

# YOUR FMCB ACTIVATION PARTNER

# WHO WE ARE

Feel Entertainment specialises in FMCG activations that connect brands with shoppers at the point of purchase. We understand the nuances of consumer behavior and craft experiences that drive product trials and conversions.



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**MISSION:**  
EMPATHISE SENTIMENTS,  
ENGAGING SHOPPERS,  
ESTABLISHING LOYALTY

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# THE POWER OF SHOPPER ENGAGEMENT

**68%** OF BUYING DECISIONS ARE UNPLANNED.

~ THE LITERATURE ON SHOPPER MARKETING, GROCERY MANUFACTURERS ASSOCIATION (2007) AND DELOITTE FINDINGS REPORT

EXPERIENTIAL MARKETING LEADS TO

**70%** OF CONSUMERS BECOMING REPEAT CUSTOMERS

~ EXPOSUREANALYTICS.COM

APPROXIMATELY **81%** OF CONSUMERS WHO TRY A PRODUCT THROUGH SAMPLING PROCEED TO PURCHASE IT.

~ EVENTTRACK STUDIES, 14 JUNE 2018



**70%** OF BRAND SELECTIONS ARE MADE IN-STORE.

~ THE ECONOMIC TIMES, DECEMBER 10, 2008

MEMORABLE CONSUMER EXPERIENCES ENHANCE BRAND PERCEPTION, WITH

**90%**

OF CONSUMERS FEELING MORE POSITIVELY ABOUT A BRAND AFTER PARTICIPATING IN AN EVENT.

~ EVENTTRACK STUDIES, 14 JUNE 2018

Influence Decisions Where They Matter Most

FEEL.SG

THE HUMAN TOUCH

# OUR PROMOTER TEAM—

RELATABLE, RELIABLE,  
RESULTS-DRIVEN



90% OF OUR PROMOTERS ARE  
DYNAMIC INDIVIDUALS IN THEIR  
20S AND 30S.

TRAINED TO BE RELIABLE,  
INTERACTIVE, AND PROACTIVE IN  
ENGAGING SHOPPERS.

