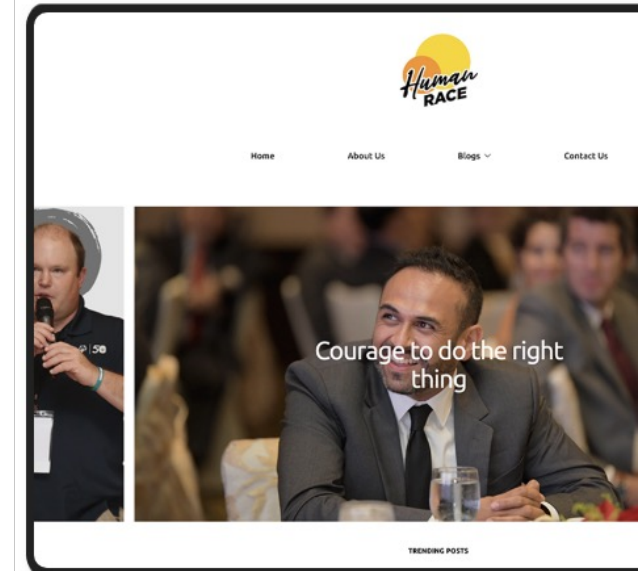
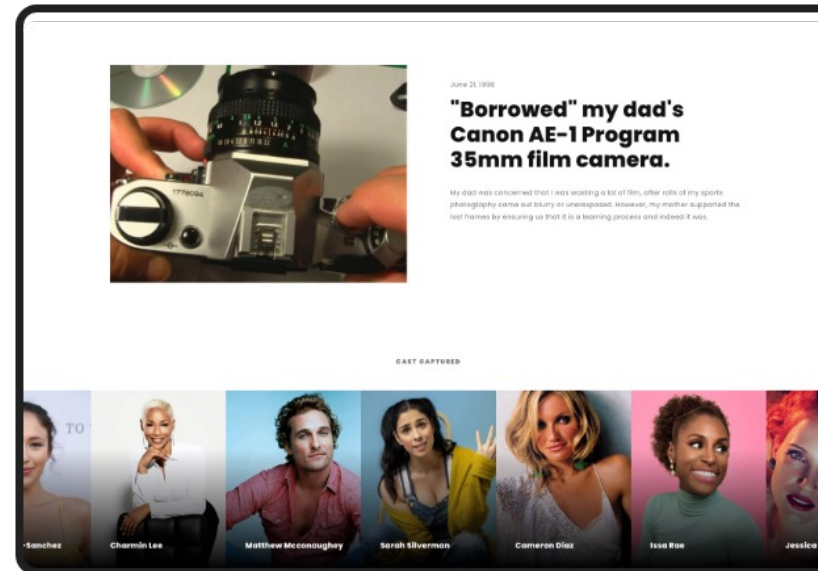
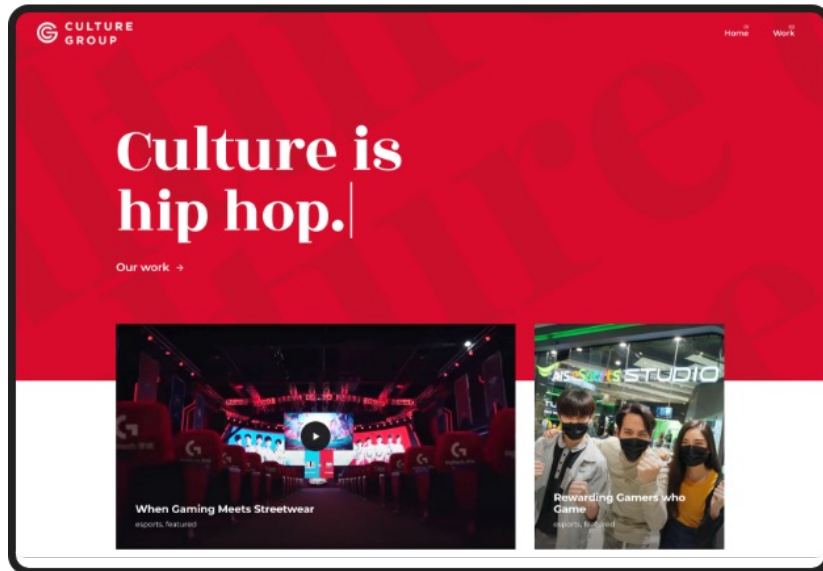
Going behind the scenes to capture what goes into making of the Alt. products followed by the chefs chasing us out of the kitchen. Fun!



