



billy

> Capabilities Deck



2022

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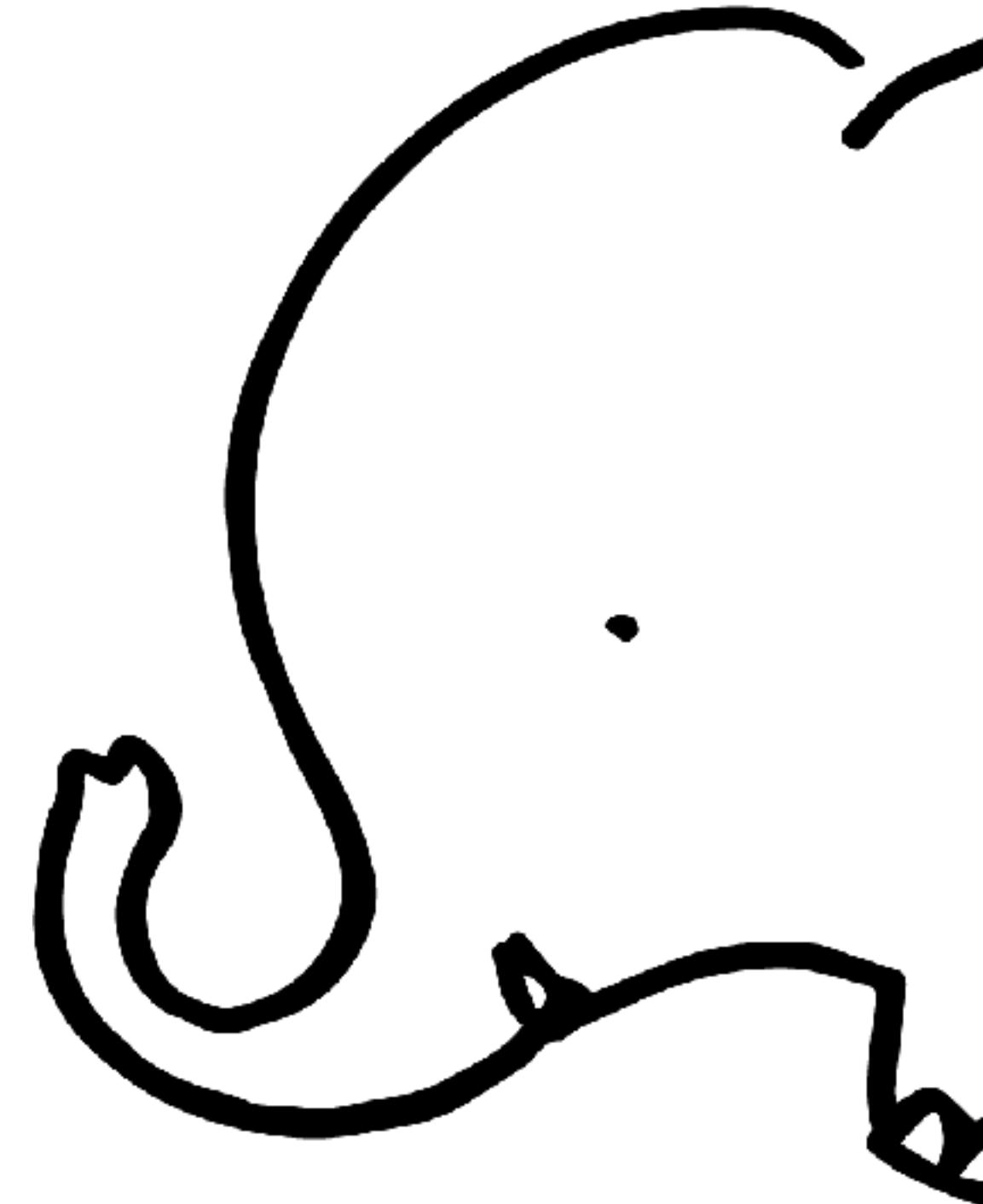
Who is billy?

billy

Designed for the brave.

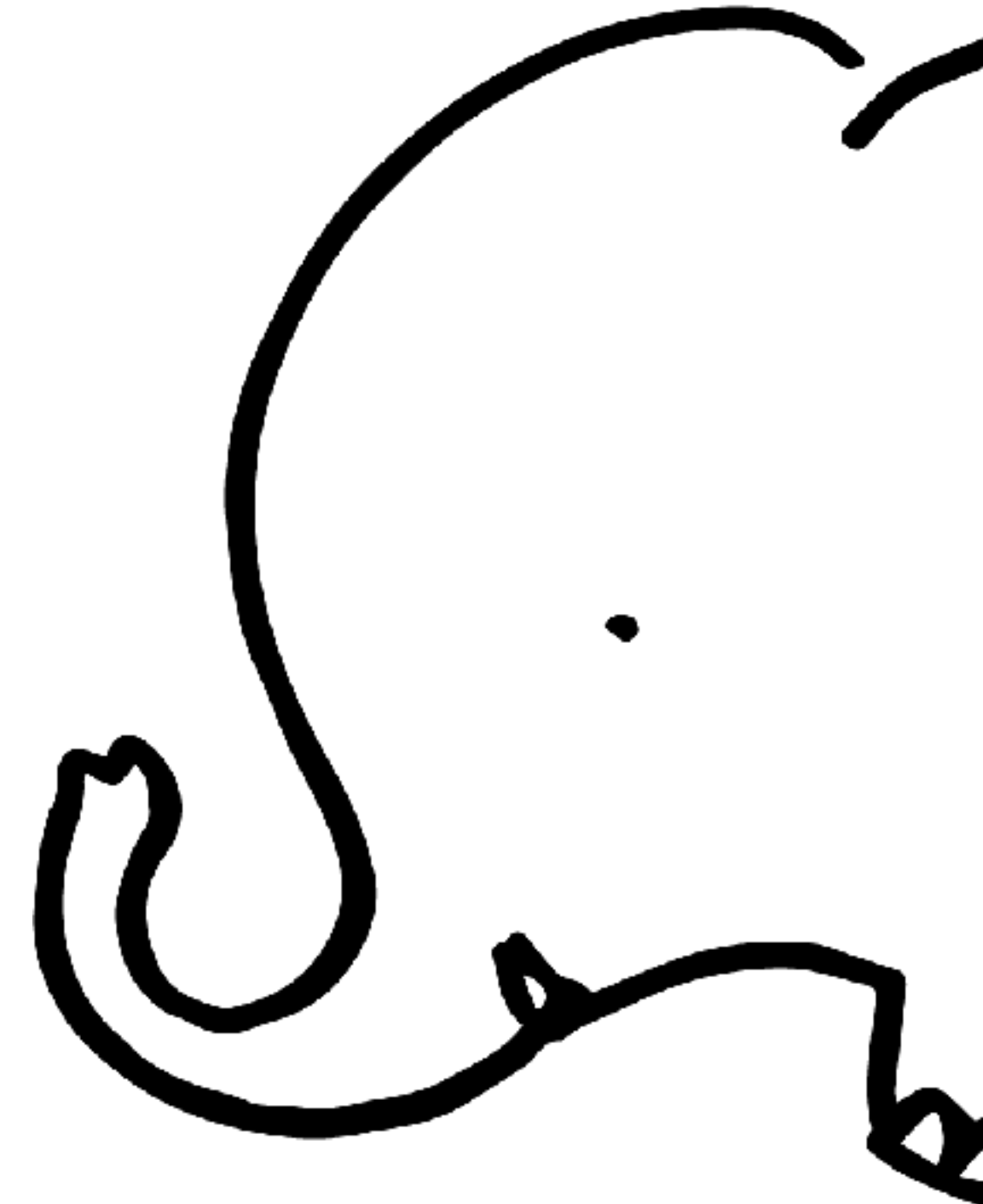


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that specialises in **keeping you ahead of the relevance curve**,
through **strategic design, illustration, & writing.**



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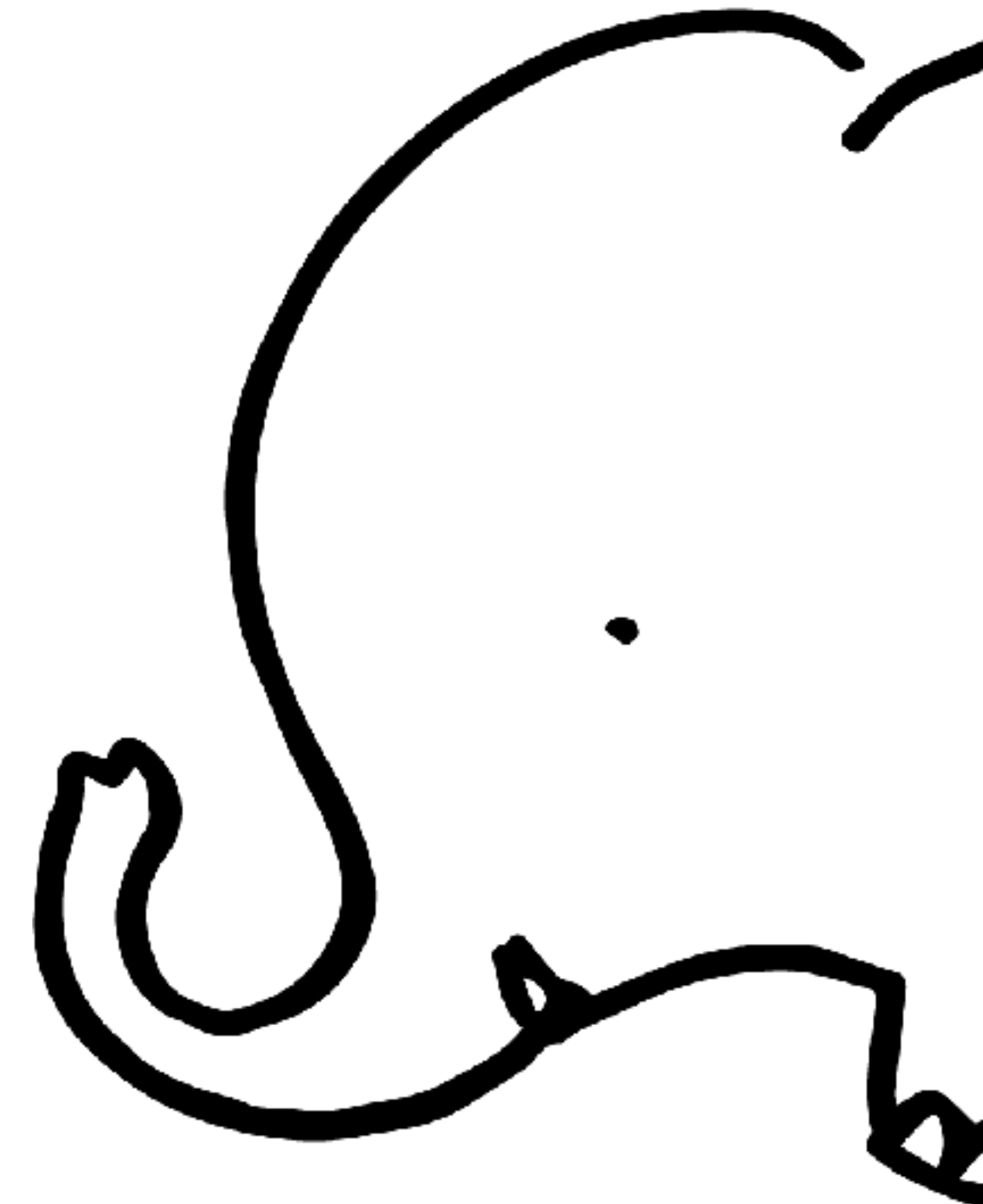
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The **Samwise Gamgee** to your **Frodo Baggins**.

