

Agency Credentials

Why work with Shampoo Creative?

01 Proactive & Innovative
We pride ourselves on a proactive approach and the ability to deliver creative, effective solutions.

02 Collaborative Partnership
We work as an extension of your marketing team, helping shape both strategic and tactical directions.

03 Expertise On Demand
We act as a sounding board for ideas and challenges, offering insight and expertise whenever you need it.

04 Proven Success
We have a strong track record of delivering innovative and successful marketing solutions.

05 Diverse Experience
A growing client portfolio across multiple industries demonstrates our capabilities.

06 Passionate & Fun
We are passionate about what we do — and believe in enjoying the journey while achieving results.

Our Services

As an integrated marketing agency, we offer our clients the complete range of marketing services, including:

Design

- Brand and Corporate Identity
- Brochure
- e-Book
- Powerpoint Beautification
- Infographic
- Product Packaging

Content Marketing

- Copywriting
- Technical Writing
- Localization

Digital

- Website Development
- Email Campaign
- eNewsletter
- Social Media Promotion

Marketing Consulting

- Marketing Planning
- Brand Awareness Program
- Demands Generation Program
- Project Management

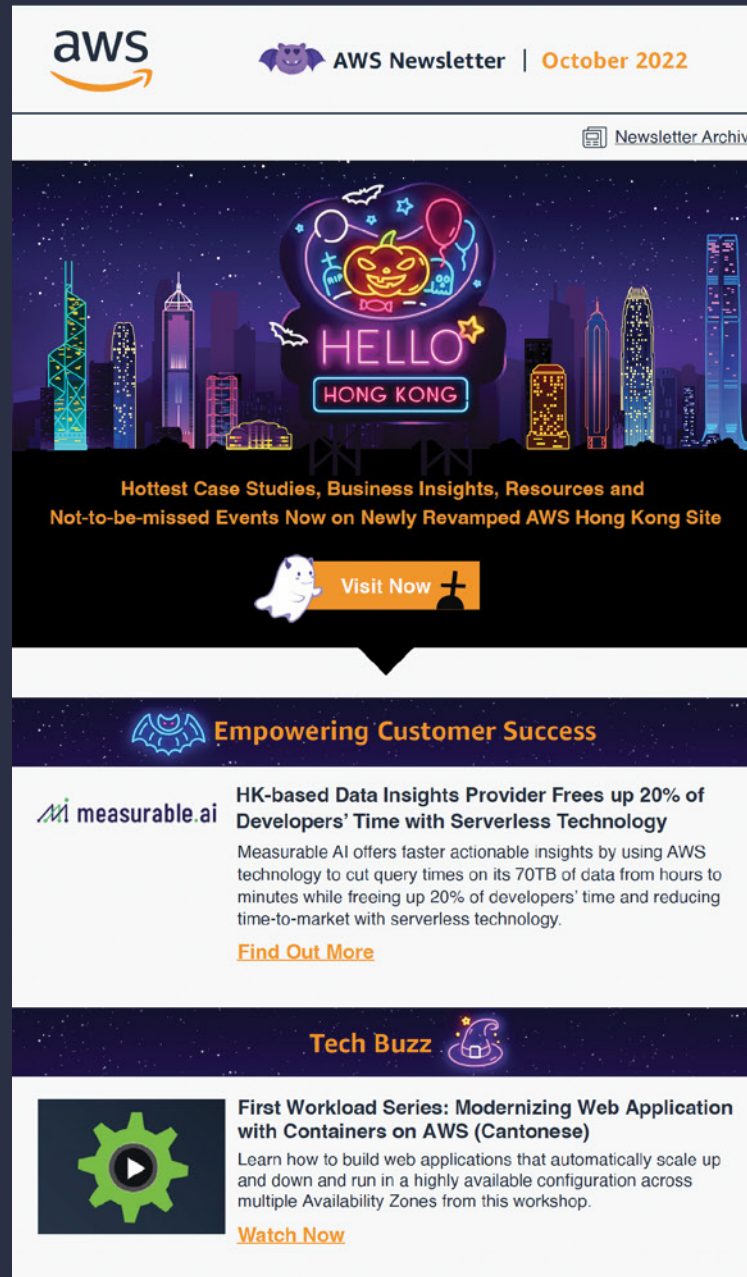


Digital Works

AWS eNewsletter Template Design & Copywriting

AWS, the world's leading cloud provider, wanted a local newsletter to deliver relevant updates to the Hong Kong audience in a clear, engaging way. Shampoo Creative designed a branded template featuring Hong Kong visuals while aligning with AWS corporate guidelines. Concise copywriting, paired with A/B-tested subject lines and preview text for technical and non-technical audiences, helped optimize open rates and strengthen customer engagement.

