

Portfolio

SHOWCASE OF **AGENCIES** IN ASIA-PACIFIC

2026
campaign

Agency Portfolio



ONLINE AGENCY PORTFOLIO (www.agency-portfolio.com)

Visit www.agency-portfolio.com to explore the creativity and growth of Asia's marketing communications industry. It is a home to over 3,800 agencies in 21 markets across Asia-Pacific and provides a unique platform for advertising, media and digital agencies to present and promote their work, and for marketers to find them.

Each year, marketing, advertising and media decision makers from across the globe actively search and find award-winning work and talent, exploring useful case studies demonstrating the value and excellence of Asia's agencies and leading brands in the fields of advertising, creative, media, communications, events & production houses, and digital strategies. The Agency Portfolio is a great online platform to increase your traffic as its web traffic generated from organic search was 88% higher than other advertising and marketing webpages in the past year.

Finding the right agency is crucial to business success. More than a traditional agency listing, the Agency Portfolio offers a content and data rich directory. Easily browse, search and review agencies on key criteria.

Agency Portfolio is tightly integrated with **campaignasia.com** so you'll find relevant links to editorial content about an agency, brand or sector. A new creative design presents all aspects of an agency's work—their videos, prints and digital outputs—as well as key details including expertise, clients and key staff.

Agency Portfolio is a *Campaign Asia-Pacific* product. *Campaign* brings more than 50 years of media and editorial experience serving companies building brands through marketing communications in the UK, US and Asia-Pacific. With fresh research, data, regional insights and unparalleled industry-leading and global relationships, *Campaign Asia-Pacific* is the voice of media and marketing communications in Asia-Pacific.



PREMIUM AGENCY PORTFOLIO LISTING

Agencies can enhance their profiles with a Premium Listing, showcasing:

- Contact information
- Key personnel details
- Agency description and logo
- Unlimited uploads of creative work and case studies, including show reels
- Logos of major clients
- Client testimonials
- A list of awards received

By participating in the Agency Portfolio, your agency can effectively engage with the marketing community and elevate its visibility in a competitive landscape.

GEO BREAKDOWN OF WEBSITE VISTORS

COUNTRY	PERCENTAGE
SINGAPORE	13%
HONG KONG	12%
INDIA	9%
UNITED STATES	9%
CHINA	6%
AUSTRALIA	2%
INDONESIA	2%
MALAYSIA	2%
PHILIPPINES	2%
VIETNAM	2%
REST OF THE WORLD	41%



Source: Google Analytics, 2024-2025

Agency Portfolio

WHAT EXTRA BENEFITS ON YOUR PORTFOLIO PAGES?

The spruced-up Agency Portfolio website captures every business opportunity with renovated features and comprehensive packages that no other platform can offer:

- 1 **Banner exposure** in the *Campaign Asia-Pacific*'s bulletins featuring the case studies



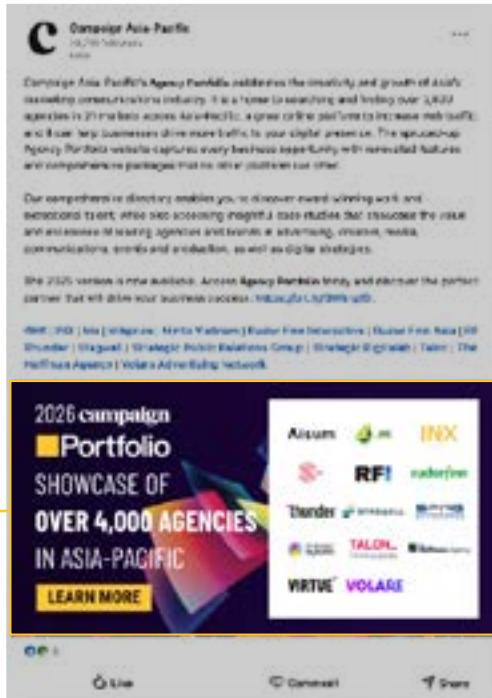
- 2 **Banner Advertisement (300 x 250px)** on homepage linking to your Portfolio page and company logo on the logo wall on homepage



- 3 **Case study presentation** on homepage (with hyperlink to your portfolio page)



- 4 **Company logo icon exposure** on *Campaign Asia-Pacific*'s social media platforms (LinkedIn, Twitter, Instagram, Facebook)



- 5 **Case study display banner** on *Campaign Asia-Pacific*'s enewsletters



- 6 **Feedback from potential clients** on lead generation



Listings



BOOST YOUR VISIBILITY

Premium Portfolio listings receive greater traffic on Google. Use your listing to enhance your SEO and ensure your audience can easily access your important information like award wins, case studies and important contacts. Here are the stats:

Option A Premium Listings offer significantly greater visibility to your target audiences compared to free listings, in which the pageviews are five times higher. 90% of Option A Premium Listings are seen on the 1st page of Google Search (*Please refer to the images on the right*). This also generates 88% more organic website traffic and reaches 196% more new website visitors compared to the industry average*.