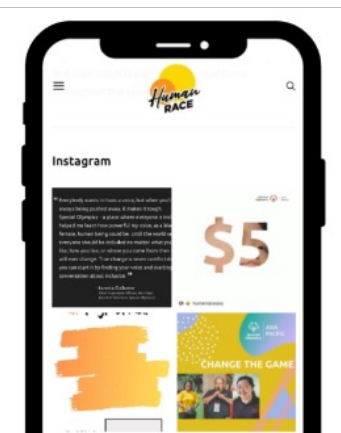
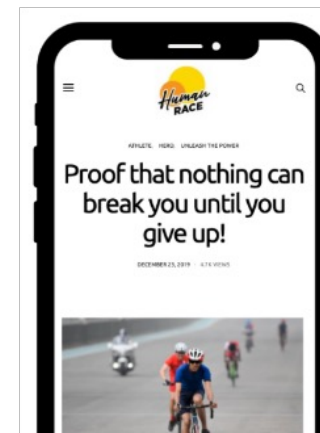
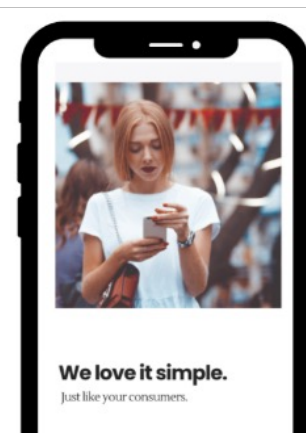
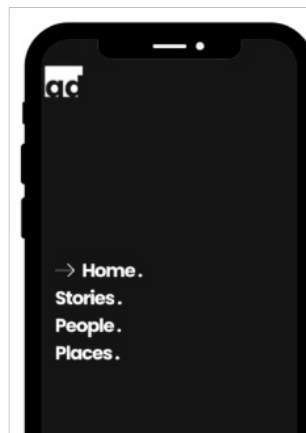
Davidoff

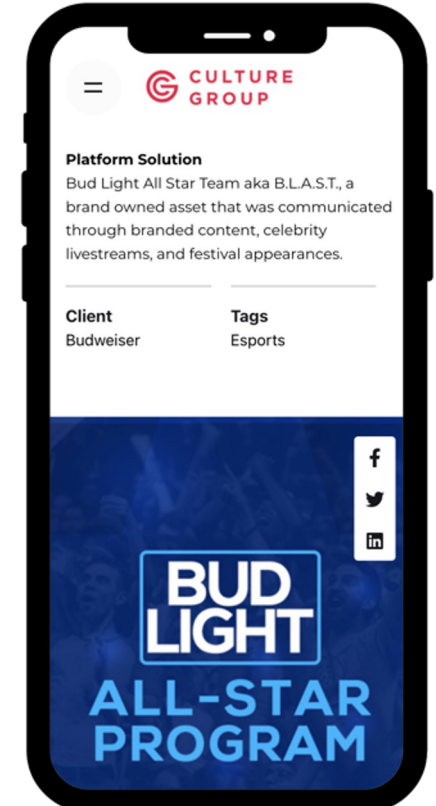
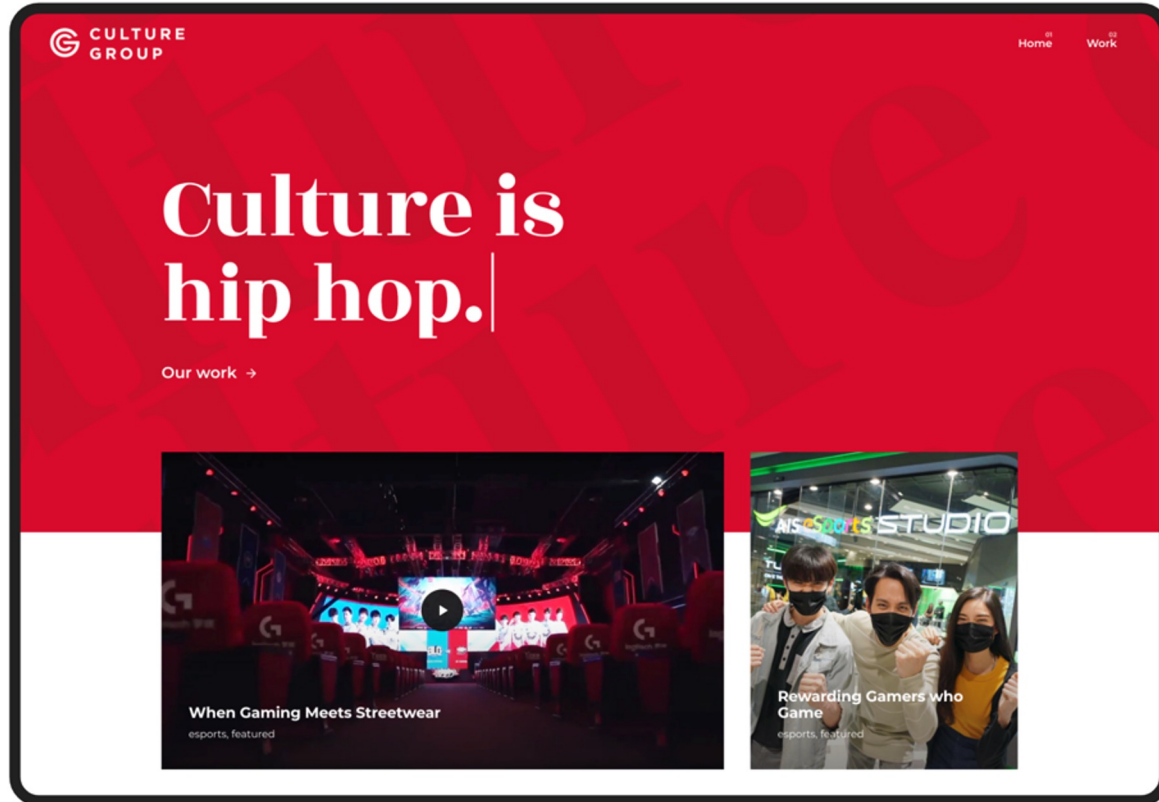
Riding on the popular Dalgona trend, we create a zero budget video at home with whatever we had a home - Davidoff coffee, some glasses and a curious cat.