Client: AWS
Location: Hong Kong
Language: English



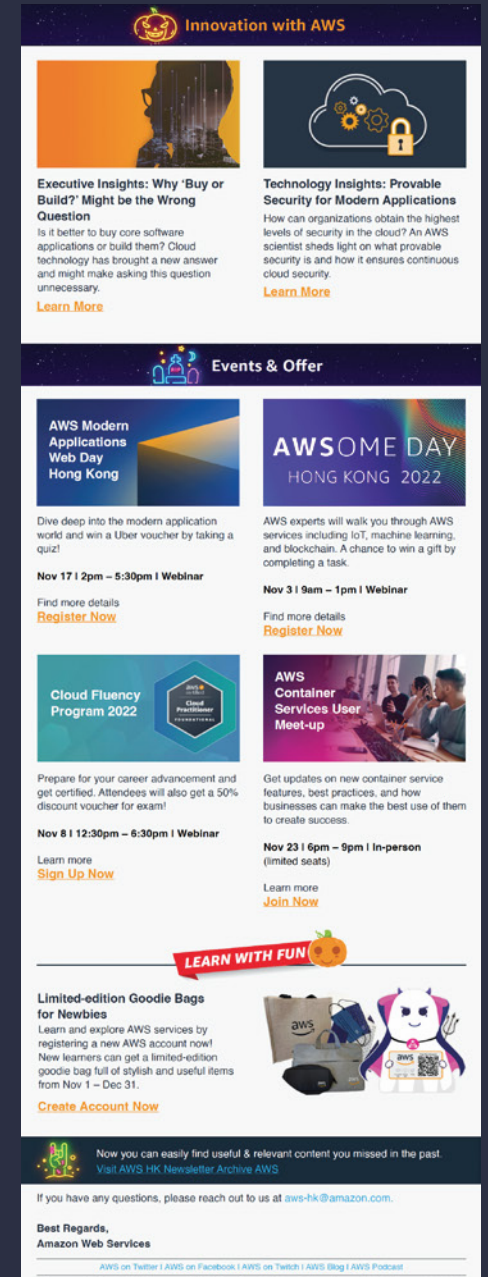
The screenshot shows the top portion of an AWS newsletter. At the top left is the AWS logo. To its right is the text "AWS Newsletter | October 2022" with a small bat icon. Further right is a "Newsletter Archive" link. Below this is a large hero image featuring a neon sign that says "HELLO HONG KONG" with a pumpkin and balloons, set against a city skyline at night. Below the image is the text "Hottest Case Studies, Business Insights, Resources and Not-to-be-missed Events Now on Newly Revamped AWS Hong Kong Site" and a "Visit Now" button with a ghost icon.

Empowering Customer Success

measurable.ai **HK-based Data Insights Provider Frees up 20% of Developers' Time with Serverless Technology**
Measurable AI offers faster actionable insights by using AWS technology to cut query times on its 70TB of data from hours to minutes while freeing up 20% of developers' time and reducing time-to-market with serverless technology.
[Find Out More](#)

Tech Buzz

First Workload Series: Modernizing Web Application with Containers on AWS (Cantonese)
Learn how to build web applications that automatically scale up and down and run in a highly available configuration across multiple Availability Zones from this workshop.
[Watch Now](#)



The screenshot shows the main content area of the newsletter. It features several article cards and event listings.

Innovation with AWS

Executive Insights: Why 'Buy or Build'? Might be the Wrong Question
Is it better to buy core software applications or build them? Cloud technology has brought a new answer and might make asking this question unnecessary.
[Learn More](#)

Technology Insights: Provable Security for Modern Applications
How can organizations obtain the highest levels of security in the cloud? An AWS scientist sheds light on what provable security is, and how it ensures continuous cloud security.
[Learn More](#)

Events & Offer

AWS Modern Applications Web Day Hong Kong
Dive deep into the modern application world and win a Uber voucher by taking a quiz!
Nov 17 | 2pm - 5:30pm | Webinar
Find more details
[Register Now](#)

AWSOME DAY HONG KONG 2022
AWS experts will walk you through AWS services including IoT, machine learning, and blockchain. A chance to win a gift by completing a task.
Nov 3 | 9am - 1pm | Webinar
Find more details
[Register Now](#)

Cloud Fluency Program 2022
Prepare for your career advancement and get certified. Attendees will also get a 50% discount voucher for exam!
Nov 8 | 12:30pm - 6:30pm | Webinar
Learn more
[Sign Up Now](#)

AWS Container Services User Meet-up
Get updates on new container service features, best practices, and how businesses can make the best use of them to create success.
Nov 23 | 6pm - 9pm | In-person (limited seats)
Learn more
[Join Now](#)

LEARN WITH FUN

Limited-edition Goodie Bags for Newbies
Learn and explore AWS services by registering a new AWS account now! New learners can get a limited-edition goodie bag full of stylish and useful items from Nov 1 - Dec 31.
[Create Account Now](#)

Now you can easily find useful & relevant content you missed in the past.
Visit [AWS HK Newsletter Archive](#)

If you have any questions, please reach out to us at aws-hk@amazon.com.

Best Regards,
Amazon Web Services

AWS on Twitter | AWS on Facebook | AWS on Twitch | AWS Blog | AWS Podcast

AWS Social Media Post Image Design

We helped AWS design compelling social media visuals that capture audience attention while strictly adhering to corporate branding guidelines. Each post was crafted to balance creativity with consistency, ensuring messages stood out in a crowded digital space. Our services also included resizing, rescaling, and adapting posts into multiple languages, making them suitable for different platforms, countries, and campaign purposes.

