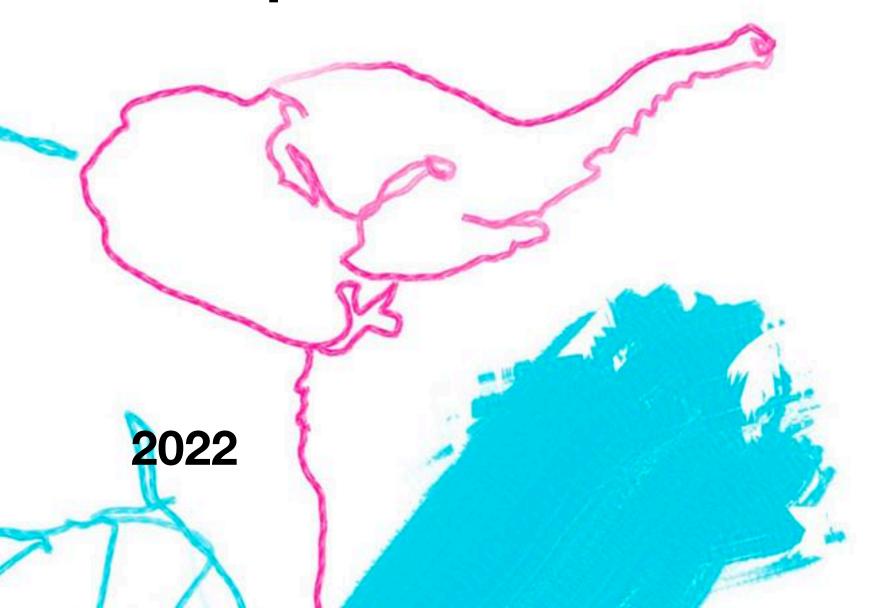
### billy

> Capabilities Deck



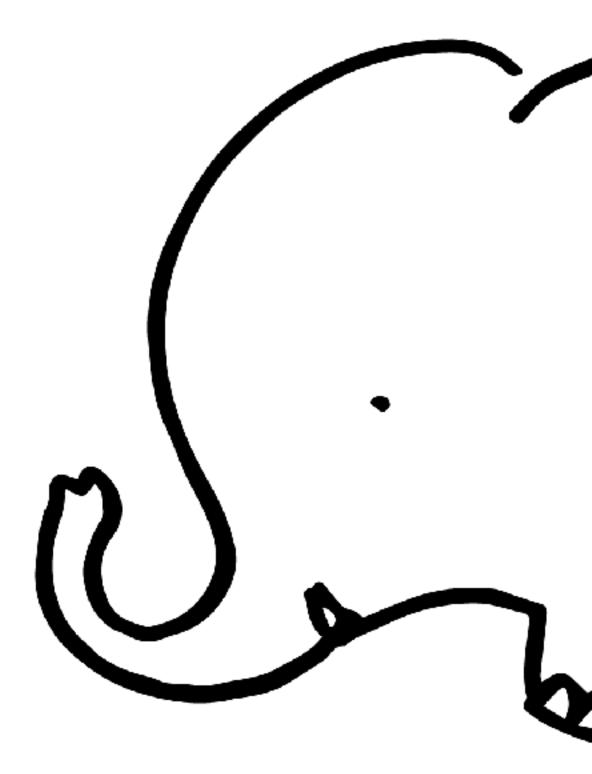


© Copyright 2022 | World of Dreamers LLP. All rights reserved.

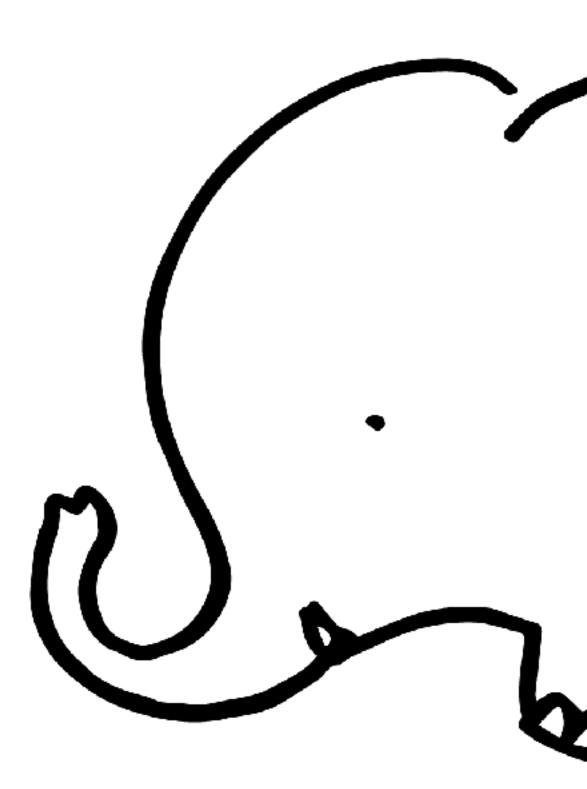
## Who is billy?



Designed for the brave.

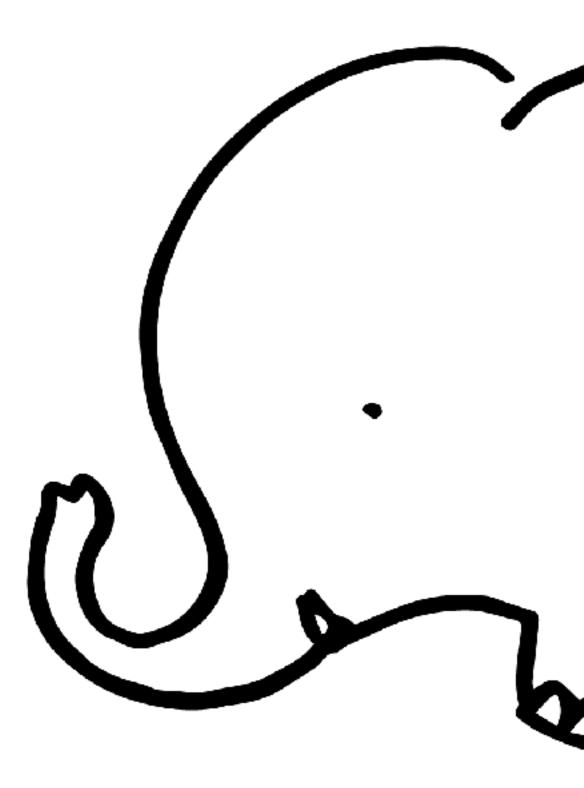


billy is the partner you never knew you needed.



billy is the partner you never knew you needed.

The Samwise Gamgee to your Frodo Baggins. The Han Solo to your Luke Skywalker. The Jarvis to your Tony Stark.



billy is the partner you never knew you needed.

The Samwise Gamgee to your Frodo Baggins. The Han Solo to your Luke Skywalker. The Jarvis to your Tony Stark.

billy will journey alongside you to ensure your mission is accomplished; so that you can be the hero you were always meant to be.

#### Team billy

#### Co-Founder & Director

# Shawn

Communications graduate,
 Murdoch University
 Advertising Design diploma holder,
 LaSalle-SIA

> 10 years creative work experience



#### Co-Founder & Director

### Promise

Communications graduate,
 Murdoch University
 Marketing & Media diploma holder,
 Republic Polytechnic
 8 years creative work experience



#### Plus decades more of experience in

# our army of freelancers.

- > photographers & videographers
- > graphic designers & illustrators
  - > copywriters & editors

### Our Process

#### Phase 1

# Define

- > the goals & challenges (why)
  - > the target audiences (who)
    - > the message (what)

#### Phase 2

# Propose (& finalise)

- > the strategy (how)
- > the channels & tactics
  - (where/what/when)
  - > the timeline (when)

#### Phase 3

# Execute

> the copy
> the designs
> the whole plan, man!

### Case Studies

#### Case Study 1

### Meeting the Brief

#### The Client



An ex-atheist teams up with an army sergeant to write pop rock songs about God.

