



We are **TSX** Agency

We provide business transformation solutions, especially in exhibition service.

TSX CORPORATION CREDENTIAL

The professionally fabricate cross-platform processes and out-of-the-box mindshare. Collaboratively redefine transparent catalysts change whereas high standards in networks.

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The image shows a glass sign with the TSX CORPORATION logo. The letters 'TSX' are large and bold, with 'CORPORATION' written in smaller, spaced-out capital letters below them. The sign is set against a background of green foliage and a building structure.

TSX
CORPORATION



3

01. ABOUT US

TSX prides itself as a leading Martech Agency, providing top-notch solutions and digital optimization services for businesses. With a goal to excel in digital transformation, we are committed to delivering maximum value to our clients through innovative development, high expertise, and exceptional customer service.

01. ABOUT US

Vision

To become a leading international Martech Agency renowned for innovation, creativity, high expertise, and a steadfast commitment to responsibility towards every client.

And Mission

With a mission to support businesses in thriving amidst the digital era, we consistently deliver optimal marketing solutions to foster sustainable growth for our clients.

Through our expertise in Martech, we aspire to equip businesses with effective tools and strategies to succeed in today's fiercely competitive market, becoming the driving force behind exceptional business development.



02. CORE VALUE

At TSX, we prioritize the development of our human resources because we believe in the power of passionate and committed individuals. Our core values, derived from the word **HUMAN**



H U M A N

Happiness

Cultivating a positive work environment for personal development and success.

Understanding

Listening and understanding the needs of our clients and colleagues to deliver value.

Motivation

Professionally fabricate platform processes mindshare.

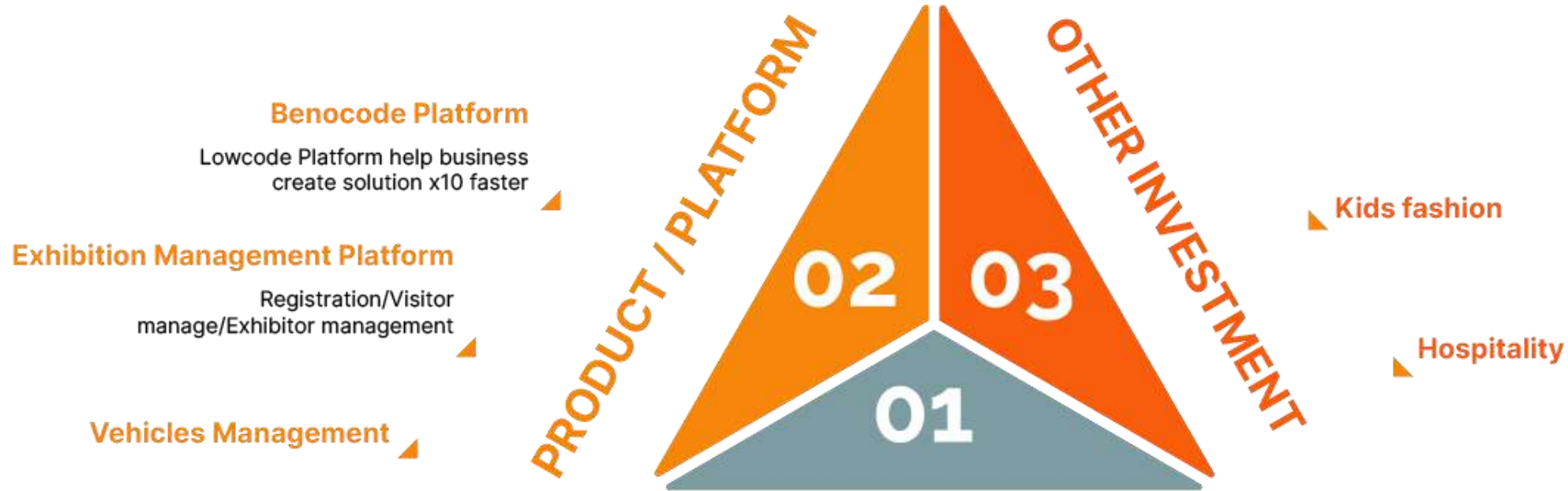
Adaptability

Flexible and ready to adapt to changes and challenges, aiming to move forward and grow stronger.

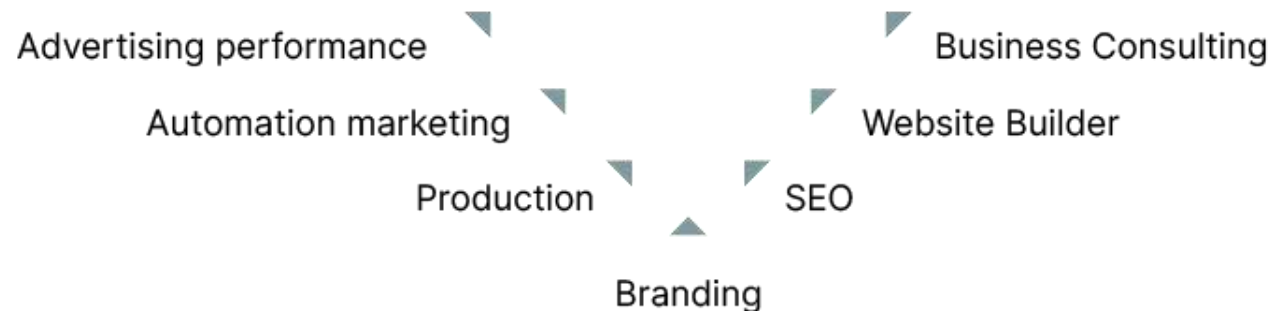
Next-Gen

Respect and nurture the next generation in a positive and passionate work environment

03. BUSINESS UNITS



FULL STACK MARTECH AGENCY



04. OUR CLIENT

Professionally fabricate cross-platform processes and out-of-the-box



05. OUR SERVICE

We provide a diverse range of solutions, strategies, and tools to support businesses in fostering sustainable growth in the digital age



ADVERTISING PERFORMANCE

Our Advertising Performance service maximizes campaign effectiveness through targeted strategies and optimization techniques, ensuring your ads reach the right audience at the right time for improved ROI.



EXHIBITION PLATFORM

We possess the capability to develop tailor-made platforms according to our clients needs, assisting businesses in conserving human resources, time, and streamlining operational expenses.



INTERGRATED MARKETING COMMUNICATION

We provide comprehensive solutions to harmonize all aspects of your marketing efforts, integrating various marketing to convey consistent messages and enhance brand visibility across platforms.