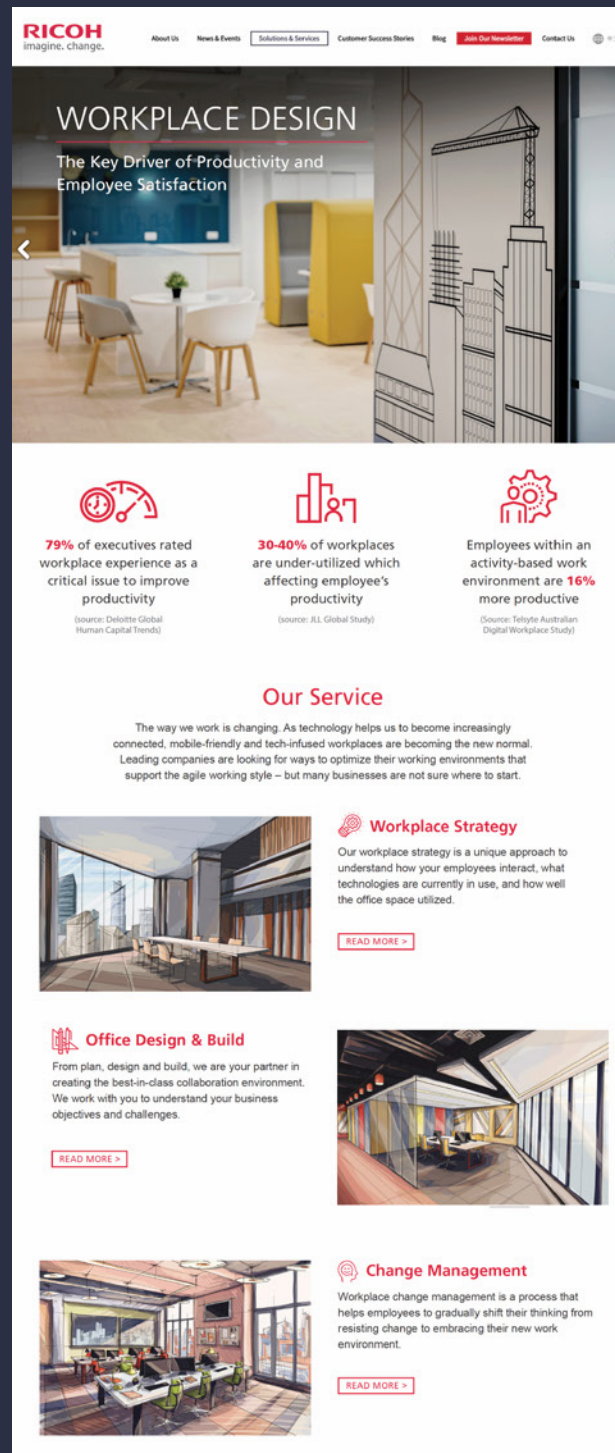
Client: AWS
Location: Hong Kong & Taiwan
Language: Traditional Chinese



Ricoh Workplace Services Landing Page Design

The Ricoh Workplace Services landing page was designed to clearly showcase Ricoh's solutions for hybrid work environments. Services are presented with intuitive icons and concise descriptions for easy understanding. The responsive layout ensures optimal viewing across devices, while the design aligns with Ricoh's branding for a professional and cohesive look.

Client: Ricoh
Location: Hong Kong
Language: English



RICOH
imagine. change.

About Us News & Events Solutions & Services Customer Success Stories Blog [Join Our Newsletter](#) Contact Us

WORKPLACE DESIGN

The Key Driver of Productivity and Employee Satisfaction

79% of executives rated workplace experience as a critical issue to improve productivity
(source: Deloitte Global Human Capital Trends)

30-40% of workplaces are under-utilized which affecting employee's productivity
(source: JLL Global Study)

Employees within an activity-based work environment are **16%** more productive
(source: Telstra Australian Digital Workplace Study)

Our Service

The way we work is changing. As technology helps us to become increasingly connected, mobile-friendly and tech-infused workplaces are becoming the new normal. Leading companies are looking for ways to optimize their working environments that support the agile working style – but many businesses are not sure where to start.

Workplace Strategy

Our workplace strategy is a unique approach to understand how your employees interact, what technologies are currently in use, and how well the office space utilized.

[READ MORE >](#)

Office Design & Build

From plan, design and build, we are your partner in creating the best-in-class collaboration environment. We work with you to understand your business objectives and challenges.

[READ MORE >](#)

Change Management

Workplace change management is a process that helps employees to gradually shift their thinking from resisting change to embracing their new work environment.

[READ MORE >](#)



RICOH
imagine. change.

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WORKPLACE DESIGN

The Key Driver of Productivity and Employee Satisfaction

Our Work : El Corte Inglés

We would like to express our sincere appreciation for the excellent design and contractor work. During the process, from the preliminary presentation until the completion of the whole project, we are really impressed by the friendly, professional and efficient work attitude of your team.