#### The Brief

To design a

# brand identity

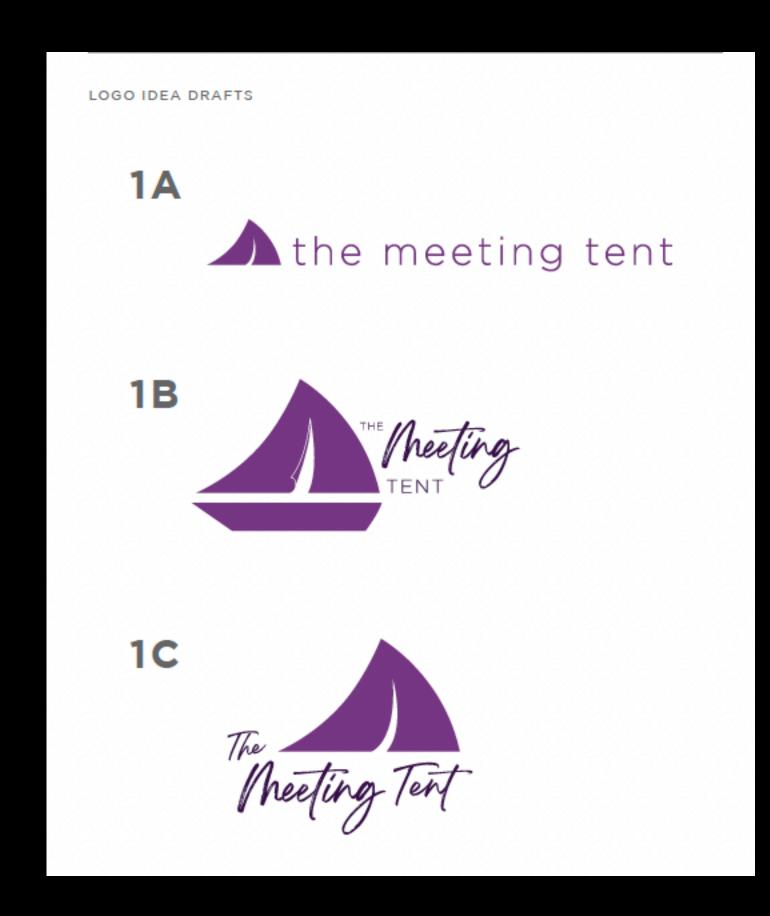
that's > minimalist

> authentic

> intimate

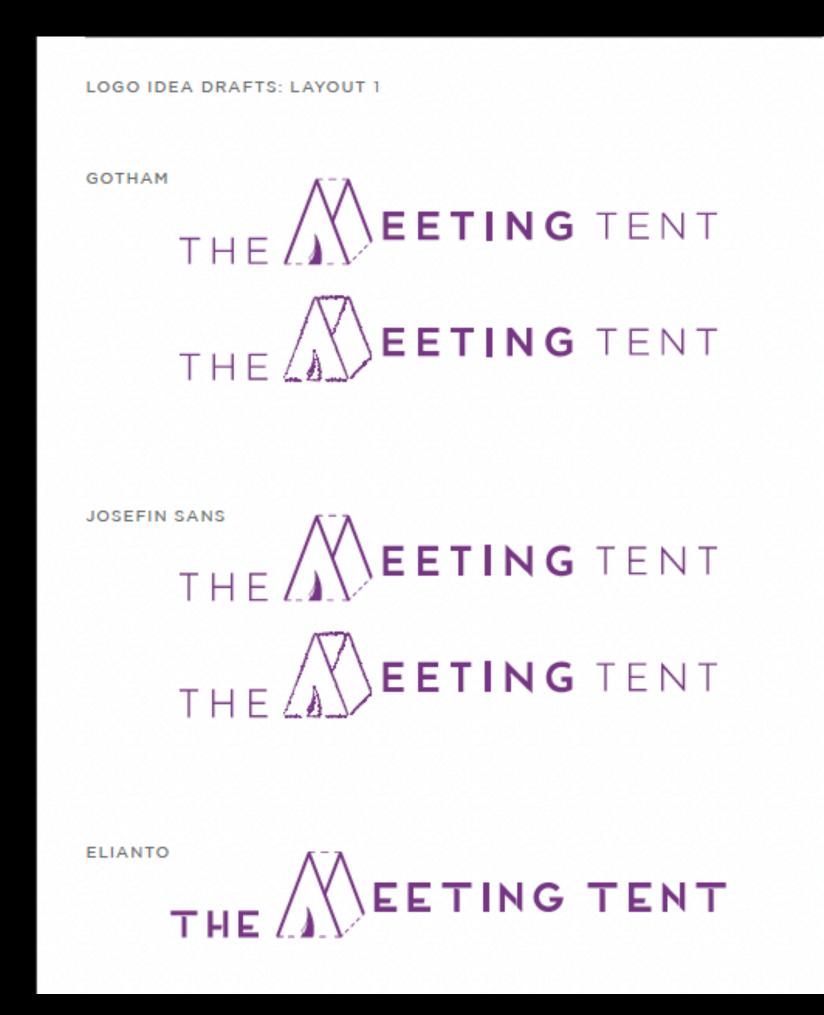
#### The Process

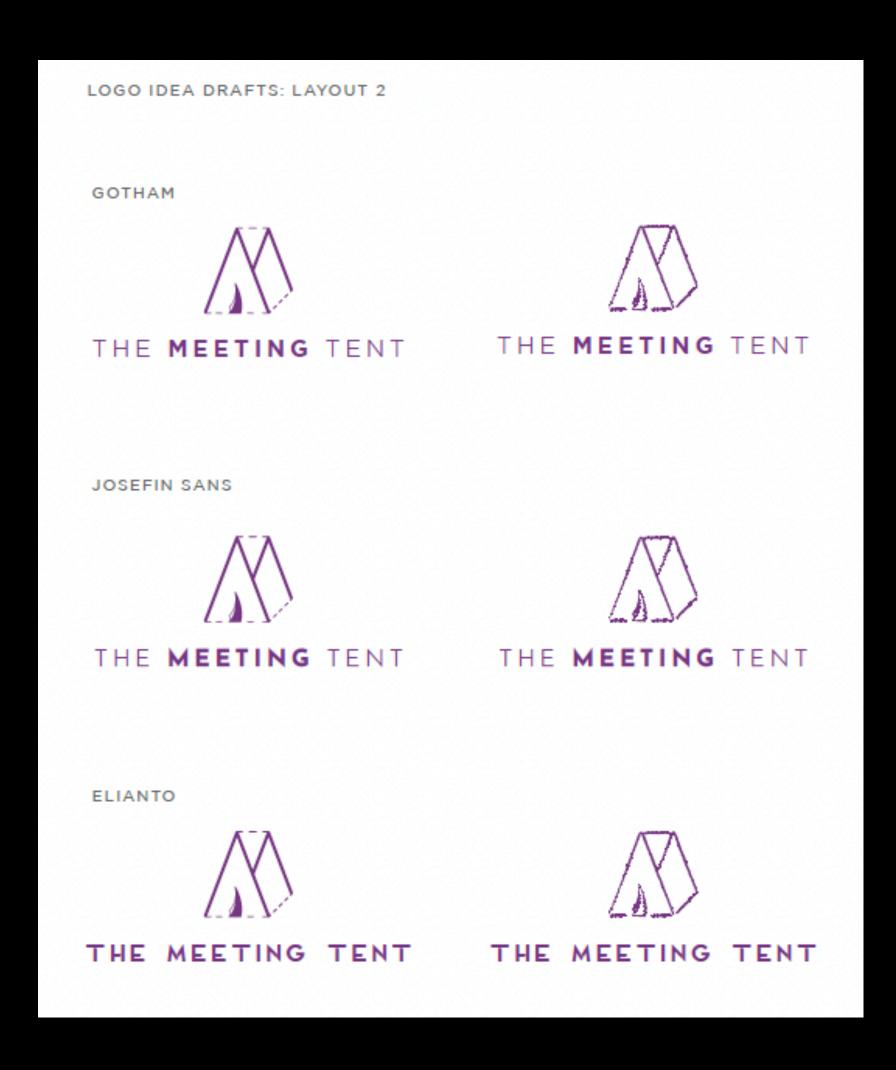
#### **Initial Ideas**





#### **Refining Process**



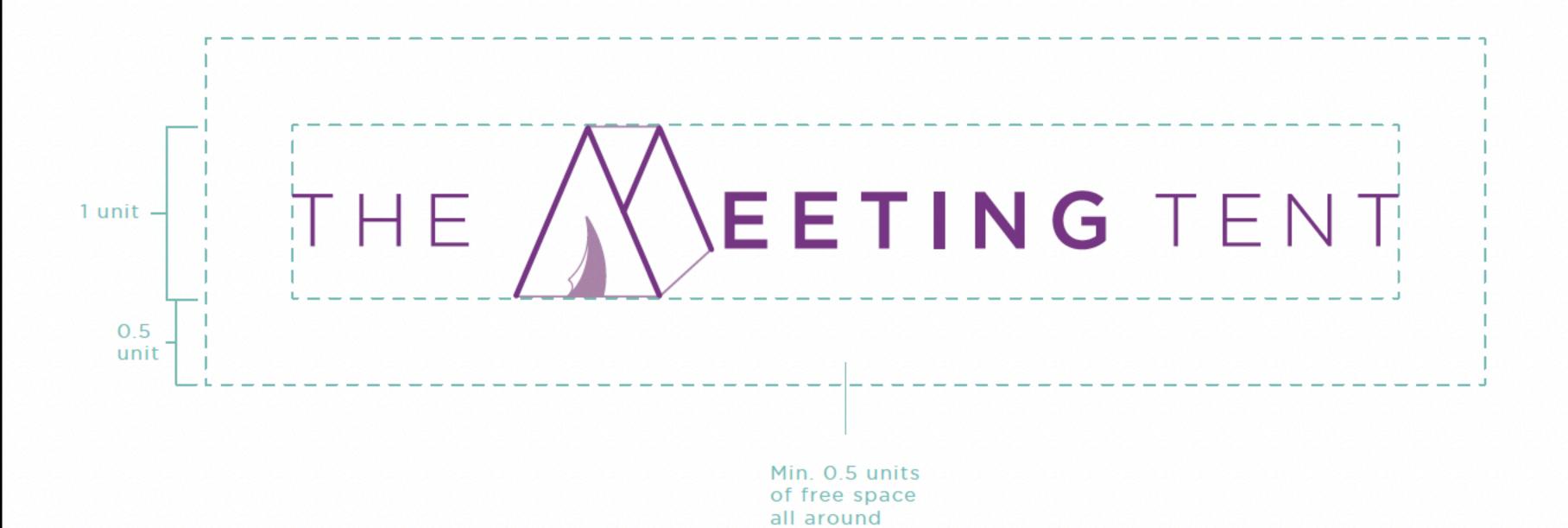


#### **The Final Work**





#### MAIN LOGO + LOGO GUIDELINES



#### LOGO VARIATIONS

COLOUR



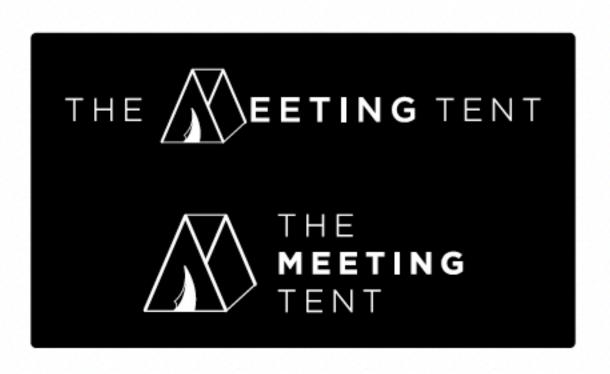


BLACK



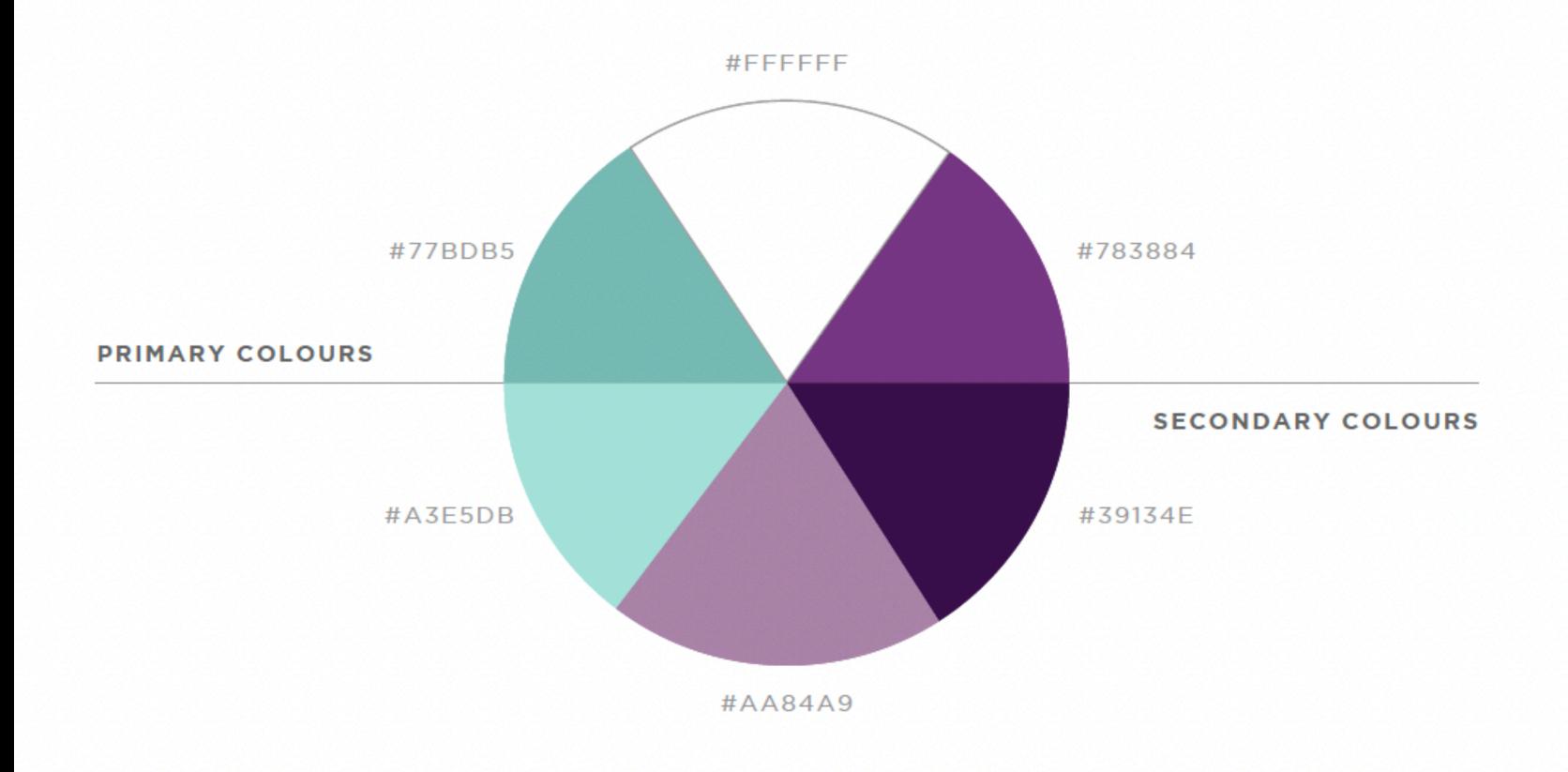


REVERSE WHITE





