JET·AVE

Driving Conversations

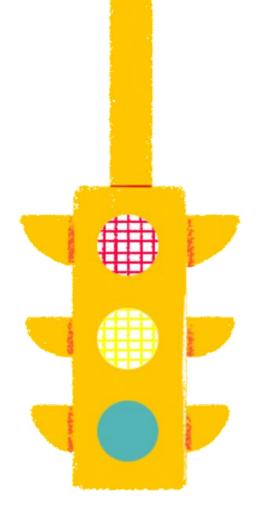
Company Profile

About JET.AVE

Started in 2016, JET.AVE is a one-stop agency that provides full-fledged digital marketing, web design and editorial services.

It has a diverse team with an enviable proven track record in hitting high ROI consistently on marketing spend, sometimes, exceeding the KPIs.

Believing in helping brands join in the right conversations, the agency specialises in content marketing and social selling. It prides itself on personalising strategies for every client and delivering highly original creatives.



Our services





Digital Marketing

Merging creativity and technology across various platforms to deliver tangible results for your business



Editorial

Relevant and insightful articles, newsletters, or blog posts to add value to your audience



Web Design

Anything from search engine optimisation to content management system, we've got you covered. Count on us for your website revamp, migration, or creation

Our Clients



EUROKARS



MAZDA



FUTURO



NEXCARE



SOMPO INSURANCE



ITE ALUMNI ASSOCIATION

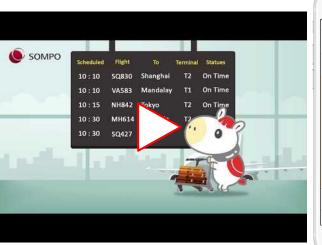


VELOCITY@NOVEN A



CHILDREN'S CANCER FOUNDATION







Sompo Changi Airport Campaign

Client: Sompo Insurance

To drive traffic from online to offline and back to online to participate in a Facebook Contest.

Campaign Results:



Generate 535 link clicks



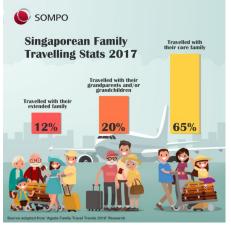
Average Cost per Video View of \$0.06



Click-Through Rate to Contest of 0.14%

Awareness







Conversion











Engagement



Affinity







Advanced











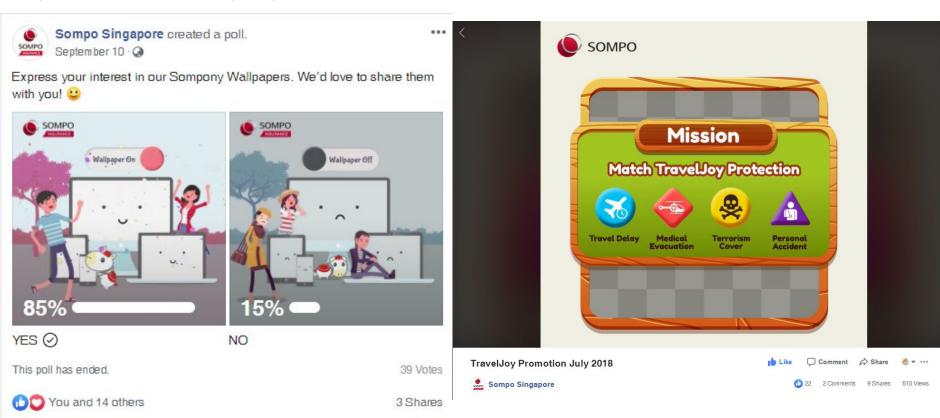
Sompo Social Media - Advanced

Facebook poll with animation

https://www.facebook.com/SompoSG/posts/2254584651521040

Video

https://www.facebook.com/SompoSG/videos/1981873095458865/





Awareness

Comfort Grip Handles Easy on your fingers Titanium-fuxed Blades Stay sharp beyond 100,000 cuts Durable Matil Pivot. For lifetime smooth cutting action Non-stick Technology Finally No more gummy build-up







Engagement









Conversion









Affinity











3M Homeowner Starter Kit

Client: Scotch-Brite & Command

To raise awareness and excitement about both brands, which were frequently perceived as utility products.

