

CATALOGUE 2024

GIFTING TRENDS & SOLUTIONS

SHOPPING MALL INDUSTRY

PRESENTED BY

AXXEL MARKETING

AXXEL MARKETING

Axxel Marketing is a leading corporate gifts and premium supplier that spans a regional presence with over 3,000 clients and more than 150 employees.

Driven by passion and commitment to serve from the heart, we believe in going the extra mile to provide a professional service alongside our quality gift products. In the pursuit of creating this experience, we have dedicated ourselves to enhancing Axxel Marketing's value added services.

12
printing methods

20+
years in the industry

150+
internal employess

3000+
regional customers

2000+
product SKUs





Shopping mall industry has been facing enormous challenges and has undergone an incredible number of changes in recent years, and this will not be less throughout 2024. This year will be one of consolidation of the sector and of demonstrating, once again, the resilience of shopping malls.



CHALLENGES & TRENDS

CONTINUED GROWTH OF E-COMMERCE

The popularity of online shopping is likely to continue, and shopping malls may need to find innovative ways to integrate digital platforms and offer omnichannel experiences to attract customers.

EVOLVING CONSUMER PREFERENCES

Consumer preferences and expectations will continue to evolve, driven by factors such as convenience, sustainability, and personalized experiences. Shopping malls will need to adapt and cater to these changing demands.

COMPETITION OF ALTERNATIVE RETAIL MODELS

The rise of online marketplaces, direct-to-consumer brands, and mobile commerce, may affect traditional shopping malls. Malls will need to differentiate themselves and offer unique experiences to stay competitive.

CHANGING DEMOGRAPHICS & CONSUMER BEHAVIOUR

Singapore's population is diverse, and understanding the preferences and shopping habits of different demographic segments will be crucial. Malls will need to cater to the needs and interests of specific target markets.



PROMOTIONAL MERCH

CAN BE AN **EFFECTIVE SOLUTION**

Perceived Value

Customers will perceive it as an additional benefit or bonus. It creates a sense of receiving something extra, increasing perceived value of shopping experience.

Incentive to Spend

Motivates customers to spend more to qualify for the gift. This can lead to larger average transaction sizes and increased sales for the retailers in the mall.

Sense of Exclusivity

Customers may feel compelled to visit the shopping mall and make their purchases before the offer ends, enhancing the appeal and excitement around the promotion.

Word-of-Mouth

When customers receive an enticing gift, they are likely to share their positive experience with friends and family, potentially attracting more people to visit the mall.

Increase Foot Traffic

Shoppers who may not have planned to visit the mall initially might be enticed by the offer, resulting in an increase in overall visitor numbers.

Customer Loyalty

Foster a sense of appreciation and loyalty towards the shopping mall. They may be more likely to return for future purchases, if they had a positive experience with the gift received.

HOW CAN AXXEL MEETS YOUR CAMPAIGN GOALS FASTER & BETTER

INVENTORY MANAGEMENT
We offer inventory management services with warehousing systems to alart clients when needed for restock. We also offer temporary or long-term storage of clients' consigned inventory.

QUALITY CONTROL
Professional in-house QC team apply international AQL standards when inspecting our products.

BRANDED PRODUCTS
We have established partnerships with global brands, some exclusively offering our customers with premium options.

BRAND-ON PRODUCTS
We keep an extensive inventory of generic products, along with our in-house printing services, to meet customers' urgent merch requirements.

CREATIVE DESIGN
Creative in house designers are our ideation factory who apply innovative designs to the products that enhance your brand.

LICENSED PRODUCTS
With experience in applying licensed brands to products, we can integrate licensor royalty agreements, create designs that meet licensors' guidelines and source for approved suppliers to manufacture.



Redemption Solutions

For Your GWP Campaigns

Using GWP to fuel your sales? Take it a step further with us. Create interesting and unique gifts which your customer cannot resist with our giveaway redemption programme.

You create a campaign with giveaways for your customers.

You input your campaign's giveaway mechanics into our redemption platform.

Your customers can log in to the platform and redeem their gift.