Managing Director,
El Corte Inglés

El Corte Inglés

Industry
• Garment

Renovation Duration
• 1.5 months

Area
• 6,000 sqft

Services and Solutions
• Workplace design
• Build and Construction
• ICT Design (Video Conference, Projector, Meeting Room Solutions, WiFi Network, Access control)

Feature Designs
• Multi-purpose area
• Leisure Area

Barracuda Infographic Design

To raise awareness of its cybersecurity solutions among non-technical audiences, Barracuda Networks engaged us to create an engaging infographic. Inspired by a Super Mario-style game, the design featured vibrant colors and cartoon characters, with each "level" showcasing a different cybersecurity challenge and matching Barracuda solution. The playful, easy-to-digest format proved highly effective for education and was later localized into multiple languages across Asia Pacific.

Client: Barracuda
Location: Asia Pacific
Language: English, Traditional Chinese, Simplified Chinese



Infographic



eDM

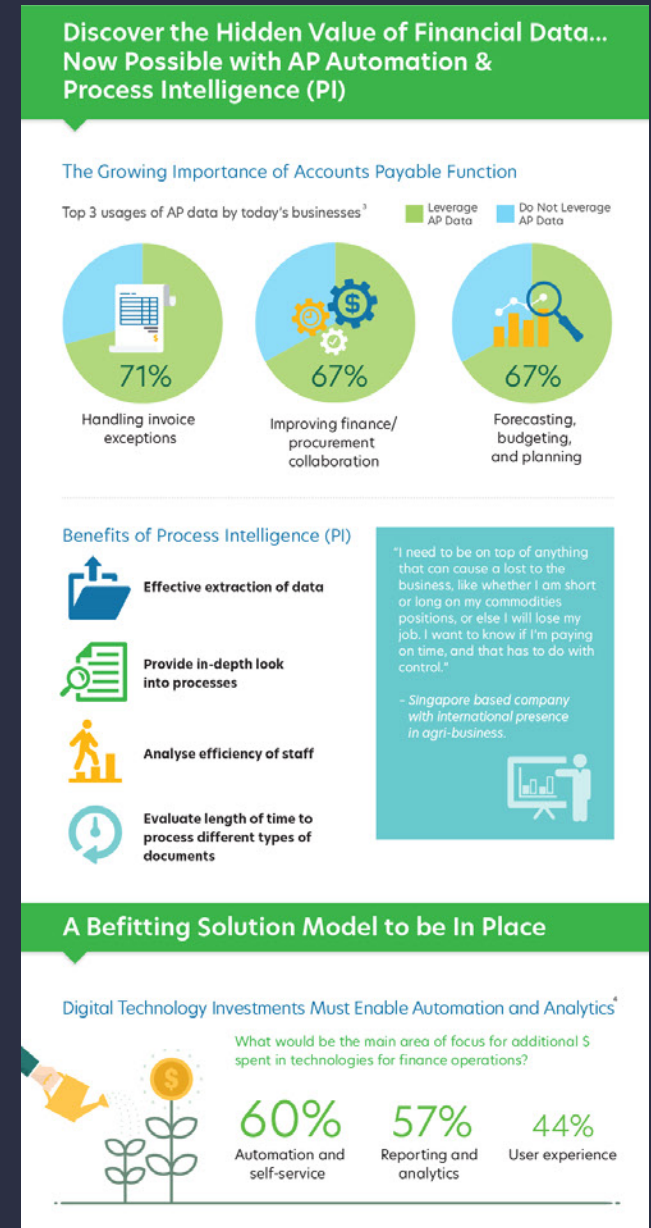
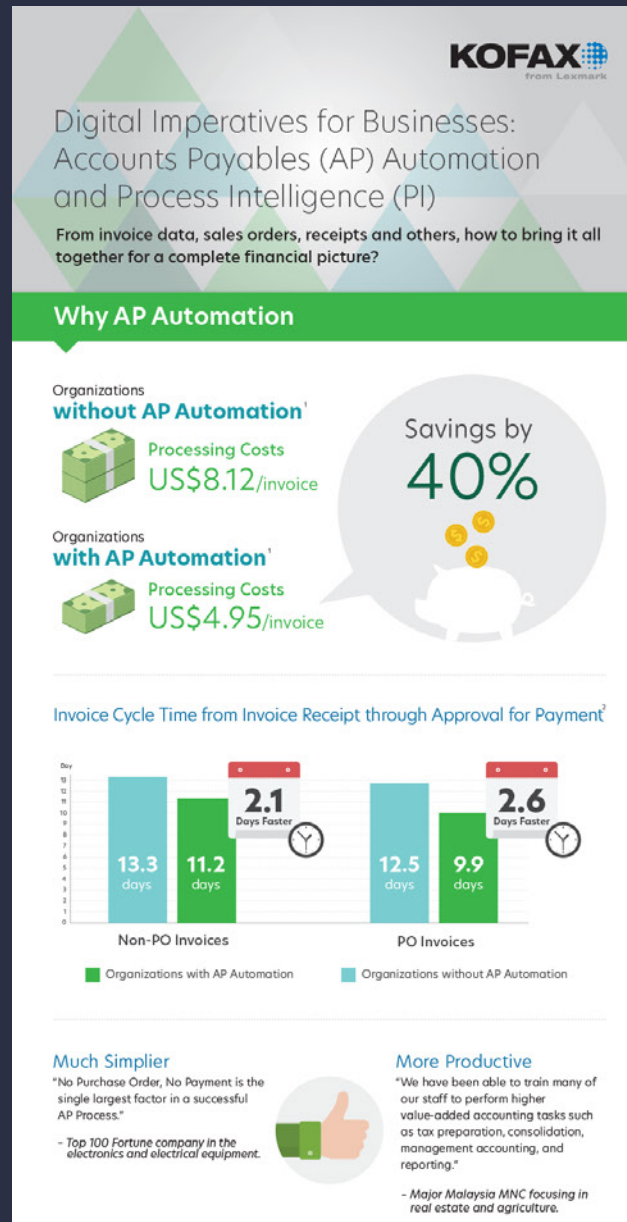