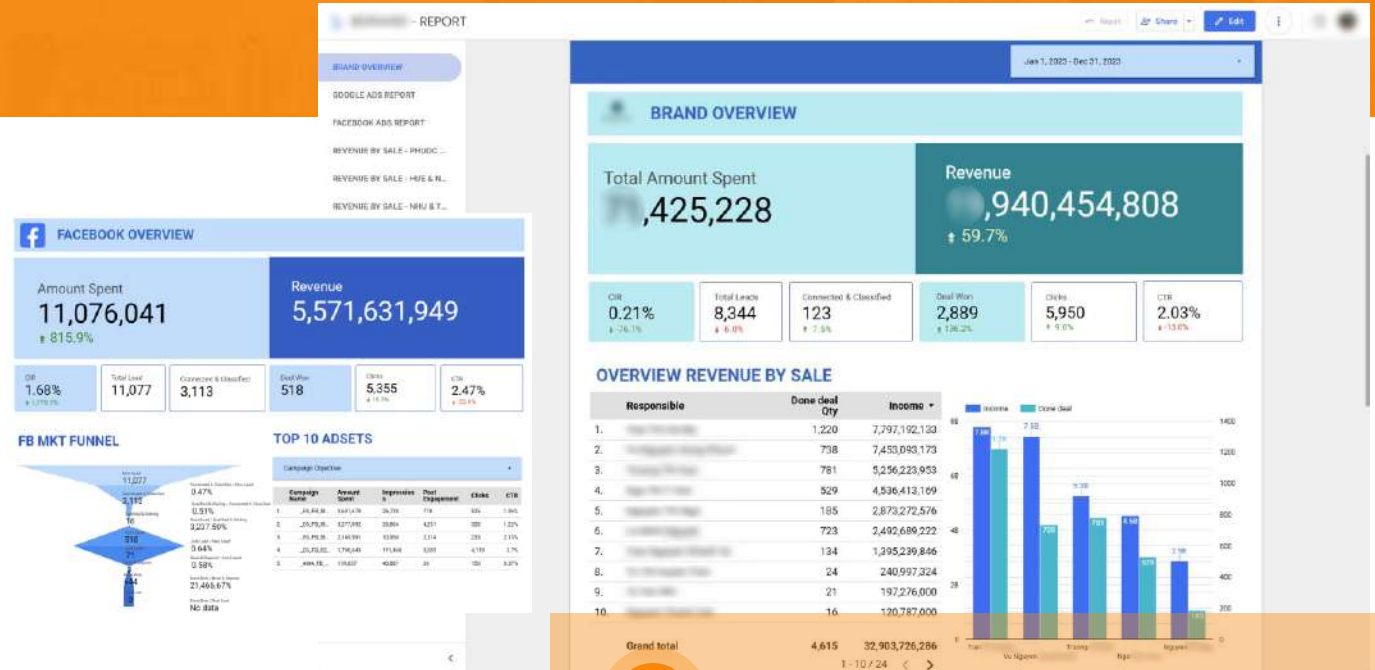


WEBSITE BUILDING

We cater to the diverse needs of our clients in creating professional, unique, and creative websites.

5.1 Advertising Performance

Reaching the target audience effectively, delivering results that exceed clients' expectations.



Facebook Ads



Zalo Ads



Google Ads



Linkedin Ads



Tiktok Ads



Shopee Ads



Ads Optimization hourly
With Realtime Report Dashboard

5.1.1



About RX Tradex Vietnam: ASEAN's leading exhibition organizer with over 20 strong brands of international exhibitions and conferences as well as virtual events.

What we serve

- Facebook Google, Zalo & LinkedIn advertisement
- SEO
- Email marketing

Due

4/2023 - Now

Budget

\$15.000 - \$20.000

per month per show

(at least 4 shows/year)

KPI per show

Exhibitor: 100 lead with real need

Visitor: 5.000 register

Actual Achievement

Exhibitor: 200-250 inquiries

Visitor: 10.000 - 12.000 participants



5.1.2



Canada immigration service for owners, businessmen/women, workers, officers; study abroad for student,...

What we serve

- Facebook advertisement

Due

6/2022 - now



Budget

\$2.000 - \$4.000

per month

KPI

250 – 500 Qualified leads

(lead with real need)

Actual Achievement

300-600 Qualified leads (120% KPI)

CPL: ~\$8

5.1.3 VICTORIA FITNESS & YOGA

Victoria Fitness & Yoga is a trend-leading gym system, committed to bringing a classy and effective workout experience to its customers. With the perfect combination of modern equipment, professional coaching staff and comfortable workout space, VIC’s reshaping the way people view health and fitness.

What we serve

- Facebook & Google advertisement

Due

12/2023- now

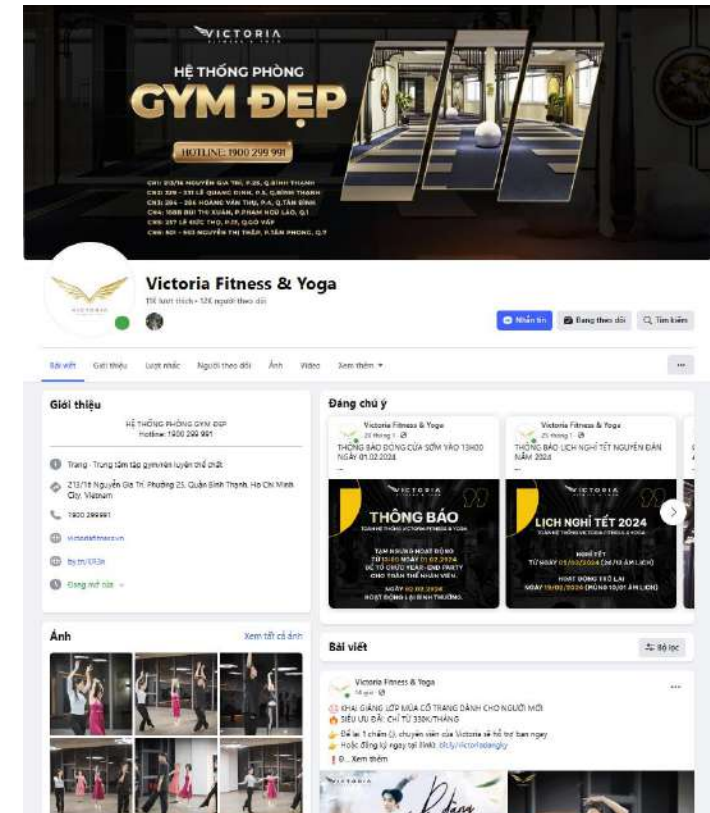
Budget

\$8.000

per month

KPI

800 Qualified leads



Actual Achievement

900-1000 Qualified leads

112% – 125% KPI

5.2 INTERGRATED MARKETING COMMUNICATION

We provide comprehensive solutions to harmonize all aspects of your marketing efforts, integrating various marketing to convey consistent messages and enhance brand visibility across platforms.



Ads Optimization hourly

With Realtime Report Dashboard

Business Consulting



Design



5.2.1

BUSINESS CONSULTING

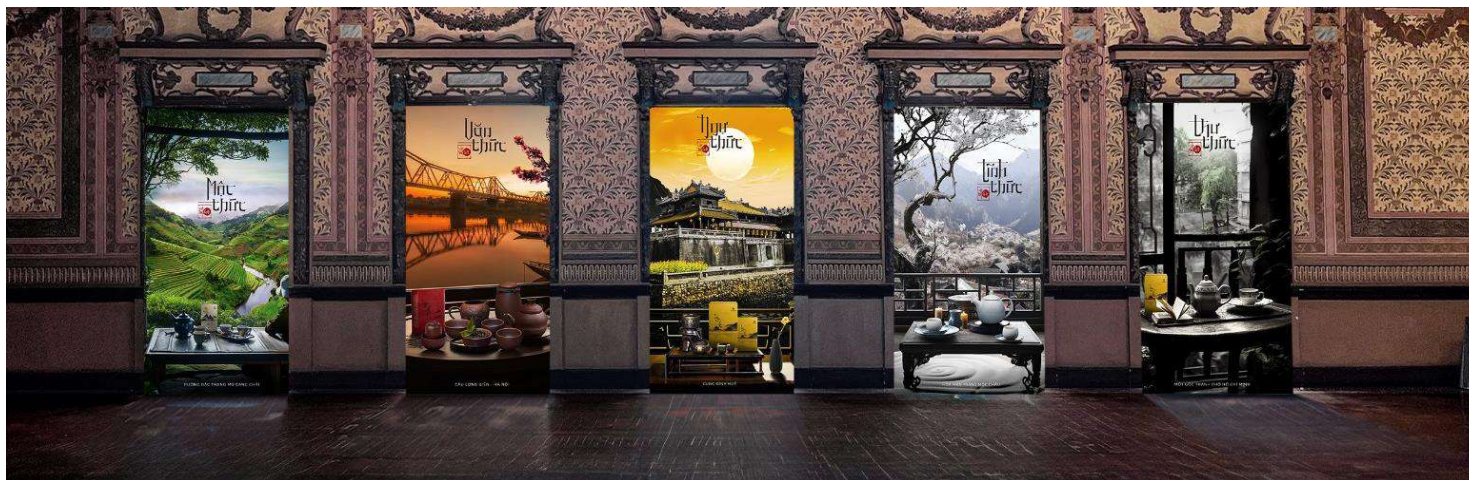
We specialize in providing comprehensive solutions and strategies aimed at enhancing business performance to facilitate sustainable development for enterprises, through:

- CRM Building Consultancy
- Promotion Strategies
- Operation Optimization



5.2.2 DESIGN

We offer a diverse range of unique design solutions, from key visuals to printed materials, aiming to create a strong and lasting impression with your customers.