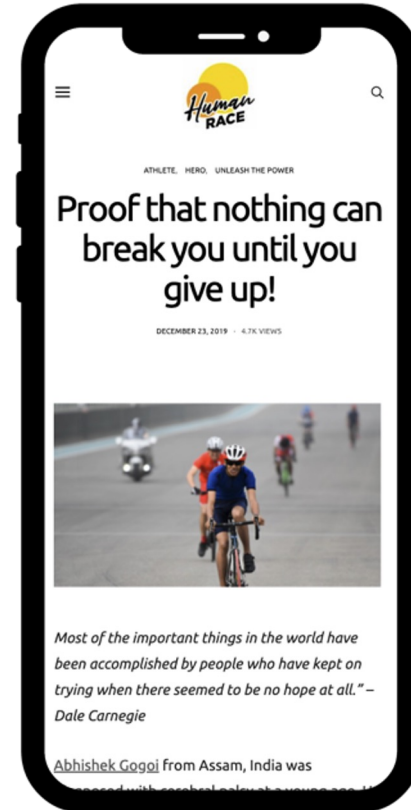
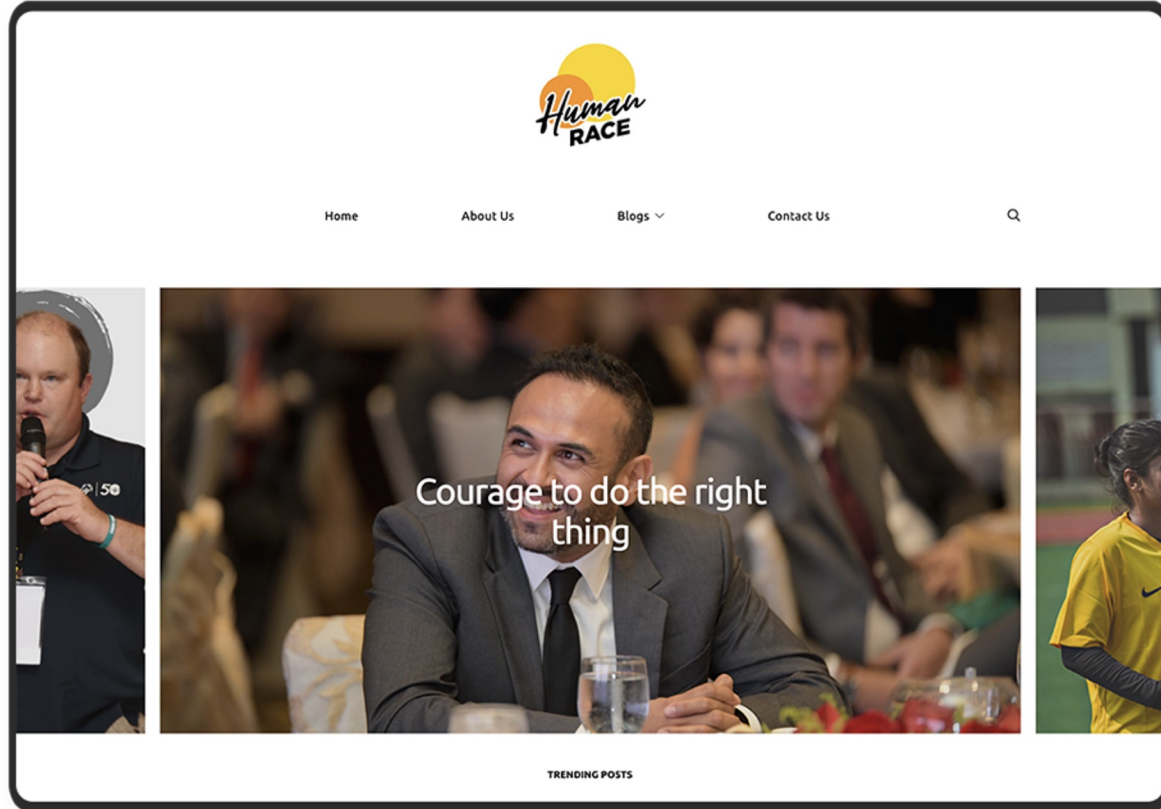
Work /tech