Facebook Advertisement

Kofax Infographic Design

Kofax wanted to transform a research study on Accounts Payable Automation into an engaging infographic. We distilled the report into a clear storyline – addressing why AP automation matters, who it impacts, and how it helps. Using minimal text and strong visuals, we created a mobile-friendly infographic that captured attention, simplified complex ideas, and encouraged social sharing across the Asia Pacific region.

Client: Kofax
 Location: Asia Pacific
 Language: English



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Client: Kofax
 Location: Asia Pacific
 Language: English

KOFAX
 Digital Transformation for Today's Businesses

Business as usual today means you'll have to go further to improve inefficiencies, while reducing costs and errors in current human-centric, analog business processes. You need to go beyond capture.

According to Gartner
50%
 of businesses intend to be digital in 24 months, which will result in high stresses on individuals in organizations.

83%
 in three to five years

Benefits of All-Digital Processes

Going paperless is just the beginning. See how organizations that have gone end-to-end digital across their businesses are reaping the benefits.

What have been the biggest benefits from your paper-free processes?

- 56%** Faster customer response (internal/external)
- 43%** Reduced staff resource/higher productivity
- 33%** Better monitoring and visibility of status and workloads
- 33%** Improved remote/mobile accessibility
- 30%** Cleaner audit trail and regulatory compliance
- 22%** Visibility/access for other non-process staff

What is Kofax TotalAgility?

As an integrated platform, Kofax TotalAgility provides the most flexible and scalable way for businesses to transform manual tasks and paper resources into digital tasks and electronic resources that are faster and easier for everyone.

TotalAgility helps businesses handle their processes in a smarter, more accurate, more efficient and more effective way - saving organizations time and money.

TotalAgility helps you address four key business use cases:

- Multichannel Capture & Output
- Adaptive Process Management
- Collaboration
- Actionable Insights

TotalAgility

This unique combination of capabilities helps to simplify the business-critical First Mile of information-intensive customer interactions.

Unified Platform for Better Efficiencies

Your business needs a modern, unified platform that will effectively automate both predictable and dynamic work flows across your organization. With the technology, you can fully digitize your information-intensive business processes, engage your customers via smart mobile devices, analyze performance and integrate information seamlessly.

Insurance Financial Services Government Healthcare Retail Manufacturing Education Business Process Outsourcing

Multichannel Capture, Extraction & Verification, Case Management, Workflow & Process Automation, Content Management, Search, Customer Communications Management, eSignatures & Signature Verification

Capture Information, Automate Processes, Manage Content, Transact Digitally

Mobile, Analytics, Integration

Embedded Actionable Analytics

Kofax TotalAgility analytics provide choices alongside business and process intelligence that provides vital context for the choice, resulting in more efficient recommendations over time.



PowerPoint Presentation

Ricoh Managed Services – PPT Design

We developed a PowerPoint presentation for Ricoh Managed Services entirely from scratch, transforming complex service offerings into a clear, visually engaging narrative. Starting with raw content and technical details, we structured the deck to highlight key solutions, benefits, and customer value. Custom graphics, infographics, and data visualizations were created to simplify technical concepts, ensuring the final deck was professional, easy to understand, and adaptable for client pitches and internal presentations.

Client: Ricoh
 Location: Hong Kong
 Language: English



Facts About Managed Services

The adoption of managed services can....

reduce IT costs by
up to **45%**

reduce IT downtime by
up to **85%**

Global Managed Services Market - Growth, Trends, COVID-19 Impact, and Forecasts (2022 - 2027)

Ricoh Managed Services Portfolio

- Managed Workplace**
 - ESG Dashboard
 - Ricoh Spaces
- Managed Devices (DaaS)**
 - Laptop Rental
 - Video Conference Solutions
- Managed Security**
 - Incident Response Management
 - Vulnerability Management
 - Threat Detection and Response
 - Identity Access Management
 - Advisory and Consulting
 - Email Management
- Managed Cloud & IT Infrastructure**
 - Cloud Hosting
 - Networking
 - Backup & Disaster Recovery
 - Data Center/DC Management
- Managed Business Process (SaaS)**
 - AI Document Workflow Management
 - Ricoh AI Knowledge Hub

Application for Workflow Automation

Intelligent Indexing employs advanced AI to efficiently manage and process data, ensuring precise information extraction and streamlined document storage, thus enhancing overall business operations.