Campaign Results:



1,200 sign ups



Campaign completed 6.75 days early



10% organic growth in Facebook page



"Pimpleman" Video Production

Client: Nexcare

To promote brand recall and create excitement through word of mouth and of course drive sales.

https://www.facebook.com/Nexcare.Singapore/videos/867990746915984/

Campaign Results:



Generate 2,207 link clicks to e-commerce website



Garnered 190,945 total video views, \$0.09 average cost per video view

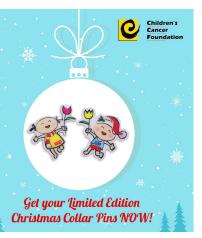


Awareness











Affinity



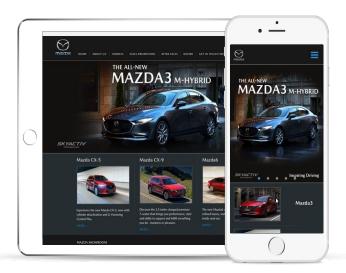




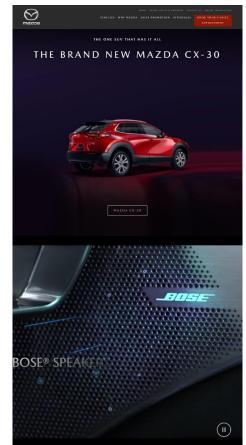
Mazda Website

Major website overhaul with a massive improvement to both UX/UI.

Before



After









EDM Design

Children's Cancer Foundation



Back for the 18th consecutive year, Hair for Hope is Children Cancer's Foundation signature public outreach event - the only headshaving event in Singapore that serves to raise childhood cancer awareness and funds.

Through the symbolic gesture of shaving bald, we aim to:



Create awareness of childhood cancer in Singapore



Tell children with cancer children with cancer and that it is OK to be bald their families



Show children with cancer and their

families that they are not alone in their

fight against cancer

of support for children with cancer and their families

represents the understanding by an individual of the ordeals that a child with cancer is subjected to.

By volunteering to shave, shavees become CCF ambassadors in helping to raise awareness of childhood cancer among their family and friends.





I WANT TO MAKE A **BALD STATEMENT!**

We have taken security measures to better protect all shavees' personal data and all encrypted passwords.



If you have registered an account with us in 2019, please login using your email address and latest password.



If you have registered an account with us before 2019, please click on 'Forgot Password' to create a new password to continue your registration. Otherwise, please create a new account.

COVID-19 Advisory

CCF shares your concerns for Hair for Hope in view of the COVID-19 situation in Singapore. The health and safety of our supporters and staff are paramount; and we are monitoring the situation closely as we prepare for this important advocacy and fundraising event. We are also reviewing event protocols and will enforce precautionary measures in line with the latest advisory from the Ministry of

Find us on Facebook, Instagram, Youtube and Linkedin now!









Hair for Hope 2020 Organising Committee

CCF Community Office 8 Sinaran Drive, #03-01 Novena Specialist Centre Singapore 307470 Tel: 6229 3757 | Fax: 6229 3700 Email: info@hairforhope.org.sg

To find out more about CCF, please click here. To unsubscribe, click here.

LG Singapore



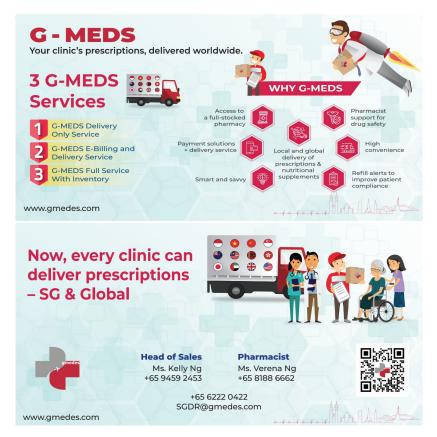
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Thank you for purchasing the LG V10 **RED** Submit your particulars in the form below and stand a chance to be one of the 200 lucky winners to win a 200GB MicroSD (Worth: \$199)