The **Han Solo** to your **Luke Skywalker**.

The **Jarvis** to your **Tony Stark**.

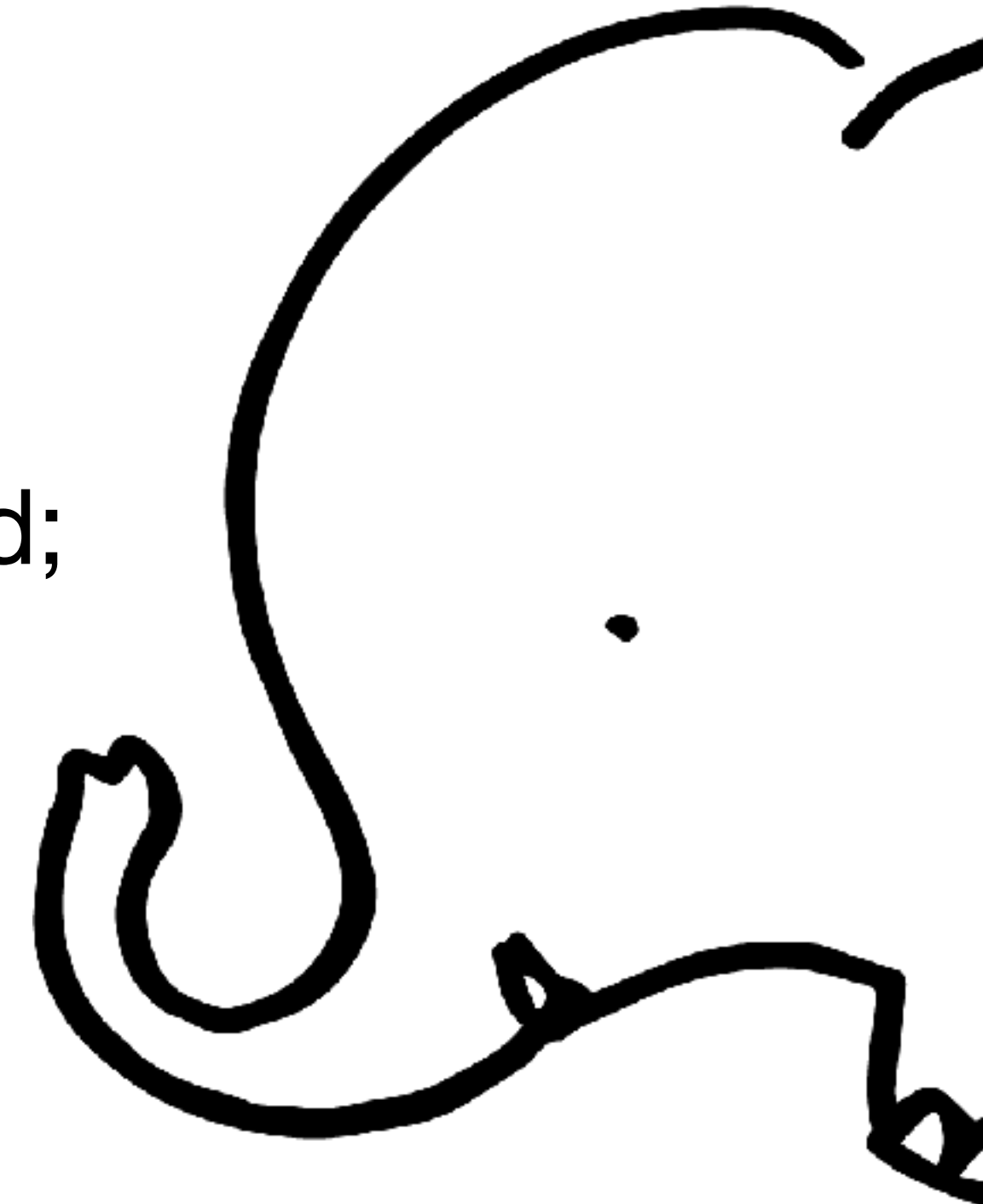


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The Samwise Gamgee to your Frodo Baggins.
The Han Solo to your Luke Skywalker.
The Jarvis to your Tony Stark.