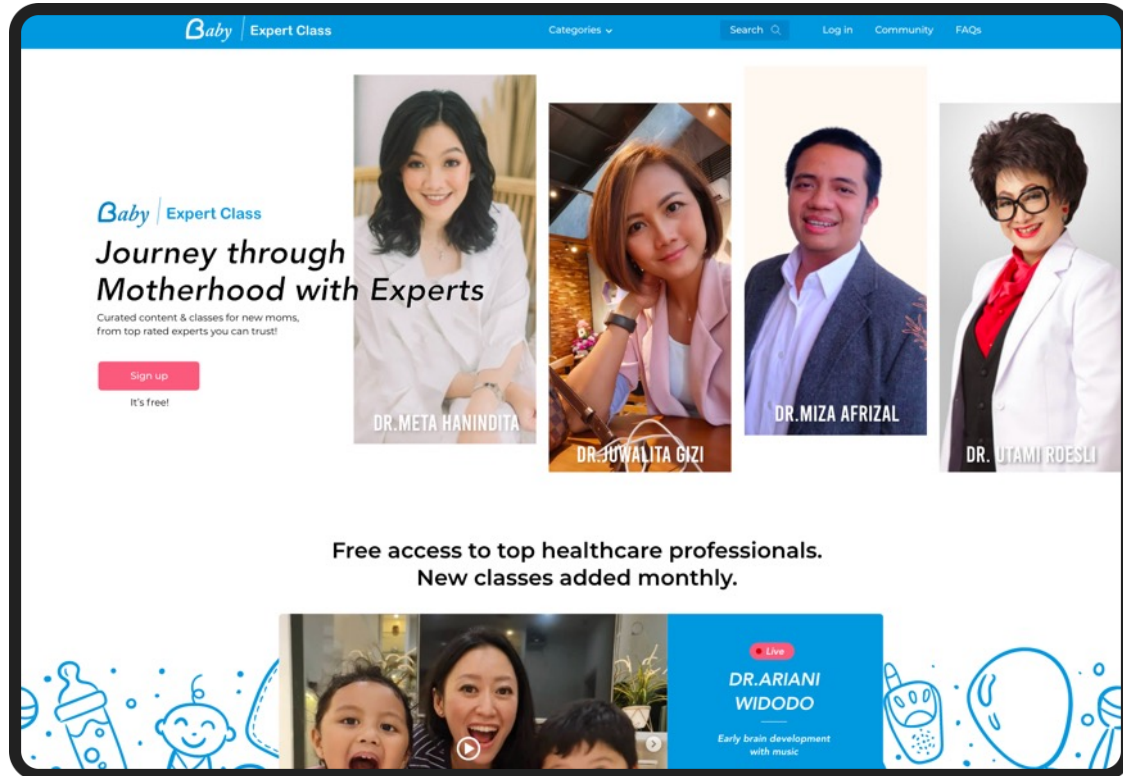
More at adtomica.co/work



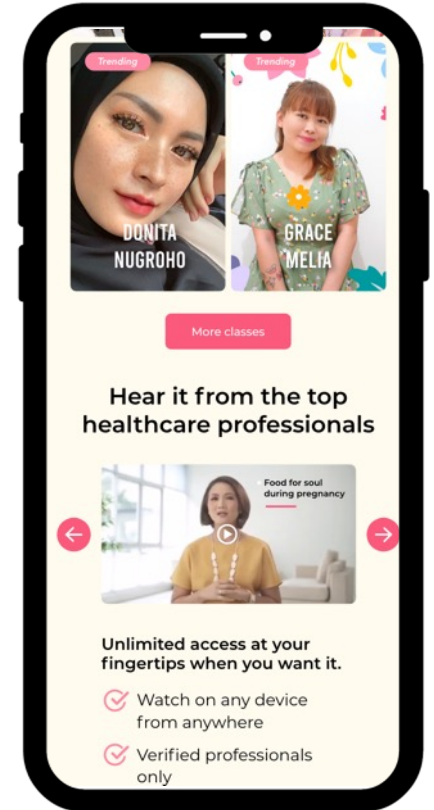
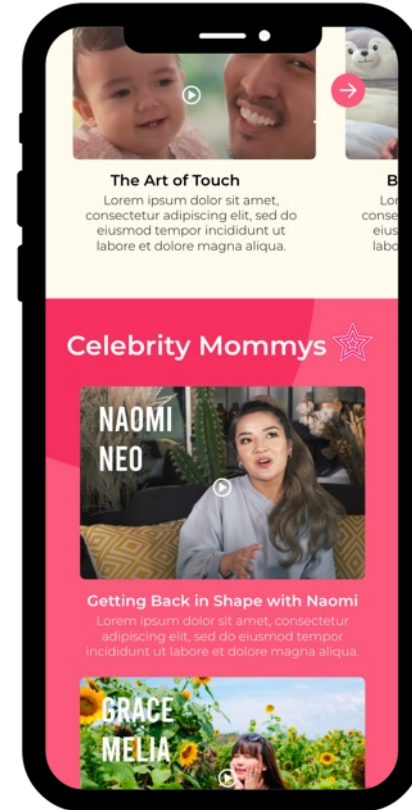