HOW REDEMPTION PLATFORM CAN BENEFITS YOUR CAMPAIGNS?

ORGANIZER

- Eliminates time-consuming manual process with a single automated redemption platform for your customers
- Choose from many redemptions options to perfectly complement your campaign, makes both online and in-store redemptions a breeze
- Consolidate all redemptions into one system and manage gift stock level & back end process with ease

SHOPPERS

- No more long queues to redeem their gifts
- Collect loyalty points and save more when they shop with you
- Option to personalize the gifts to their liking



FRISCO

REDEMPTION CAMPAIGN







How to Redeem:

Step 1

Make a qualifying purchase (minimum $200) in a single receipt. Upload image of receipt (must be able to see transaction date and time)

Payment Receipt Example

Browse... No file selected.

Step 2

Select your gift



- (●) T-shirt with Cape (Detachable)



- ( ) Lunch Box (Blue)



- ( ) Lunch Box (Pink)



- ( ) Zipper Pouch

Customized Name on gift* (Maximum 10 alphabet)

Step 3

Completed the form below to submit your request

Name*

Address*

Postal Code*

Contact Number*

Email*

Current Milk Brand

☐ By completing this form, I authorise FrieslandCampina Singapore to contact me by email / phone / SMS regarding products or services and use my details for marketing purposes.

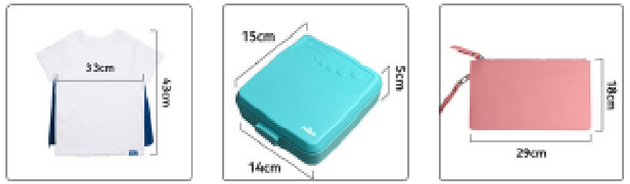
Submit

Step 4

Received your customized gift sent to your door step!*

*Successful participants will receive their gift after 16 July 2018.

Gift Size Specification :



TERMS AND CONDITIONS

1. This redemption program ("Program") is open to all residents of Singapore except employees and immediate family members of FrieslandCampina (Singapore) Pte Ltd, its associated agencies, distributors and trade retailers.
2. This Program is exclusive to FairPrice outlets in Singapore only.
3. FrieslandCampina (Singapore) Pte Ltd is the organizer ("Organizer") of this Program.
4. You ("Participant") may submit as many entries as you wish. Each entry must be accompanied by an original FairPrice receipt ("Proof of Purchase"). All entry forms must reach the Organizer before 3 August 2018.
5. To participate, each Participant needs to purchase minimum $200 worth of participating brands (Friso Gold, Friso Cereal, Frisomum), excluding infant formula 0-6months in a single receipt and submit the original FairPrice receipt attached to the completed entry form to the Organizer's address.
6. Only original FairPrice receipts and invoices dated from 0000 Hrs 1 June 2018 to 31 July 2018 2359 Hrs will be accepted for this Program. Any receipts and invoices dated before or after the promotion period will strictly not be accepted for this Program.
7. Entries that are incomplete, late or submitted without a valid FairPrice receipt will not be accepted.
8. The items are fixed for this Program and are not exchangeable for cash or other items.
9. Friso participating products include Friso Gold 2,3,4, Frisomum, Friso Cereal. Infant formula for 0-6 months is excluded from this Program.
10. FrieslandCampina (Singapore) Pte Ltd may at its discretion, at any time replace or substitute the gifts with any other of equal value, and reserves the right to vary, Delete, or add to any of these terms & conditions from time to time or terminate this Program without prior notice.
11. By taking part in this Program, you understand and accept without condition that FrieslandCampina (Singapore) Pte Ltd may elect to use your personal information contained herein for internal and/or external marketing purposes by mail/e-mail/phone/SMS, whilst according to your privacy or confidentiality with highest priority.
12. The gift value is based on estimation only and subject to change without prior notice. The gift value stated or printed on the Program materials may not reflect its actual or original value as well as its selling price in the market.
13. The Organizer reserves the right to substitute the gift with that of similar value at any time at their absolute discretion without prior notice and gift is non-transferable and not exchangeable for cash.
14. Successful participants will receive their gifts after 16 July 2018.
15. By participating in this Program, participants consent to give their personal information and FrieslandCampina (Singapore) Pte Ltd reserves the right to publish, use the participant's names and/or photographs plus their entries for purpose of publicity, advertising and/or trade without further compensation or notice and each participant shall not be entitled to make any claims for use of their entries by FrieslandCampina (Singapore) Pte Ltd.
16. By participating in this Program, the participants agree to be bound by this Program Terms & Conditions, and the decisions of FrieslandCampina (Singapore) Pte Ltd.
17. FrieslandCampina (Singapore) Pte Ltd reserves the right to change, amend, delete or add to these terms and conditions without prior notice at any time and the participants shall be bound to such changes
18. FrieslandCampina (Singapore) Pte Ltd collects personal identifiable information to provide services or to correspond with you. This information is stored in a manner appropriate to the nature of the data by FrieslandCampina (Singapore) Pte Ltd and is used to fulfil your request in relation to this Program. By submitting your personal information, we deem that permission is given to FrieslandCampina (Singapore) Pte Ltd and/or its authorised agents to use this information for the purpose of present and future marketing and promotional purposes and to improve its products and services . If you inform the organizer that the information should not be used as a basis for further contact, FrieslandCampina (Singapore) will respect your request. Your information will not be shared with other companies or partners for their independent use.