*In the top ten locations. Please refer to "GEO BREAKDOWN" for the list of locations on **page 5**.

Google search results for "Volare Advertising". The results include:

- Volare Advertising Network (www.volarenetworks.co.id)
- Volare Advertising Network (@volareindonesia)
- Volare Advertising Network
- Volare Advertising Network, Indonesia
- Ad - LinkedIn - Volare Advertising Network

Google search results for "Miles Group". The results include:

- Miles Group (www.milesgroupasia.com)
- Miles Group
- Miles Group (www.milesgroup.co.nz)
- Campaign Asia - Miles Group

Google search results for "AdBrownies Advertising". The results include:

- AdBrownies Advertising (www.adbrownies.com)
- AdBrownies Group
- AdBrownies Group (www.adbrownies.com)
- AdBrownies Group (www.adbrownies.com)
- Ad - LinkedIn - AdBrownies Group



Option A - Premium Listing

ONLINE - AGENCY PORTFOLIO:

www.campaignasia.com/agencyportfolio

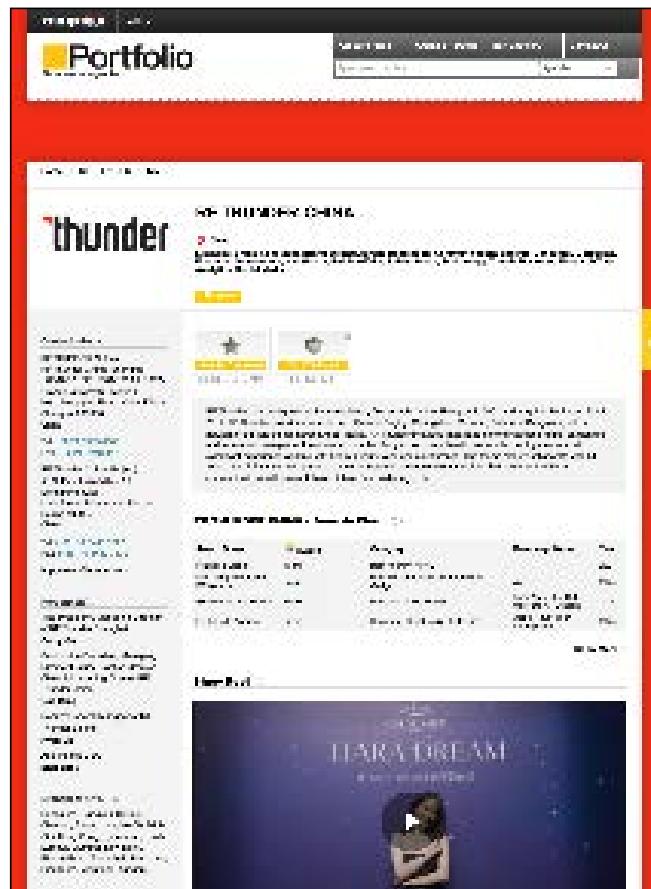
ON YOUR PORTFOLIO PAGE:

- Company logo
- 120-word company profile
- Colour branding to portfolio page (skin)
- Showreel or corporate promo video
- Showcase your works and case studies
- Specific awards
- List of major clients with their logos
- Testimonials
- Full and expanded contact details
- Hyperlink to your website
- Link to your RSS feed update
- Social media icon listings
- Prioritised ranking in Agency Portfolio search results
- Company logo in Agency Portfolio search results

EXTRA BENEFITS ON YOUR PORTFOLIO PAGES (Refer to pages 3 and 4):

- Banner exposure in the *Campaign Asia-Pacific*'s bulletins featuring the case studies
- Banner Advertisement (300 x 250px) on the homepage linking to your Portfolio page and company logo on the logo wall on homepage
- Company logo icon exposure on *Campaign Asia-Pacific*'s social media platforms (LinkedIn, Twitter, Instagram, Facebook)
- Case study display banner on *Campaign Asia-Pacific*'s enewsletters
- Feedback from potential clients on lead generation
- Case study presentation on the homepage (with a hyperlink to your portfolio page)
- SEO ranking enhancement

US\$2,520 per year (Online only)



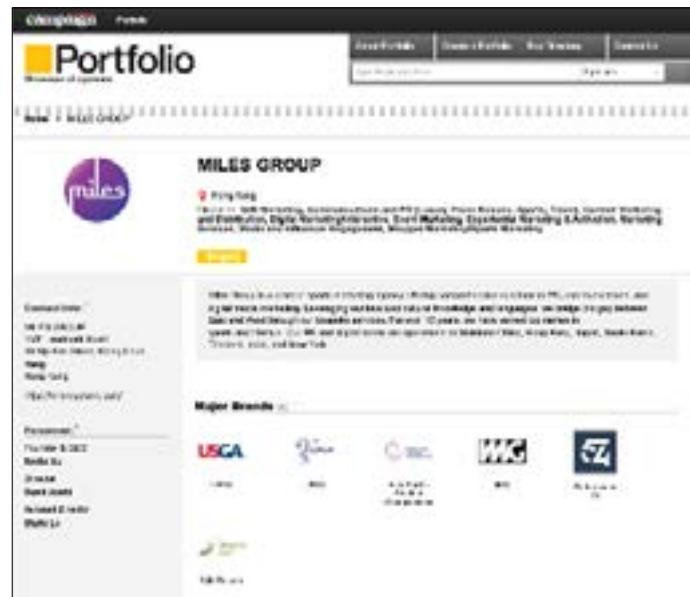
Option B - Logo Listing

ONLINE - AGENCY PORTFOLIO:

www.campaignasia.com/agencyportfolio

ON YOUR PORTFOLIO PAGE:

- Company logo
- 80-word company profile
- List of major clients with their logos
- Media kit or rate card
- Full and expanded contact details
- Hyperlink to your website
- Link to your RSS feed update
- Quality feedback from potential clients on lead generation



OUTSIDE YOUR PORTFOLIO PAGE:

- Prioritised ranking in Agency Portfolio search results
- Company logo in Agency Portfolio search results
- SEO ranking enhancement

US\$1,890 per year (Online only)

DON'T MISS THE 2026 WELCOME PACK!

An additional banner advertisement (300 x 250px) on the Agency Portfolio homepage, hyperlinked to your portfolio page! (Value at US\$1,500)



Option C - Extended Listing

ONLINE - AGENCY PORTFOLIO:

www.campaignasia.com/agencyportfolio

ON YOUR PORTFOLIO PAGE:

- 50-word company profile
- Full and expanded contact details
- Hyperlink to your website
- Quality feedback from potential clients on lead generation

OUTSIDE YOUR PORTFOLIO PAGE:

- Prioritised ranking in Agency Portfolio search results
- SEO ranking enhancement

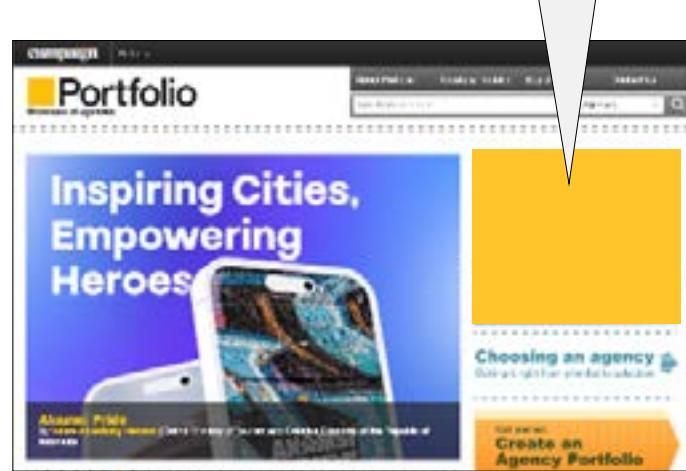
US\$965 per year (Online only)



The screenshot shows a detailed agency profile page. At the top, there's a navigation bar with tabs for 'PORTFOLIO', 'Create Portfolio', 'Edit Profile', and 'Logout'. Below the navigation, the agency's name 'BENTLEY COMMUNICATIONS' is displayed in a large, bold font. To the left, there's a sidebar with sections for 'Company Info', 'People', 'Services', 'Brands', 'Locations', 'User Details', and 'Job Listings'. The main content area contains a detailed company profile, including a 50-word summary, contact information, and a feedback section with a 5-star rating. The overall layout is clean and professional, designed to showcase agency services and client reviews.

DON'T MISS THE 2026 WELCOME PACK!

An additional banner advertisement (300 x 250px) on the Agency Portfolio homepage, hyperlinked to your portfolio page! (Value at US\$1,500)



The screenshot shows the homepage of the Agency Portfolio. A large, prominent banner in the center features the text 'Inspiring Cities, Empowering Heroes' in white, bold, sans-serif font. Below the text is a photograph of a smartphone displaying a cityscape. To the right of the banner, there's a yellow sidebar with the text 'Choosing an agency' and 'Create an Agency Portfolio'. The overall design is modern and professional, with a focus on the agency's branding and services.

Option D - Upgrade Listing

PRINT - AGENCY PORTFOLIO:

- Basic contact details

ONLINE - AGENCY PORTFOLIO:

- Online listing with 40 words company description plus hyperlink to your website
- SEO ranking enhancement
- Quality feedback from potential clients on lead generation

www.campaignasia.com/agencyportfolio

US\$109 per year
(Including print and online)

For enquiries regarding enhanced listings,
or ways to increase your presence in
the Asia-Pacific Agency Portfolio,
please contact **Directory team** at

Tel: +852 3175 1937
Email: agencyportfolio@haymarket.asia

For questions regarding your listing,
please contact **Karen Wong** at

Tel: +852 3175 1937
Email: karen.wong@haymarket.asia