humanrace.asia

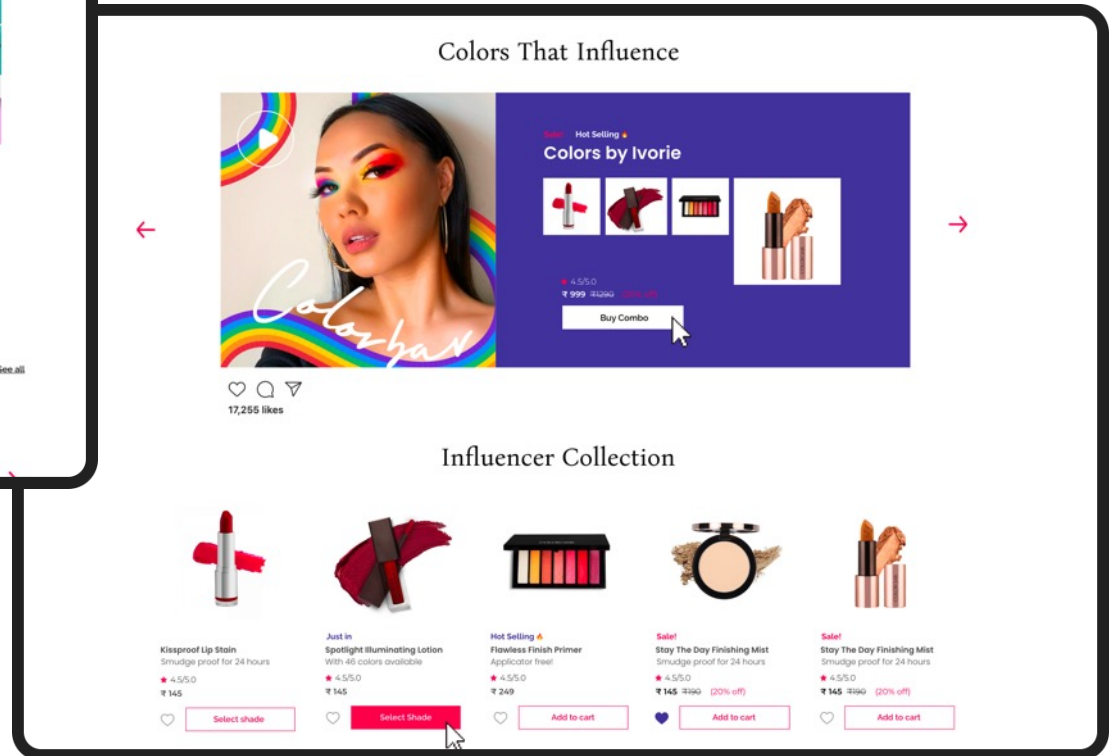
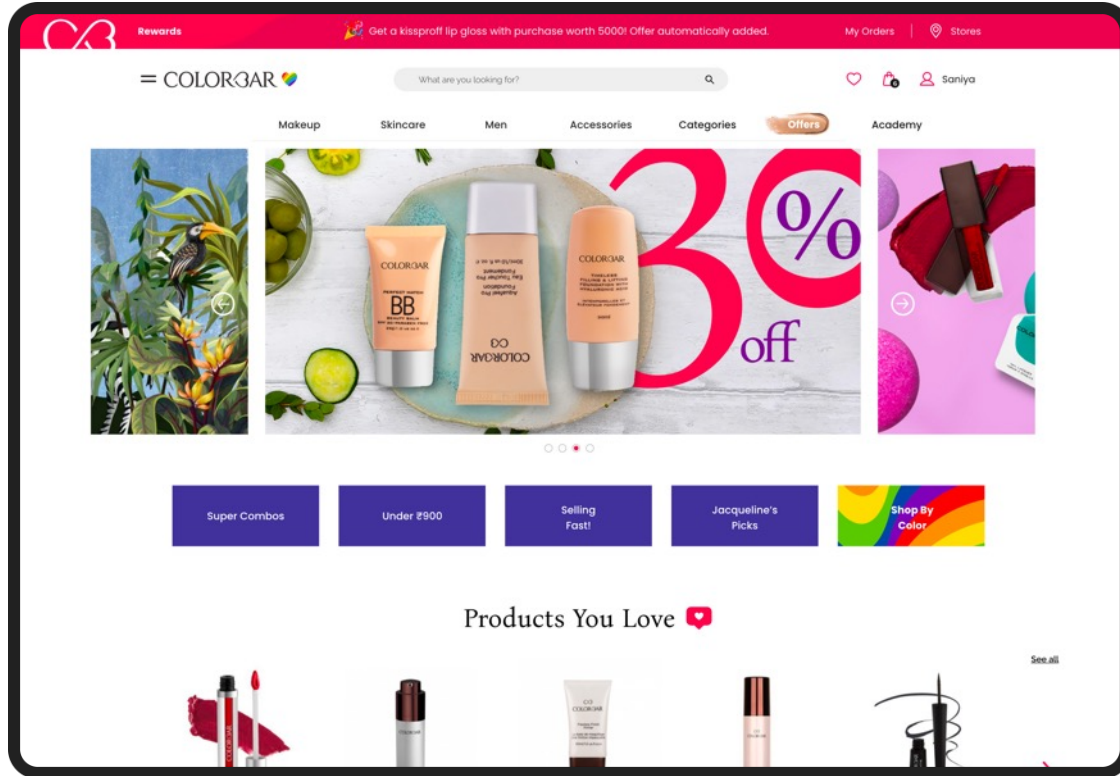