5.2.2.1



Designing exclusive brand identity and style.

GỢI TẬP SILVER

1 THÁNG MONTH	2 THÁNG MONTH
1.499.000 VNĐ	2.900.000 VNĐ
3 THÁNG MONTH	12 THÁNG MONTH
4.200.000 VNĐ	7.000.000 VNĐ

TẬP LUYỆN TẠI CỬA CHÉ BIỆT
Practice at one chosen fitness center

[See full guideline](#)

LOOK & FEEL

Client: Clear, And Strong

Victoria Fitness & Yoga là một thương hiệu fitness và yoga chuyên nghiệp, hiện đại và đẳng cấp. Chúng tôi cung cấp các dịch vụ fitness và yoga chất lượng cao, giúp khách hàng đạt được mục tiêu sức khỏe và vóc dáng của mình. Thương hiệu của chúng tôi thể hiện sự chuyên nghiệp, hiện đại và đẳng cấp.

Brand: Thương hiệu của chúng tôi thể hiện sự chuyên nghiệp, hiện đại và đẳng cấp. Chúng tôi cung cấp các dịch vụ fitness và yoga chất lượng cao, giúp khách hàng đạt được mục tiêu sức khỏe và vóc dáng của mình. Thương hiệu của chúng tôi thể hiện sự chuyên nghiệp, hiện đại và đẳng cấp.

LOOK & FEEL

Client: Clear, And Strong

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Victoria Fitness & Yoga Brand Guideline - 2024

VISUAL direction

Các quy tắc giúp định hình các thiết kế, các ấn phẩm truyền thông, đảm bảo cho sự đồng bộ căn thiết cho thương hiệu về mặt hình ảnh.

complementary typography

Font chữ do bên thương hiệu

Montserrat

Font chữ Montserrat được thiết kế bởi Julieta Ulanovsky và lấy cảm hứng từ nhà thiết kế Montserrat ở Buenos Aires. Nó mang lại cảm giác hiện đại và năng động, phù hợp với thương hiệu fitness và yoga.

Quốc sử dụng để tạo nên logo Victoria Fitness & Yoga, font chữ này thể hiện bản sắc thương hiệu cao nhất.

VICTORIA FITNESS & YOGA

PT BIO

NAME

Strongly elegant come from what you can do. It comes from combining the fitness and what change you usually.

EDUCATION & TRAINING

PROFESSIONAL CERTIFICATION

Professional education program for personal trainer & fitness instructor. Standardized knowledge platform for high-level training, motivation and client building.

PROFESSIONAL UNIVERSITY

It comes from your passion to help your client with their workout goals. Advanced gym training and nutrition through personal training and support.

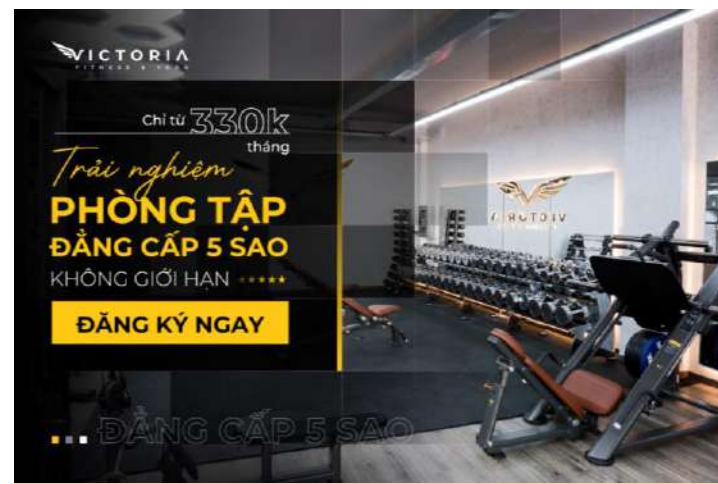
KICK BOXING
CARDIO
KICK BOXING

20
2+

5.2.2.1



Designing POSM: The accompanying materials serve various purposes related to the campaign.



FITNESS CENTER RULES

HỘI QUY PHÒNG TẬP

- Cấm trẻ em dưới 16 tuổi vào trong khu vực tập luyện nếu không có huấn luyện viên cá nhân theo kèm.
- Nuốt tránh thả hải viên hợp lệ khi đi tập. Nếu cho người khác mượn thẻ của mình hoặc sử dụng thẻ của người khác sẽ bị thu hồi thẻ vĩnh viễn.
- Hội viên không được mang thuốc ám vào cầu lạc bộ. Chỉ sử dụng nước đóng chai hoặc bình nước cá nhân có nắp đậy.
- Hội viên phải trang bị quần áo và giày thể thao chuyên dụng khi tham gia tập luyện.
- Không thả tạ mạnh xuống sàn, hạn chế tiếng ồn khi luyện tập.
- Không tự ý điều chỉnh các thiết bị liên quan đến hệ thống chiếu sáng và nhiệt độ tại cầu lạc bộ.
- Các tủ khóa chỉ được sử dụng trong ngày. Victoria có quyền phá khóa nếu tủ khóa qua đêm và không chịu trách nhiệm với những mất mát liên quan.
- Không mang theo tài sản có giá trị, tiền mặt số lượng lớn khi đi tập. Victoria không chịu trách nhiệm về bất kỳ thiệt hại, mất mát tài sản tại cầu lạc bộ.
- Nếu hội viên gây ra bất kỳ thiệt hại hay hư hỏng tài sản của cầu lạc bộ do lỗi cá nhân thì phải chịu trách nhiệm bồi thường.

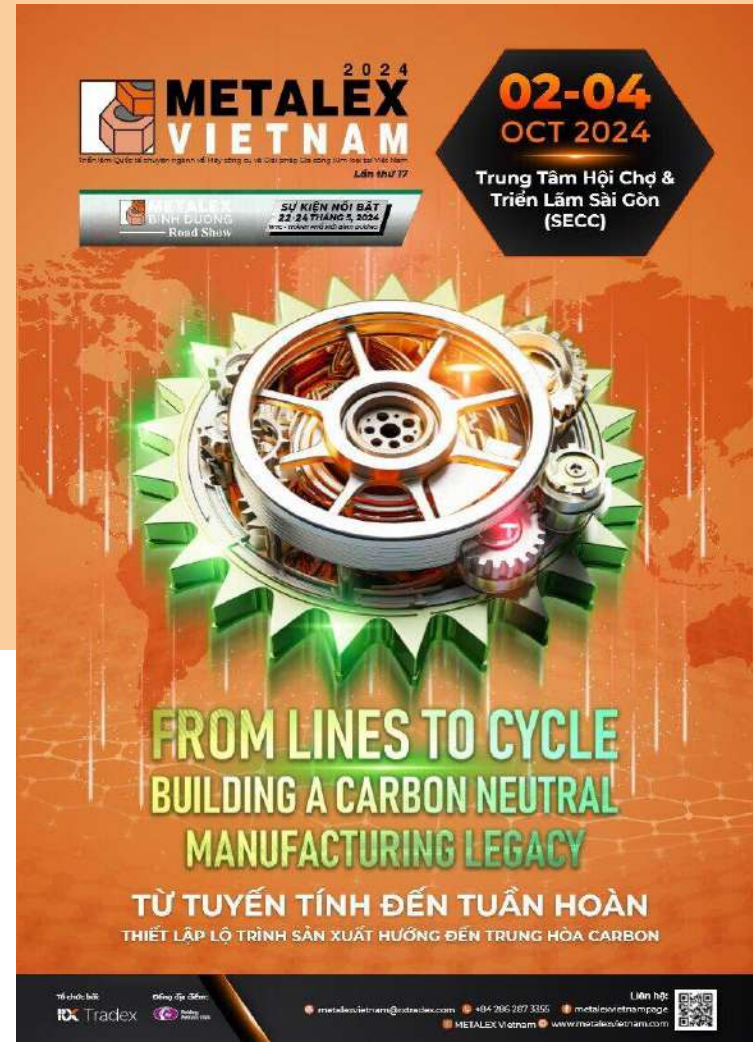
LOOK IN THE MIRROR
EMBRACE YOUR COMPETITION