**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

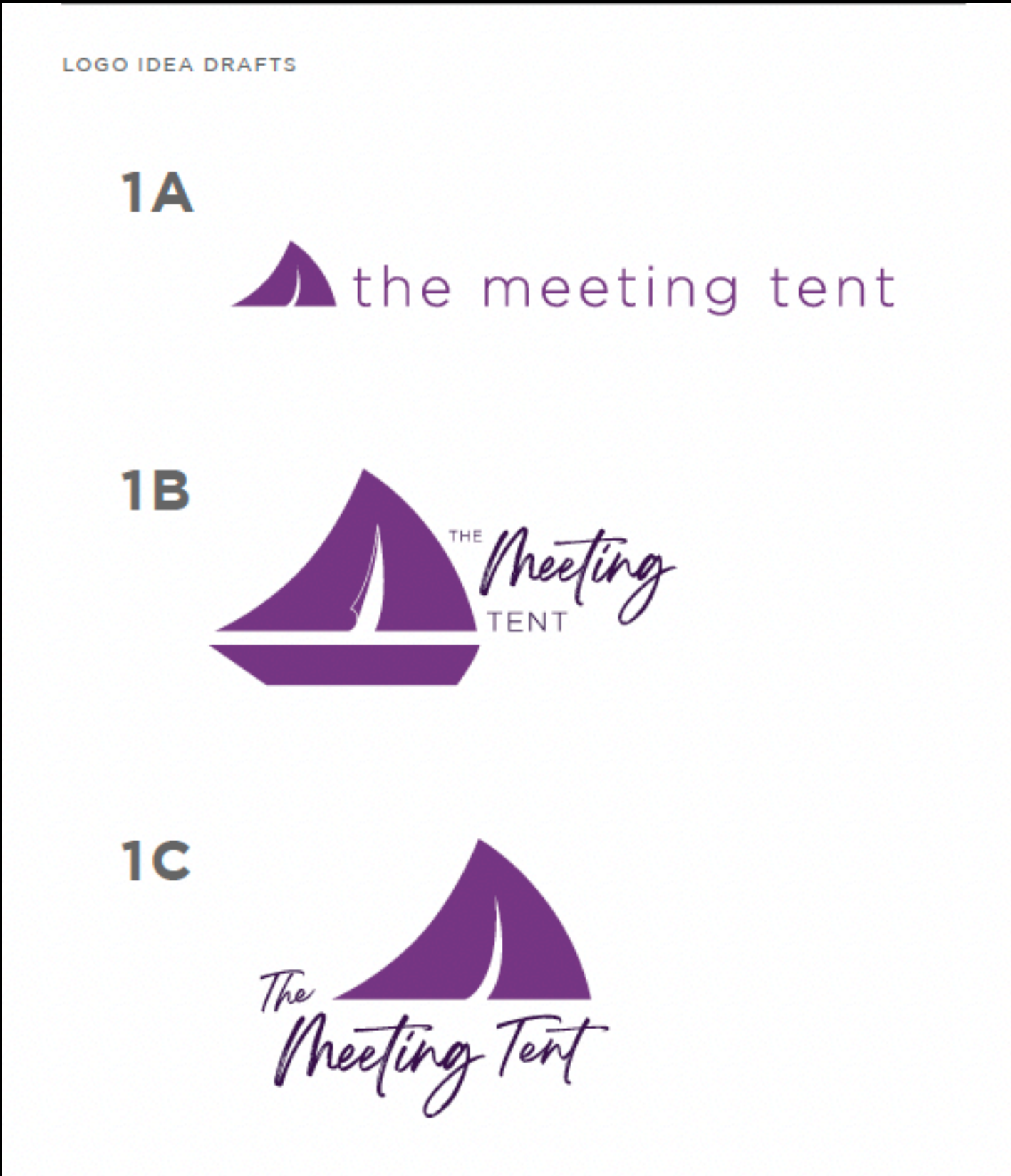
To design a

brand identity

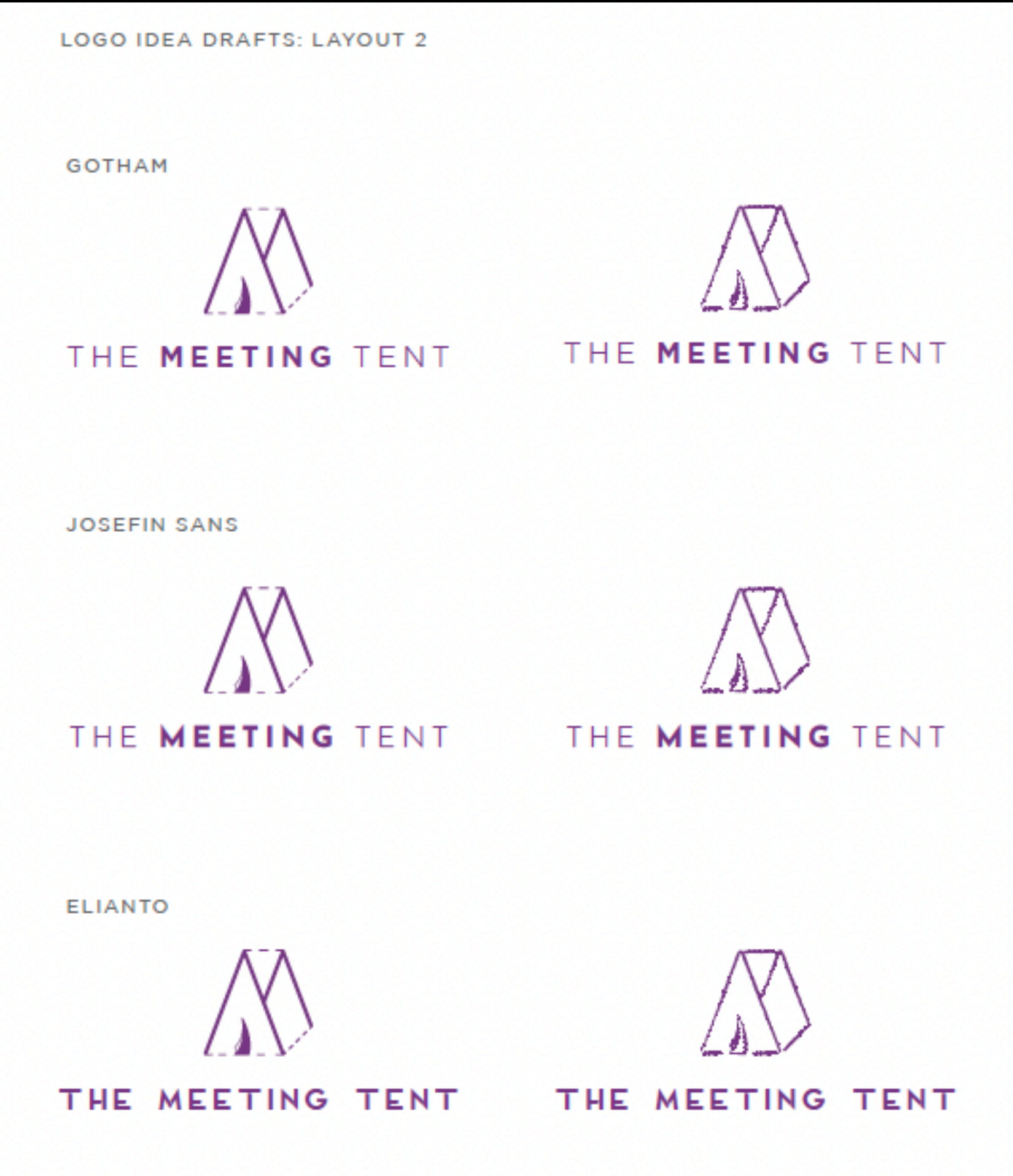
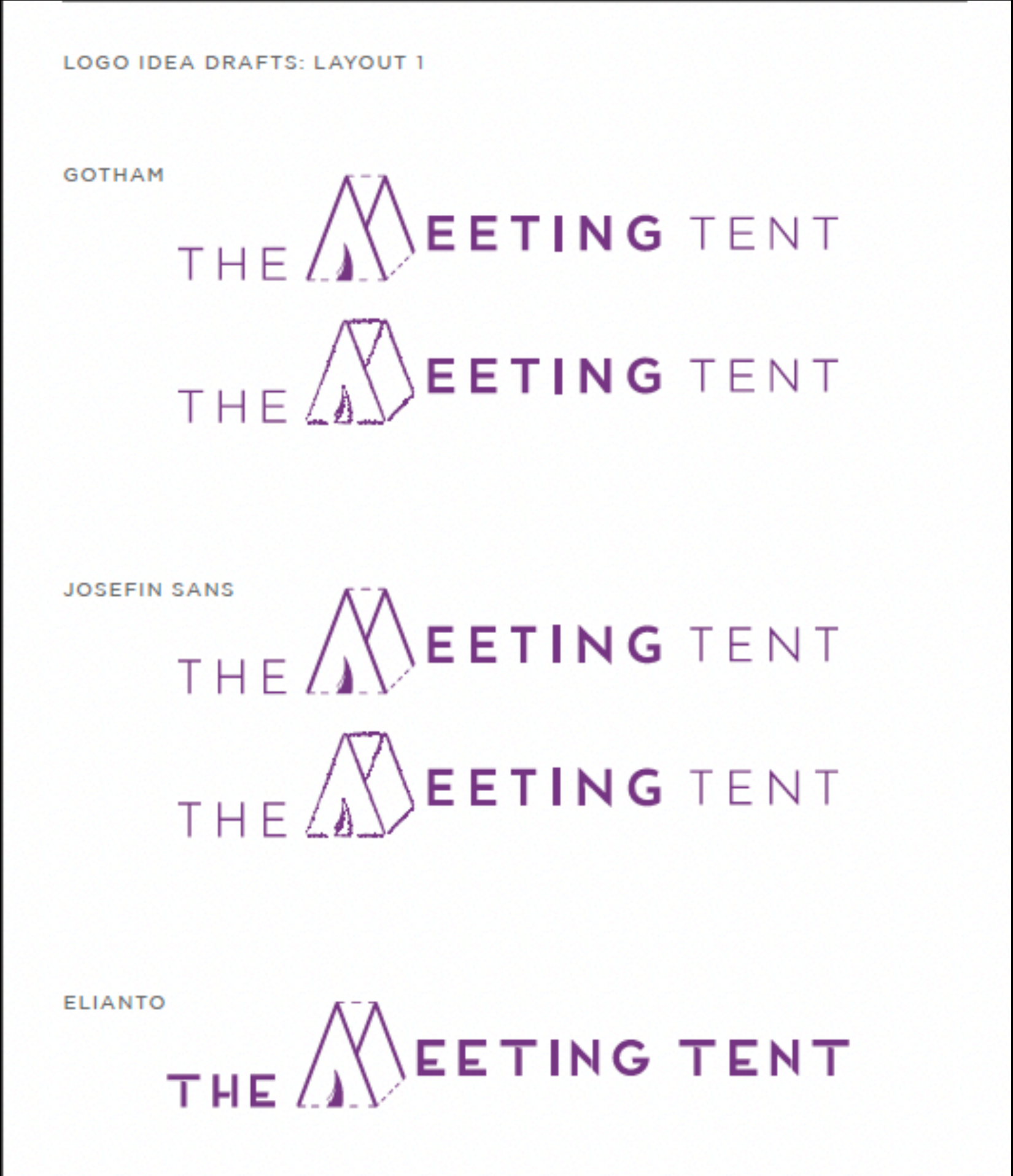
that's > **minimalist**
> **authentic**
> **intimate**