#### **COLOUR PALETTES**



#### Services Rendered

Creative Direction
Conceptualisation
Brand Identity Design
Logo Design

# A wall of class, history, and overall badassery

#### The Client

# SULTANS OF SHAVE

One of Singapore's first gentleman's barbershops in the country, at the cutting edge (heh) of men's grooming.

@sultansofshave

#### The Brief

To conceptualise and design a

- > approachable

# classiccontemporaryapproachable

It had to be interesting, beautiful, and - just like a good shave - precise.

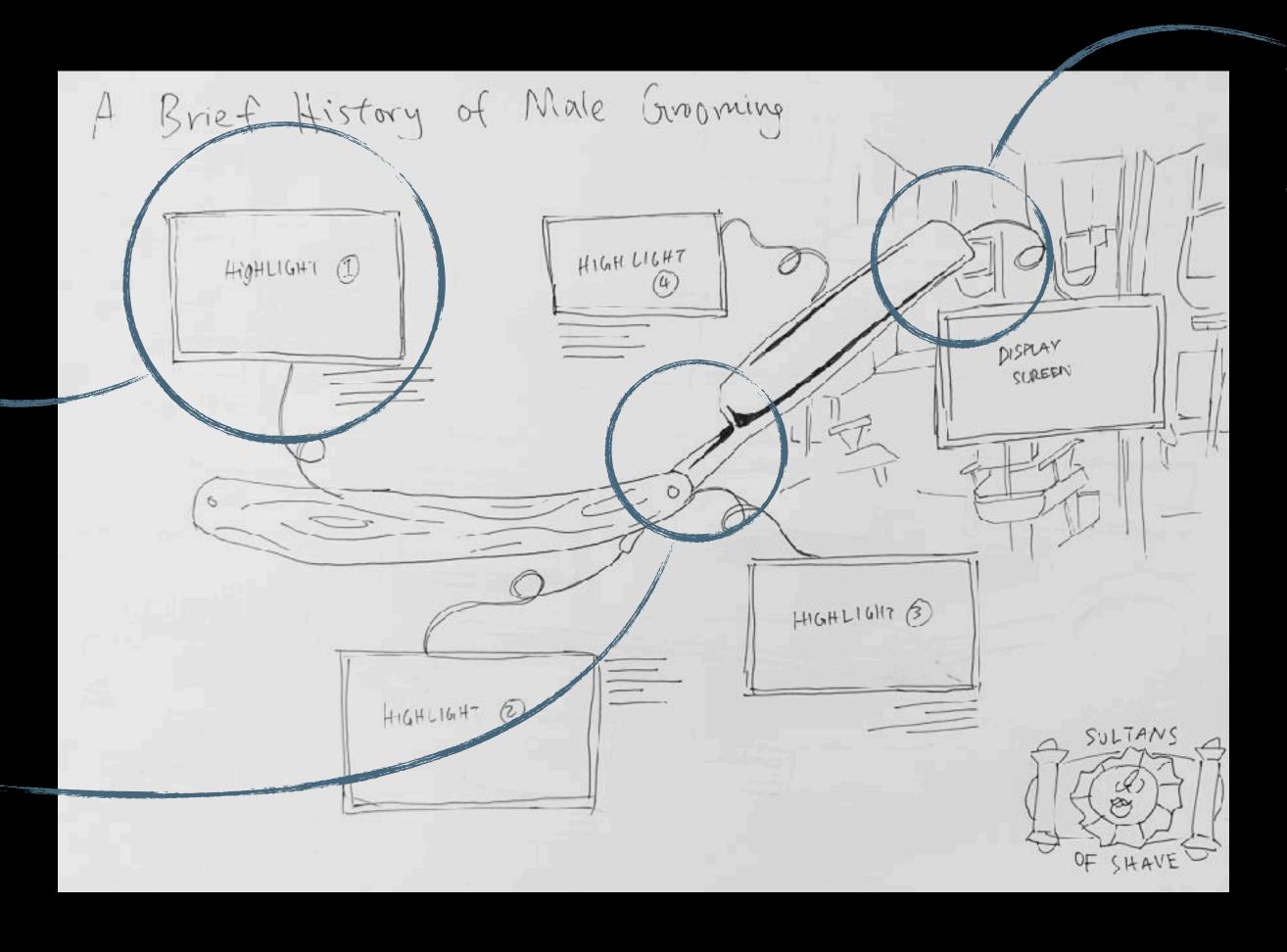
Here's a sneak peek into...