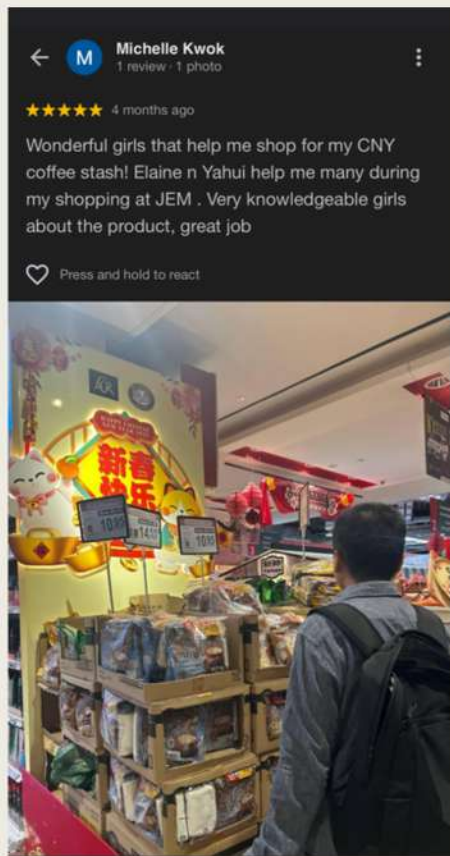
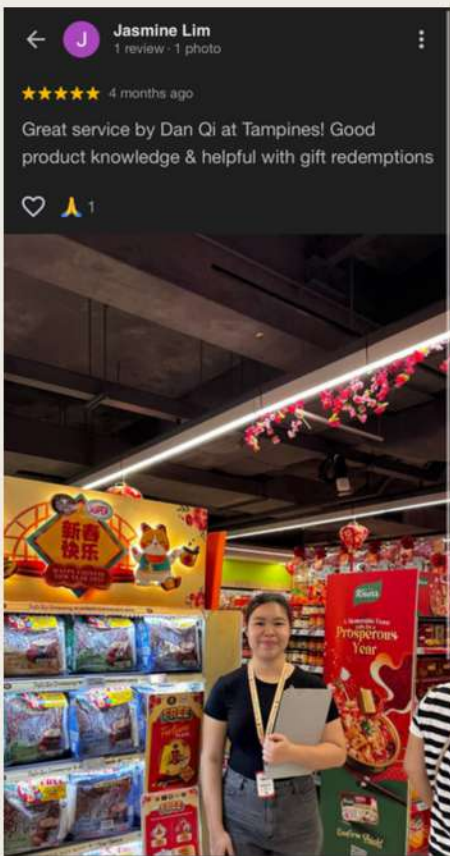
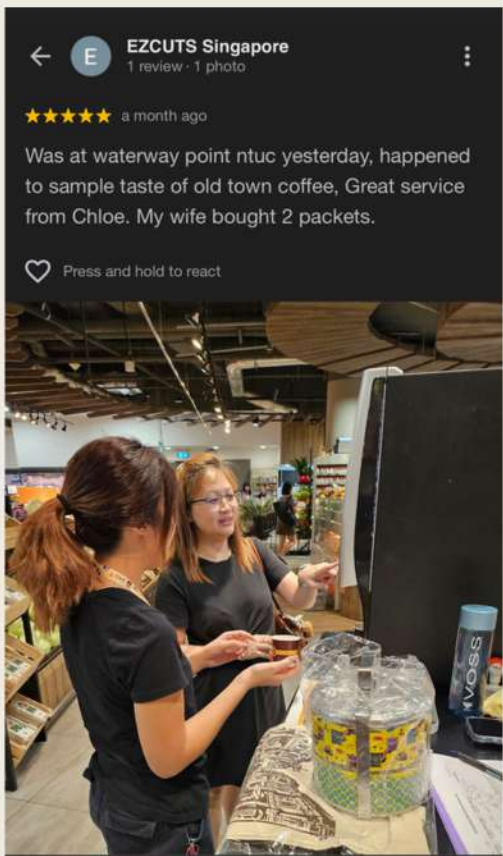
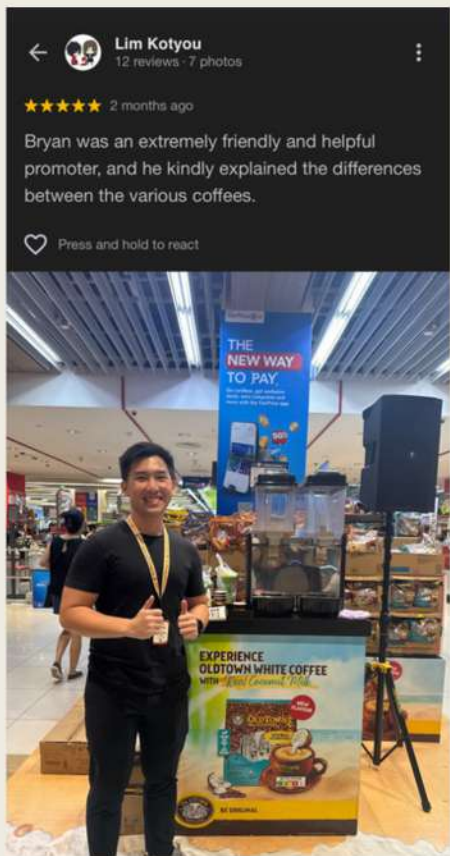
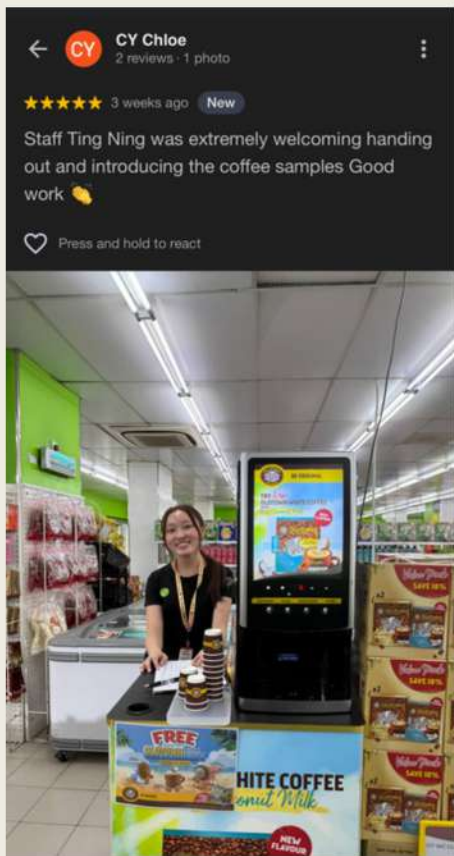
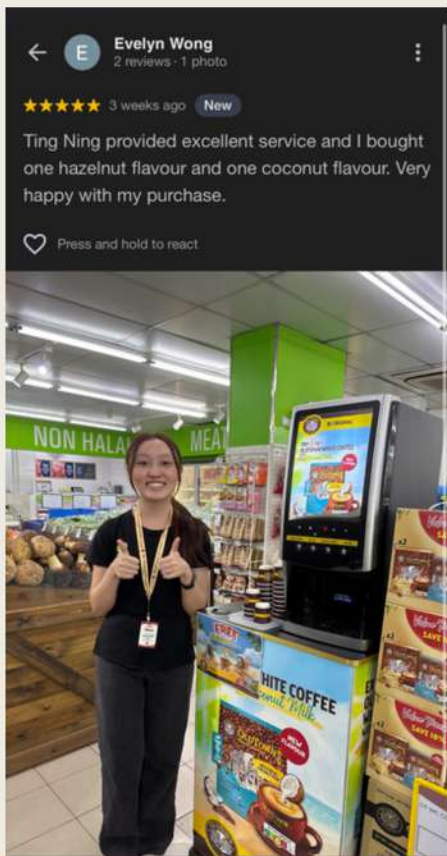
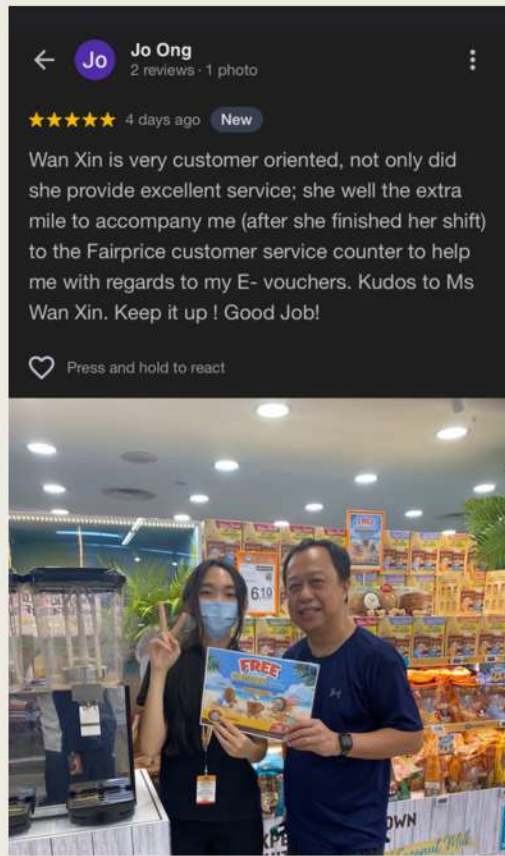
OUR SELECTIVE RECRUITMENT  
ENSURES PROMOTERS WHO CAN  
EFFECTIVELY REPRESENT YOUR BRAND.