- Không mang theo thú nuôi.
- Giữ gìn vệ sinh chung.
- Không mang theo vũ khí, vật nhọn, chất dễ cháy nổ.
- Không hút thuốc, sử dụng chất kích thích, gây nghiện.
- Thả thiết bị về vị trí ban đầu sau khi sử dụng.
- Không mang theo quần áo bẩn, quần áo rách, quần áo ướt.
- Không mang theo giày dép bẩn, giày dép không phù hợp.
- Hội viên có quyền phản hồi, góp ý hoặc khiếu nại thông tin qua hình thức gọi ý hoặc liên hệ qua đường dây nóng của hệ thống Victoria.
- Nghiêm cấm mọi hành vi bạo lực và bạo lực trong cầu lạc bộ.
- Ban quản lý có toàn quyền phân bổ và thời gian lạc bộ hoặc chiếm chỗ quyền lợi hội viên mới, vì phạm sai quy hoặc gây ảnh hưởng nghiêm trọng đến lợi ích của hội viên khác và cầu lạc bộ.
- Không sử dụng cơ sở vật chất của cầu lạc bộ ngoài mục đích tập luyện. Nghiêm cấm huấn luyện viên không phải nhân viên của Victoria cấp luyện cho khách hàng.

5.2.2.2

RX Tradex

Designing brochure, key visuals, and POSM for more than 10 shows of RX-Tradex.





5.2.2.3

DOIDEP

POSM

The accompanying materials serve various purposes related to the campaign.





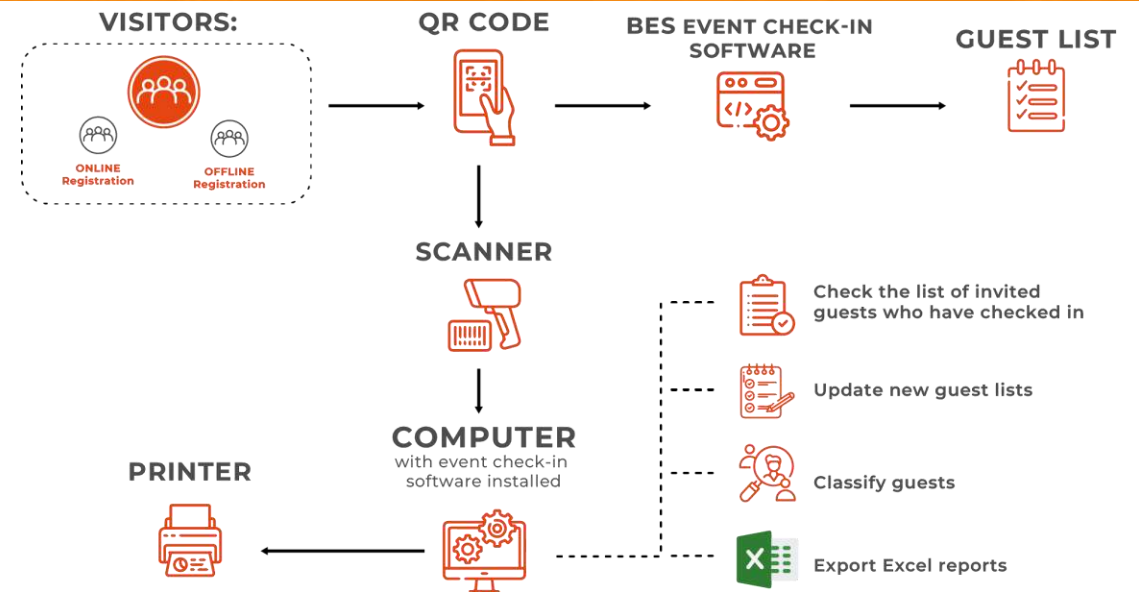
DOIDEP

Designing a set of five key visuals showcasing the spirit of the five tea flavors, based on the brand's ethos.

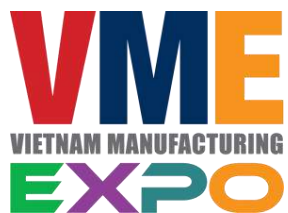
Utilizing AI technology to craft products infused with a traditional touch.

5.3 EXHIBITION PLATFORM

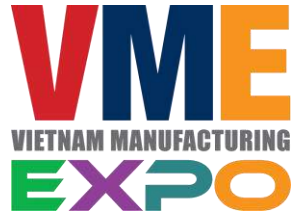
We bring an optimal solution to the registration and check-in system for events hosted by RX-Tradex - a world-leading exhibition organizer with over 400 events in 22 countries, serving 43 industries on a global scale.



We have developed and implemented the registration and check-in system for thousands of visitors at the 4 largest shows hosted by RX-Tradex:



5.3.1



The leading exhibition event in Vietnam for Machinery, Equipment, Manufacturing Technology, and Industrial Support, gathering over 200 exhibitors from 20 different countries and attracting more than 10,000 visitors to attend the exhibition.

SOW:

- Develop an online and offline registration system with an optimized interface for users.
- Automatically generate and send QR codes via email to online registrants or print badges directly for offline registrants.
- Establish a secure database to store registration data safely.
- Create identification badges for visitors upon check-in at the booth.
- Integrate an automated reporting system to track the number of registrations and attendees.



5.3.2 METALEX VIETNAM

The most prestigious international exhibition in Vietnam specializing in machine tools and metalworking solutions. The event features participation from over 280 exhibitors worldwide and attracts more than 15,000 visitors to attend the exhibition.

SOW:

- Develop an online and offline registration system with an optimized interface for users.
- Automatically generate and send QR codes via email to online registrants or print badges directly for offline registrants.
- Establish a secure database to store registration data safely.
- Create identification badges for visitors upon check-in at the booth.
- Integrate an automated reporting system to track the number of registrations and attendees.

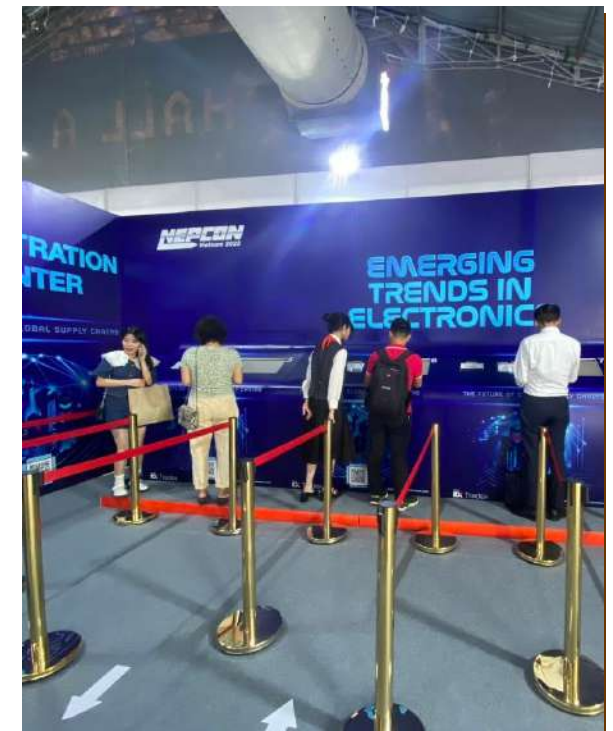


5.3.3 **NEPCON** VIETNAM

The Electronics Exhibition, the largest and only influential event of its kind in Vietnam, showcases the latest technologies for global innovators. With over 300 leading exhibitors from 20 different countries specializing in SMT, Surface Mount Technology, Component Soldering, Testing Technology, Equipment, Industrial Support, Smart Manufacturing, and related electronic manufacturing sectors, the exhibition attracts more than 10,000 visitors.

SOW:

- Develop an online and offline registration system with an optimized interface for users.
- Automatically generate and send QR codes via email to online registrants or print badges directly for offline registrants.
- Establish a secure database to store registration data safely.
- Create identification badges for visitors upon check-in at the booth.
- Integrate an automated reporting system to track the number of registrations and attendees.