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MAKE YOUR NEXT CAMPAIGN STAND OUT WITH

LICENSED MATERIAL

Quality licensed products are a great marketing tool to further reach for the licensor while you are afforded instant recognition by gaining the interests of fans of the licensed characters. Most importantly, for the licensee, the right licensed material can lend an otherwise seemingly generic product a premium image and bring you brand credibility.





























OUR LICENSE PARTNERS



LittleTwinStars



gudetama



Rilakkuma™



JUSTICE LEAGUE AMERICA



JUSTICE LEAGUE



We BARE BEARS



baby



My Little Pony Movie



TRANSFORMERS



MONOPOLY



DORAEMON



Pokémon



snoopy



pinkfong

OUR LICENSE PARTNERS



PROMOTIONAL MERCHANDISE HEARTLAND MALL

Target Audience:
Families, Young Mothers, Kids, Housewife

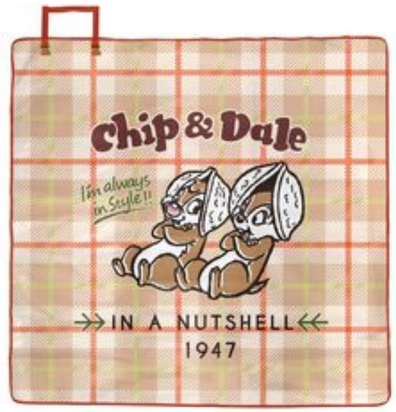
Foldable Shopping Trolley
RRP S$35 - 50







Coverlet / Blanket
RRP S$15 - 30





Foldable Beach Mat
RRP S$10 - 20





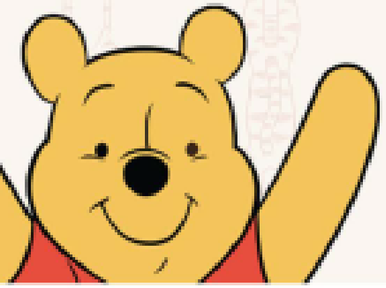
Diatomite Floor Mat

RRP S$10 - 15



Laundry Bag
RRP S$10 - 20









Bath Towel
RRP S$10 - 20



2 in 1 Storage Box
RRP S$20 - 30



Bathroom Accessories Set
RRP S$35 - 50

Ceramic Modular Dish Set
RRP S$35 - 50





Food Jar with Bag
RRP S$15 - 20



Cooler Tote Bag
RRP S$10-15



Food Container
RRP S$10 - 15



2-Tier Food Container

RRP S$20 - 30



Glass Food Jar

RRP S$15 - 20

Tea Pot Set
RRP S$60 - 70



Ceramic Bowl Set
RRP S$30 - 40



Ceramic Mug
RRP S$10 - 20



Pitcher
RRP S$50 - 60



Wooden Chopping Board
RRP S$30 - 40



Ceramic Plate Set
RRP S$40 - 50





Soup Pot

RRP S$40 - 50



PROMOTIONAL MERCHANDISE RETAIL ATTRACTION

Target Audience:
Gen Y & Z , Travelers



Foldable Duffle Bag
RRP S$15 - 20

Neck Cushion + Eye Mask
RRP S$15 - 20

Passport Holder
RRP S$15 - 20

Trolley Luggage
RRP S$150 - 200





Foldable Tote Bag
RRP S$10 - 15



Travel Organizer Set
RRP S$20 - 30



Trolley Luggage +