Key Benefits:

- Accuracy:** Reduces errors by automating data extraction from documents
- Efficiency:** Accelerates document processing, saving valuable time
- Adaptability:** Handles inconsistent formats in unstructured documents using AI

Ricoh AI Knowledge Hub

Powered by Ricoh-developed Large Language Models (LLM) with advanced AI chatbot capabilities, Ricoh AI Knowledge Hub is a portal that enables employees to derive accurate responses by using Retrieval-augmented generation (RAG). This tool simplifies the creation of an organizational knowledge base and enhances knowledge sharing across the enterprise.

Key Benefits:

- Customizable Organizational Knowledge Base
- Enhanced Efficiency in Information Processing
- Improved Accuracy in Data Retrieval

- Step 1:** AI Experts List - Customized Databases
- Step 2:** Learning - Instant Knowledge Generation
- Step 3:** Presales Assistant - Intelligent Search

Motorola Solutions – PPT Beautification

We transformed a raw, data-heavy presentation into a visually engaging 30-page deck within just two working days. Working with bullet points and figures from multiple stakeholders, we interpreted the data into clear workflows, charts, and iconography. The thorough upfront understanding of the content minimized revisions and ensured a compelling, easy-to-follow presentation.

Client: Motorola Solutions
 Location: Asia Pacific
 Language: English



ACCELERATE SOLUTIONS

NEW APAC Vertical Solutions Team

- Public Safety
- Natural Resources & Energy
- Telecommunications
- Transportation

PRODUCTS → **SOLUTIONS**

- Selling
- MSI
- Features
- Market Leaders
- Customer Outcomes
- Thought-leader

EXPANDED PORTFOLIO: Gridstone, OVIgILON, VaaS, KODIAK, WAVE ON CLOUD

DEVELOP COMMERCIAL MARKETS

Go-to-market Focus

- ASIA**: NEW Enterprise Account Manager (EAM) Team
- ANZ**: Energy & Natural Resource Team
- CHINA**: Vertical Team

NEW APAC Vertical Solutions Team

- Vertical Playbooks
- Domain Experts
- Best Practice Sharing

DOUBLE DIGIT GROWTH!

DRIVE CHANNEL GROWTH & EXCELLENCE

Data-driven Channel Management

- Coverage
- Forecasting
- Tiering
- Attachment Rates

Customer Outcome Focused

Enablement

- Solutions
- Services

ACHIEVEMENTS

- 4 YEARS GROWTH IN ANZ**: 8% CC growth. First ANPR solution, VicPol - \$13M. NSW TA North Coast \$35M. NSW RFS \$100M. ESTA MDN extension \$19M.
- BREAK-THROUGH STRATEGIC WINS**: HK CC4 \$40m. Thailand CAT \$24m. SOLAS \$3M. Korea Fire \$4M. Hebei PDT 17K units.
- CHANNEL EXCELLENCE**: First Capmax with Services win for Taiwan Freeway \$1.6M. Increased self-through 30% by 16% (record 1M units). WOI from 23 weeks to 18.
- SOFTWARE & SERVICES GROWTH**: Sales 10% YoY growth. Margin improvement, 14%. Go-to-market optimisation.
- INVESTING IN OUR PEOPLE**: New or expanded roles for 90% of Senior Leadership Team. 82 new hires, 25 expanded roles, 80 role changes and rotations.

Fujitsu – Corporate PPT Beautification

We enhanced Fujitsu’s corporate presentation by transforming it into a clean, professional, and visually appealing deck. The design focused on easy-to-understand charts, high-quality imagery, and a polished layout to simplify complex information. The result was a streamlined presentation that communicated key messages effectively, making it accessible and engaging for general audiences.

Client: Fujitsu
 Location: Asia Pacific
 Language: English



A product slide for Fujitsu Storage ETERNUS. It features a dark background with a large image of the storage hardware on the left. On the right, the text reads: "Storage ETERNUS. FUJITSU Storage ETERNUS is comprised of compelling solutions for all tasks ranging from applications that demand ultra-fast response times, consolidation of different types of data in a single system, and deployment of hyper-scale, software-defined storage to extremely powerful data protection solutions that can be managed very easily and efficiently."

 A case study slide for ThyssenKrupp Elevator Asia Pacific. It features a background image of a modern building with glass windows. The text includes:

Case Study (Hong Kong)
 ThyssenKrupp Elevator Asia Pacific
 Software as a Service – Private cloud hosted for on-demand SAP services

- ThyssenKrupp Elevator's in-house IT infrastructure was becoming overwhelmed by an influx of data due to system expansion. Additional investment on infrastructure was made but the old environment was unable to adapt and optimize performance. It became overloaded to support around 800 users in China and Korea. A combination of slow SAP system response and poor storage performance also contributed to the low user satisfaction.
- Fujitsu was able to clearly identify the issues that customer faced and provided bespoke solutions. By migrating the SAP database and application environment to Fujitsu's system platform, customer experienced an unparalleled performance improvement by 30 to 50%. This also led to enhanced reliability, availability, service quality and user experience.
- "We were impressed by the comprehensive, responsiveness and attention to detail demonstrated by Fujitsu services team. We are confident that we are in capable hands." Fergus Toher, COO, ThyssenKrupp Elevator

 A slide with a light blue background. At the top, it says "We Build Technology for a TRUSTED Futures – Innovative Business Solution". Below this, it says "Robotic Process Automation" and lists:

- Our Solution to Automate ANY business activity involving Users, Data and Systems
- Automating Functions in Business Environment: HR Services, Finance and Accounting, IT Services, Supply Chain

 On the right side, there is an image of a robotic hand holding a glowing lightbulb. The Fujitsu logo is in the top right corner.



