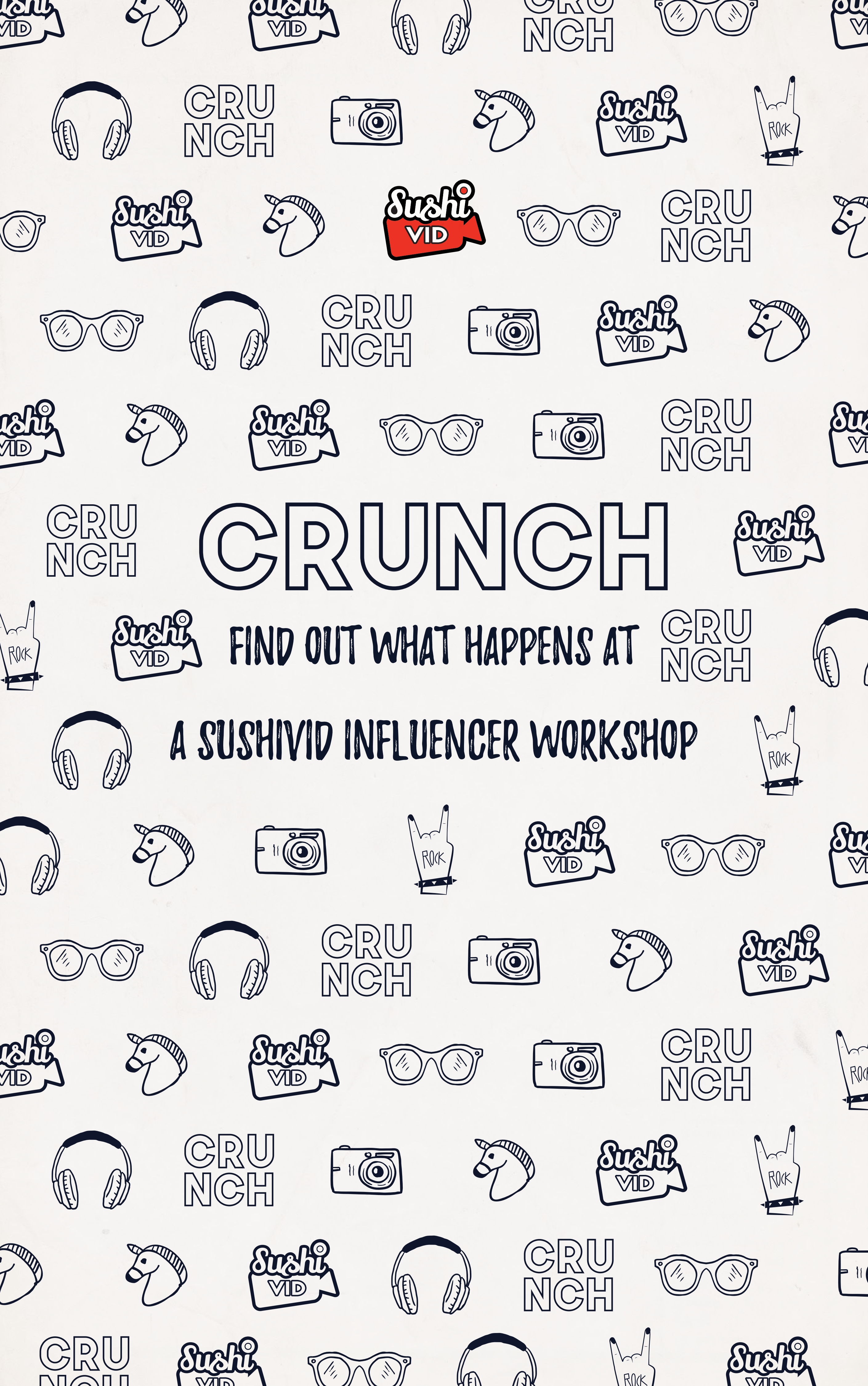




CRUNCH



FIND OUT WHAT HAPPENS AT

CRUNCH

A SUSHIVID INFLUENCER WORKSHOP



CRUNCH



CRUNCH



CRUNCH