Mini Case Set
RRP S$200 - 250







Trolley Luggage
RRP S$15 - 20



Colour Changing Tumbler
RRP S$10 - 15





Flask with Bag
RRP S$30 - 40

Yoga Mat
RRP S$20 - 30















Cosmetic/Toiletry Bag
RRP S$10 - 15





Laptop Bag
RRP S$15 - 20

Neck Fan
RRP S$20 - 30



Foldable Camping Chair
RRP S$30 - 40



Portable Speaker & Microphone
RRP S$40 - 50

Blind Box Figurine
RRP S$15 - 20





Humidifier
RRP S$30 - 40



Night Lamp
RRP S$30 - 40

LICENSE PAST PROJECTS

Building on the passion for storytelling, we look forward to expanding our global collaboration creating unique experiences for fans to immerse themselves in the various licenses. Over the last few years, Axxel Marketing has develop a strong relationship with the licensors, allowing us to stay updated with all the latest movies and characters before even going into market.

Disney FROZEN II



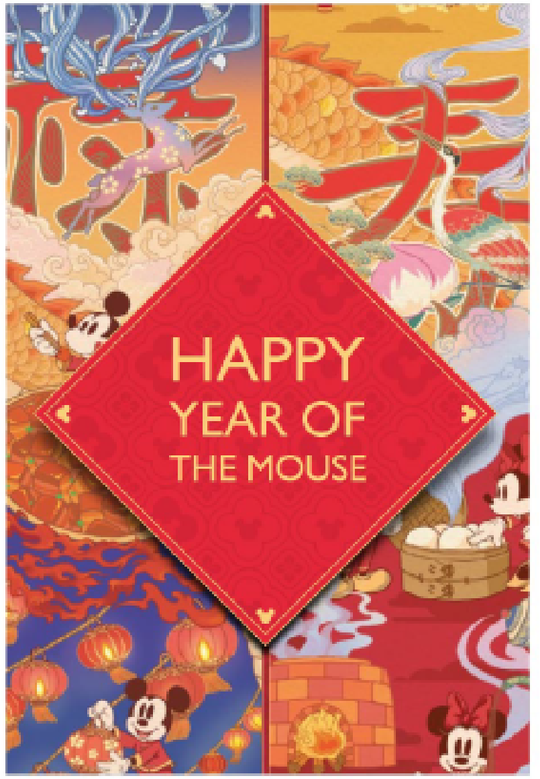
STAR WARS



MARVEL



Disney 2020 YEAR OF THE MOUSE



BEST PRACTICE

NTUC Sanrio Campaign - **Hello Kitty**

1. INCREASED BRAND RECOGNITION

Hello Kitty is a well-known and loved brand around the world, and incorporating it into your promotional merchandise can help increase your brand recognition and recall. The brand's cute and cheerful design can make your merchandise more memorable and help it stand out.

2. APPEAL TO A WIDER AUDIENCE

Hello Kitty is a well-known and loved brand around the world, and incorporating it into your promotional merchandise can help increase your brand recognition and recall. The brand's cute and cheerful design can make your merchandise more memorable and help it stand out.

3. CONSUMER EXCITEMENT

Hello Kitty being the third campaign using license merchandise for NTUC loyalty programme, did not fare any worst compare to the earlier two campaigns. This is a strong showcase that with great product innovation and multi categories, consumers are always seeking out the next license campaign and far from consumer fatigue.