#### The Process

#### **Initial Idea Sketch**

'Era highlights' depict key milestones in the history of men's grooming.

Era highlights strewn across a timeline, represented by an iconic tool of barbering - the straight razor.



The timeline culminates at the tip of the blade with a TV screen of client's videos, representing the craft's modern era. Edgy.

## **Era Highlights**

Digging back into the past, we identified elements that best represent each era.



A highlight of 20th century america

We applied a sketch effect to achieve cohesiveness and a vintage, classic feel (without it looking old).

# First digital draft

The blue background felt a bit flat and could do with some texture.

Overall, the vibe was on-brand, but the sketched razor - though friendly and approachable - felt a tad raw. we had to fix that.



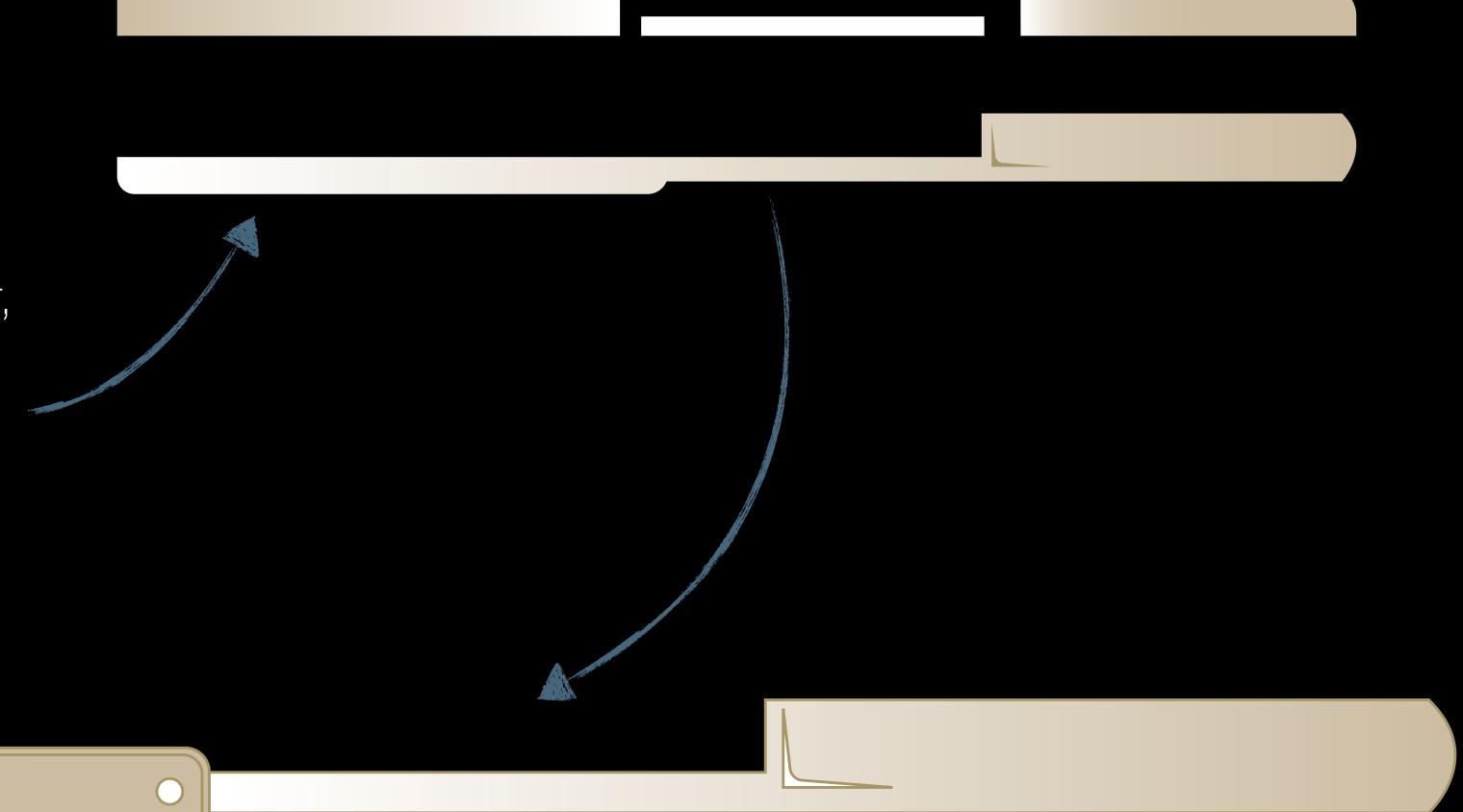
We had to work around the position of the TV screen (by this time it hadn't been confirmed).

## **The Abstract Razor**

We developed an abstract razor that would be a complementary accompaniment to the already 'sketched' era highlights.

Here are various iterations of the razor, as we refined it to be clean, classy, contemporary, and recognisable.

## final form

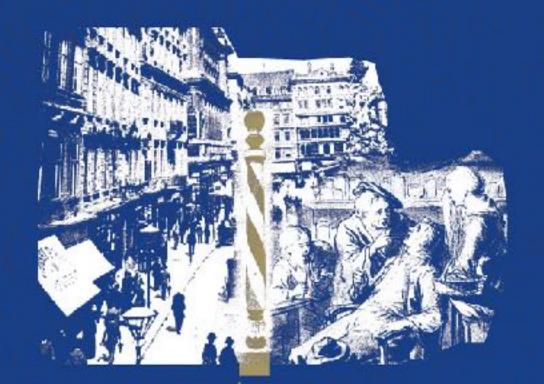


# **The Final Work**



Ancient Egypt 3100 BC - 332 BC

The first discovered use of copper razors, waxes and pumice stones to remove hair. Egyptians were also the first to dabble into cosmetics products with use of oils, scrubs and even the earliest version of the hair removal cream!



Early Europe 15th - 17th Century

Ever wondered why the barber pole has the colors red and white? Barbers acted as medical surgeons who on top of cutting hair also pulled teeth and even performed amputations!