The Process

Initial Ideas



Refining Process

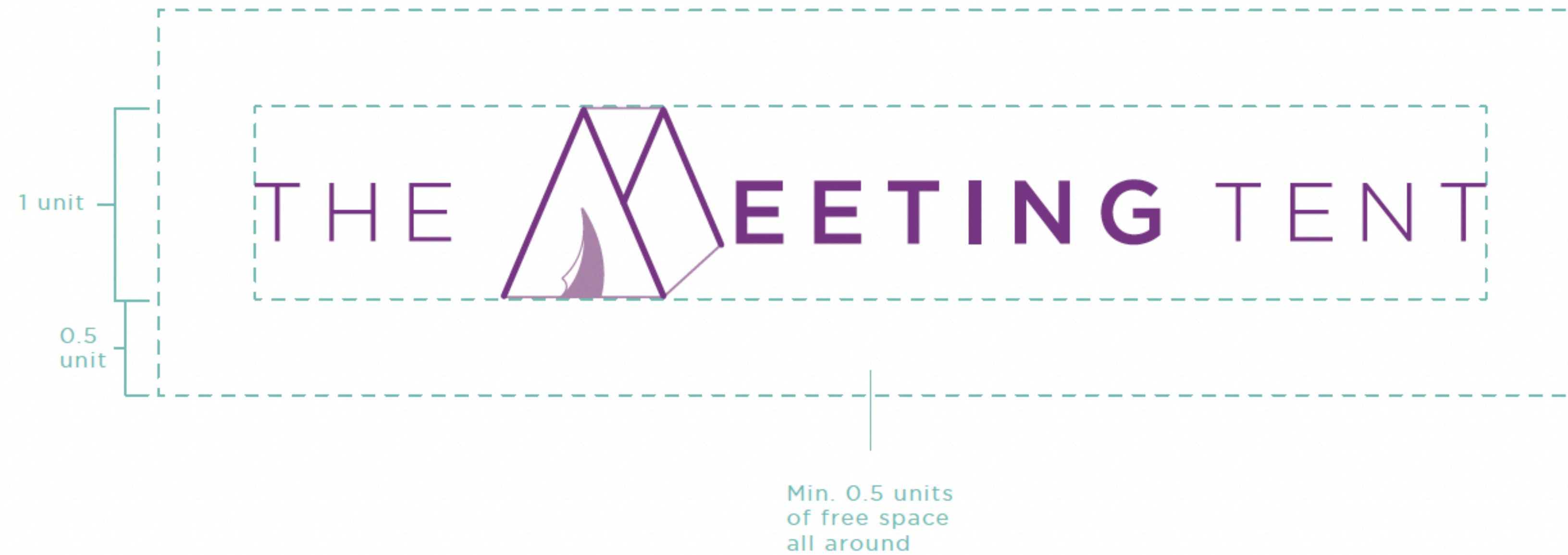


The Final Work





MAIN LOGO + LOGO GUIDELINES



LOGO VARIATIONS

COLOUR



BLACK

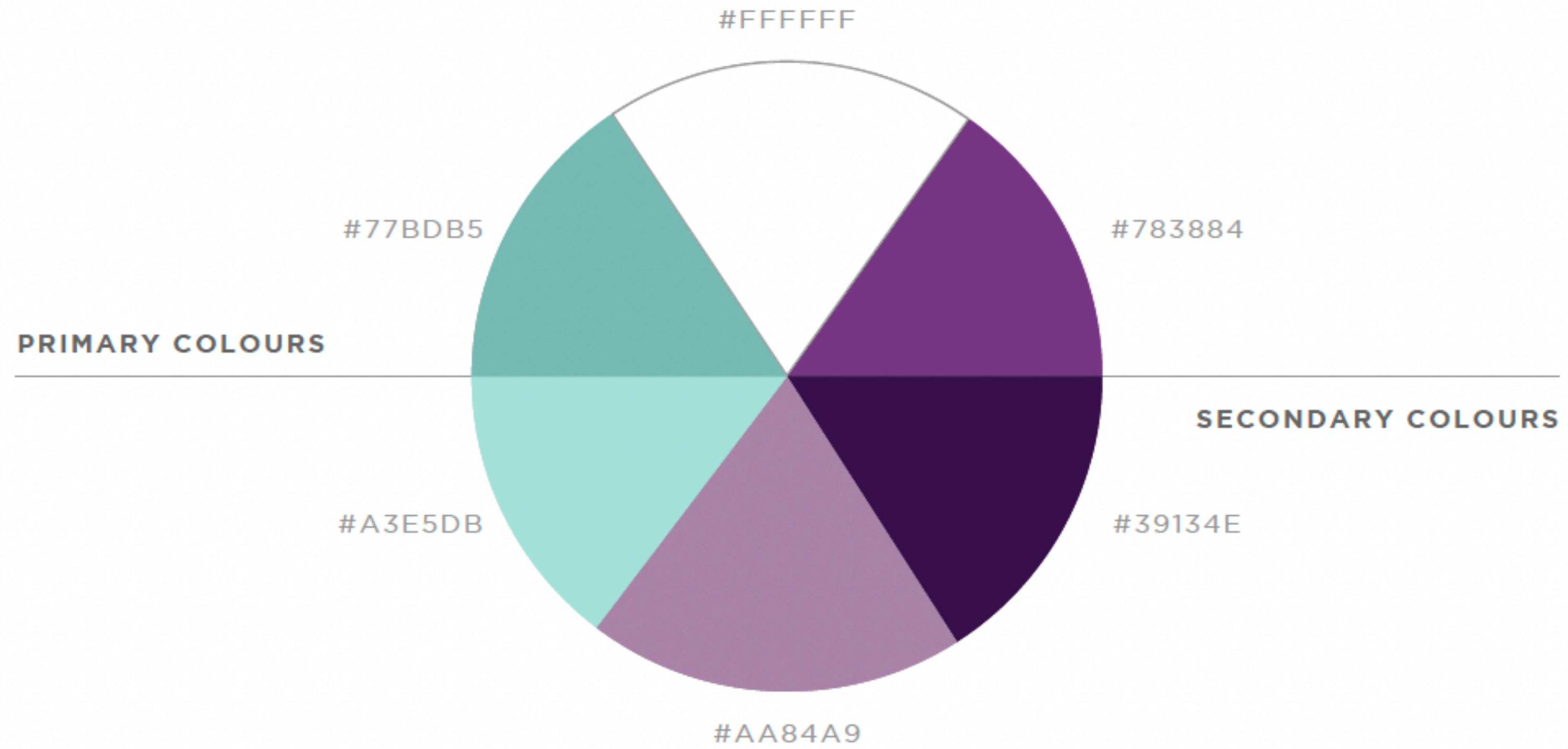


REVERSE WHITE





COLOUR PALETTES



Services Rendered

Creative Direction
Conceptualisation
Brand Identity Design
Logo Design

Case Study 2

**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

- > classic
- > contemporary
- > approachable

wall mural

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

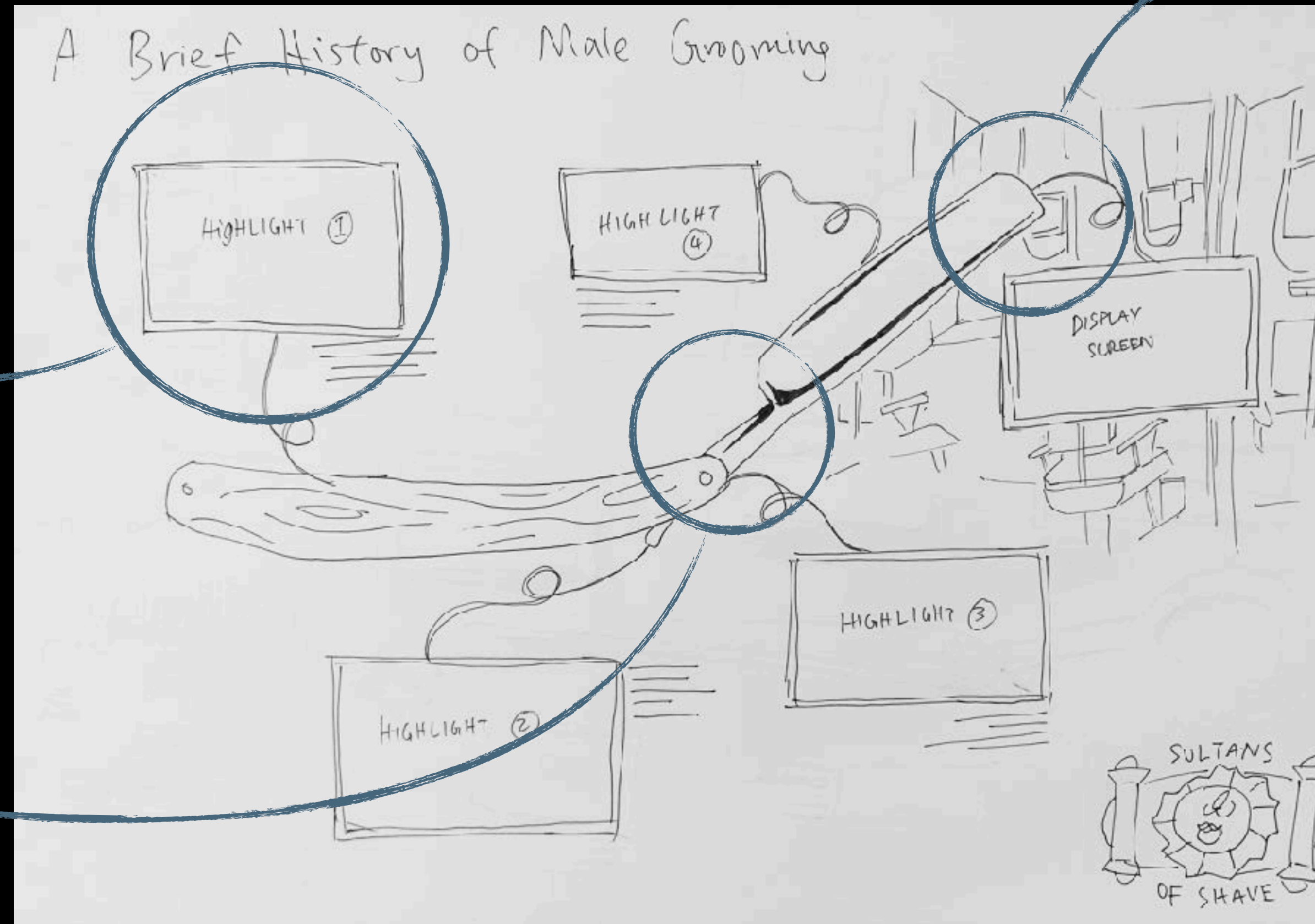
Here's a sneak peek into...

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.



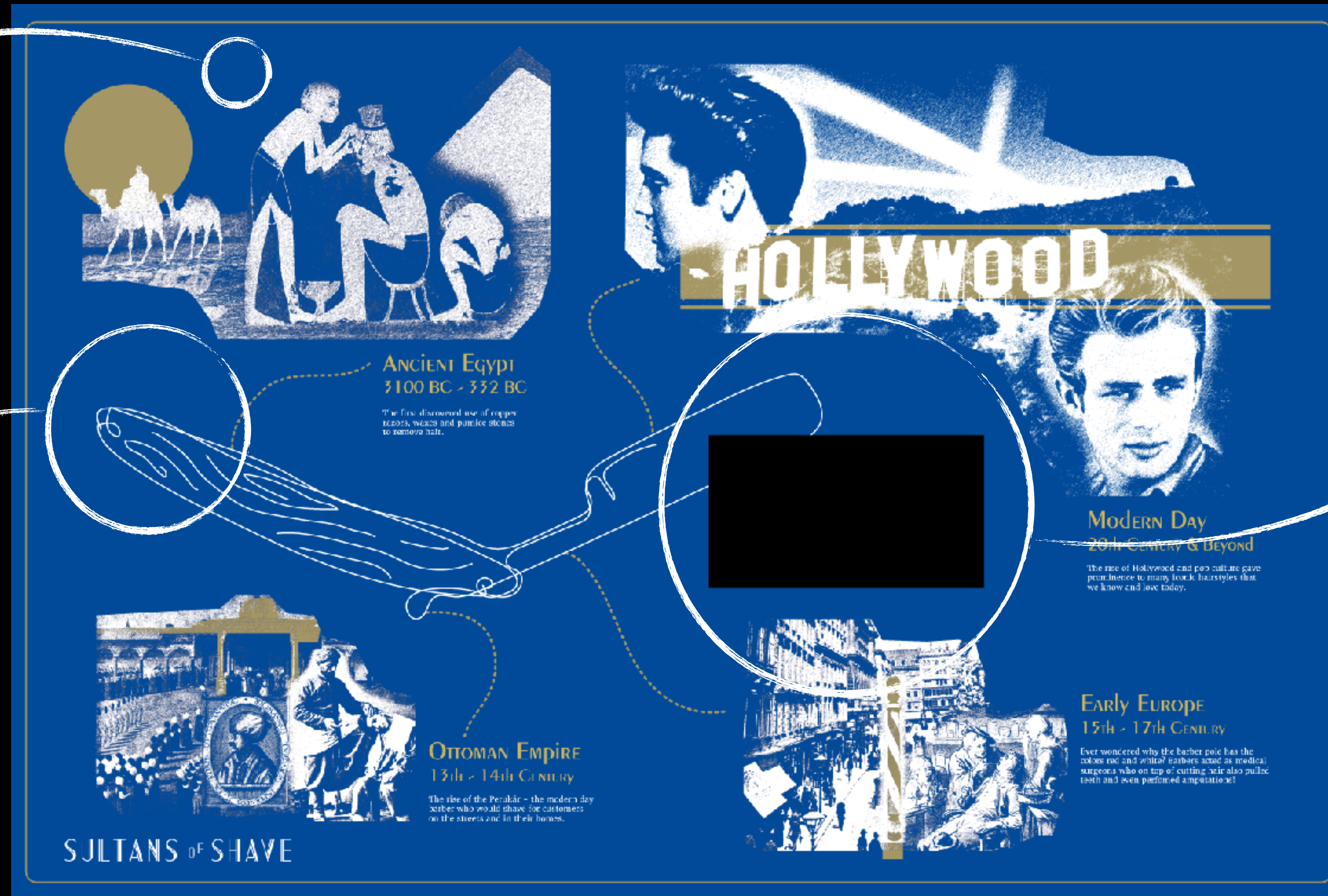
We applied a sketch effect to achieve cohesiveness and a vintage, classic feel (without it looking old).

A highlight of 20th century america

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.



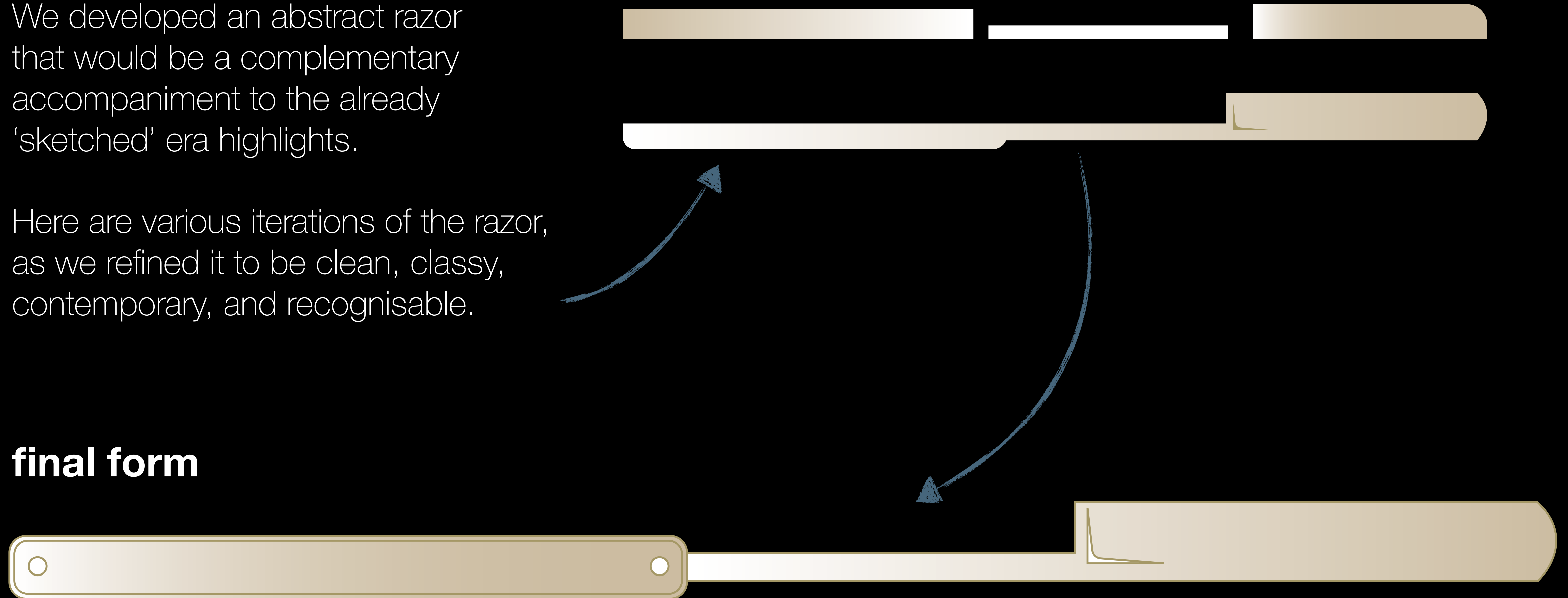
We had to work around the position of the TV screen (by this time it hadn't been confirmed).