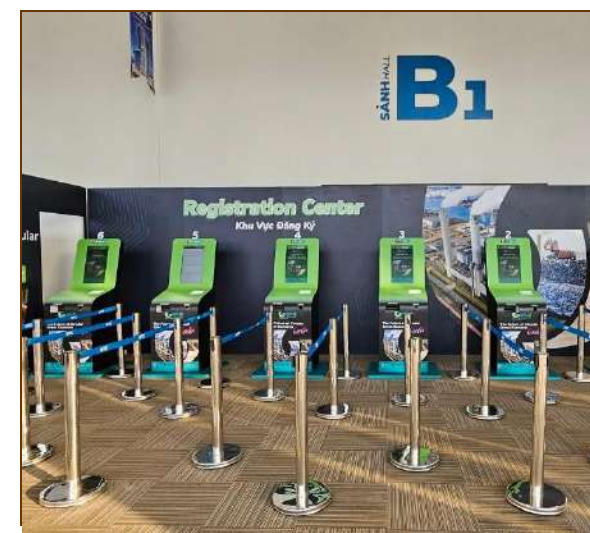


5.3.4 WASTE AND RECYCLING VIETNAM EXPO

A grand exhibition event in Vietnam focusing on advanced solutions and technologies in waste processing and recycling for domestic enterprises. It brings together Vietnamese businesses to meet and connect, explore innovative ideas, and discover new prospects with leading global solution providers in waste collection, recycling, waste management, and sustainable development sectors.

SOW:

- Develop an online and offline registration system with an optimized interface for users.
- Automatically generate and send QR codes via email to online registrants or print badges directly for offline registrants.
- Establish a secure database to store registration data safely.
- Create identification badges for visitors upon check-in at the booth.
- Integrate an automated reporting system to track the number of registrations and attendees.



5.4 Website Building

We cater to the diverse needs of our clients in creating professional, unique, and creative websites.



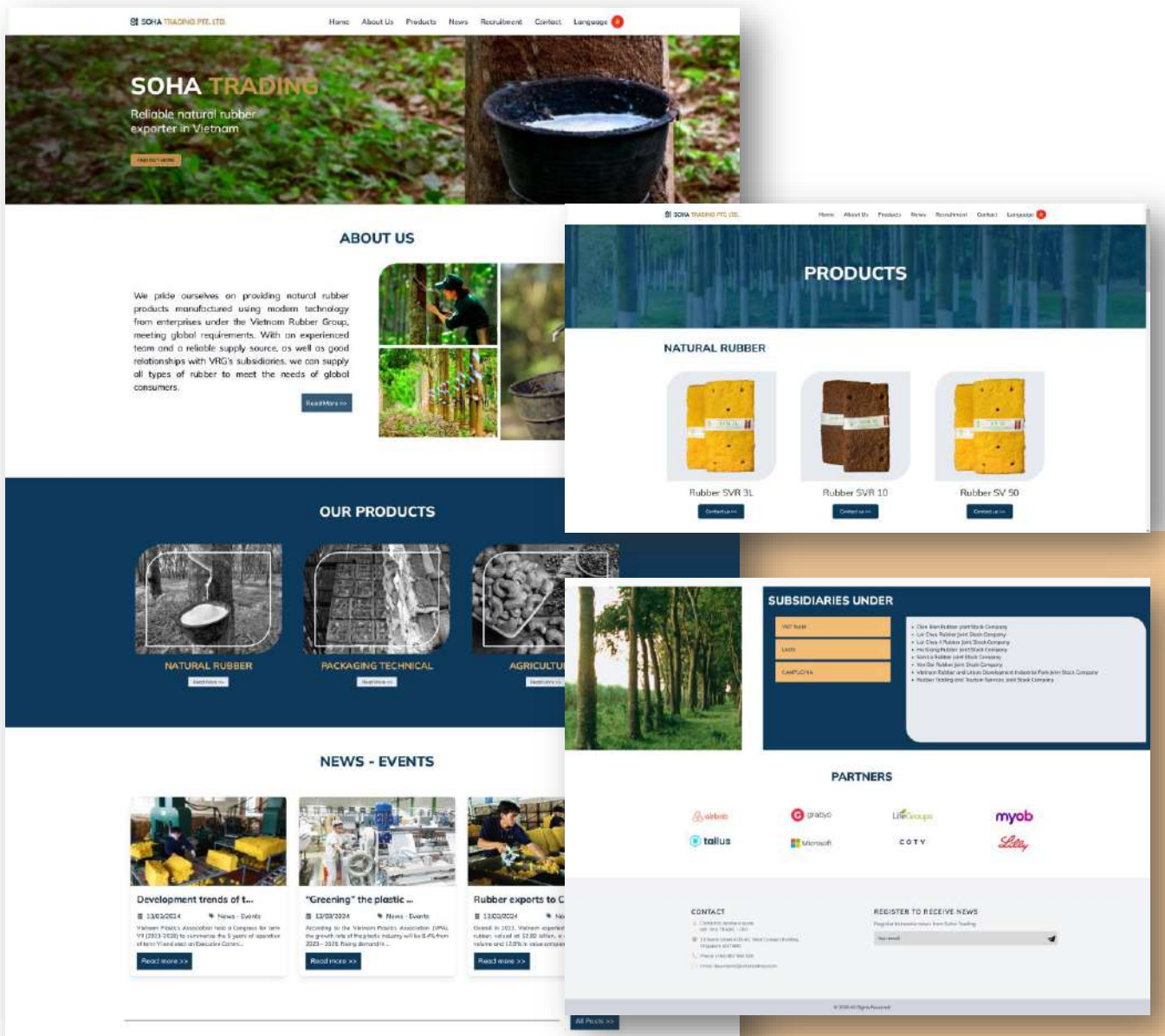
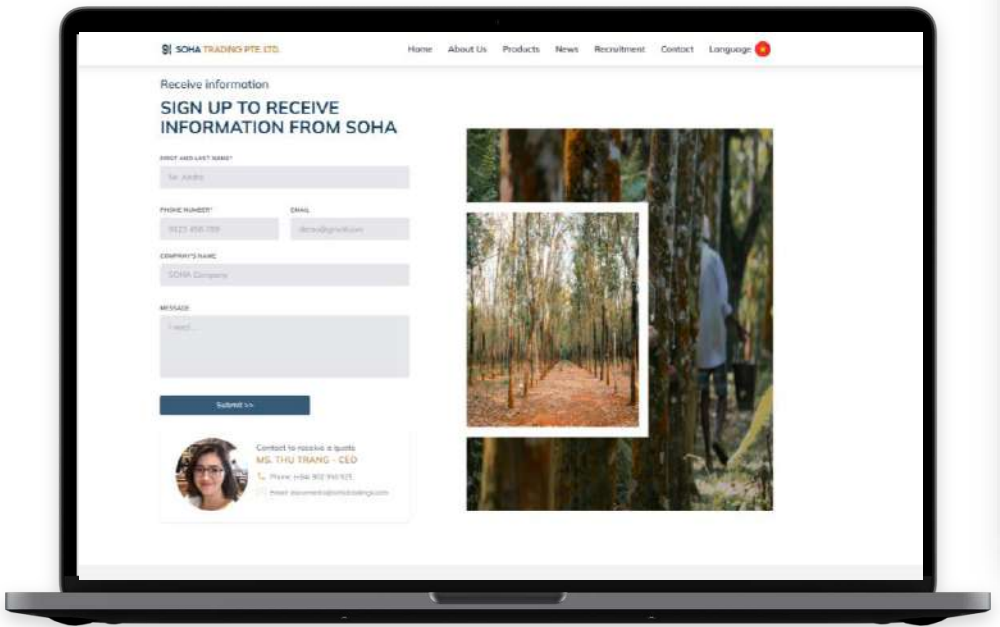
Unlock Your Business Potential
With Customizable Platform Development



5.4.1

SOHA TRADING PTE. LTD.