Modern Day 2013 & Beyond

SULTANS OF SHAVE



OTTOMAN EMPIRE
13th > 14th Century

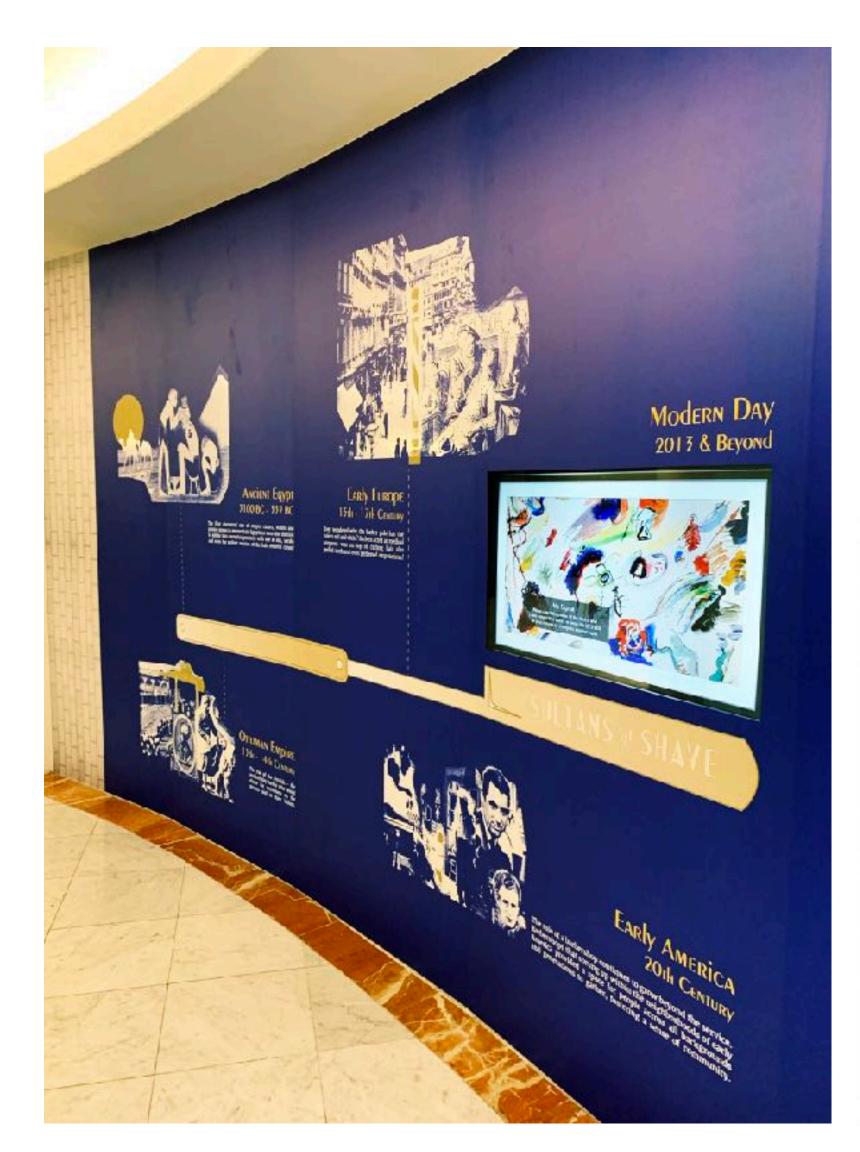
The rise of the Perukar - the modern day barber who would shave for customers or the streets and in their homes.



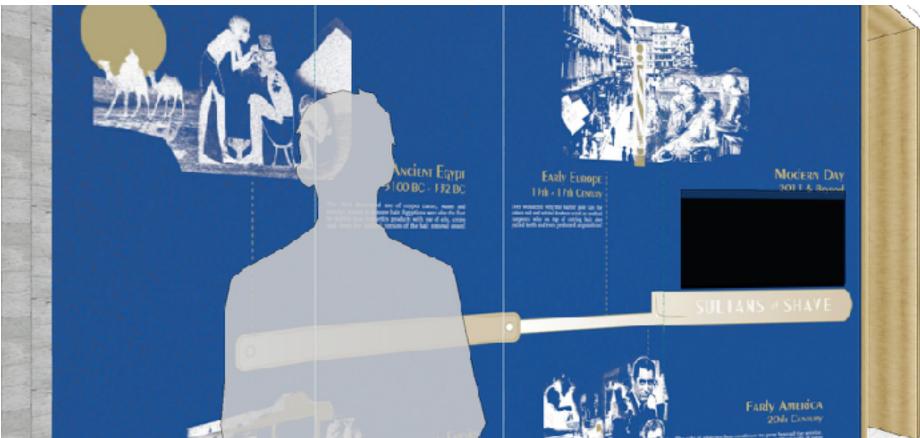
Early America 20th Century

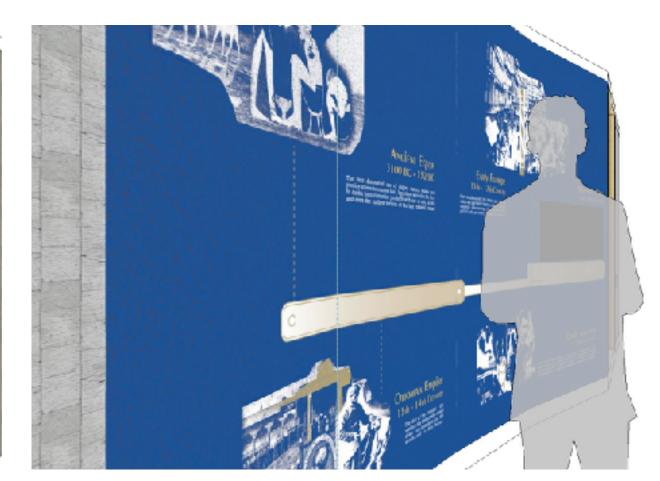
The role of a barbershop continues to grow beyond the service. Barbershops that sprung up within the neighborhoods of early America provided a space for people across all backgrounds and generations to gather, fostering a sense of community.

# The Final Work (in context)



Mural at SoS' Palais Renaissance branch







Digital mockups by Stanley Tan

## Stats

# >600 clients/mth

patronise SoS' store at Palais Renaissance; meaning at least 600 people view the mural monthly, not counting passers-by.

The designs had since been reproduced and installed in other SoS branches. Didn't we mention this was badass?

# Services Rendered

Creative Direction
Conceptualisation
Illustration
Graphic Design

# Case Study 3

# SMU-th Operator

# The Client



# Dato' Kho Hui Meng Career Centre

A state-of-the-art facility offering a range of comprehensive services, programmes, and resources for SMU students to chart their career directions and empower them with the necessary skills to realise their potential and goals.

# The Brief

# development kit,

transforming it into an editorial that's > cear

- > corporate
- > visually appealing

# The Process

# Stage 1: Finalising copy

Upon finalisation of the copy, we had to find a way to present it in a way that was succinct, clear, and easy on the eyes.

### SMU INTERNSHIP PROGRAMME FACT SHEET

### 8MU laterratio Programme

requirement. If aims to provide students with deeper procedualized appreciation of business. procides and research, while providing employers with an excellent source of highly motivated, careeren noed jod vid. als

### What's in it to Employers?

SMU students are highly regarded for their out-of-the-coor thinking and they addisone by providing new perspectives of various systems, processes, and programmes. Having an interripotantia ty freed up professional staff to purgue other important projects and tasks. Each year, many host organisations repost their annual internship carticipation because of

### Managing the Internation

projects, and the expected outcomes aid pown in advance to provide structure for the intern's learning experience. Interns should be viewed as entry-level professionals, receiving or the job reading, who will and value to the organisation. Towards the end of the internation supprvisors should complete a Partermance Applicated form and nevold perticulation placement@smu.edu.sg.

liest organisations should make sure the at peacl compiles with the minimum wage. The Date Kine Hull Mand Corear Centra (DASHVICC) recommends on average allowance that

Insularity

N. SMU students are covered under a Croup Fersonal Accident Insulance policy (34 to wendwide. Host erganisations may wish to cover internal under their own incurance. schemes. Data is of SWU's insurance policy can be found inco.

### If the host organization requires misma to travel overseason business to pattering purposes during the Internetite, if must inform OCS (what cose OCS stand for? Would be

# Cilient Engagement Process Infographic

- 1. Register interest with SMU in at u. a.m. ecu spilling the hardness
- 2. Note: SMU X toom to identify problem structurings)
  3. SMU X toom to make hybridal module(v) to problem statement(v).
- L. Mare, how by word SML of ment for screening serveil, my
- abon egretiment effer project scope and deliverables are confirmed.