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



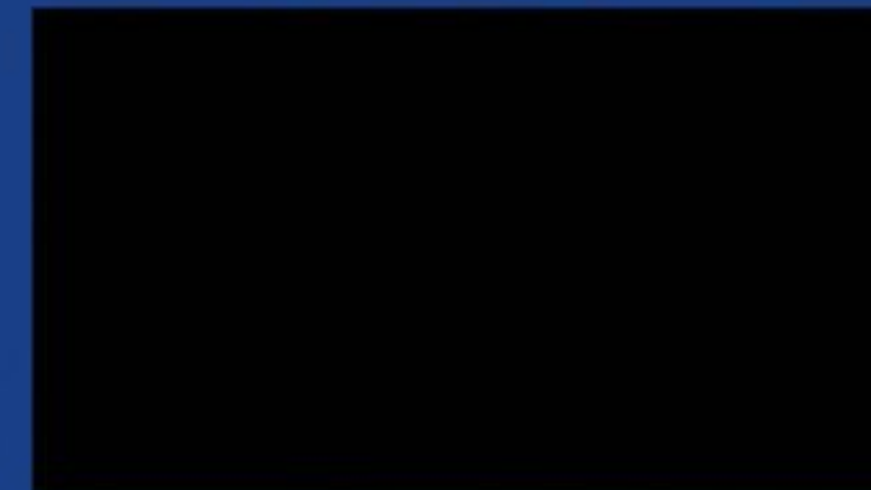
ANCIENT EGYPT 3100 BC - 332 BC

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!



SULTANS of SHAVE



OTTOMAN EMPIRE 13th - 14th CENTURY

The rise of the *berakâr* - the modern day barber who would shave for customers on the streets and in their homes.



EARLY AMERICA 20th CENTURY

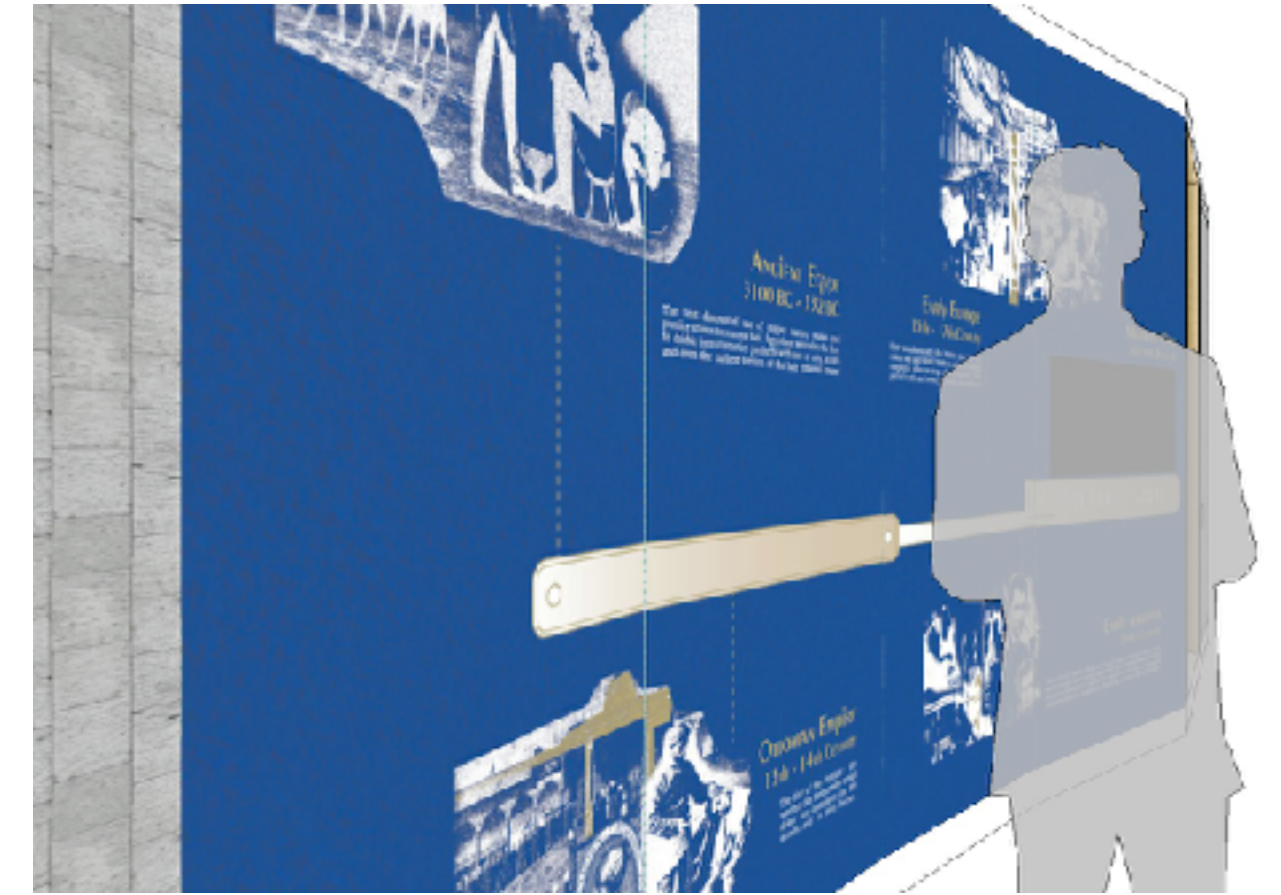
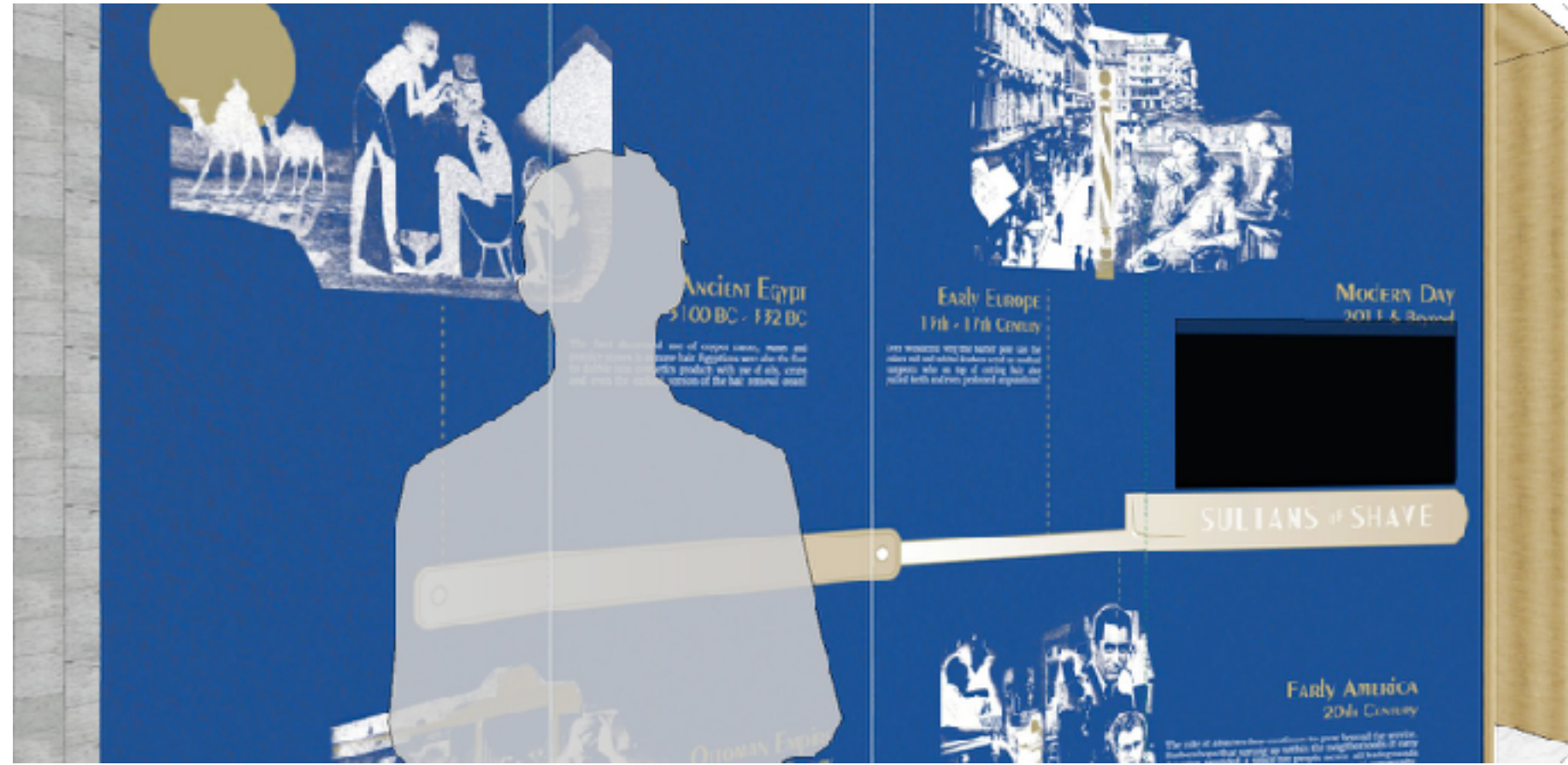
The role of a barbershop continues to grow beyond the service. Barbershops that sprung up within the neighborhoods of early America provided a space for people across all backgrounds and generations to gather, fostering a sense of community.