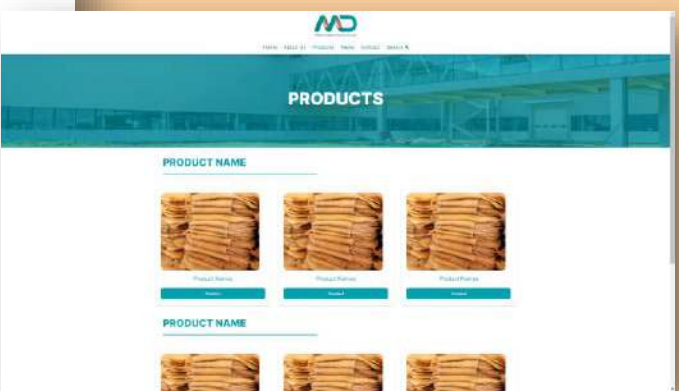
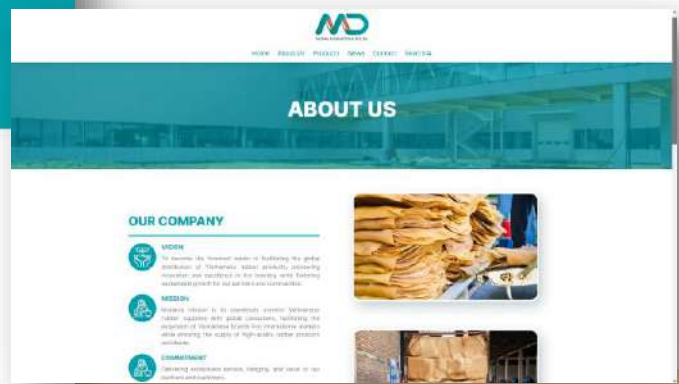
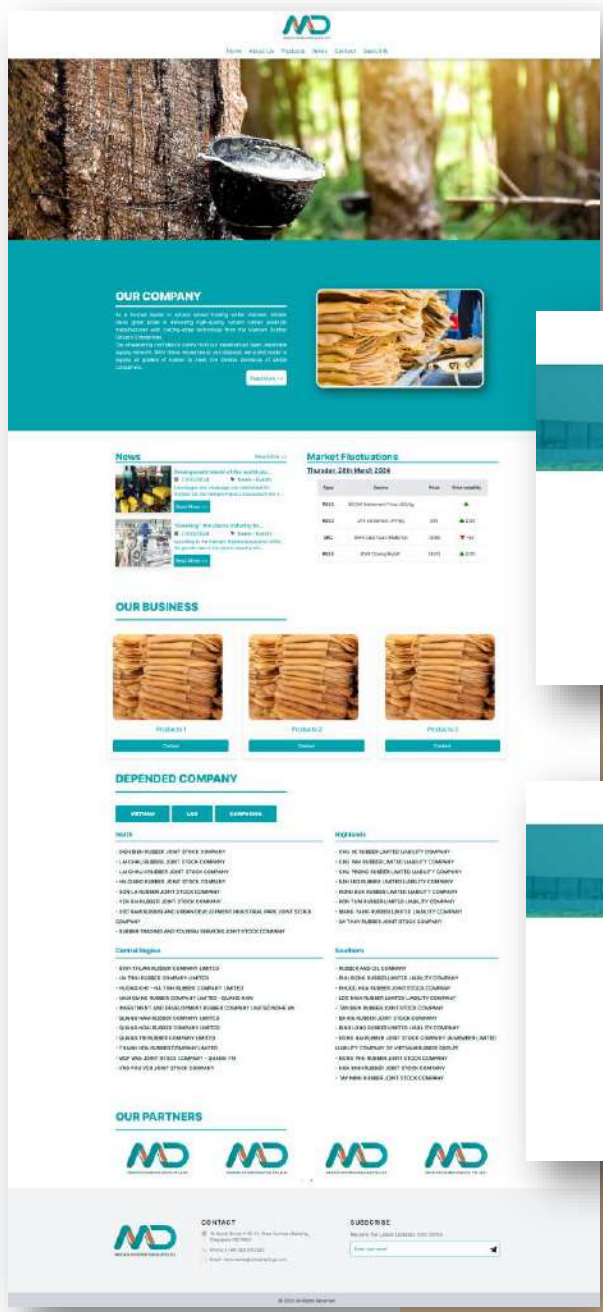
Building a website for Soha Trading, the leading natural rubber exporter in Vietnam.



5.4.2



Building a website for Modan International, a leading company in the rubber business sector in Vietnam.



