

LEFT
PROFILE

Michelle
CHONG
PRODUCTIONS

We make more than funny ads.

Michelle Chong Productions

Led by top content creator Michelle Chong's creative vision and insistence on quality productions, Michelle Chong Productions creates and produces customised and original content for all media platforms with high brand recall for our clients. We offer content amplification with a reach of over 2.3 million on our proprietary digital platforms.



ENGAGING AUDIENCES WITH BRANDED CONTENT

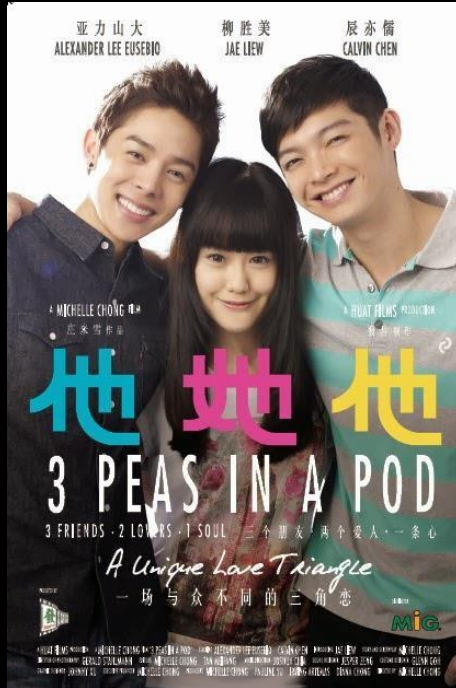
			
 Followers	293k	374k	67k
 Total Impressions	65.4mil	68.5mil	51.7mil
 Total Views	32.1mil	24.5mil	10.5mil

Main Demographic

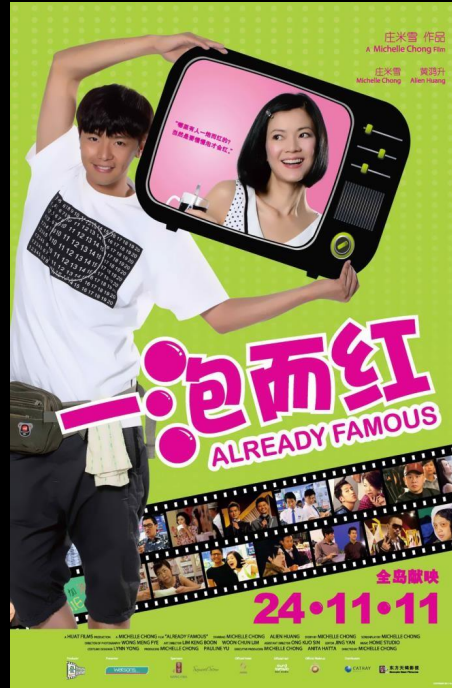
**50%****50%****Age: 18-45**

With over 185.6 million impressions across Facebook, Instagram and YouTube, and over 67.1 million views across all three social media platforms, brands can be assured that their key messages will reach their target demographic in the most creative way possible.

MICHELLE CHONG PRODUCTIONS' ORIGINAL FILMS



Syndicated to cable channels in Asia and international airlines



Singapore's entry for Best Foreign Film at the 85th Academy Awards in 2013



Hit \$2 million at the box office. One of the best-selling Chinese films in Singapore that year

BRANDED CONTENT – COMEDY

Kao x Ah Lian



SIBEI RICH ASIANS wins Best Use of Social Media at SMA 2019

Commissioned by Kao and UM, Michelle parodied the Crazy Rich Asians trailer as the feisty Ah Lian. Called SIBEI RICH ASIANS, this hilarious branded content video won Best Use of Social Media at the Singapore Media Awards 2019. The video went viral with over 1.4 million views on Facebook, trended #8 on YouTube and achieved over 2.9 million impressions!