4. LIMITED EDITION PROMOTIONAL MERCHANDISE

With the limited edition Hello Kitty Mahjong set, it was great way to generate excitement and interest in the campaign, and it exclusivity makes it more valuable to consumers because they are rare and exclusive.

5. COMPETITIVE ADVANTAGE

By incorporating a popular brand like Hello Kitty into your promotional merchandise, you can gain a competitive advantage over businesses that are using generic or less well-known designs. This can help you stand out in a crowded marketplace and increase the effectiveness of your promotional efforts.





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BEST PRACTICE

NTUC Disney Campaign - **Mickey Mouse**

1. QUALITY ASSURANCE

Being the authorized vendor for Disney, Axxel Marketing only works with Disney approved factories to develop merchandise, which ensure Its quality and consistency in the merchandise.

2. READY TO MARKET SOLUTION

While licensed merchandises are highly marketable due to its global recognition, it is also highly complex with multiple stakeholders and factories, and projects such as this, can take up to 8 – 12 months. Working with us allows NTUC to launch the campaign at ease and minimize inefficiency and wastage.

3. MULTIPLE CATEGORY

By working with Disney instead of a category brand, we are able to provide cross-category items within the same campaign. From kitchenware, homeware to everyday essentials, which will not be possible if you work with singular brand.

4. BUSINESS CONTINUITY PLAN

During covid, there's was a lot of uncertainty and people in general were not going out and spending time doing outdoor activities, nor are they going to doing any leisure groceries shopping. Thus it is important and we provide e-portal solution such as online redemption as back up plan for our client.





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BEST PRACTICE

NTUC Disney Campaign - **Winnie The Pooh**

1. POINT OF SALES SUPPORT

Being the authorized vendor for Disney, Axxel Marketing only works with Disney approved factories to develop merchandise, which ensure Its quality and consistency in the merchandise.

2. CONTINUITY

In our pipeline with licensors and client, we are launching more campaigns in 2022, this allows continuity for more licensed merchandises in the kitchen and homeware categories for your marketing planning and strategy.

3. EXPERIENCE DESIGN TEAM

A good design team helps to bridge the creativity acceptance between what is suitable to the client and its end users, practical to the suppliers, and align to the brand guideline of the Disney. This component is critical to the success of the campaign as the design is never a one plus one but a multiple of the creative design developed by our designers.





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MICKEY LOVE SINGAPORE

MBS Singapore Campaign - **Disney**

MARINA BAY Sands® SINGAPORE

Campaign Purchase with Purchase

Client MBS Singapore

License Partner Disney Mickey

Product Launch 2021



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EXPERIENCE WONDER AT JEWEL

Jewel Changi Campaign - **Disney 100**

JEWEL
CHANGI AIRPORT

Campaign Gift with Purchase

Client Jewel Changi Airport Singapore

License Partner Disney 100

Product Launch January 2023



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BEST PRACTICE

Changi Airport Group Disney Campaigns - **Frozen 2 & Starwars**

1. INVENTORY MANAGEMENT

Order of over 400,000 unit and a sales rate of over 7000 units daily, It was critical for Axxel to work closely with CAG to manage on the disperse of inventory to ensure the collection flow will not be disrupted and warehouse was managed properly.