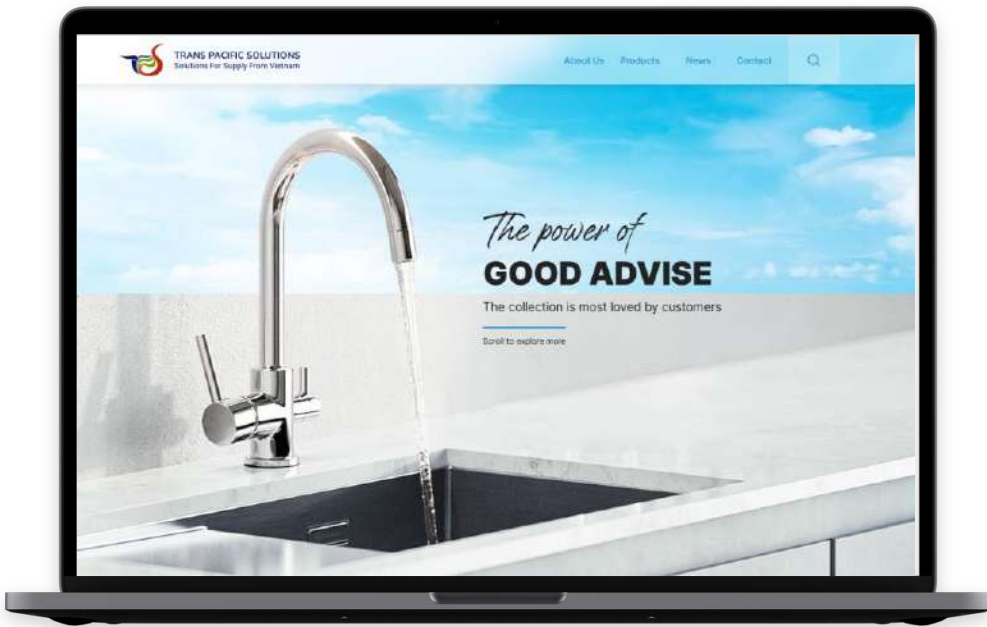
5.4.3



TRANS PACIFIC SOLUTIONS

Solutions For Supply From Vietnam

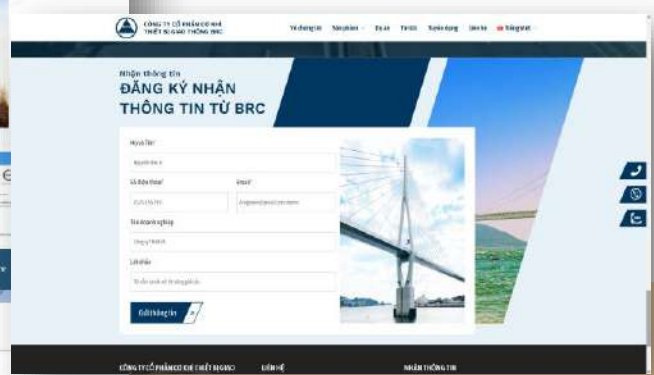
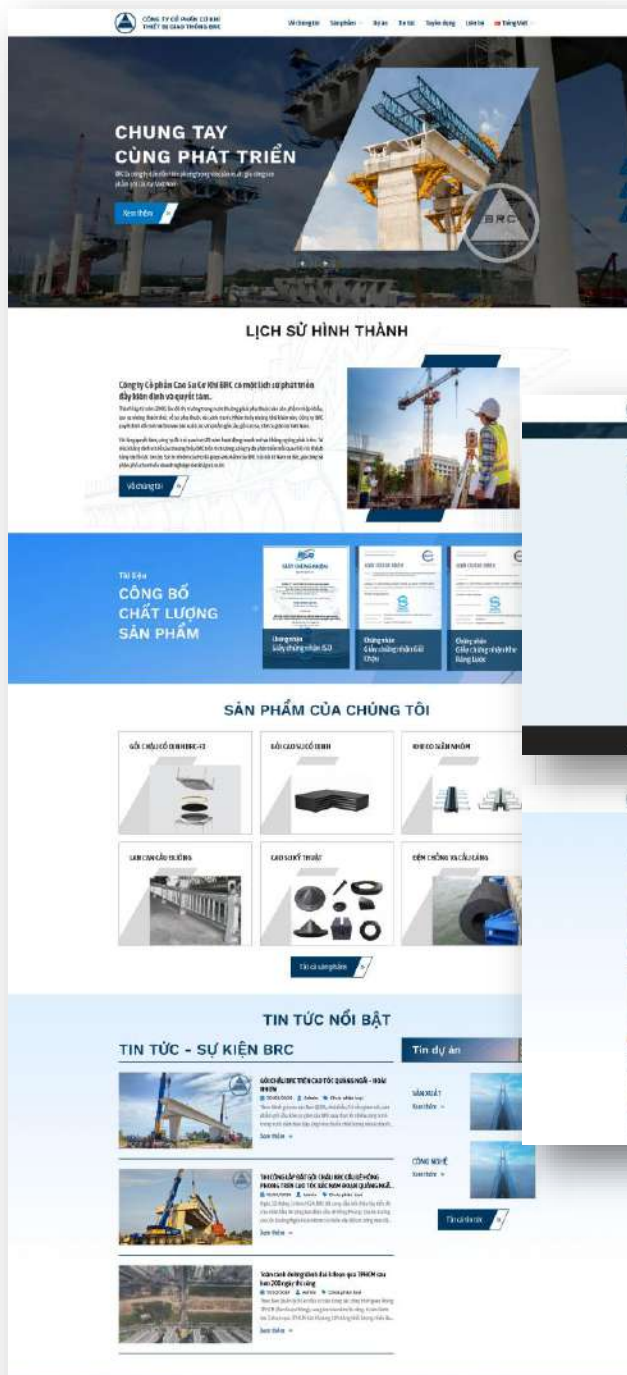
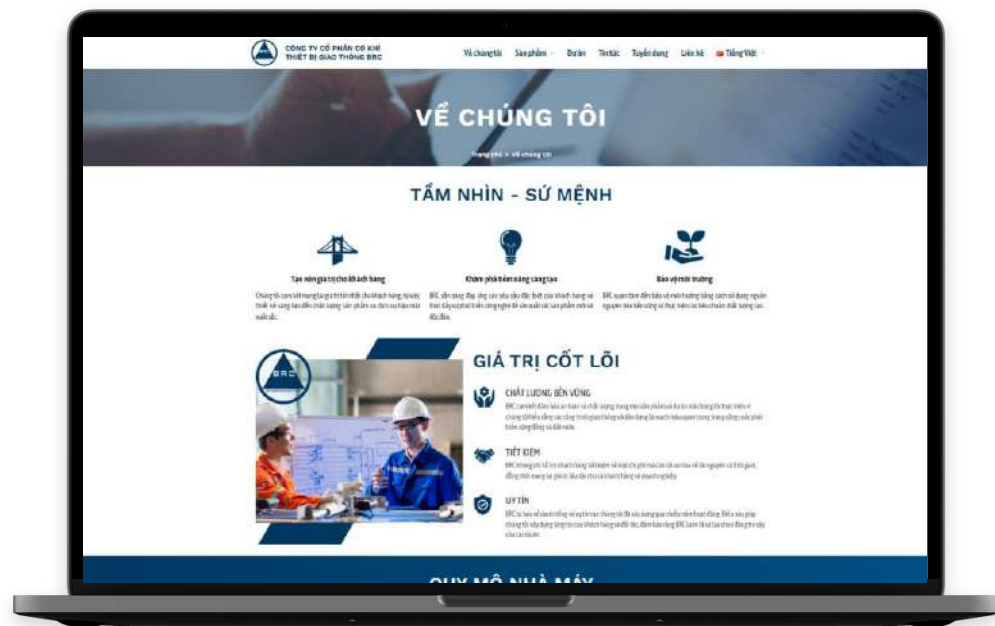
Building a website for TPS company, specializing in manufacturing precision mechanical components and supplying top-quality faucet products in Vietnam.



5.4.4



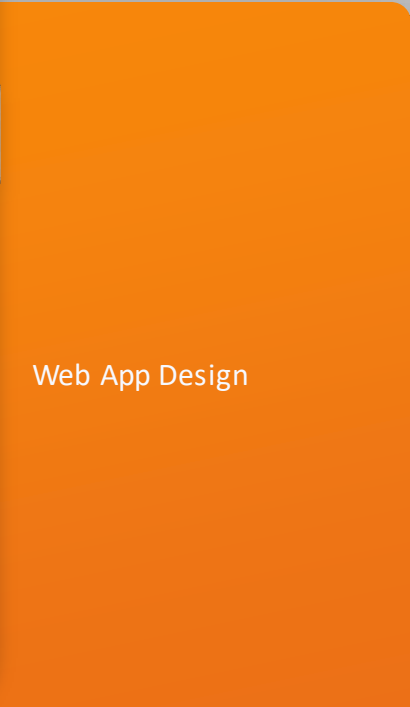
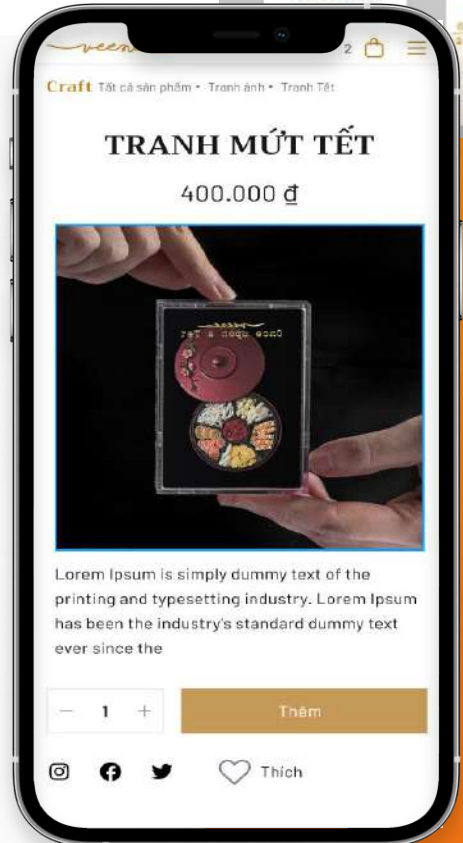
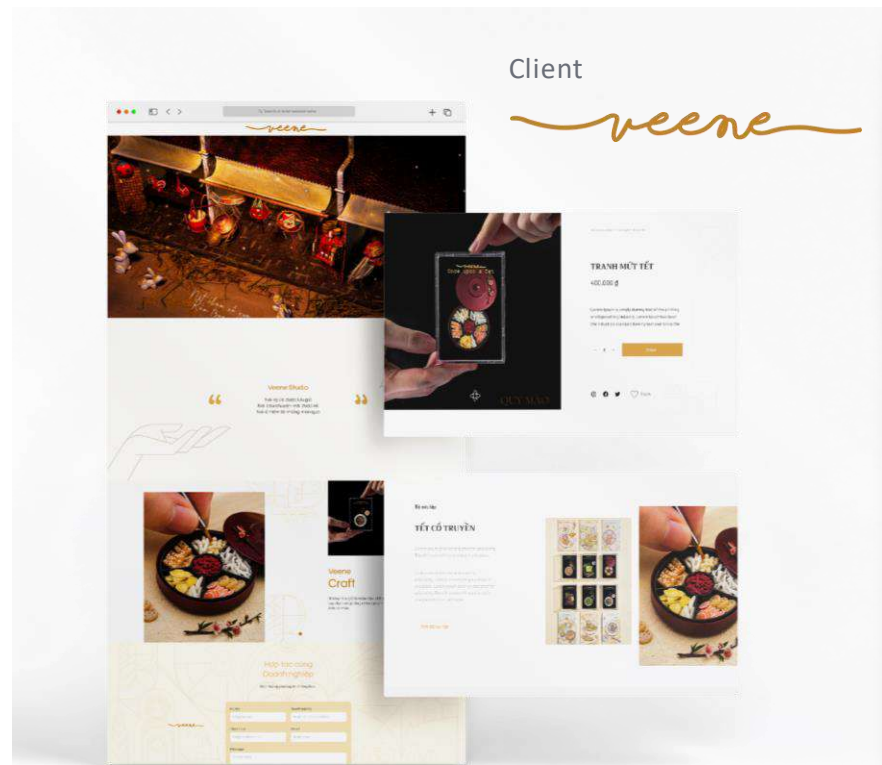
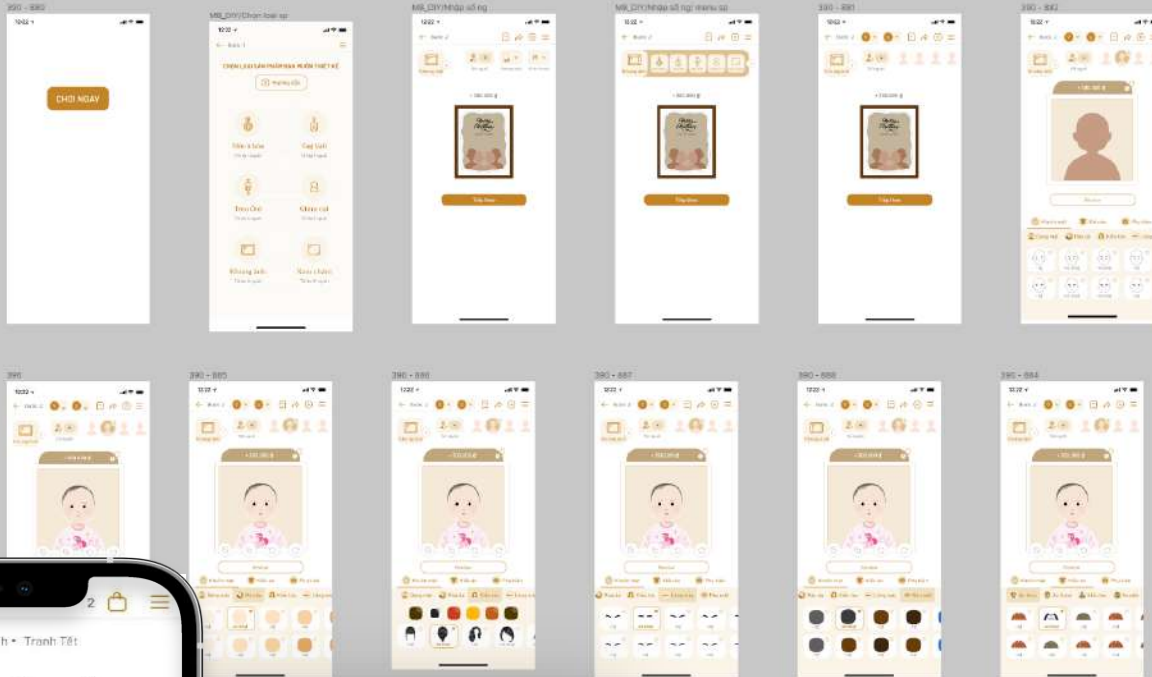
Building a website for BRC, the pioneering company in manufacturing and processing pot bearing products in Vietnam.