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
(s m o o t h)

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

To revamp their existing

e-business development kit,

transforming it into
an editorial that's

- > **clear**
- > **corporate**
- > **visually appealing**

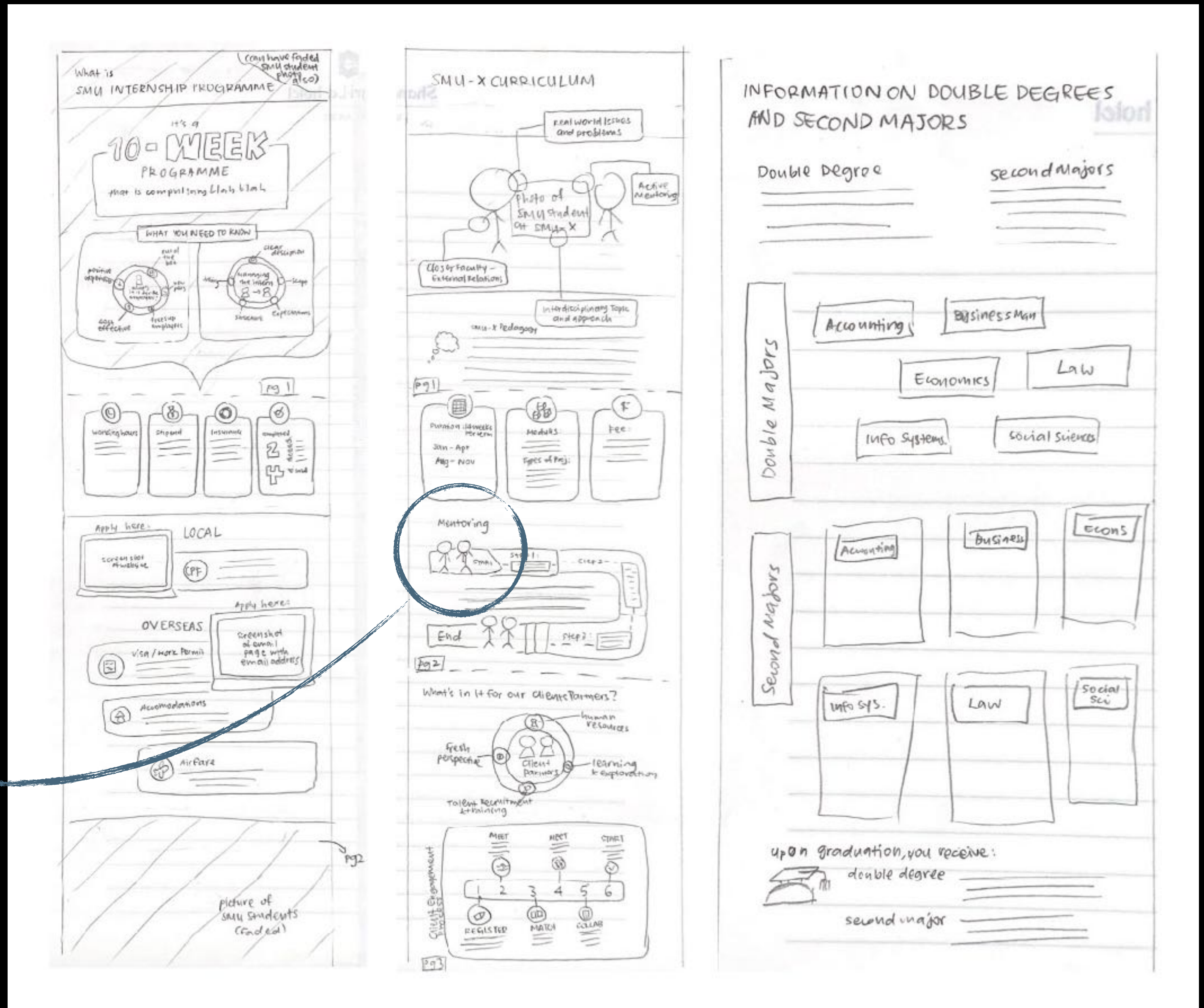
The Process

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.

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).



The Final Work



Dato' Kho Hui Meng

CAREER CENTRE

SMU INTERNSHIP PROGRAMME

Administered by the Jettie Jooi Ming Career Centre (JOMCC), a minimum 10-week internship is a compulsory component of the SMU four-year curriculum and a graduation requirement. It aims to provide students with a contextual and deeper cross-cultural appreciation of business practices and research while providing employers with an excellent source of highly motivated, career-minded individuals.

- "Out-of-the-box" thinking
- Value-added new perspectives without tuition, processes and programmes
- Positive experience and contribution

Approved, cost-effective way to recruit and motivate potential employees.

Potential from the professional staff to pursue other important projects and tasks.



ADDITIONAL INFORMATION

Internship Period & Working Hours:
• Early May to mid-August (Summer vacation: 10 weeks)
• December (Winter vacation: five weeks)
• December to February (Academic year: 10 weeks)
The student should be present at the internship site for the full duration of the internship.

Interns shall follow the host organisation's office and working hours.

Work Pass Exemption:
Full-time status-based international students (FTE) are not required to obtain work passes to enter their host organisations.

Stipend:
Wherever applicable, the recommended average monthly allowance ranges from S\$800 to S\$1,000.

ELIGIBILITY FOR INTERNSHIP

The student must be from an organisation approved by JOMCC and completed at least two terms of coursework:

- Accounting
- Business Management
- Economics
- Information Systems / Computer Science
- International Business and Law
- Social Sciences

Completion of at least two terms of coursework:

- If no two terms are completed, it is not applicable.

INSURANCE

All SMU students are covered against personal or bodily injury, loss of or damage to personal belongings, and liability under a \$100,000 personal accident insurance policy. SMU provides a \$100,000 personal accident insurance policy for a sum of S\$10,000. Host organisations may wish to cover interns under their own insurance policies such as medical insurance and workers' compensation.

The host organisation should inform the student of the insurance coverage for business travel purposes. Interns should have adequate travel insurance cover for the full duration of their overseas visit.

INTERNSHIP APPLICATION PROCESS



Students Application:

Interested students must apply for these positions by submitting their resumes and other required documents such as cover letter, academic transcripts and writing samples to the host organisation.

Notification from Host:

Once accepted as an intern, the host organisation should notify the student of the following details:
• Name and address of company
• Host's attachment (i.e. start and end date)
• Job description and location
• Monthly stipend
• Details of supervisor's name, designation, telephone and email

Host Registration:
Host organisations can register online via our SMU O-PMAC, a job portal at <https://www.smu.edu.sg/o-pmac>. Opportunities will be posted for viewing and application by all students.

Interview:

The host organisation can later directly with the student applicants for interview and also inform them if they have been selected.

Internship Begins:

Upon the verification of these details, a confirmation email to the host organisation will follow. The host organisation supervisor shall complete the online appraisal form by the end of the internship.

LOCAL INTERNSHIP

Host organisations in Singapore accepting full-time international students of SMU as interns are exempted from CPF Contribution.

Register on O-PMAC: <https://www.smu.edu.sg/o-pmac>

OVERSEAS INTERNSHIP

VISA / WORK PERMIT:
Applied to SMU, interns will apply to the respective embassy in Singapore for a student permit upon receiving an offer letter from the host organisation. The work permit fees are borne by interns.

ACCOMMODATION:
Support for short-term accommodation, if required, is appreciated.

ARPA:
Interns must have their own return and franchise fees.

Details of queries on overseas internships to overseas@smu.edu.sg



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.”**

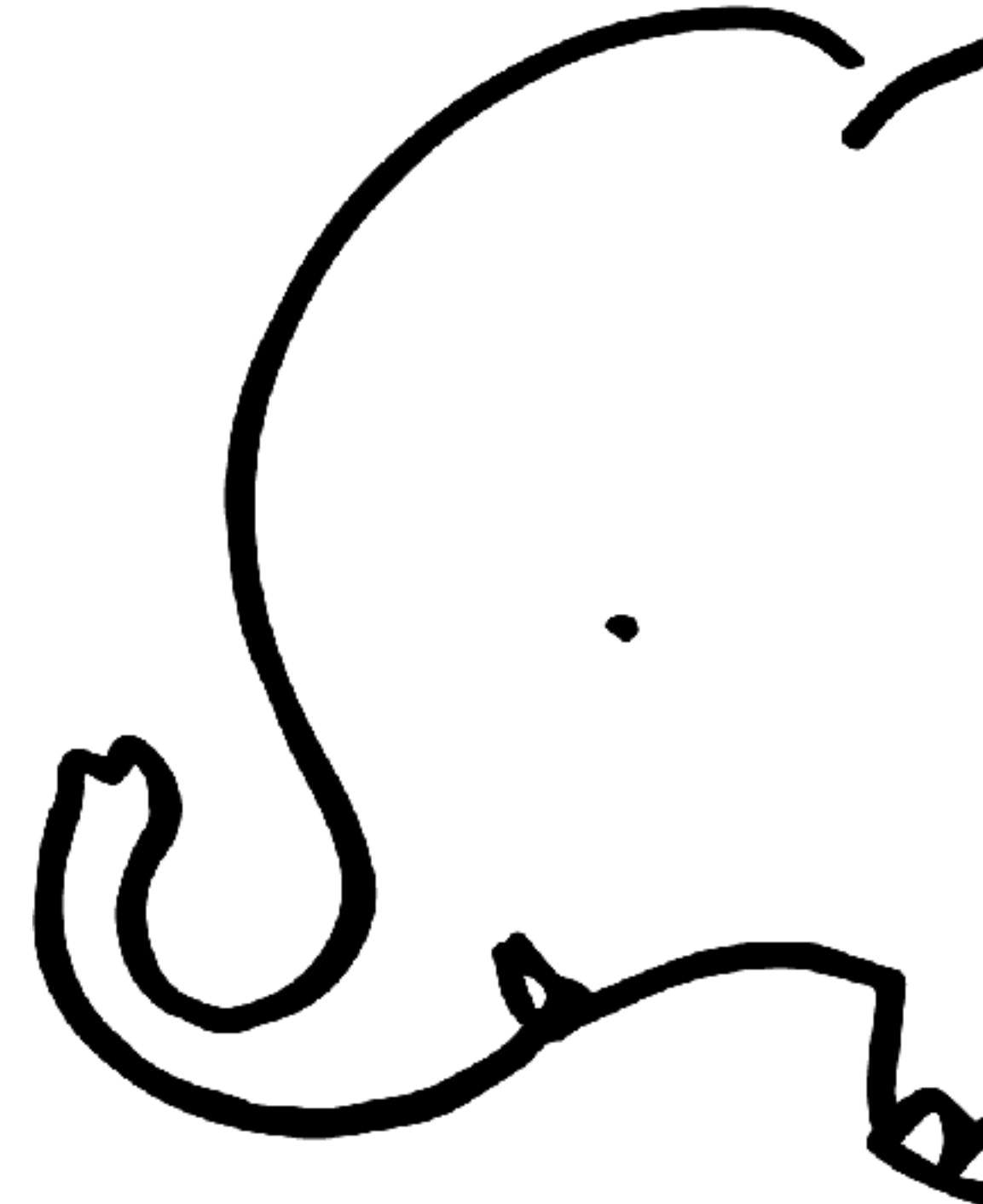
Hans Hoffman

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

Why hire us?