### INFORMATION ON DOUBLE DEGREES & SECOND VAJORS

At 5VM I we offer students the unparallelet flexibility of a double degree or a second region This multidisciplinary approach develope students' versatility and gives their the distinct seek on very in a wide range of industries

Stude tales include a double begrea combining any two disciplines. Accountancy, Hushess Management Liconomics, Levi\* Information Cystems Management or Coroll calches. Hey will receive two degree certificates upon successful completion of the boulble. degree programme. For information on the number and type of course needed to complete a double degree oroganisme, please refer to the Schools! Student Academic Handbooks at

Those expiring to do eldouble degree programme with Law as one of their negrees must Sept be offered extralesion into the Francoi of Fee

chidents can also select from the relaying 2" record majors white enrolled in a singledegree. Upon successful completion of the segree programme, they will receive one degree. cartificate and their second ratio will be indicated in the word, transcript Employert in amound majors is subject to the availability of places and the fulfilment of subject

### School of Accountance

Accounting (with options, track in Financial Management Risk Management & Assurance or Tanafon)

### Lice Kong Ghlon School of Business

### and to state in fed as it's fine first mention) of the trip in a symbolic law was out, have

A 16-week information or a comparatory component of the SZMU curriculum and a production.

the positive experience and constitution they have received from interns. The SML internant integramme is a proven deal-effective way to recruit and evaluate potential

A supposedul internancing one with a clear description of duties, responsibilities, the acope of

### Westing House The interes shall follow the host organization's office and working hours.

### "Reade note that a allband is not mandatory."

Management or Financial Rick Analysis

### \* Operations Management

"Actual a Science (with backs in Actualist Analysis of Risk Analysis)

### \* Loanomice (with actional track in Quantitative Loanomica or a concentration in Martime.

### School of Intermetion Dystems

\* Nevanced Bubiness Technology WBT) WBT een beidene without tree-sie er with egtional Lacra i Banking Processes & Technology, Erra prise Systems & Sulutions, Technopheneurship, Information Security & Assurance Track)

\* Analysics (with options, tracks in Marketing Aria viscs, Operational Analytics, Accounting Analytics, Lithan & Regional Analytics or Advanced Technology for Analytics)

### School of Law

International & Asian Studies.

Poyenelegy

cycleted for there to time. The full accluded course hat can be found on the course careion on each respective acrocals website, found under each continuent lab in this business

### adequate travel insurance to cover the full duration of each overseas stay

### Eligibility for a Recognised 10-Week Internehip

Asacomic Prograss	Degree Programmo
Students who have completed at least two terms of counterwork	Accountancy B. sinces Wereignment Economics Into match Systems (Computer Science Score Spinger)
Students who itses completed at least four- terms of no research	Lav

### Local internation

### Host organisations in tangepore accepting hall-time mathealisted or registered students of SMU se interne are exempted from CP ficontributions.

### To Participere in Local Infernations

https://ortrac.emu.edu.eg

### Dyarsaas Internship

### V wAV.dx Perm I

Assisted by SMU linterns will apply by the respective embrasies in Struggore for a visativo vi permit upon receiving an offer letter from the host organization. Vise/Work permits test and

Assistance with chorsterin accommodation will be appreciated. However, it is not

Into the func their even piritire to and from the host country.

### To Participate in Overseas Internships:

### \* Doposate Domminication

\* Finance (with optional concentration in Informational Tracing, Investment Banking, Wealth

\* Organisations Biohaviour and Human Resources

### \* Durantitative Finance: \*Bustigle Managament (with optimal concernation in Entrop area ships

Economics:

### \* Information Systems Management

### School of Social Sciences.

### \* Politica Dicience

\* Public Policy and Public Management

### "Discloimer". The sumanium and hat at ecurses previous above is not autoustive, and will be

### SMU-X CURRICULUM FACT SHEET

An SMU-X module amphaelose experiental project-cases learning through the use of real-world projects. Client partners bring relevant problems into class for our students to solve, and, together with CMU faculty, actively mentor them.

### Entrying the pap between theory and practice, the SML-X pedagogy engages students in active learning, application, and reflection. Students apply interdisciplinary knowledge to groute so utions to real works lasues

They develop and dense, critical binding, and problem solving skills as they garanate creative solutions that make a difference to their object organizations. This teaches their to be critical thinkers and effective managers in the nature.

- I-eall-/Yorld Issues 6 I froblems
- Closer Faculty-External Petations
- Active Mentaling
  Intertisepointry Topic 5 Approach

### Modules 5 Duration

SMUX in operaw spain we own Appearancy, Basiness, Economics, Information Systems, Law, and Codel Colences. They run either from Jan to April, or August to November for 14. weeks such form. The types of projects solved induce but are not limited to:

- Innoverior Operations improvement
- Folicy improvement
- Strategic Management Emart Technologico
- Data fina year Vair of Mousille Applications Development.

There is no fee for engaging our students except pally cost rein to assent to engitransportation claims, printing, etc.) capped at \$200 per team. Enhanced project management (e.g. admin and lockstical prompoments) is available for a small fee. Client

As part of he apagemic purrioula, all SMU undergrapulates are required to complete 10. vector of interesting with a business organisation. They can serve their interestips during the vacation periods after completing at least two terms of coursework.

### DURATION OF INTERNSHIP

The systlable period for internal pitor Adademic Year 2019/20 will be 27 April to 18 August. 2020 (Surene: Internal id.), Students are required to complete a minimum of 10 weeks of firm

### Eligibility for a Recognised 10-Week (demokr)p.

Academic Progress	Degree Programme
Students who have completed at least two Lenns of conversals.	Food Letterloy Sustrance Memograment. Loop.cmics Information Signife to / Computer Colemon feth Love) Facility Sciences.
Students who have completed at least four terms of coursework	.0Y (One course will is not applicable)

<sup>&</sup>quot;For organizations seeking Law Inventor, the internation must be supervised by a is a more from their farmer.

### CREEXEMPTON, WORKING FOLIPS & ALLOWANCE

Host organisations accepting full-time matrioutries or registered students of SML as interneare exempted from CPT contributions internalnd follow the normal of the working no usual the host organisations. Our Othor recommends a monthly allowence of \$8,0.5" (00.1)

lost organisations accepting foreign students who are full-time mathoulated or registered acudents at SMU for intermehios are exempted from captiving work pormits requirements.

All CMU students are covered agend persons or bodily injuries caused by a strong out of accidents under a Group Personal Accident Schame (24-hours worldwide) for a sum of

However, the host organization may wish to cover the informs under its organization's

insurance concrete, such so medical neurance and workman compensator

partners may also offer cash enough an appropriatips. Some modules that ye arenal fee for professional confincation (s.g., set sigms)

### Mento white

Its oneurs implementable solutions, allert partners need to assign menters, as our student trains require data and puldance. Interactions with project menture take place during three In much meetings (as it lists are the low) and informally through error a correct messages.

### I logischie

### Start Foint I hodget or to organisation and problem statement

### Project memors ensure alupent teams are on track

Sharing forum ellowagees the work done

What's in it for Our Client Partners?

### Clert Partnerships that Yield (to suits

Our portners get innoversive solutions to the prediction they face and foruit the post new talents that first wire organisations. To participate, please amail constr<u>ementations and so</u> or register your interest of a moundu against value trans-

Mangatives for wike-endned projects. Exculty-guided consultancy

### Fresh Perspectives Exchange of knowledge with family, at idents and other partners.

Learning & Exploration

Talont Rogramment / Training Pulmidal new times also are expused to the industry sheady equipped within eleptiknowledge of your company.

From the exploratory on patter that could get mentioned given one is  $\operatorname{dep} + \operatorname{edey}$ 

PROCESC INVOLVED

maponalo iras s

### The processes for this program are as follows: 1. Host organisation can register with our Office by completing the registration form to offer internating also coments. Alternatively, you can register on the via our SMU ChTRAC System

at ordinary on a current his matter on internable opportunities will be powed or the SMU internat, which is expressive to all stude. In: Z. Interested attacents would have to apply for these positions and submit their resumes either to bur office or birectly to the nost organisation. Our office could sesist in obligating the applications and shortlisting putential cardicates, provided over well-form or far is an agreen

3. he host organisation can I also directly with the student applicants for interviews and also inform them if they have been so estad.

4. Upon accepting an intern, the host organisation must body, curroffice on the following: Name and address of company.

5. Once our Office has received the notification, we will send a confirmation email to the host organisation. The immediate supervisor of the intermisine order to complete the ordine. appraise, form at the end of the internal p.