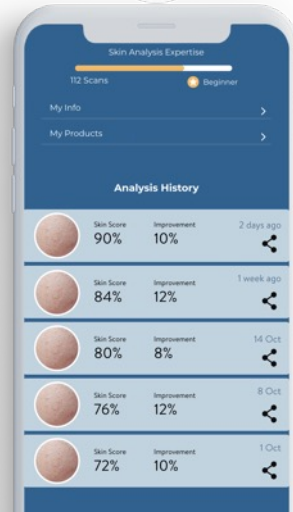
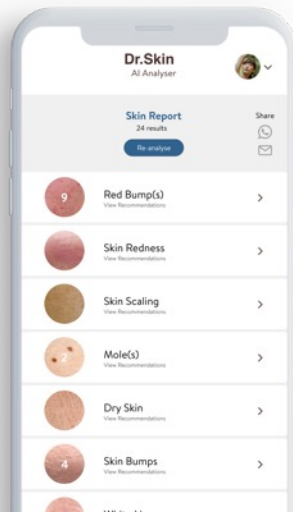
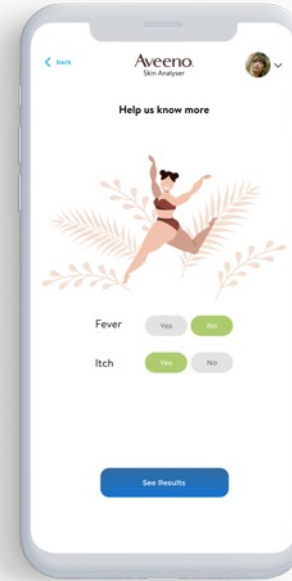
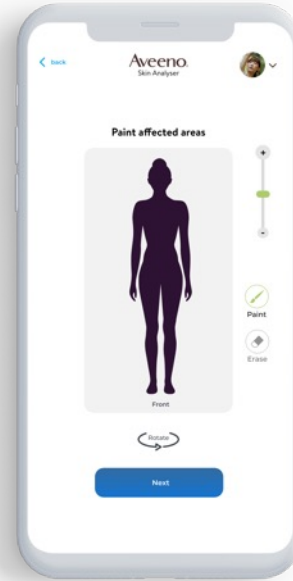
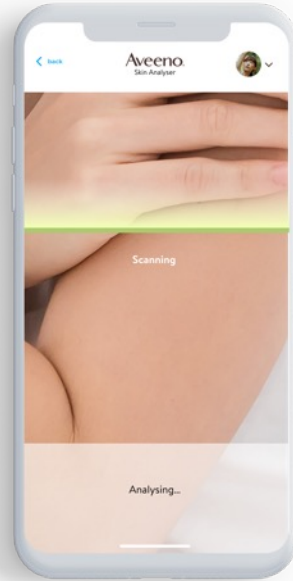
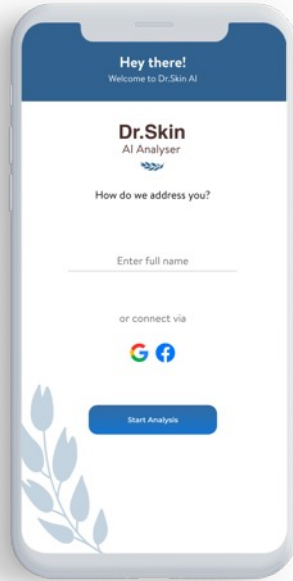
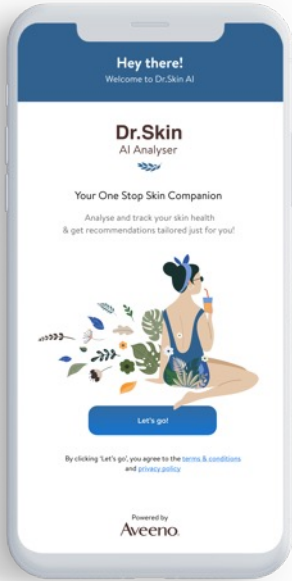
Baby | Expert Class



