



■ Portfolio

**SHOWCASE OF  
AGENCIES**  
IN ASIA-PACIFIC

2026

**campaign**

# Agency Portfolio



## ONLINE AGENCY PORTFOLIO ([www.agency-portfolio.com](http://www.agency-portfolio.com))

Visit [www.agency-portfolio.com](http://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](http://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

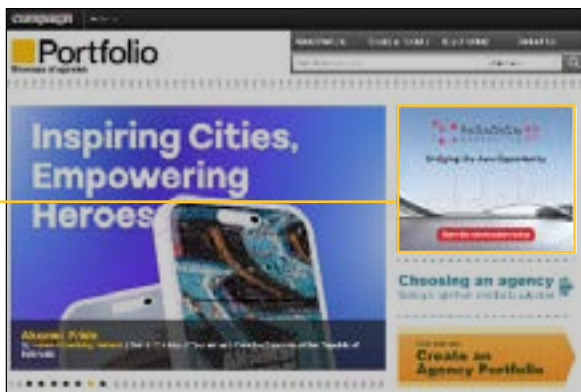
## WHAT EXTRA BENEFITS ON YOUR PORTFOLIO PAGES?

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

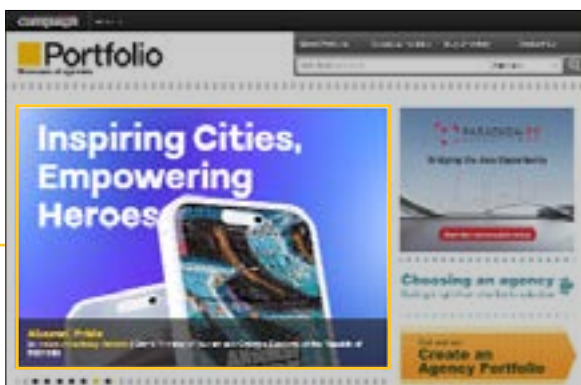
- 1 **Banner exposure** in the *Campaign Asia-Pacific's* bulletins featuring the case studies



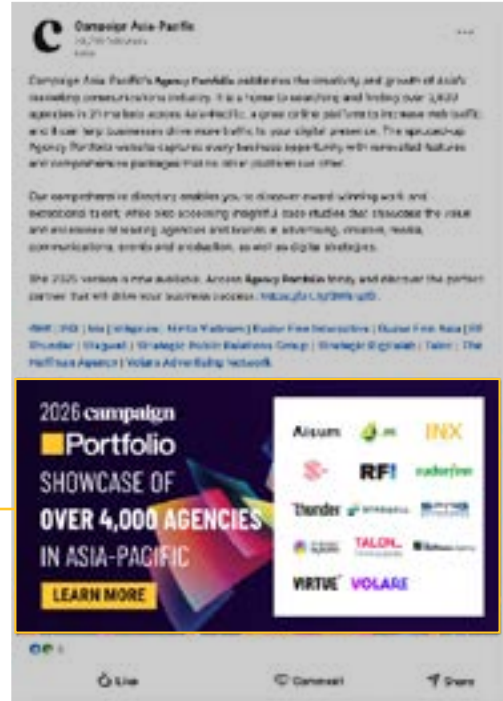
- 2 **Banner Advertisement (300 x 250px)** on homepage linking to your Portfolio page and company logo on the logo wall on homepage



- 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* newsletters



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



# Listings

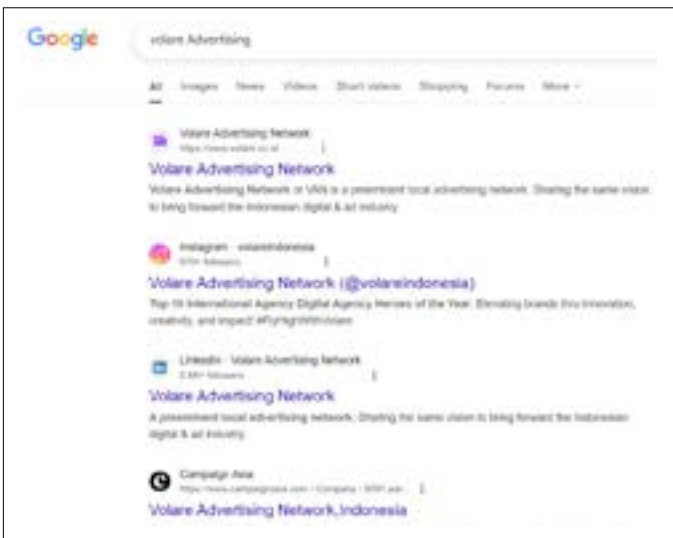
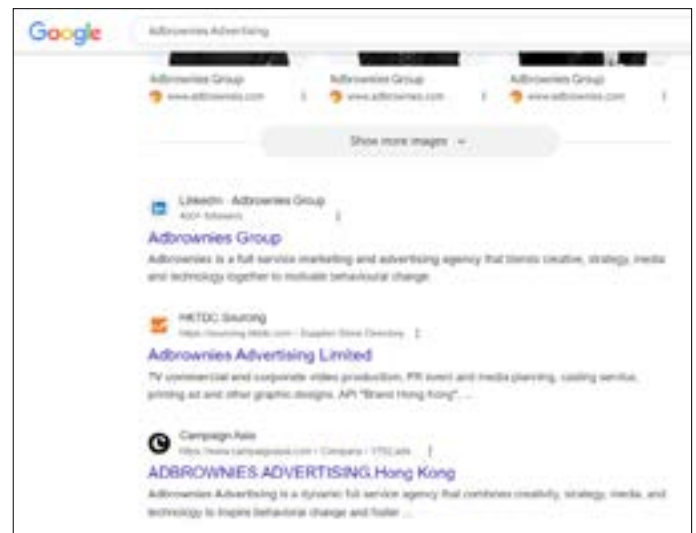
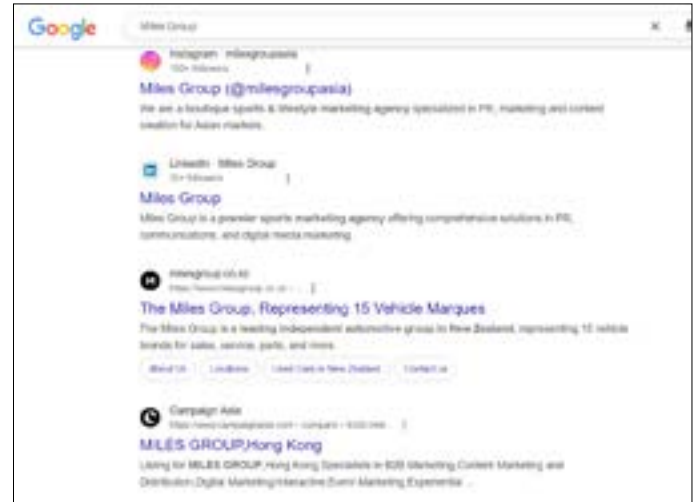