CRUNCH



CRUNCH



FEEL THE VIBES





1

Behind The Scene

3

About CRUNCH

4

The Sponsors

5

The Speakers

6

The Brand

7

Other Attractions

9

The Winners

11

The Result

14

Key Sharing

15

Who is SushiVid

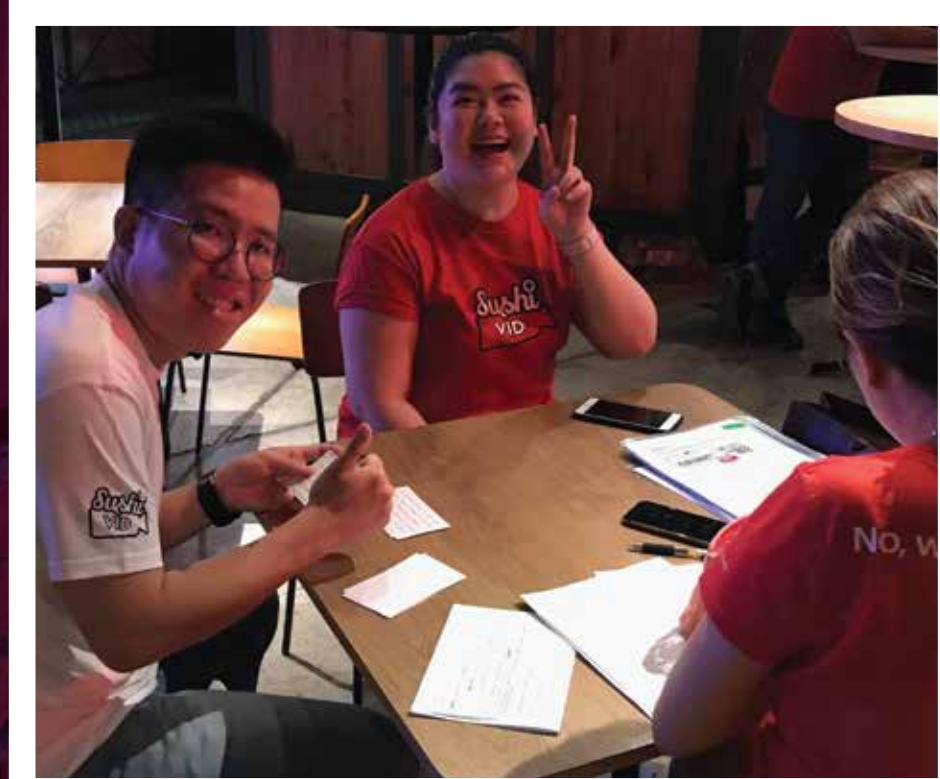
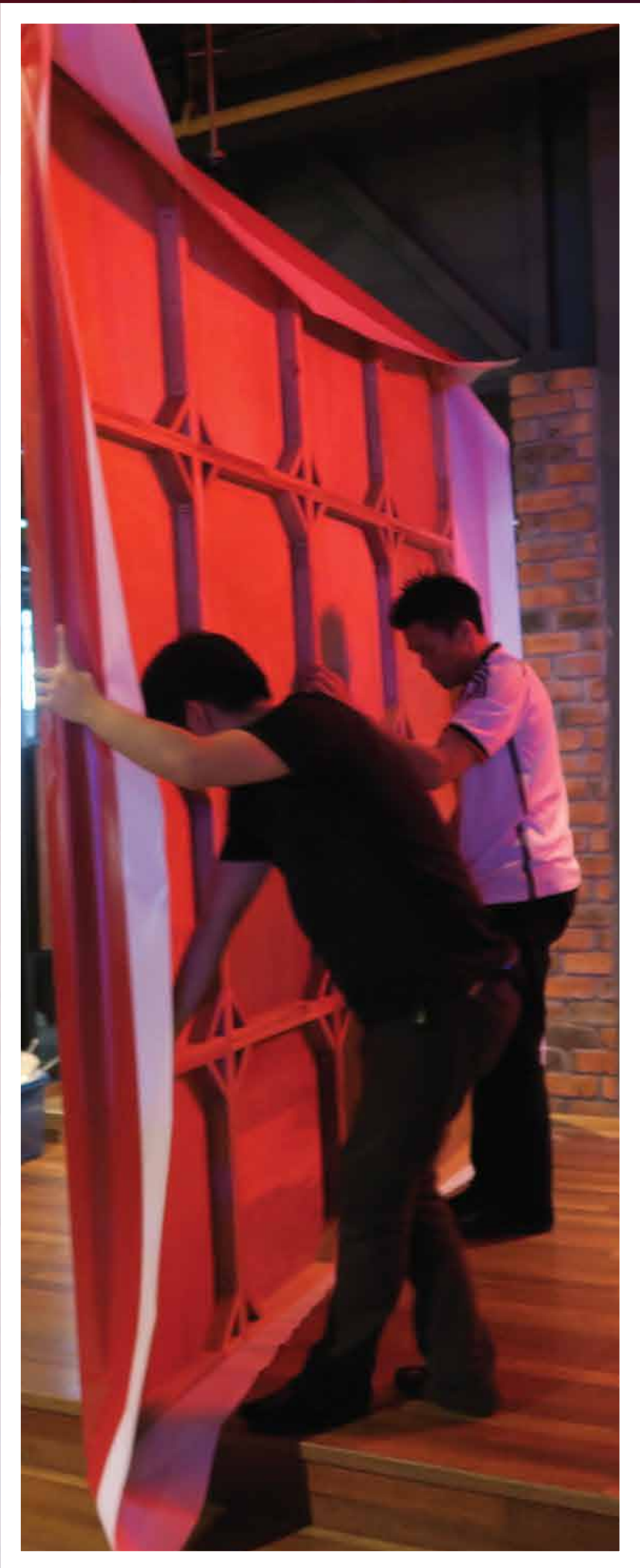