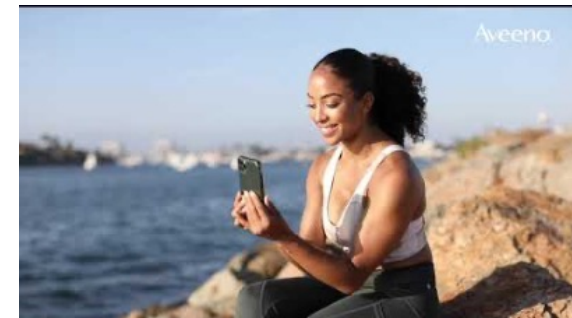
Watch
Concept
Video





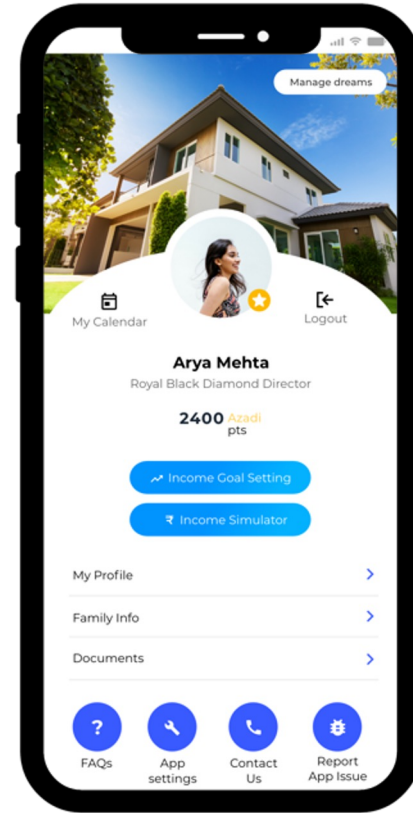
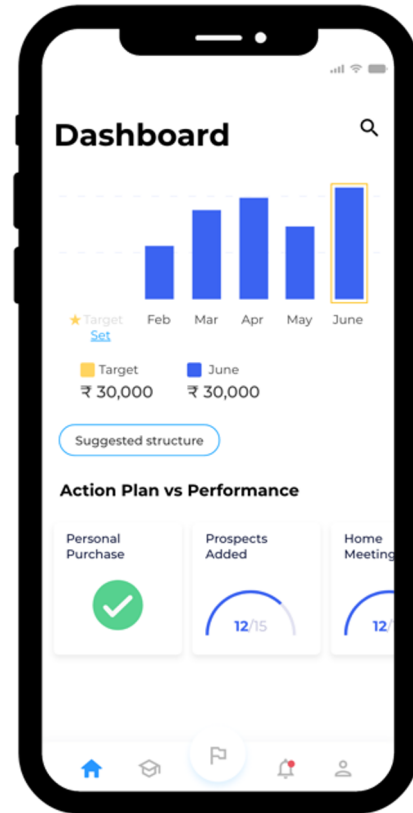
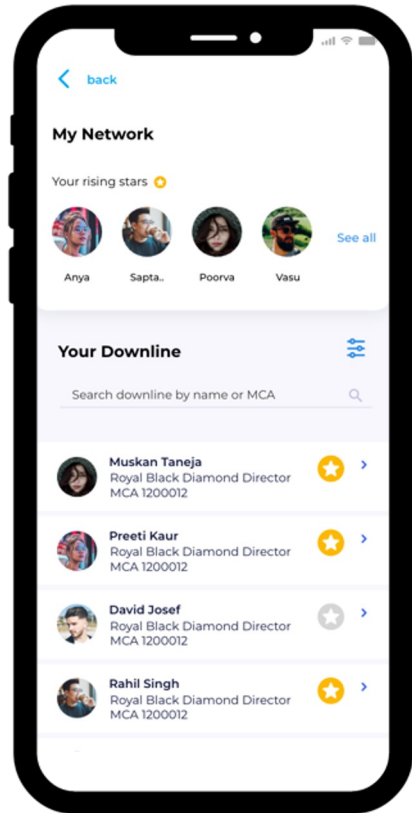
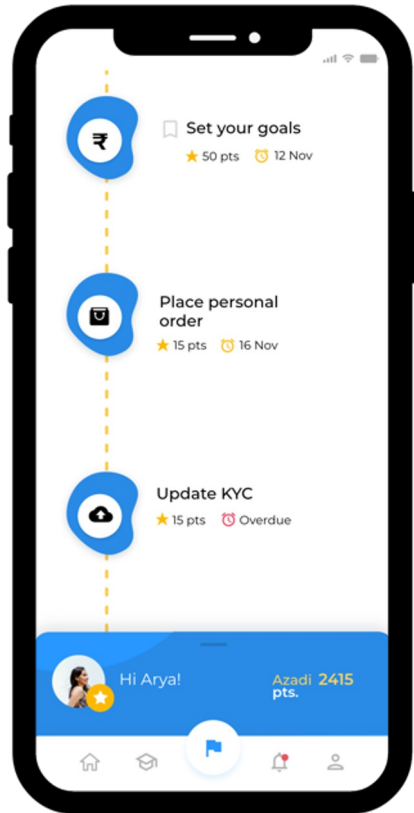