## BOOST YOUR VISIBILITY

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**.*



# Option A - Premium Listing

## ONLINE - AGENCY PORTFOLIO:

[www.campaignasia.com/agencyportfolio](http://www.campaignasia.com/agencyportfolio)

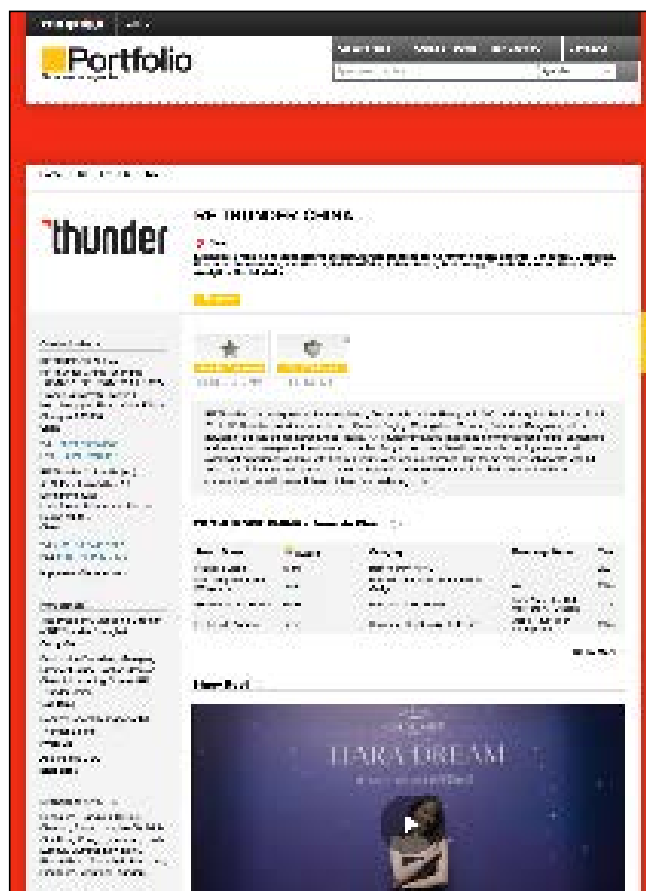
### ON YOUR PORTFOLIO PAGE:

- 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* newsletters
- 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)**





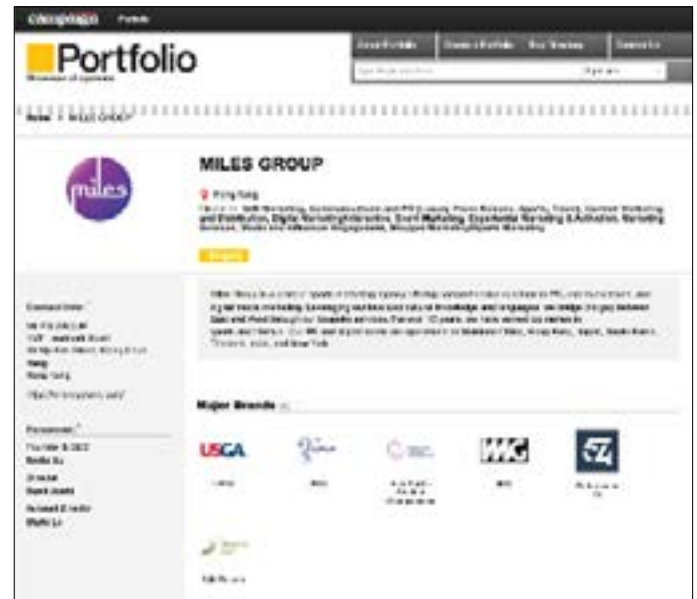
# Option B - Logo Listing

## ONLINE - AGENCY PORTFOLIO:

[www.campaignasia.com/agencyportfolio](http://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](http://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)



## 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 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](http://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](mailto:agencyportfolio@haymarket.asia)

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

**Tel:** +852 3175 1937

**Email:** [karen.wong@haymarket.asia](mailto:karen.wong@haymarket.asia)