5.4.5

Veene DIY

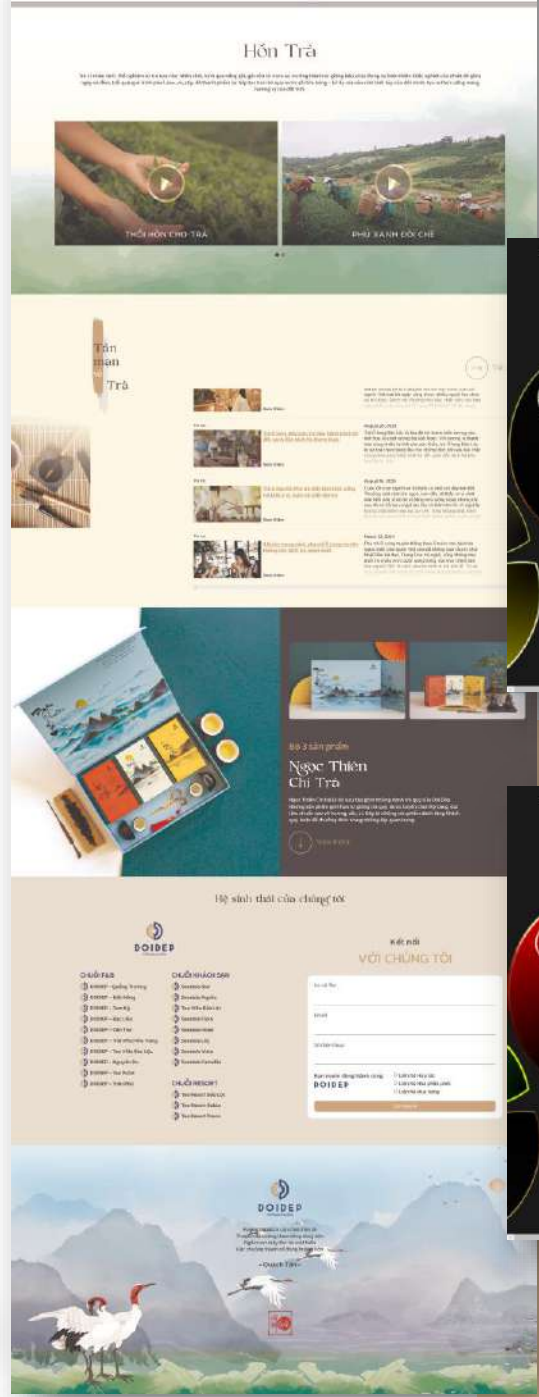
Build a website for Veene to showcase products and DIY, customizing, and ordering miniatures.



5.4.6



Building Viettrathuc website for DOIDEP brand, introducing Vietnam's tea spirite



06. WHY US

What makes us distinct from others ?

Experience and Expertise

With over **7 years** of experience in the field of Digital Marketing, particularly in Martech, we understand what it takes to help businesses grow most effectively.

Customer Focus

We always prioritize our customers, creating personalized and optimized solutions tailored to their specific needs.

Creativity and Innovation

We consistently emphasize creativity and innovation in every project, delivering the highest value and efficiency for businesses



07. WORK FLOW

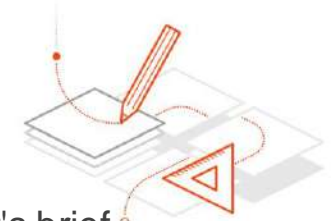
01 Brief (Client Information)



Client: Provides detailed information about objectives, target audience, budget, and any specific requirements.

TSX: Clarifies client's requirements and discusses the best approach for implementation.

02 Brand Storming (Idea Generation)



Generates ideas based on the client's brief.

Develops creative strategies, messaging, and campaign themes

03

Media Plan

(Communication Strategy)

Develops a detailed media plan including channels, platforms, and outreach strategies. Evaluates feasibility and execution capabilities of the plan

04

Execution

(Implementation)

Executes the campaign, creates content, produces visuals, sets up ad campaigns, and implements promotional activities

05

Evaluation

(Assessment)

Evaluates campaign performance based on KPIs, including reach, engagement, conversions, and ROI

06

Reporting

(Feedback)

Provides detailed campaign results and insights to the client

08.

CONTACT US



info@tsx.vn



028 6682 7794



223 Nguyen Xi, W13, Binh Thanh Dist., HCMC



<https://tsx.vn>

An aerial view of a city skyline, likely New York City, with a semi-transparent orange overlay. The text "THANK YOU" is centered in white, bold, uppercase letters.

THANK YOU