Flyers

G-Meds







Logo Design

NextGen



Vision Development

Mext GEN

Next GEN

Next GEN

Visionary
Gen Southeast Asia G region
Classic Gen Southeast Asia Greer HR development
Engaement Talent Career HR Strengthen Managers
Fresh Leader N Strengthen Managers
business Training Next generation
Gudden upbedt jegb hevel

Other color

Next GEM





















Final

Draft

Sketchs(Draft)



NextGEN

NextGEN







WhereNxt











WhereNxt

Sketch









Storyboarding - Singsaver Commercial







































Animations

JET.AVE's X'mas Countdown



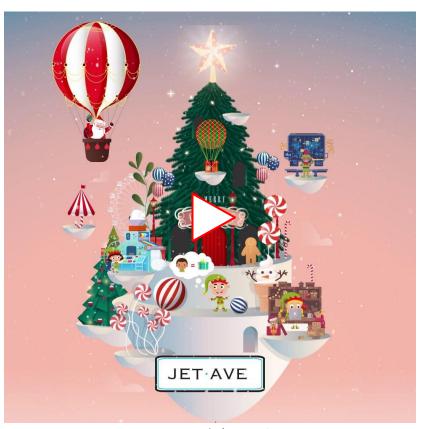
6 days to Christmas



5 days to Christmas



4 days to Christmas



Merry Christmas!



3 days to Christmas



2 days to Christmas



1 day to Christmas

AnimationRallying packaging design entries & votes for Cactus Malaysia



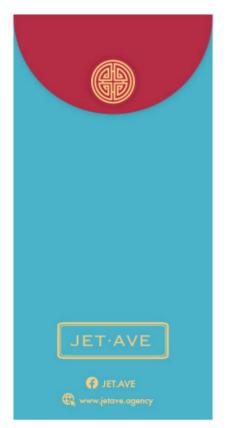
AnimationJET.AVE's CNY Greeting



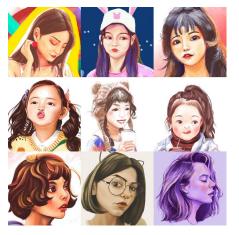
Printed Collaterals







Custom Digital Illustration











Copywriting

Website Magazine

<u>a</u> 4wheelsautomotive.sg

The AAA 4Wheels Guarantee: We're wheeling to go the extra mile

• All-in-one Solutions

Whether you're looking for hydraulic lifters, wheel balancers, air compressors, or car alignment machines. 4Wheels Automotive Industry provides a onestop solution for all your automotive equipment needs.

After-sales Service

We don't just sell great equipment, we help make sure it stays great long after you've bought it. Have a problem with one of your purchases? Our team of qualified specialists are on-hand to support you.

• Always Here For You

Our dedicated team of experts are always ready to give you the support you need. Whether it's advice about the best equipment for your budget, or any questions you might have about the equipment, a 4Wheels specialist is always just one phone call away.

News Around Alumni ITE ALUMNI ENTREPRENEURSHIP **FORUM 2018**

on Thu 2 August 2018, at the ITE Auditorium, Tay Eng Soon Convention Centre Incated at ITE Headquarters and ITE College Central. Attended by students from the three Colleges, ITE alumni, ITE Management and staff, the forum aims to cultivate the spirit of enterprise and entrepreneurship amongst its participants by leveraging on the experiences of successful entrepreneurs. The guest speaker, Mr Jerry Chen, Managing Director of Express in Music was on hand to inspire the audience on the road to success. In attendance as the Special Guest was Ms Low Khah Gek, CEO of ITE

The annual forum kicked off with an opening address by Mr Kenneth Neo, President of the ITE Alumni Association (ITEAA). This was followed by the Presentation of the ITE Alumni Outstanding Project Awards to ITE Students. Mr Kenneth Nep is hopeful that many of the students would exploit their potential and go into businesses of their own in the future

The University of Society

ign/TE Magazine

As the solo speaker invited for the forum, Mr Jerry Chen took the opportunity to take his audience through his University of Society, which sought to impart relevant life lessons t the audience in the form of Mr Jerry Chen's anecdotal life experiences. Despite his journey in life and his numerous accomplishments, Mr Jerry Chen's informal and candid manner won him the rapt attention of the audience within minutes of his appearance.