BEHIND



THE





7.30am - SushiVid's team on site to set up the workshop.



SCENE



OBJECTIVE

Crunch workshop is a gathering of social media content creators of all sizes in helping young creators create more quality content and grow their channel through sponsorship.

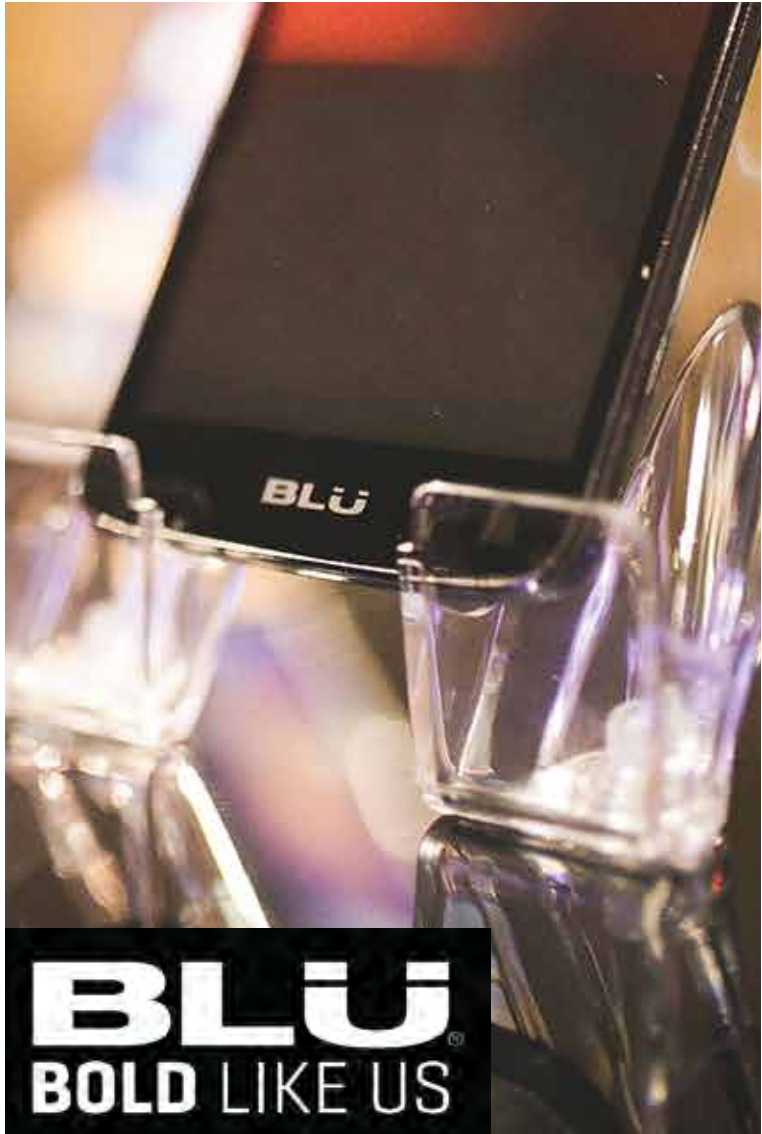
THEME

We wanted a very insta-worthy place, with loads of brands that could interact directly with the influencers, with hands-on experience on how to take instagram photos that would gather loads of engagement.

EXPECTATION

We were afraid we won't get enough influencers to come to the event as we were a brand new company. But we made it!

THE SPONSORS



OTHERS



THE SPEAKERS



TANESHH

VIKARWORLD

ADAMSHAMIL



We brought together a group of people who believed in our vision to grow aspiring content creators.

THE BRAND

We were honored to have Tan Sri Vincent Lee, the honorary lifetime president of 4As Advertising Board to officiate the event. He also shared about his biggest advice for young aspiring creators.

MDEC supported the #SushiVidCRUNCH event and shared their goals to support the New Media community and grow the New Media community. According to MDEC's VP of Creative Content and Technologies, he hopes that MDEC and SushiVid will work together to fuel their growth together.

Lazada has been a huge supporter of SushiVid and they brought along brands such as Coca-cola, JBL and BLU. At the event, Roberto Mata, the Head of Online Marketing at Lazada shared about their affiliate marketing program for our influencers.



Hansul Hadi Samsudin

Roberto Mata

Tan Sri Vincent Lee



OTHER ATTRACTIONS

Other brands supported us by providing awesome door gifts, lucky draws and more...

Every participant went home with a JBL earphones and 6 BLU mobile phones were awarded to our best instagram posts.



JBL Earphones



BLU Mobile Phones

We didn't expect but we
had influencers such as

CODY HONG

YouTuber with 114 000 subscribers



Celebrity

DJ JASON



TV Host

LISA WONG



RAY MAK

YouTuber with 200,000 subscribers



who have come to
grace our event.