THE HUMAN TOUCH

# OUR PROMOTER TEAM—

RELATABLE, RELIABLE,  
RESULTS-DRIVEN



OVER 400 5 STAR ★ GOOGLE REVIEWS SINCE JANUARY 2025



# DATA-DRIVEN INSIGHTS

- WE PROVIDE BRANDS WITH ACTIONABLE ENGAGEMENT DATA TO INFORM BUSINESS DECISIONS.
- INSIGHTS INTO CONSUMER BEHAVIOR, PREFERENCES, AND FEEDBACK.
- HELPS IN REFINING MARKETING STRATEGIES AND PRODUCT OFFERINGS.

## TURNING INTERACTIONS INTO INTELLIGENCE

	LOCATION 1			LOCATION 2		
Sampling Count						
Less Sugar	235			204		
2 in 1	198			188		
Observed Sales						
Less Sugar	46			41		
2-in-1	28			31		
Other SKUs (Products)	63			58		
FEEDBACK	10% of shoppers felt that the taste was too strong; shoppers complimented on the fragrant smell			The flavour taste like cendol; It tastes nice but too much to drink it everyday, once a month is good		
Redemption Stocks	Opening Stock	Redemption	Closing Stock	Opening Stock	Redemption	Closing Stock
XX1	18	4	14	18	3	15
XX2	28	9	19	28	11	17
XX3	83	14	69	85	19	66
Comment on Stocks	Additional 6 XX1, 18 XX2 added					

# SHOPPER ENGAGEMENT TOOLS



**INNOVATIVE SOLUTIONS FOR MODERN CONSUMERS**

**GAMIFIED PROMOTION TOOLS:**

- **SPINNER WHEELS , CAPSULE BLOWERS, CLAW MACHINE & ETC**
- **INTERACTIVE & CUSTOMISABLE TOUCH SCREEN GAMES**
- **LED FLOOR TILES**



**FEEL.SG**

# ANCHOR EMCEES



## MIREEN

IS A TRILINGUAL PROFESSIONAL EMCEE WITH OVER SEVEN YEARS OF EXPERIENCE IN SINGAPORE, FOLLOWING HER RETURN FROM KOREA, WHERE SHE TRAINED AND DEBUTED IN A NOW-DEFUNCT K-POP GIRL GROUP. FLUENT IN KOREAN, ENGLISH, AND MANDARIN, SHE EFFORTLESSLY ENGAGES AUDIENCES AND LEAVES A LASTING IMPRESSION ON BOTH GUESTS AND ORGANIZERS. KNOWN FOR HER ADAPTABILITY AND CHARM, MIREEN CREATES INTERACTIVE, IMMERSIVE EXPERIENCES THAT MAKE EVERY EVENT LIVELY AND MEMORABLE. SHE IS ALSO ONE OF THE RARE FEW ENTRUSTED TO HOST KOREA-RELATED EVENTS IN SINGAPORE, INCLUDING K-POP ARTIST MEET-AND-GREET SESSIONS.