Name and contact of Reporting Officer

2. Period of //recomment.

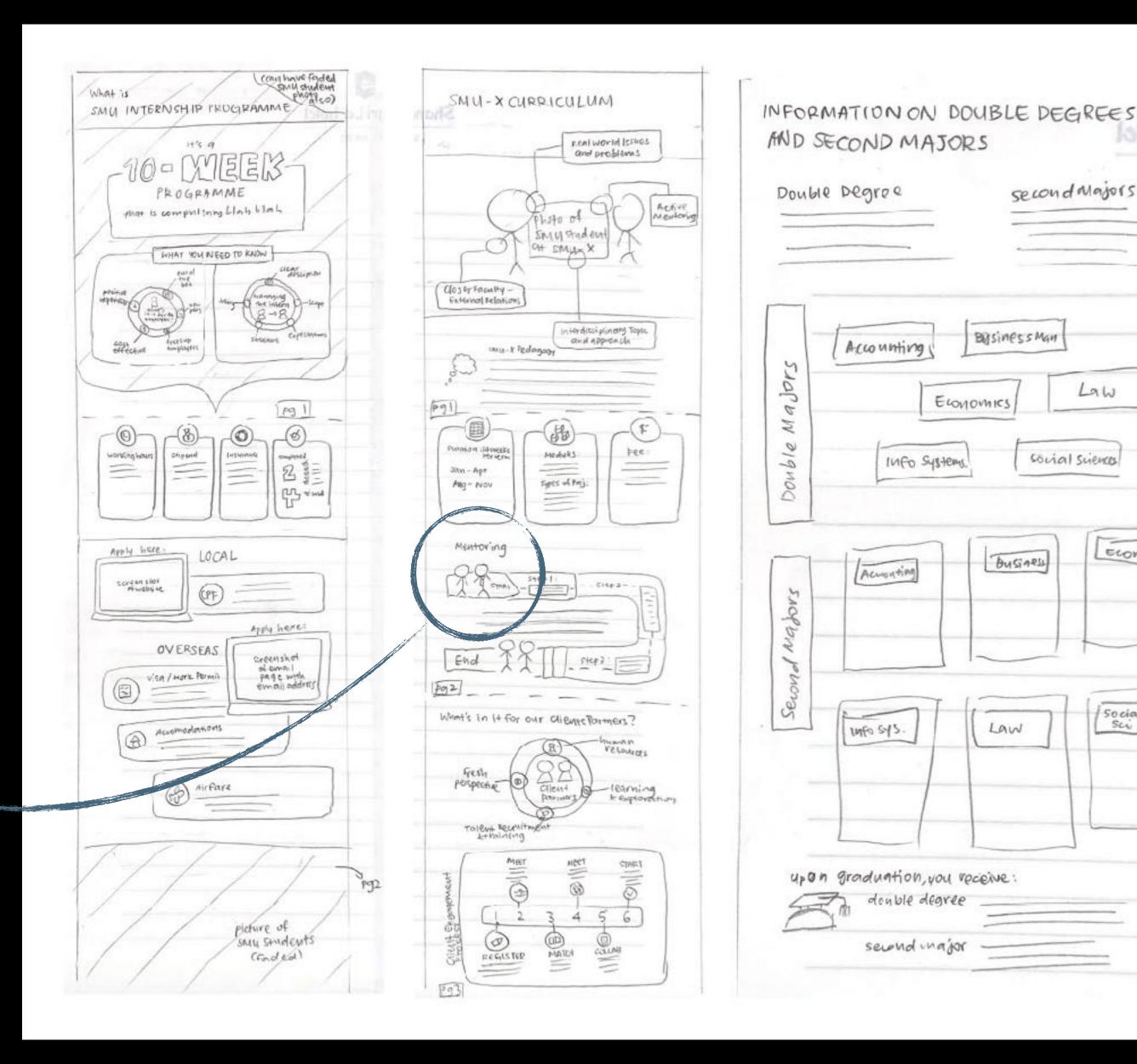
B. Punking Salar

4. Date to report to work

## Stage 2: **Sketches for structure + flow**

It was a lot of information to include. we used icons, infographics, and charts to make all of it easy for the reader to digest.

These not only add an element of beauty and brevity, but also directs the flow of the eye (aka visual hierarchy).



second Majors

Law

ECONS

Social

social sciences

BusinessMan

Business

# The Final Work



Dato' Kho Hui Meng

CAREER CENTRE





# Services Rendered

Creative Direction
Conceptualisation

Graphic Design

Infographic Design

Copywriting

Copy Editing

Proofreading

# Our Services

# Social Media

## **Strategic Planning & Ideation**

- > Overall social media strategic planning
- > Overall concept + creative direction
- > Copywriting direction
- > Instagram hashtag optimisation

# Social Media Account Management

- > Posting of content
- > Liking + commenting on others' posts
- > Active engagement (comments, direct messages)

## Design

> Layout + design of post graphics

## Copywriting

- > Social media captions
- > Proofreading

"How can you squander even one more day not taking advantage of the greatest shifts of our generation?

How dare you settle for less when the world has made it so easy for you to be remarkable?"

Seth Godin, about social media

Entrepreneur, Blogger, and Author of 18 books

# Visual Communications & Design

# Concept, Creative Direction, & Design + Custom Illustrations

- > All print media
- > Packaging
- > Presentation decks
- > Music & books cover art
- > Merchandise

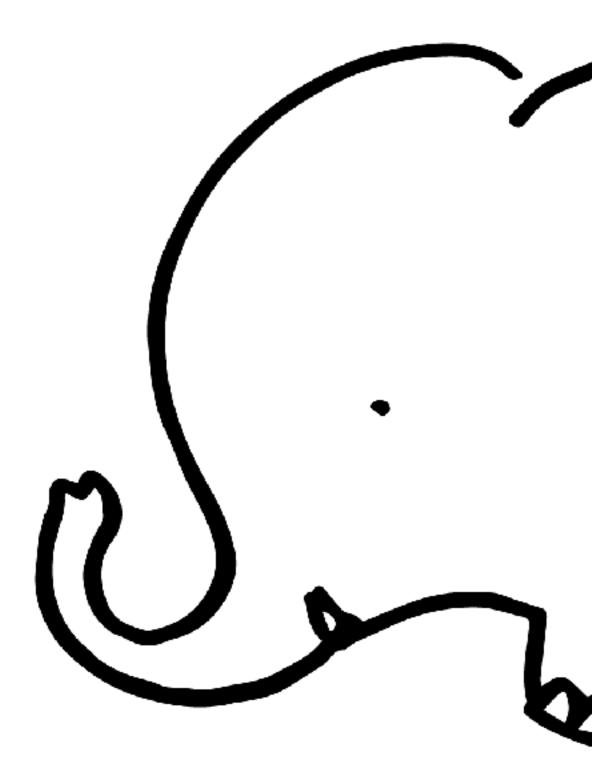
# "Design is the intermediary between information and understanding."

### **Hans Hoffman**

Artist and Teacher, regarded as one of the most influential Art Teachers of the 20th century

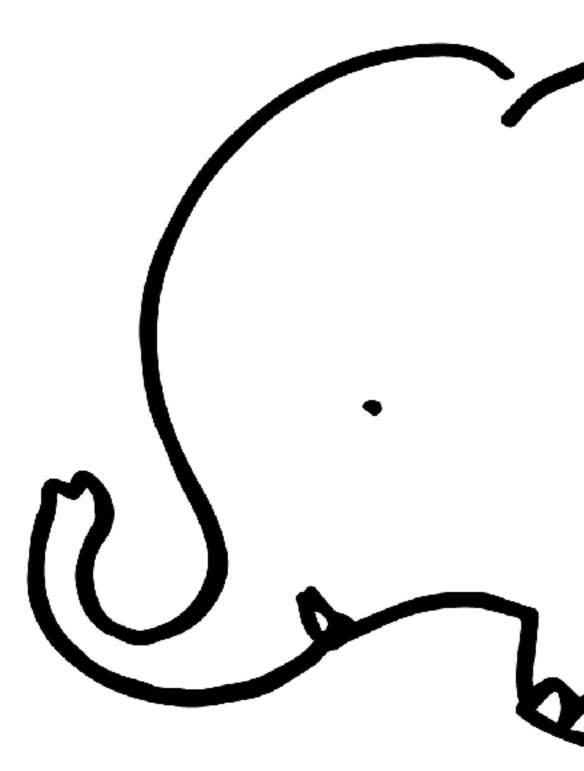
# Why hire us?

we are a boutique art and design agency with only the best creatives and vendors at our fingertips;



we are a boutique art and design agency with only the best creatives and vendors at our fingertips;

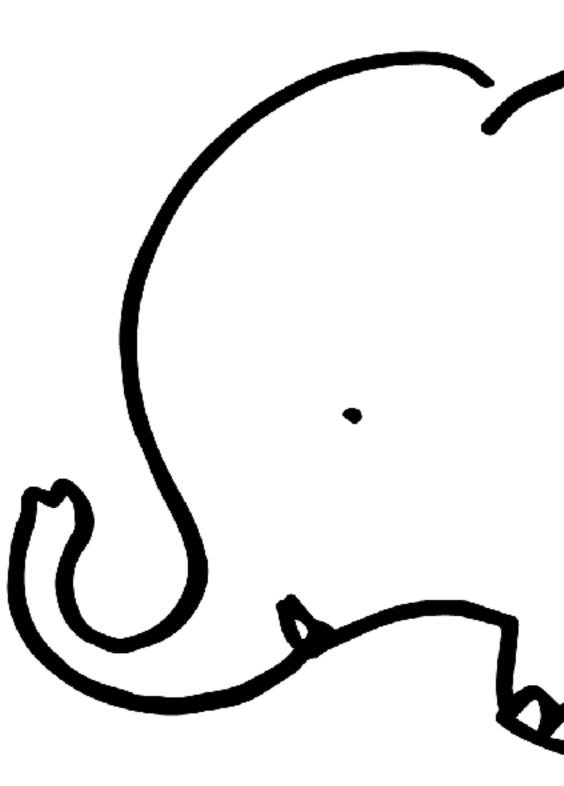
we possess decades of collective experience in the creative space;



we are a boutique art and design agency with only the best creatives and vendors at our fingertips;

we possess decades of collective experience in the creative space;

we specialise in multiple types of art and design, and are aesthetically adaptable and versatile;