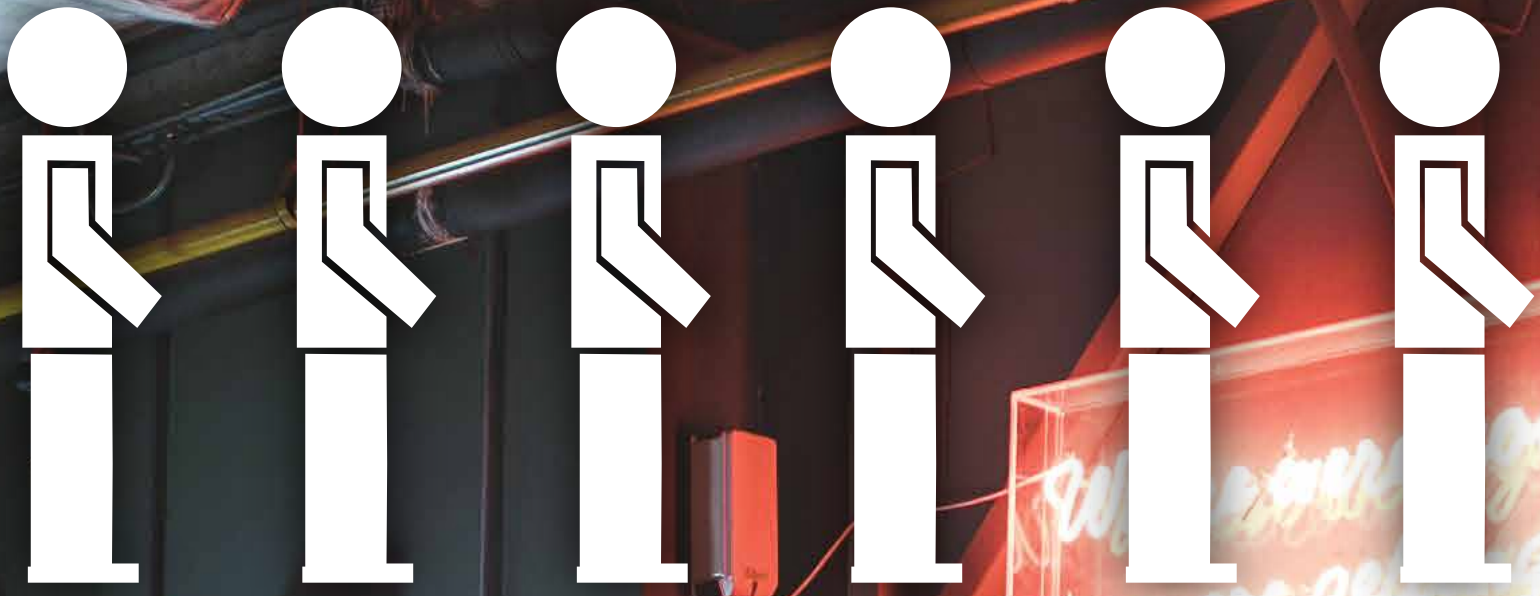
THE WINNERS



BLU MOBILE PHONES WINNERS



THE RESULTS



We had over

70%

turn up rate

over

120

influencers attended our event despite
the long-weekend

post

249



12



2



52





@kaza_van.orias



@tag.booth



@watermaks



@wendypua



@andrealitylok



@makhonkit



@eivinying



@vanessalky_



@michelletan729



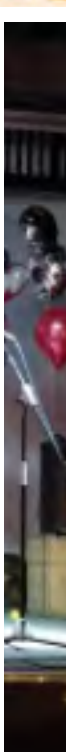
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@thesidneychan



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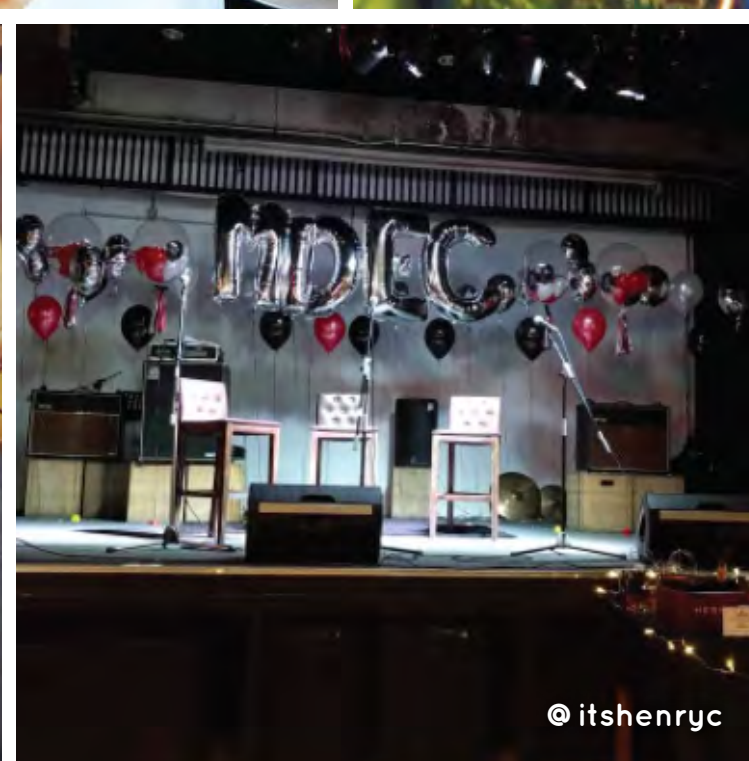
@izzat_rahman