BRANDED CONTENT – REALITY

Singapore Tourism Board x Michelle Chong



Michelle as an undercover VVIP goes viral with 1.6 million views

To encourage job seekers to consider a career in hospitality, Singapore Tourism Board commissioned Michelle Chong Productions to film Michelle going undercover as a foreign VVIP to conduct a “stress test” on unsuspecting hotel employees. The video was our biggest production yet, with 5 cameras, 4 hidden gopros, and 3 crews at different locations capturing real-time reactions of the staff simultaneously. The wildly-successful campaign has garnered over 1.6 million combined views and 17k shares.

BRANDED CONTENT – VARIETY OKI OIL x Papa Chong



Papa Chong cooks off with Lee Teng and special guest Liang Xi Mei

Papa Chong took on Left Profile artiste Lee Teng in a Chinese New Year cook off for his popular Papa Chong Cooks series! Special guest Liang Xi Mei, played by director Jack Neo, was the judge of the contest. Viewers enjoyed the humorous banter between the hosts. Product placements for Oki Oil, Metro and Philips were worked into the series. Several episodes of Papa Chong Cooks have been commissioned as inflight entertainment for SilkAir.

BRANDED CONTENT – ADVERTORIAL Levi's x Michelle Chong Productions



Michelle Chong Productions celebrates women with international Levi's Campaign

Michelle Chong Productions was appointed as the creative team for Levi's I Shape My World 2019 campaign. With the message of celebrating women of all abilities, shapes and styles, it was an honour to invite Elaine Kim, Vanessa Paranjothy and Jaslyn Koh to share their inspirational and empowering stories. These cinematically-shot videos were selected to represent the South East Asia market in this global initiative.

BRANDED CONTENT – ADVERTORIAL WITH CELEBRITIES



Michelle Chong Productions creates effective celebrity-branded advertorials

As part of our one-stop content creation service, Michelle Chong Productions is able to engage popular celebrities to star in creative advertorial campaigns. We have worked with Lawrence Wong, Chuan Do, Hayley Woo, He Ying Ying to create effective and outstanding promotional media.

BRANDED CONTENT – DOCUMENTARY

Teen Challenge x Michelle Chong Productions



Michelle Chong Productions shares an ex-drug addict's journey to sobriety

Michelle Chong Productions worked with Teen Challenge, a halfway house for individuals with addiction issues, to tell the story of former resident Bruce Mathieu. Through Bruce's heartfelt narration in his preferred language, Hokkien, the video humanised the real journey of a person going through drug addiction and how he overcame all odds on his road to redemption. Amplified on Michelle Chong's Facebook page, the video received much positive engagement.

MICHELLE CHONG PRODUCTIONS CREATES THREE HIT CHINESE PROGRAMMES FOR TOGGLE DAILIES

Michelle Chong Productions was commissioned by Mediacorp to produce three Chinese programmes for Toggle Dailies of varying concepts and formats. Now in Season 2, these programmes are a hit with audiences for its light-hearted take on current events, life skills and trending gadgets.



PornTeng No More! features affable Left Profile artistes, Pornsak and Lee Teng, discussing valuable life skills with special guests such as Patricia Mok and Addy Lee.



Michelle Chong plays the titular news reporter **Gong Jiao Wei** on **Gong Jiao Wei Talk Time!** Her straight shooting commentary on current events and the hilarious skits fronted by Royce Lee are a hit with viewers.



Seniors Hype It pairs elderly folk with millennials and introduces them both to the trendiest gadgets and merchandise! Be tickled by the seniors' reactions to the gadgets and inspired by their willingness to try new things.

LEFT PROFILE

Left Profile is a boutique agency founded by Michelle in 2012. The agency manages artistes, uplifts media relations and crafts bespoke marketing & brand activations.



PORNSAK

HOST | DJ | WRITER | MOTIVATIONAL SPEAKER

Renowned TV host Pornsak's spontaneous and humorous personality has endeared him to many, making him one of the most sought-after brand ambassadors in Singapore. His ability to switch effortlessly between Chinese and English makes him a popular choice for hosting bilingual and multicultural events. Extremely popular amongst the older generation, it is no wonder that Pornsak was voted the Most Trusted Entertainer in Asia, as part of the Reader's Digest Trusted Brand Survey from 2015 to 2017.