As a student, Mr Jerry Chen detested his studies in school, opting to pay more attention to his co-curricular activities Unabashedly, he admitted not being a particularly good student. Ironically, it was through these co-curricular activities that Mr Jerry Chen had acquired deeper knowledge in his career and life. Even before graduating, Mr Jerry Chen had built an impressive resume, with testimonials from hit polytechnic lecturer for his work as the class representative





to leadership skills gleaned from leading his Final Year Project. His strong work ethic also earned him the respect of his polytechnic lecturer, who helped him secured his first inh. It was not all smooth sailing though, as Jerry shared that many of his friends in his schooling years had consistently ridiculed him for taking his co-curricular activities a step too far. However, he ignored their mockeries and persevered.

was assigned to be a Commando. Similarly, his peers encouraged him to take the easy way out, as the Commandos was known to have the most notoriously challenging and regimented training routines. His pride decided otherwise and he endured, to graduate as a full-fledged elite soldier, overcoming both his mental and physical challenges. He reiterated that he has continued to apply this mindset towards his everyday life.

Mr Jerry Chen also shared how actions can have far-reaching consequences. In one of his jobs after National Service, Mr Jerry Chen commanded a salary which was higher than most with similar educational qualifications This was based on the strength of his resume, which he had immaculately perfected over the years. While his dedication to co-curricular activities may not have bore fruit immediately, it gave him an edge over many others, many years down the road. After a short working stint, Mr Jerry Chen was inspired and tried his hands at entrepreneurship. by setting up Express in Music. Initially, he suffered many setbacks and struggled to keep the company afloat. It was most upsetting for him as he had fallen out with his iness partner and he could only afford a salary lower than that of an intern in the company, "These are stuff which





News Around Alumni

exclaimed. What kept him going were the life skills he had mastered through his co-curricular activities.

importance of experience acquired in the past, citing how he had navigated through the tricky waters of life by learning from his mistakes. He urged the audience to be gung-ho and be different in their endeavours. His inspirational stories brought the audience to its feet with applause at the close of his address.

After Mr Jerry Chen had concluded his speech, Mr Kenneth Neo, Mr Roger Lee, Mr Jerry Chen, and a student representative from each of the three ITE Colleges participated in a round of Q&A Session, Together, the panel highlighted on the importance of not jumping t assumptions, how culture plays a part in getting staff to be part of an organisation, and why it may augers well to entrepreneurs to just start and not overthink things. After the OSA Session Ms I nw Khah Gek was invited to present a token of appreciation to Mr Jerry Chen.

Thereafter, all the participants were invited to a networking buffet high-tea. This also presented the students anothe chance to continue engaging Jerry in discussions, and pose questions which they did not have the time to raise number of aspiring entrepreneurs, and it would not be at all surprising if several members of the forum ventured out to



Copywriting

Facebook Canvas Advertisement



The first thing which comes to mind for most people when they think healthier living is <u>exercise</u>. How difficult and torturous it is, and how much they would like to avoid it. If that's what you're thinking, then you're probably doing it wrong!



Be a buoy, not a balloon

Just like a life buoy bobbing in the waves, your exercise regimen will have its ups and downs. Understand and accept that our fitness isn't like a constantly rising balloon; there will be days when you're just not feeling it, and that's perfectly fine. Just make up for it another day.

Challenge yourself

That being said, never allow yourself to stagnate for too long. Make it a point to increase either your number of sets, or reps, weekly, or once you start to feel your current work-out isn't challenging enough.

Recognise the real enemy

Refined carbohydrates and sugar are doing more to sabotage your efforts to lead a healthy lifestyle than you think! Cut them out from your diet to improve the results of your work-outs!

Eat regularly

While you may be tempted to starve yourself to reduce your food intake, people who are hungry often tend to overeat at their next meal, so you may actually find yourself eating more, on average!



There's no perfect day to start

A common refrain, particularly amongst working adults, is that it's just not the right time. They're busy at work, and can't afford to start on a new diet, or work out more. Maybe they haven't quite found the right work-out attire, the perfect gym, or a diet program they are comfortable with. In other words, they're waiting for the stars to align. The truth is that it's never going to be the perfect day to start, so you might as well just start.