Because

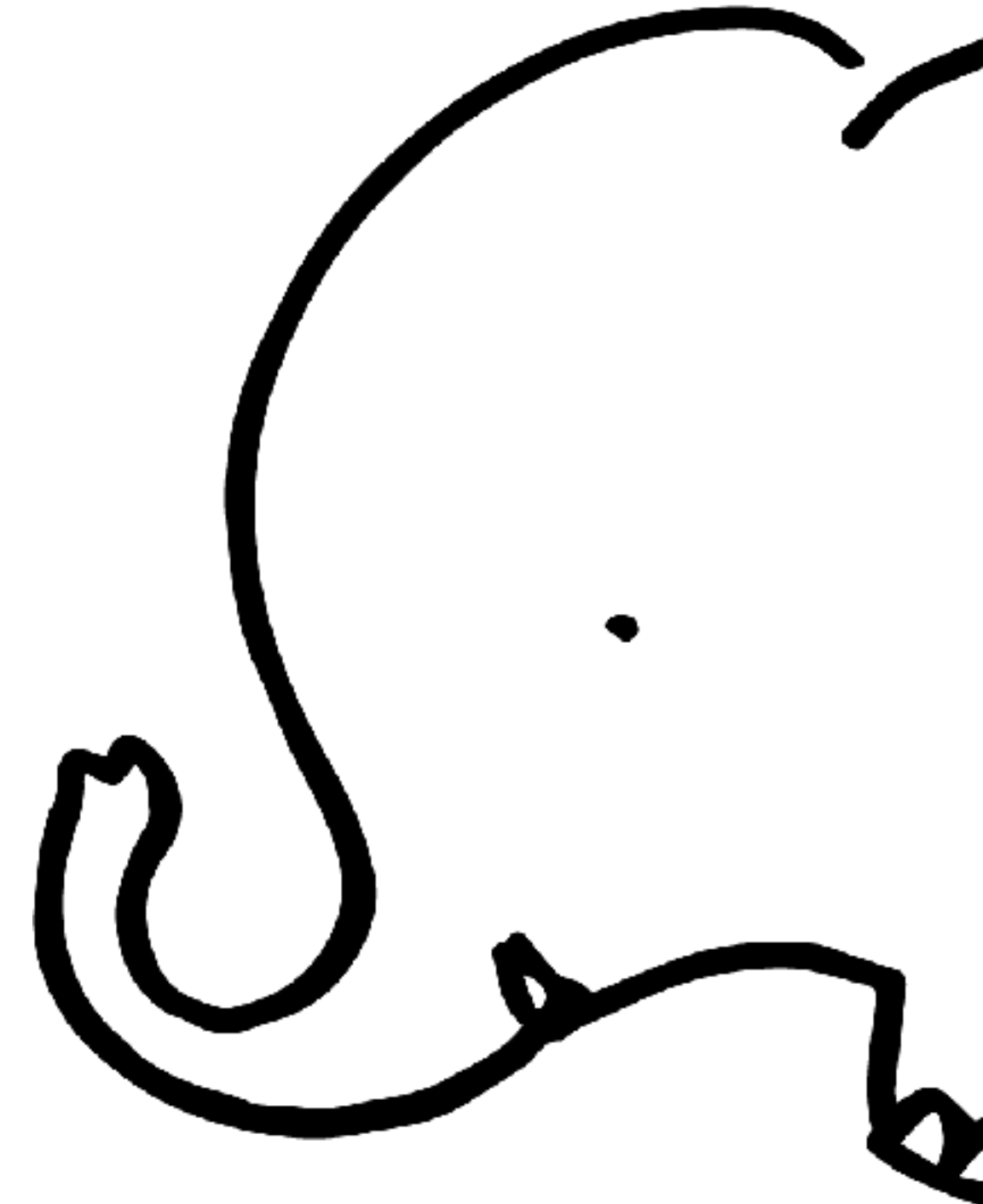
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Because

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;

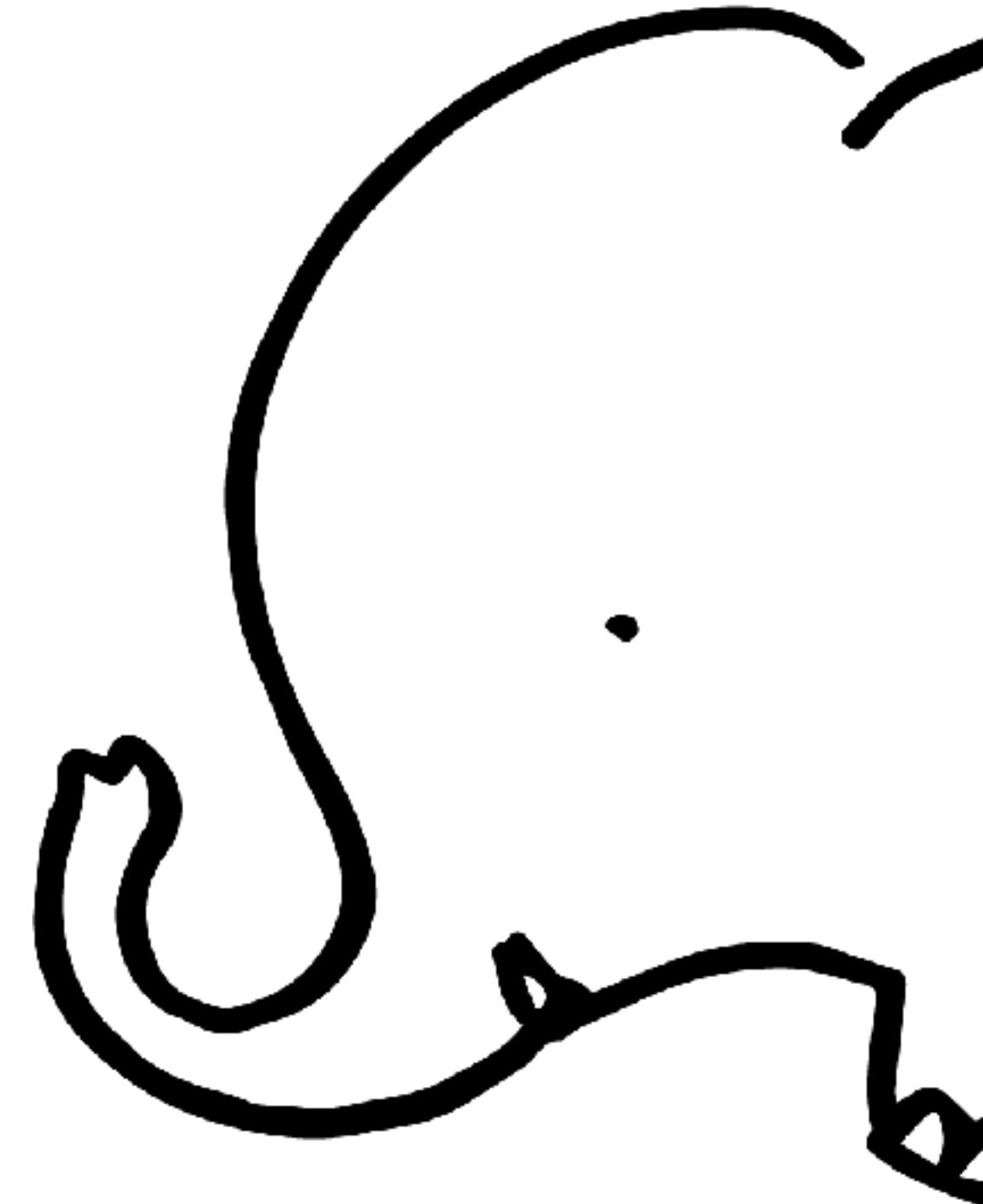


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we specialise in multiple types of art and design, and are aesthetically adaptable and versatile;



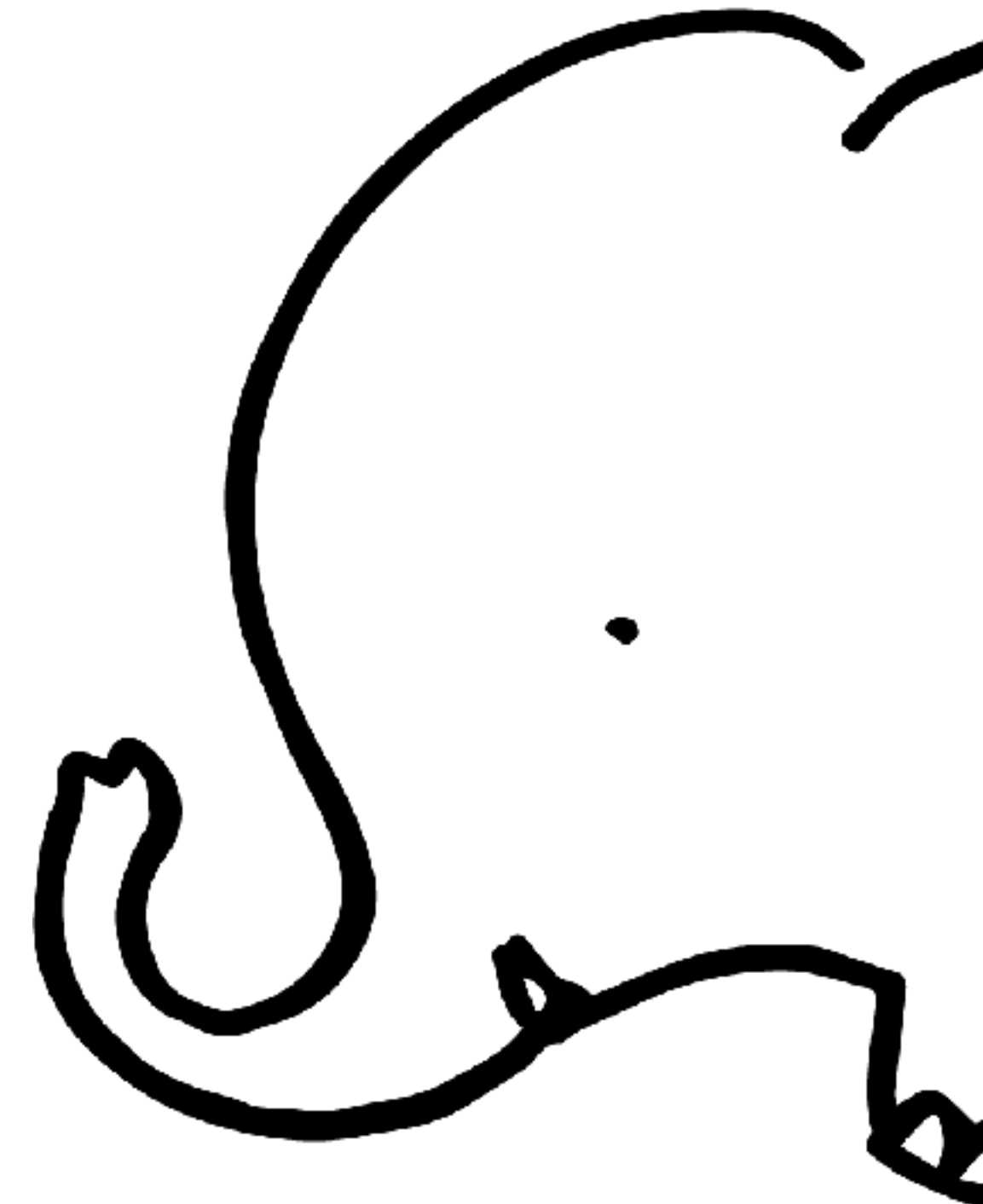
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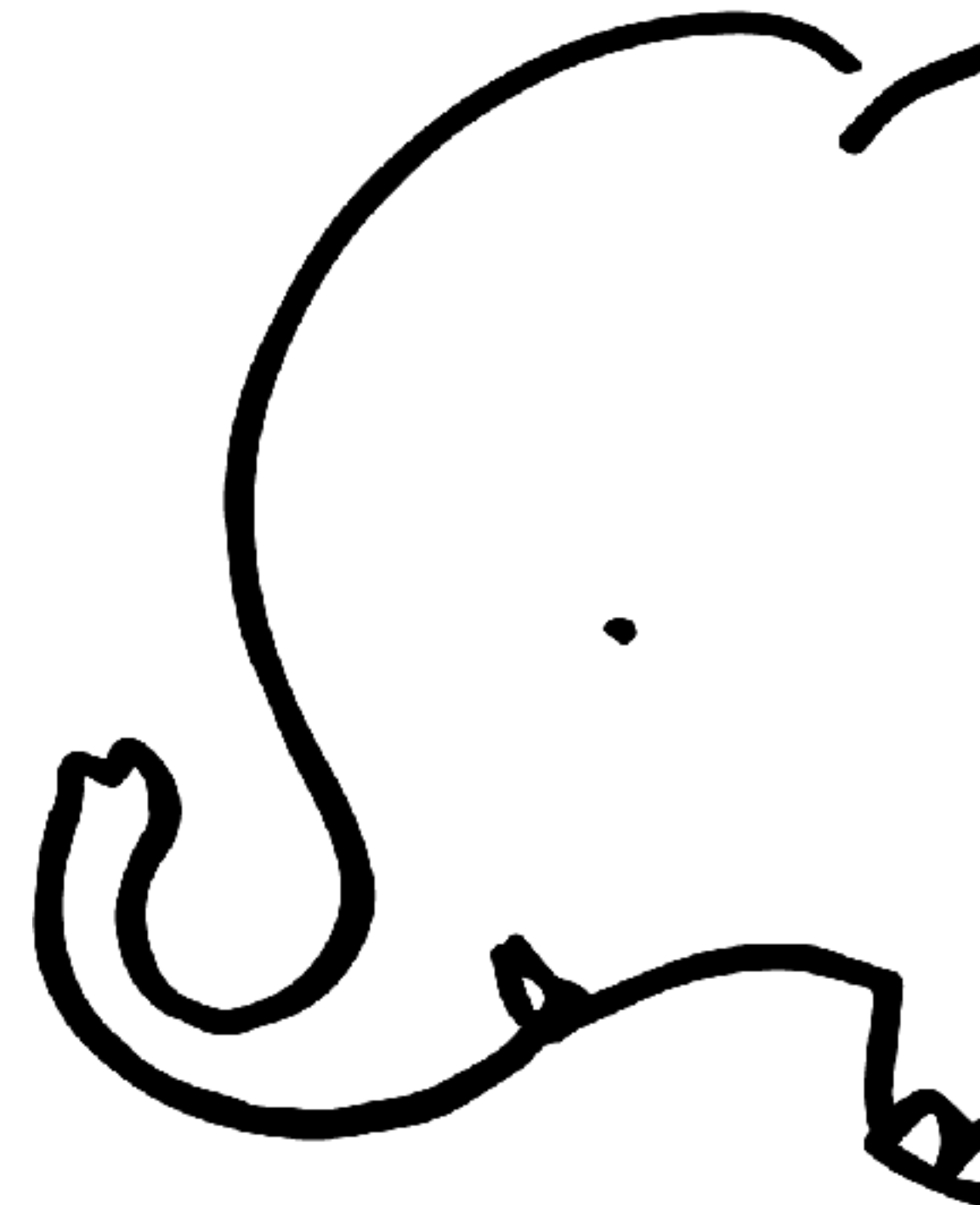
we specialise in multiple types of art and design, and are aesthetically adaptable and versatile;