Watch
Concept
Video



Mobile Personal Assistant

actomica™



Available on



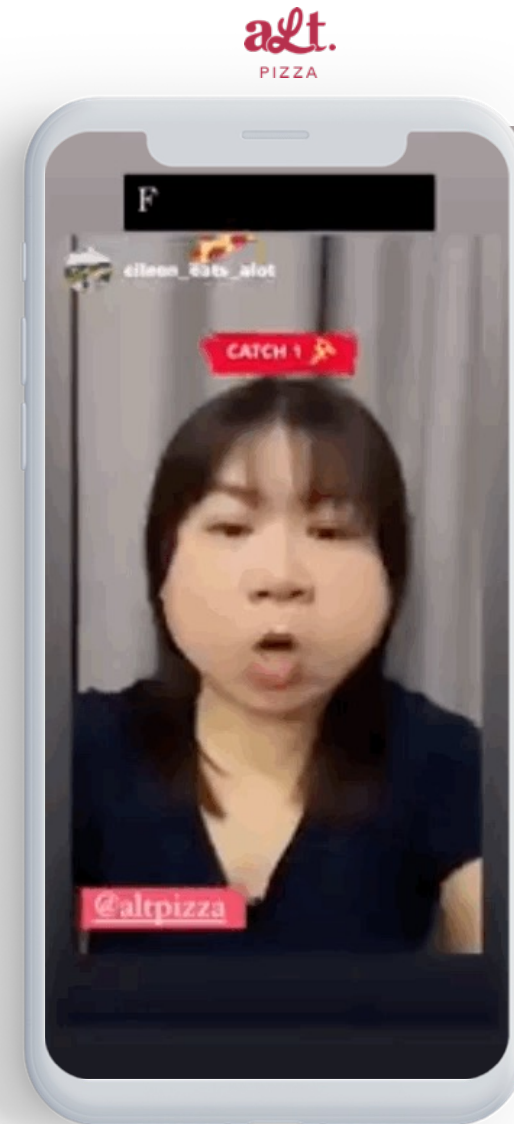
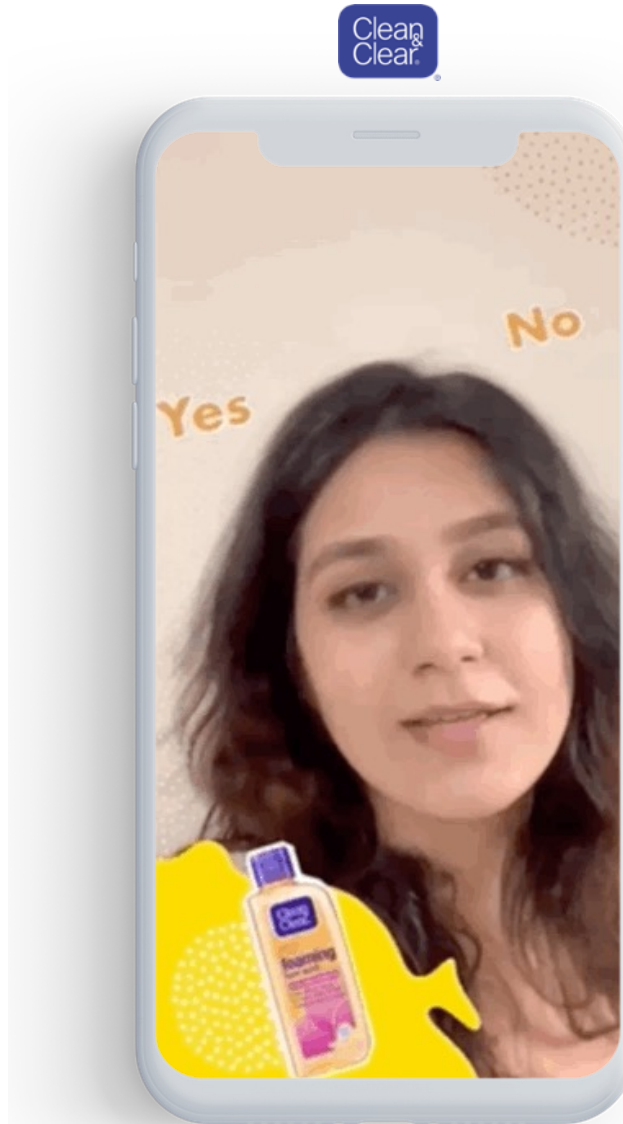
Interactive Games

AR enables users to co-create content easily, making engagement with the brand fun, informative and shareable!

Try it out!

[C&C Skin Myths](#)

[Alt. Pizza Filter](#)



Let's talk *Rock*



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