Videos by Michelle Chong Productions



Pornsak's Mother's Day Surprise video for OKI Oil moved viewers to tears and achieved overall positive engagement.



Pornsak's collaboration with OCBC was broadcasted in theaters, social media and OCBC branches.



Pornsak and Papa Chong demonstrated great chemistry as they cooked a delicious meal together with OKI's premium blended oil.

LEE TENG 李騰

HOST | ACTOR | SINGER | DJ | MOTIVATIONAL SPEAKER

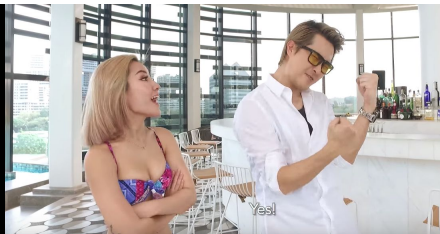
Known for being versatile, charismatic and bilingual, Lee Teng has become a household name as an award-winning and effectively bilingual host and personality in Singapore, Taiwan and China. Not one to rest on his accolades, Lee Teng is also a successful entrepreneur and an undisputed icon of streetwear fashion, having been appointed as an ambassador of brands such as Skechers and Hardy Hardy.



Videos by Michelle Chong Productions



Lee Teng's video to promote Skechers' Mark Nason Spring/Summer 2019 line was positively received by viewers.



To promote Park Hotel Alexandra, Lee Teng partnered with influencer Naomi Neo in a hilarious skit about high maintenance girlfriends.



Lee Teng starred in the Skechers' Dare to be You video, demonstrating his athleticism and flair for hip-hop dancing.

ROYCE LEE 李极雄

EVENTS EMCEE | TV PRESENTER | TRAVEL HOST | VO TALENT

Royce Lee is a bilingual host and TV presenter known for his wit, charm and effervescent personality. With his vast experience, Royce is able to cleverly weave in product placements into his hilarious interviews and performances, creating a positive impression of our clients' products on the viewers.



Videos by Michelle Chong Productions



To promote OKI's premium oil, Royce quizzed Singaporeans on what they knew about Singapore. The video went viral with 343k organic views.



Royce played an Empress Dowager in a period drama to promote Cathay Photo. Viewers praised the video for being hilarious and clever.



Royce showcased his range and skills as an actor on Gong Jiao Wei Talk Time, cracking audiences up with his over the top characters.

OUR CLIENTS

redmart™

OKI

Hertz

MARINA BAY Sands.
SINGAPORE



OUE

WM
WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.

Mewah

watsons

oasia
HOTEL DOWNTOWN
SINGAPORE



METRO

SIEMENS
Ingenuity for life

OCBC Bank

BEST

MAYBELLINE
NEW YORK

Health
Promotion
Board

DOROTHY PERKINS

Sweet Touch
果·微·醺

TIGER BALM

Canon



MAC



LAZADA
Effortless Shopping

MITSUBISHI
ELECTRIC
Changes for the Better

GONG CHA
tea.coffee.juice

WD Western
Digital®



WHY MICHELLE CHONG PRODUCTIONS?

Complete coverage of the campaign's production process

From conceptualization to the finished product, we ensure our clients are covered in all aspects of the production process, and that our works are of the highest quality to the clients' satisfaction.



Effective advertising tool

Through our light-hearted and humorous content, we have received positive audience feedback which contributes to a high potential of our works going viral. This enables a high audience reach and a strong brand awareness for our clients.

Comprehensive coverage of key demographic

Our content effectively reaches out to over 2.3 million users aged 18 to 45 years old in Singapore, which is a highly coveted demographic amongst brands who are looking to target people with high purchasing power.



Strong brand association with celebrities

Our works are strongly associated with our credible artistes who have a large social media following. Clients that work with us stand to gain a strong brand association with our artistes which can contribute to a positive brand image.

THANK YOU

If you would like to work with
us, send us an e-mail to
diana@leftprofile.com
or call us at +65 9838 8168.