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



But more importantly,

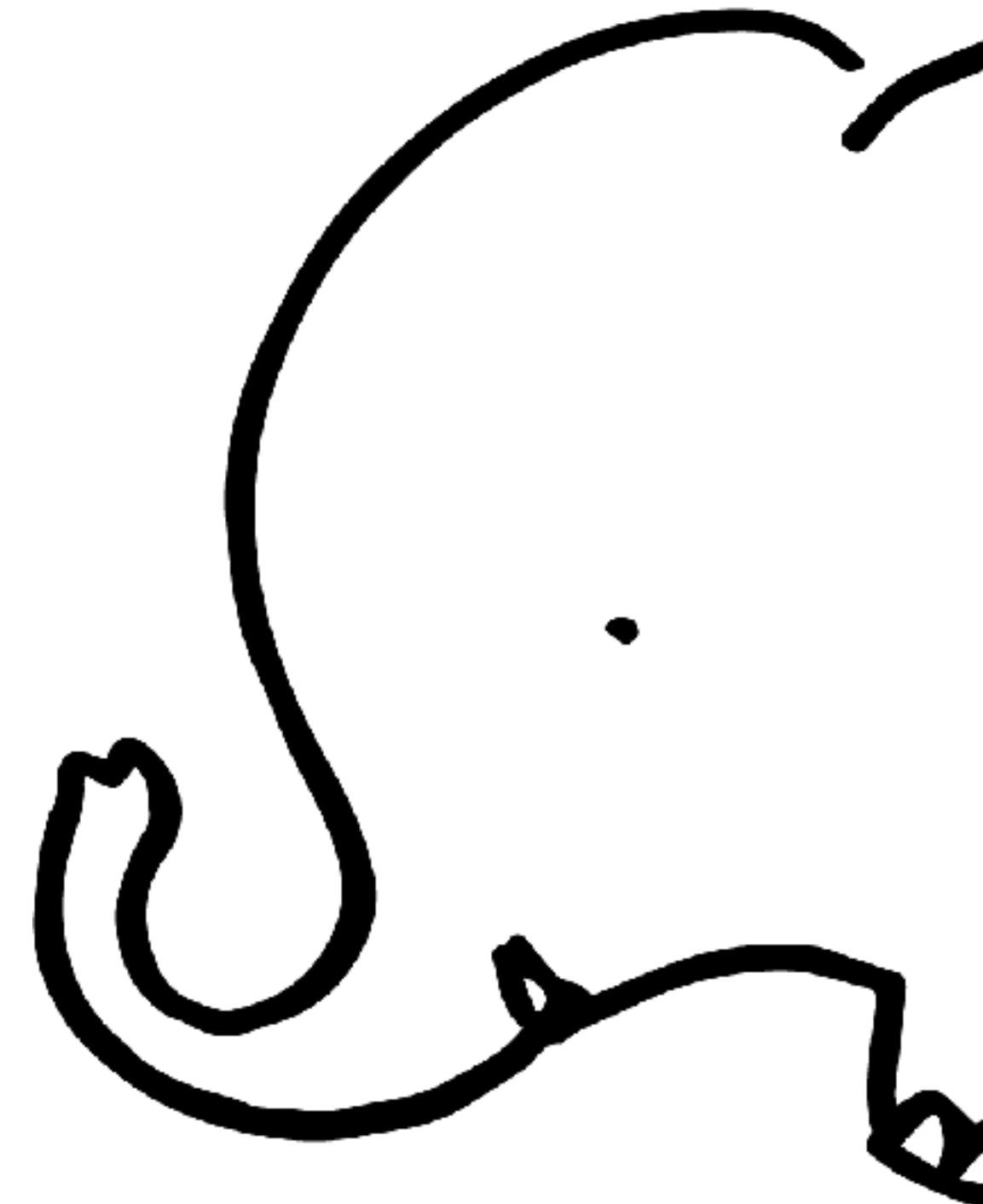
we are people of **integrity** and **honour**;



But more importantly,

we are people of integrity and honour;

we are people of **excellence**;

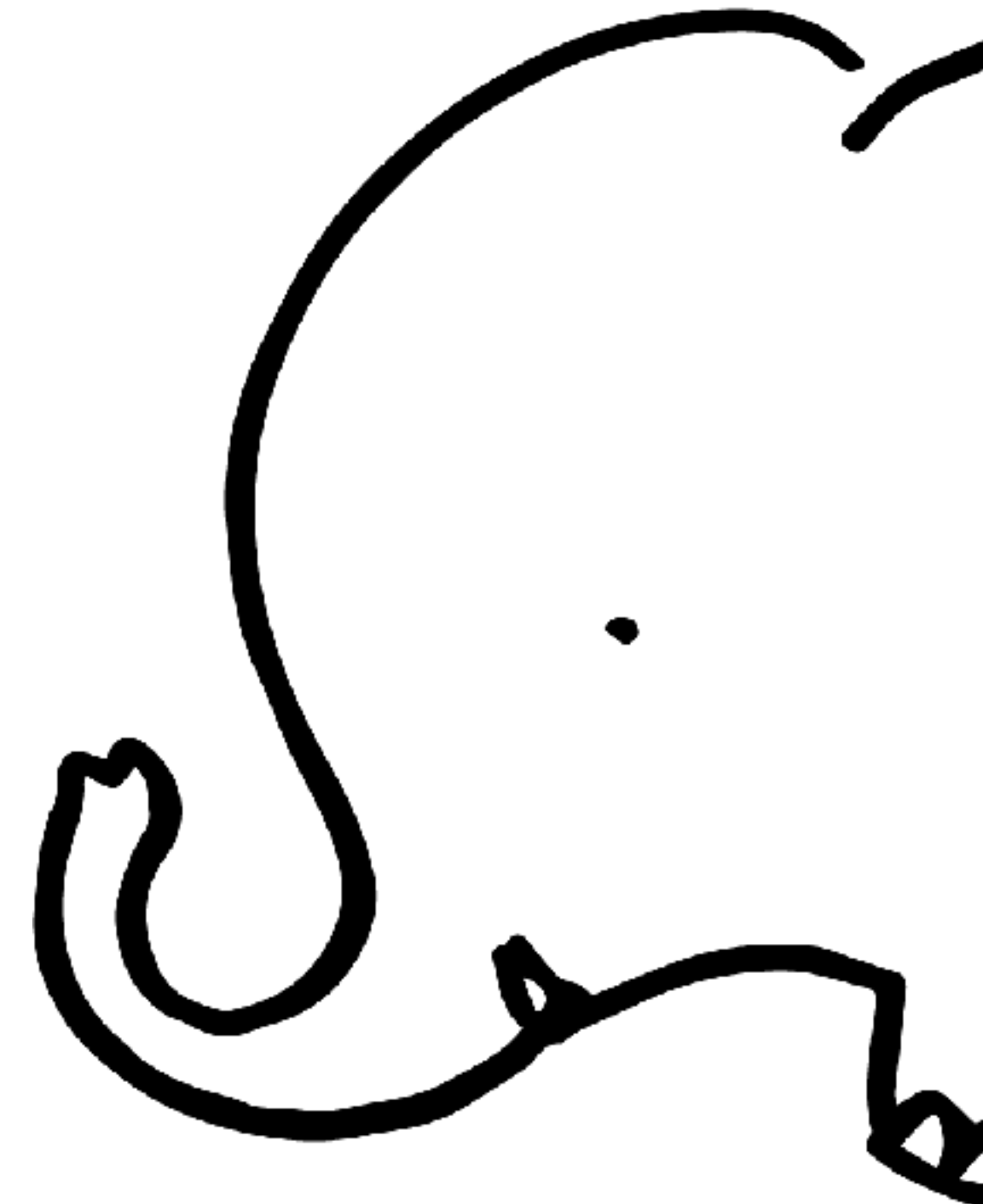


But more importantly,

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.**