Print Collaterals

YORK Air-Con – Advertising Campaign

YORK engaged us to develop an integrated advertising campaign for their latest inverter air-conditioner, covering print ads, brochures, flyers, billboards, and on-site POPs. To strengthen the brand's positioning in the middle-class segment, we designed visuals featuring a young woman practicing yoga indoors, conveying comfort, lifestyle, and the reassurance of intelligent temperature control through inverter technology.

Client: Johnson Control
 Location: Hong Kong
 Language: Traditional Chinese



舒適 Comfort

Follow Me追蹤模式* 均勻送風 Effective Cooling with Follow Me Mode*

遙控器內置獨特Follow Me追蹤功能，當「Follow Me追蹤模式」開啓時，可感應遙控器附近的溫度，從而更精確調節至設定溫度。出色的送風功能配合自動搖擺送風功能令送風範圍更廣、更均勻，保持室內溫度一致，冷氣或暖氣不會只集中在機身四周，即使遠離機口位置，亦同樣感覺舒適。

*Follow Me is a unique built-in feature in the remote controller. When activated, the indoor unit will sense the setting temperature according to where the remote controller is placed, resulting in a more precise and comfortable cooling.

睡眠模式* 安睡舒適 Comfortable Sleep Mode*

睡眠模式會於開機後的首兩個小時，每小時自動將室溫調高一度，其餘時間會恆溫至關掉空調機，讓您安睡之餘，也可達至最高的能源效益。

The Sleep Mode feature increases the room temperature setting automatically by 1°C after the first and second hour, maintaining a steady set temperature for remaining hours before switching off, providing you with a comfortable sleep while ensuring maximum energy efficiency.

冷氣 Cooling

設定溫度 Preset Temp. 預設溫度

1 2 3 4 5 6 7 OFF

睡眠模式下可保持舒適 100% Sleep Mode for next 3 hours

窗式分體空調機 寧靜穩位易安裝 User-friendly Window Split Type Air-Conditioner

窗式分體空調機的室外機，尺寸與一般窗式空調機相若，能安裝於傳統窗式空調機機位，無須於外牆搭建安裝，讓您免卻煩惱，卻能同時享受分體機的寧靜操作，擁有安靜舒適的環境。

The size of window split type air conditioner outdoor unit is as big as normal window type air conditioner, which can be installed in conventional window easily, bringing you a calm and quiet environment.

健康 Health

多重過濾 保護健康 Health Protection via Filtering System

負離子淨化空氣* 保持家居衛生 Purifying Ionizer*

離子淨化器釋出負離子，結合空氣中的塵埃及細菌，然後帶到過濾系統，有效潔淨空氣。而且負離子能刺激血液循環系統，改善心肺功能，及預防呼吸道疾病(如哮喘、肺炎等)，有助健康。

Ionizer can refresh the air and protect the breathing environment efficiently through releasing anions. Anion is highly effective in stimulating blood circulation, improving lung function and preventing respiratory passage illness such as asthma and pneumonia.

生物過濾網* 有效殺菌 Sterilizing Bio-filter*

生物過濾網內的HEPA過濾網及生物酶，可阻截細菌的灰塵、細菌、真菌和微生物，有效去除細菌及阻擋塵埃達99%。

Bio filter consists of Biological enzyme and HEPA filter which catches tiny dust particles and inactivate bacteria, fungi and microbe. It kills bacteria efficiently and collects up to 99% dust.

自動清潔* 防霉防菌 Self-Cleaning Anti-Mold & Bacteria*

當關掉空調機時，乾燥功能會自動啓動，將機盤及空調機內部表面風乾，有助預防霉菌生長及減少空調機內滋生細菌的機會。

When the unit is switched off, the drying operation will be automatically activated to dry out the coils and internal surfaces. This drying out process helps prevent the growth of molds and minimize the bacterial cultivation within the indoor unit.

*適用於掛牆式變頻分體機系列的機種。 Applicable to wall-mounted Inverter Reverse Cycle Split Type air conditioner series.
 ▲適用於掛牆式變頻分體機及分體式及掛牆式分體機系列的機種。 Applicable to wall-mounted Inverter Reverse Cycle Split Type air conditioner series and wall-mounted Split Type air conditioners series.

AWS Sticker & Tattoo Design

For major AWS events targeting developers and engineers, we designed fun and engaging stickers and washable body tattoos as giveaways. The designs were crafted to resonate with key AWS messages while reinforcing brand identity, creating an interactive and memorable experience for event participants.