@yuhwen_foong



@mrjocko



@itshenryc



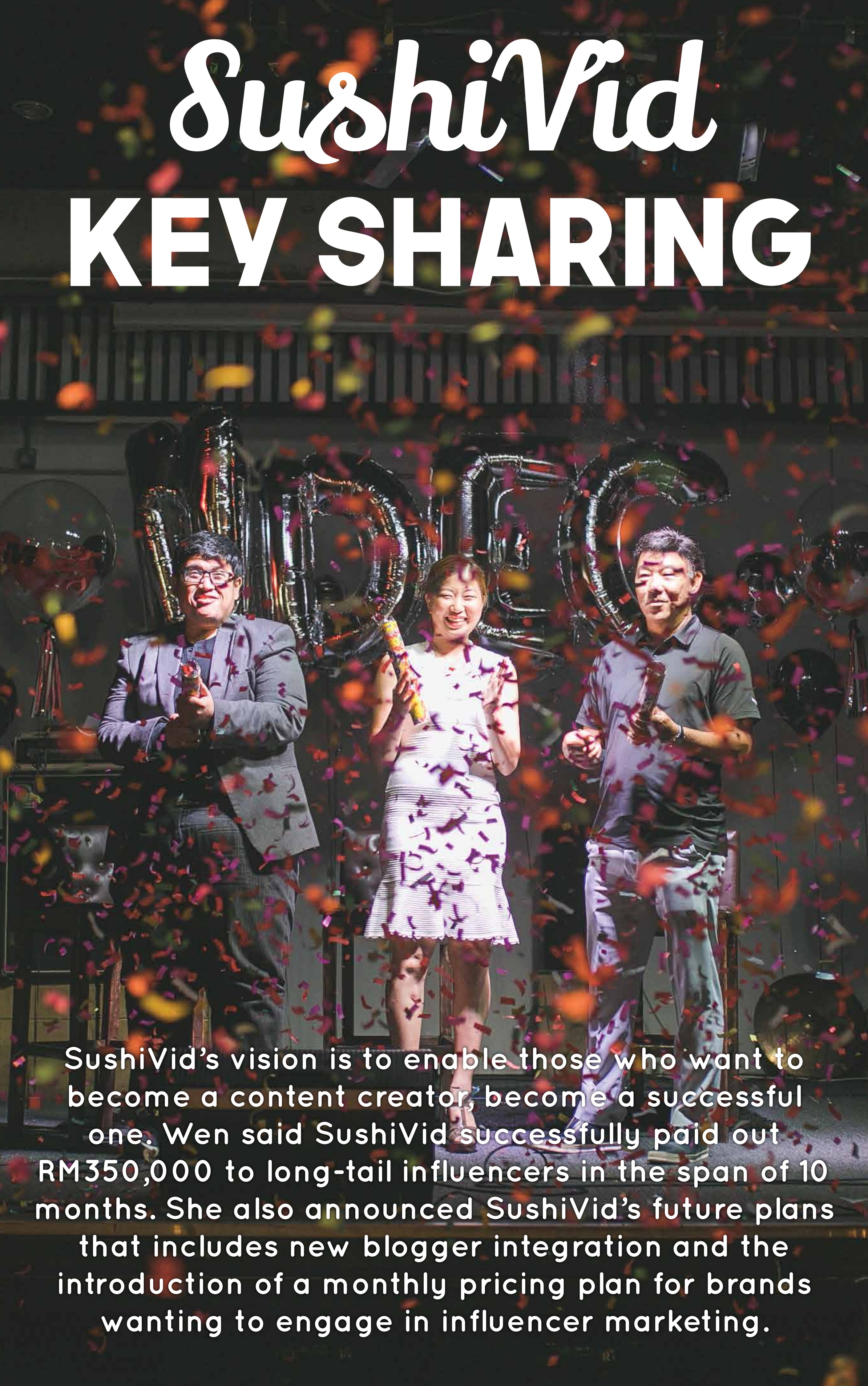
@wuikathy





SushiVid

KEY SHARING

A celebratory scene featuring three people (two men and one woman) standing in front of large silver balloons that spell out 'OPEN'. They are all smiling and holding small bottles, possibly champagne. The air is filled with a shower of red and yellow confetti. The background is dark, suggesting an indoor event at night.