That being said, though, there is a better time to exercise, especially if you're looking to burn fat. Typically, fitness trainers recommend that you do your cardio exercise in the mornings, before breakfast, for optimum fat burn.

It's how bad you want it

Once you've started the ball rolling, though, it's entirely up to you to keep the momentum going. Run that extra KM, squeeze out that extra push-up, cut one more unhealthy dish from your diet. Nobody will ever be as motivated as you are to improve your lifestyle, so be your own best advocate.



Are you ready to start your journey towards a healthier you?

Click the button below to find out how you can win some fantastic prizes while getting fitter!

Find out more!





Working Team



Jethro Xu
Chief Executive
Officer



Avelyn Ng
Managing Director



Sim Anle

Marketing Executive



ZQ Senior Designer



Li ChunGraphic Designer



About Jet

Having marketed for over 10 years on both the client-side and the agency-side across a wide variety of industries in corporate settings ranging from start-ups and SMEs to MNCs and the public sector, the range of my branding and creative experience is complemented by the versatility of my working style. In a fast-paced VUCA world, I am quick to adapt to changing circumstances and can develop seamless working relationships with companies of various sizes, verticals, and corporate cultures.

As the CEO and co-founder of JET.AVE, I work with the team to translate the needs of the client into high quality deliverables that are executed in a timely manner. Despite being a boutique agency, we're proud of the fact that we punch well above our weight class, helping international brands establish a foothold in the Singapore market. One of our clients even won an award for our efforts!

Prior to starting JET.AVE, I used to lead digital and performance marketing for clients at TO THE NEW across our Southeast Asian offices. As the regional Assistant Vice President, I ensured that every one of our campaigns were tailored specifically to achieve our clients' business objectives, and that all of them are optimised, trackable, and resulted in measurable ROI. Because of the consistently high standards of marketing and design, and as a result of delivering visible results every time, I helped grow the digital marketing business in the region from a net loss fiscal position to a profit-generating entity. Brands I've worked with include: Civil Aviation Authority of Singapore, Singapore Polytechnic, LG, 3M, Neo Garden Catering, nelsons UK, Optibac, Harley-Davidson APAC, Scotch-brite, Kumon, Intercontinental Hotel Group - Singapore, Scotch, Post-it, Futuro.

Some of my specialities include managing and developing brands through the use of a comprehensive omni-channel integrated marketing strategy that is executed based on detailed market research and analysis, as well analysis of data to accurately segment a brand's target audience, in order to develop a detailed go-to-market approach for virtually any product or service. As a T-shaped individual in a disruptive world, I have also accrued additional expertise that complement these specialties, such as brand development and management,



About Ave

I have spent eight years in the fields of communications, marketing and journalism. I believe my unique blend of experience is an asset in the digital media industry as these roles increasingly overlap.

On the journalism front, I've written for different mediums, ranging from broadcast (Channel NewsAsia) to newspaper (NTUC This Week) and magazine (Marketing Magazine). At ExpatFinder, I assumed a supervisory role as the digital content sub-editor, editing articles and managing projects via a pool of freelancers. I was also part of the pioneer team that launched LabourBeat, an online media brand on Singapore's workforce news by NTUC. Most recently, I produced timely breaking news and quality features at Marketing Magazine, keeping my finger on the pulse of the marketing scene in Southeast Asia.

In all these roles, I played an integral part in marketing content, including copywriting, planning creatives and layouts, redesigning websites, studying analytics, and curating editorial line-ups. My past experience at the award-winning public relations agency, Asia PR Werkz, also lent me strength in people management and crisis communications. I am adept at proposing content for government bodies and corporations that are equal parts sensitive and compelling. As the key driver of digital marketing at Neo Group, I gained a deep understanding of advertising tools and channels, and enjoyed turning commercial subject matter into engaging content that vielded high conversions.

Armed with my familiarity with C-suite newsmakers, marketers, designers, and vendors over the years, I now not only wield a strong network of industry contacts, but can also work effectively with various stakeholders to achieve optimal outcomes. My forte lies in an eye for detail, a strong news sense, as well as a knack for time management and creative ideation. As the managing director at JET.AVE, I ensure all outgoing creatives and content are strategically aligned to meet client goals.



CONTACT US

Thank you for your time



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