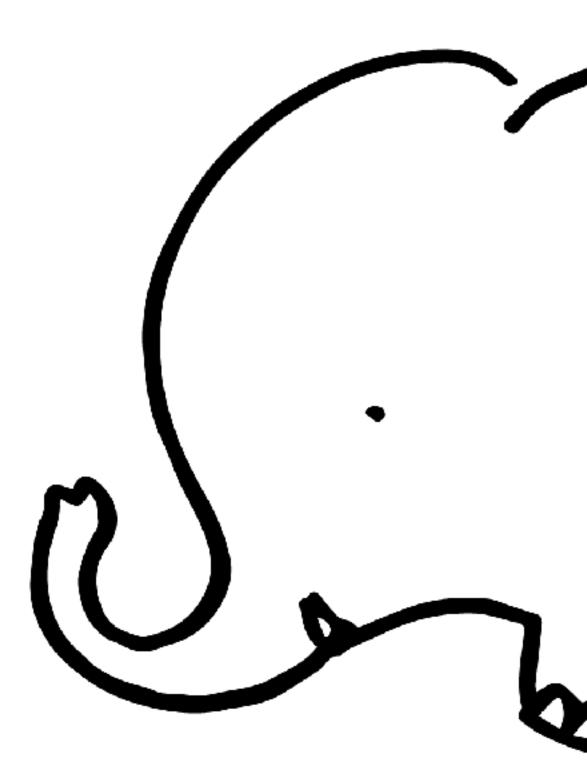


we are a boutique art and design agency with only the best creatives and vendors at our fingertips;

we possess decades of collective experience in the creative space;

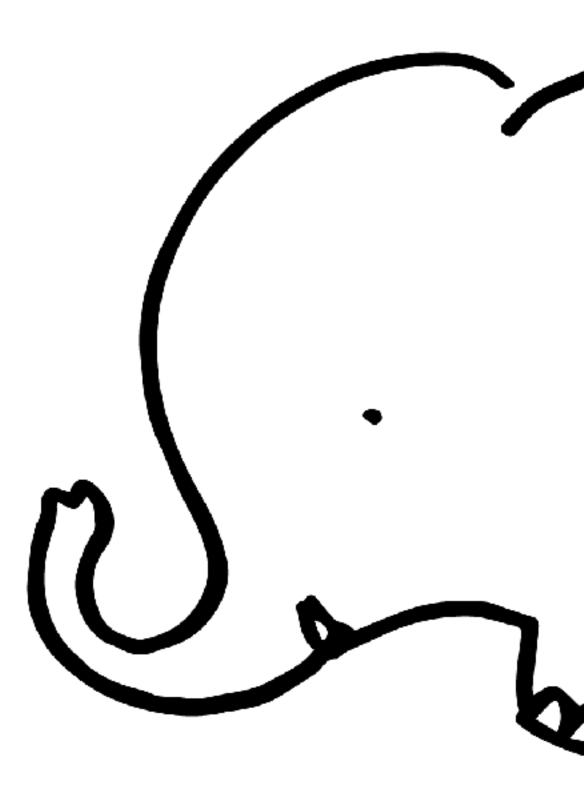
we specialise in multiple types of art and design, and are aesthetically adaptable and versatile;

under our belt is a clientele footprint spanning from Asia all the way to North America.



# But more importantly,

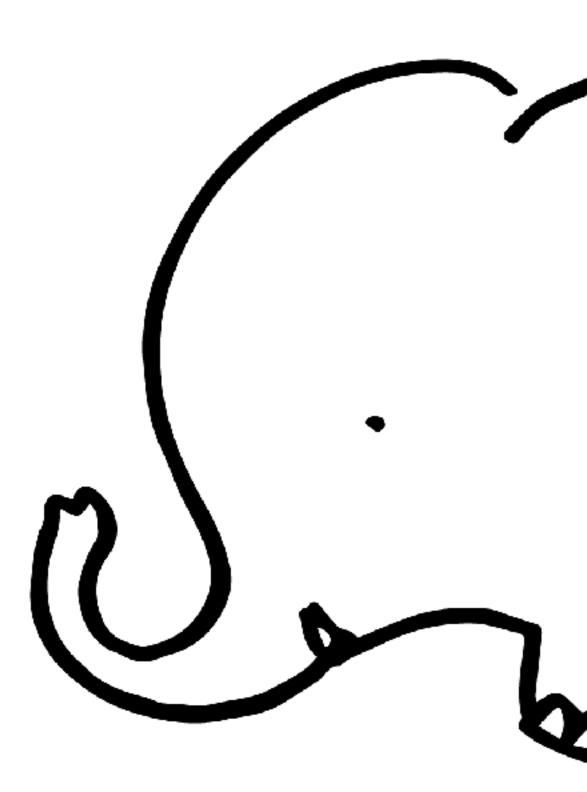
we are people of integrity and honour;



# But more importantly,

we are people of integrity and honour;

we are people of excellence;

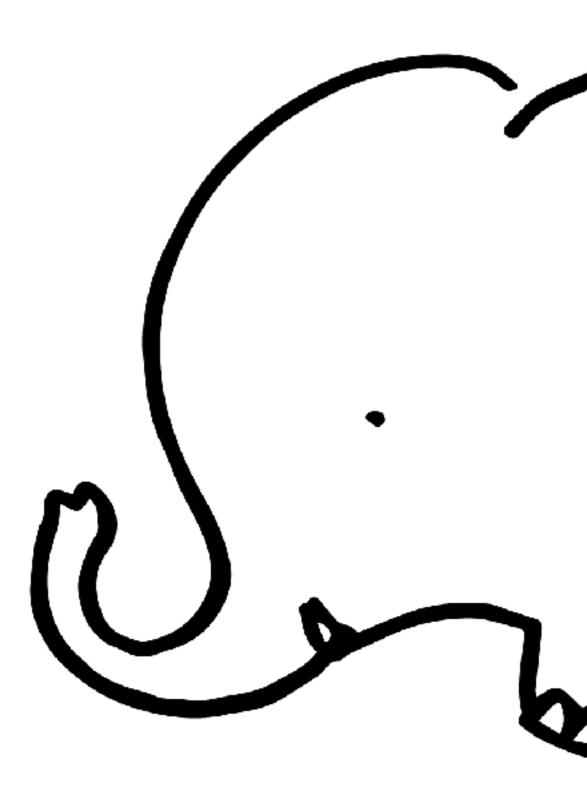


# But more importantly,

we are people of integrity and honour;

we are people of excellence;

we are warm, fun, and easy to work with!



# Testimonials

"Working with billy has always been a breeze. Over the year that we engaged them as our designers, we were blown away by the breadth of the work they did for us, from day-to-day social media posts, our annual graduation publication, music release promotions, website, and so on.

Besides upholding a high standard of design in both print and digital, what I appreciated most about them is their excellent communication, client servicing, project management skills, and efficiency of work. I could always trust them to be on top of their game - there was no need for me to constantly follow up with them but instead, they anticipated our needs well in advance. Would highly recommend billy for any design needs!"

## **Stacy Tan**

Brand Consultant, Awaken Generation

"Working We enjoyed working with billy when we engaged them to help us rebrand our business vision and mission statements. They were very helpful in providing **creative insight** to remind us why we started our business.

They were **relatable**, **down-to-earth**, and **very efficient** in helping us align our business vision and model, giving us a stepping stone to continue what they started with us. When we were out of creative juice, they stepped up and gave our social media account **refreshing content** which we are so grateful for. Overall, we are just absolutely thankful to have crossed paths with billy in aiding us in our journey as business owners."

## **Victoria Huang**

Founder, Brooks & Bean

# Service Level

# Response Time

# Within 24hr.

# **Turnaround Time**

# Typically within 3-5 working days,

- > for each draft
- > depending on scale and complexity of project.

# References

# **Aaron Chong**

Associate Director Dato' Kho Hui Meng Career Centre, Singapore Management University (SMU)

+65 6828 0149 aaronchong@smu.edu.sg

# Keith Lee

**Chief Executive Officer Interseed** 

+65 9188 5827 keith@interseed.io

Come on,

# let's connect

- > billy@wheredreamscollide.com
- > 9169 9664 (shawn) / 8161 8739 (promise)
- > socials: @billythefriend
- > billythefriend.co

# Your creative partner is right here.