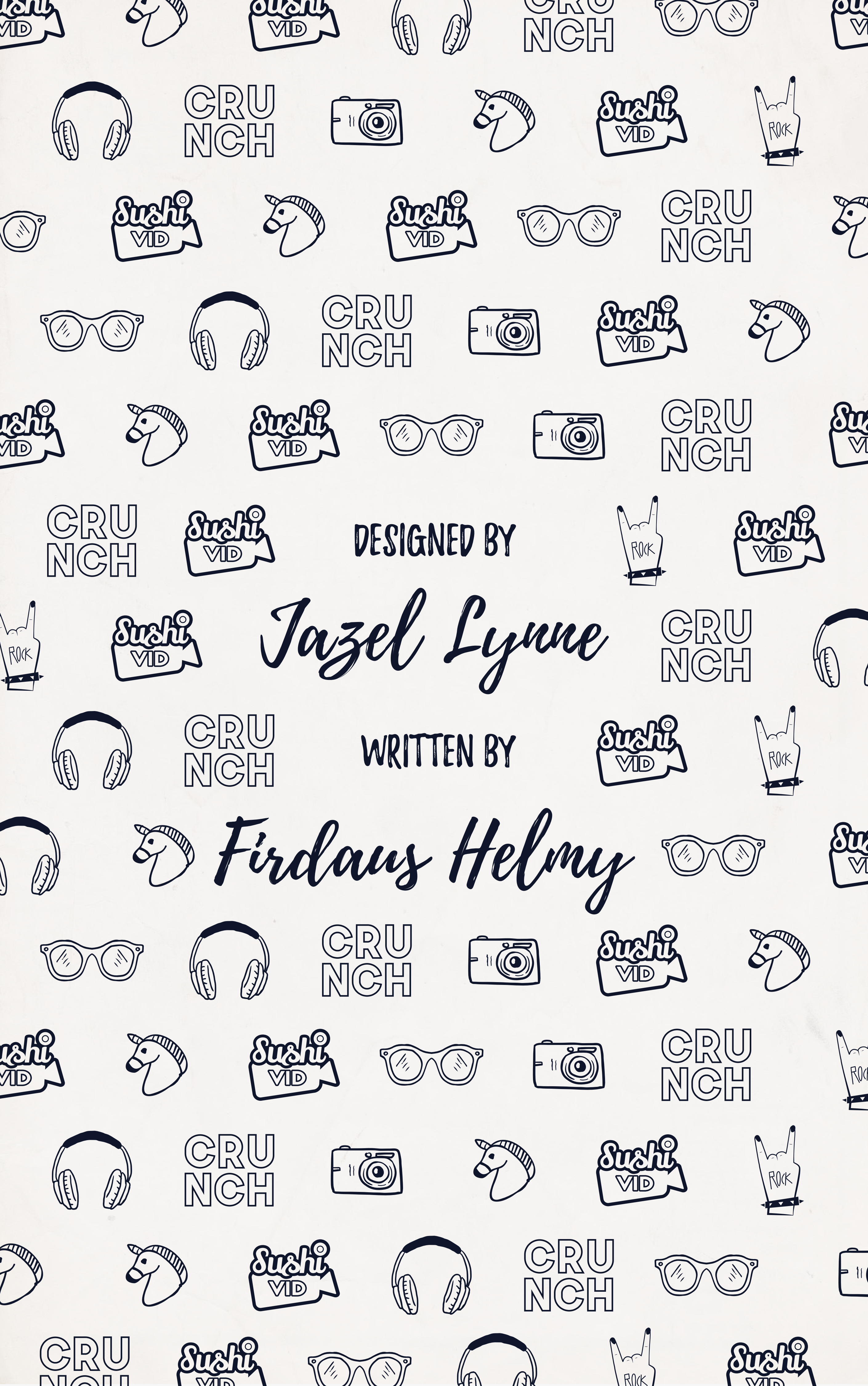
SushiVid's vision is to enable those who want to become a content creator, become a successful one. Wen said SushiVid successfully paid out RM350,000 to long-tail influencers in the span of 10 months. She also announced SushiVid's future plans that includes new blogger integration and the introduction of a monthly pricing plan for brands wanting to engage in influencer marketing.

WHO IS *SushiVid?*

We are a company with a vision to enable anyone to become an influencer. A technology platform that helps influencers find gigs online pro actively and efficiently.

We are ridiculously transparent, makes no contracts whatsoever with any influencers and we don't sell Sushi.





DESIGNED BY

Jazel Lynne

WRITTEN BY

Firdaus Helmy