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## COLLIN

IS A SEASONED, VERSATILE, AND ENGAGING PERFORMER WITH YEARS OF EXPERIENCE IN HOSTING, SINGING, ACTING, AND LIVE ENTERTAINMENT. AS A SOUGHT-AFTER EMCEE, HE CAPTIVATES AUDIENCES WITH HIS CHARISMA, SPONTANEITY, AND NATURAL ABILITY TO CONNECT WITH PEOPLE. MORE THAN JUST COMMANDING THE STAGE, COLLIN PLACES STRONG EMPHASIS ON UNDERSTANDING HIS AUDIENCE—SPEAKING TO THEM AND WITH THEM IN MIND, ENSURING EVERY MOMENT FEELS PERSONAL AND MEANINGFUL.



## HUISHAN

IS A VERSATILE PERFORMER, SINGER, VOICE-OVER TALENT, AND HOST. AS THE LEAD VOCALIST OF HER BAND 杂叭琅, SHE REACHED THE TOP 8 IN SUPERBAND 2008 AND HAS SINCE PERFORMED AT MAJOR EVENTS FOR MEDIACORP, JIM BEAM, GUINNESS, AND MORE. SHE'S ALSO AN ESTABLISHED VOICE ACTOR, HAVING VOICED ADS FOR HPB, GIANT, ALICAFÉ, AND COURTS, AND REGULARLY CONTRIBUTES BACKING VOCALS FOR MUSIC PRODUCTIONS. WITH HER STAGE EXPERIENCE, HOSTING COMES NATURALLY—HUISHAN ENGAGES AUDIENCES WITH EASE AND HAS CONSISTENTLY RECEIVED PRAISE FROM CLIENTS FOR HER CHARM AND PROFESSIONALISM.

**REAL ONE STOP COMPANY**

# **ADDITIONAL SERVICES**

- **EVENT MANAGEMENT & PRODUCTION**
- **POSM DESIGN & FABRICATION**
- **AUDIO-VISUAL SOLUTIONS**
- **LOGISTIC SOLUTIONS**
- **BRANDING & CONTENT CREATION**
- **EVENT STYLING**
- **AND MORE**



# PORTFOLIO OF SUCCESS

## JDE BREWING SUCCESS THROUGH ENGAGEMENT

- Objective: Increase brand awareness and product trials for JDE's Old Town White Coffee and other brands
- Execution: Interactive sampling booths in high-traffic areas with trained promoters.
- Results:
  - 30% increase in product trials.
  - 25% uplift in sales during the campaign period.
  - Positive feedback on promoter knowledge and engagement.



# PORTFOLIO OF SUCCESS

## THE GOLDEN DUCK TASTING TO WIN HEARTS

- Objective: Reintroduce in-store sampling sessions to directly engage with consumers and drive sales.
- Strategy: Restarted in-store sampling sessions with a modern, data-driven approach after nearly nine years.
- Execution: Deployed youthful promoters to resonate with the target demographic, offered incentives like price discounts and gifts with purchase, and collected valuable consumer feedback.
- Outcome: Since the sessions began in April 2024, sampling counts have increased month over month, and sales have improved, especially in stores where sampling sessions were held. The good results led to counterparts from Malaysia visiting to observe & learn.



# PORTFOLIO OF SUCCESS

## UCC COFFEE

BREWING CONNECTIONS  
ONE CUP AT A TIME

- Objective: Introduce new product line to the market.
- Execution: Pop-up cafes offering free samples and interactive brewing sessions.
- Results:
  - 20% increase in brand recognition.
  - 15% growth in sales post-campaign.
  - High engagement levels with over 5,000 samples distributed.



# LET'S COLLABORATE

WE ARE COMMITTED TO DELIVERING RELATABLE AND RELIABLE FMCG ACTIVATIONS THAT  
RESONATE WITH CONSUMERS AND DRIVE RESULTS. LET'S WORK TOGETHER TO CREATE  
MEMORABLE BRAND EXPERIENCES.

# OUR FMCG & RETAILER CLIENTS