Client: AWS
Location: Hong Kong & Taiwan
Language: Traditional Chinese



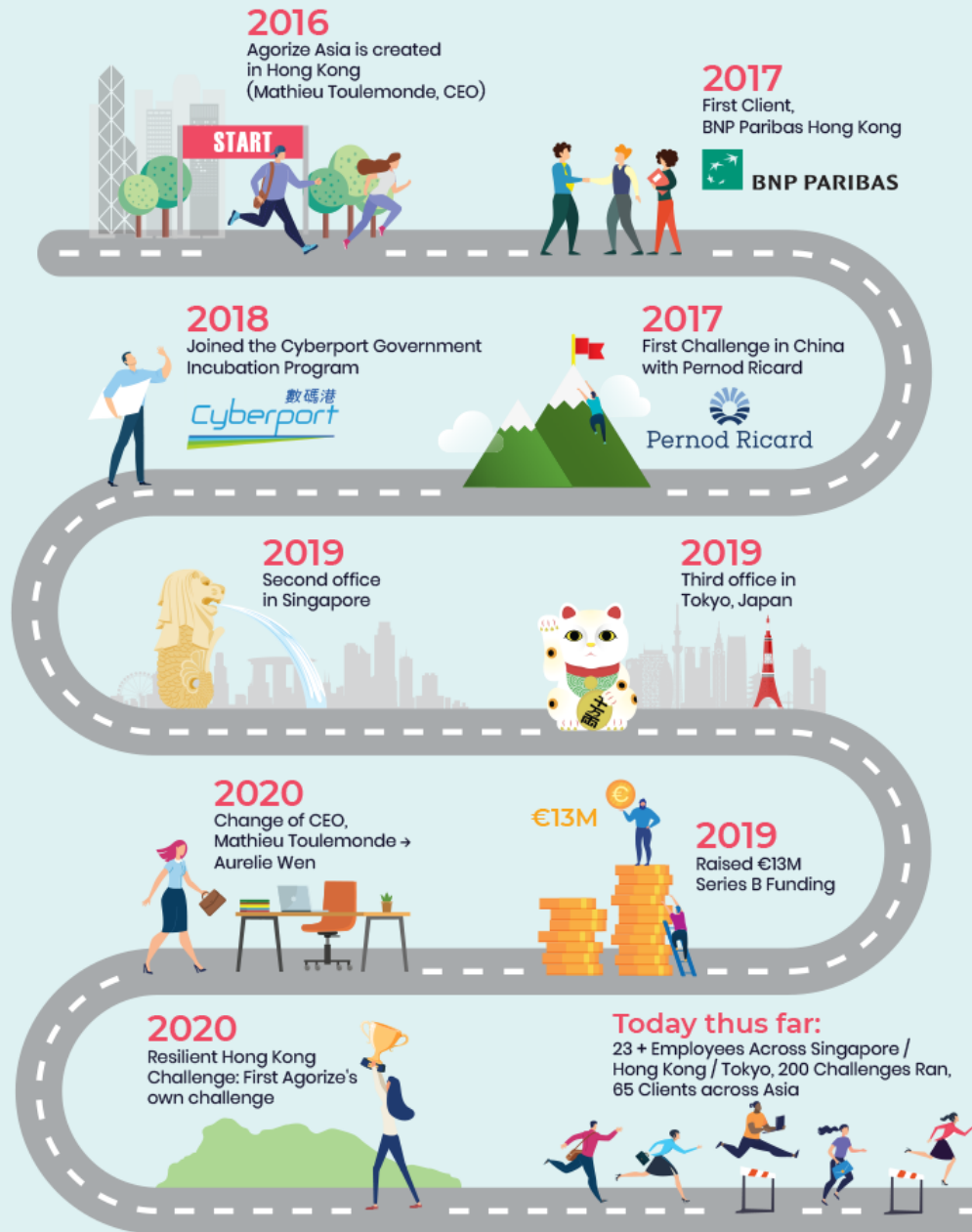
Agorize Key Milestones Design

Agorize, a global O2O open innovation platform, needed a cost-effective leaflet to boost its presence in Asia. We proposed a fun, infographic-style timeline – designed like a marathon runway – to engage its core audience of students and young developers. The colorful artwork was versatile, easily adapted into a sales pitch deck, brochure, or social media content.

Client: Agorize
 Location: Asia Pacific
 Language: English



We're Four Years Old...



Ricoh – Workplace Service Brochure

As Ricoh shifted its focus to digital workplace solutions, we developed a brochure and website to promote their Digital Workplace Services. Avoiding hardware imagery, the design emphasized professionalism and expertise with a contemporary, minimalist style. Content was structured into four clear sections – Who We Are, Why Ricoh, Our Services, and Cases – supported by adaptable workflow diagrams for use across sales pitches, online campaigns, and social media, maximizing impact and marketing efficiency.

Client: Ricoh
 Location: Asia Pacific
 Language: English

Traditional	Specialty	Open-Office
40%	20%	40%
10%	10%	10%
50%	70%	50%
50%	70%	50%

Our Clients