2. EXCLUSIVE & COLLECTABLE

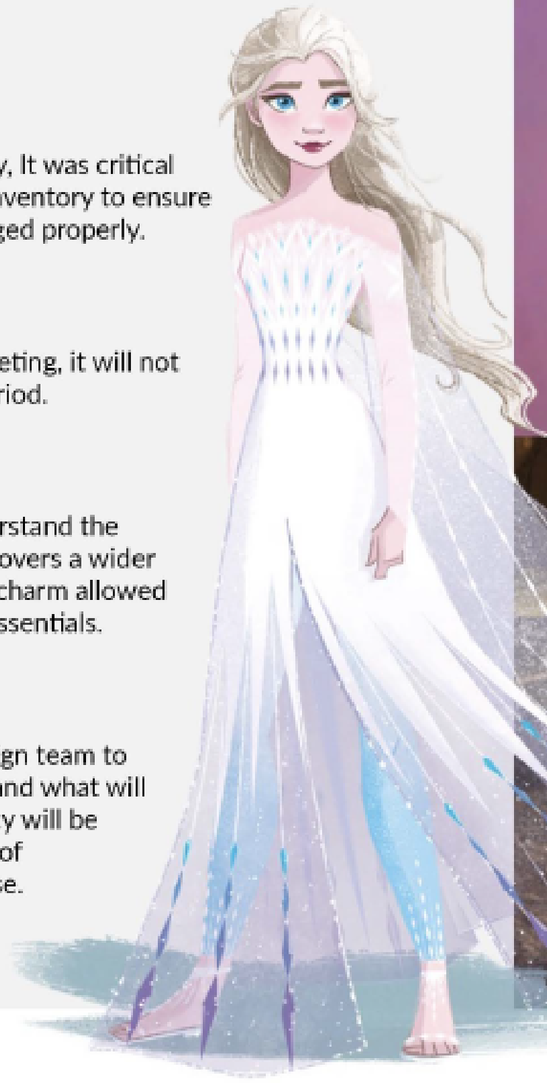
As all these merchandise were design and produced by Axxel Marketing, it will not be possible to find similar design after the campaign within that period.

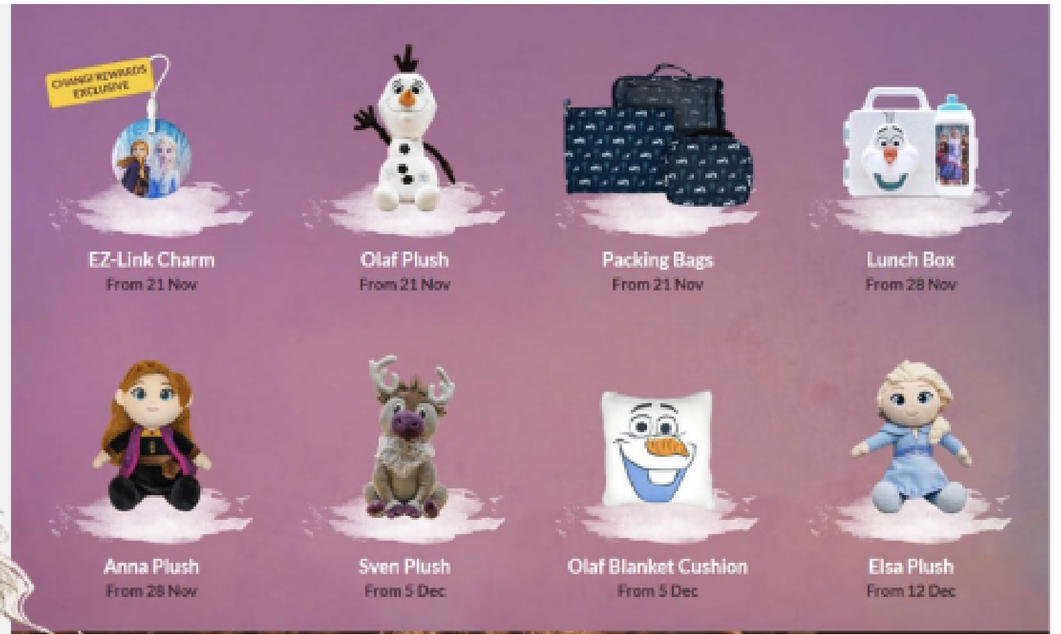
3. MULTIPLE CATEGORY

While we only developed plushie for Star Wars campaign, we understand the importance of a good mixed of product category to ensure that it covers a wider audience. The introduction of lunch box, packing bags and EZ-link charm allowed the older children to find something more practical for their daily essentials.

4. EXPERIENCE DESIGN TEAM

As all these design IP came from licensor, it was critical for the design team to understand on the limited of the factory on what can be actualize and what will be deem unrealistic to achieve by the factory. A lot of design agency will be able to develop and design, but not many will have the experience of Axxel Marketing to achieve the development of license merchandise.

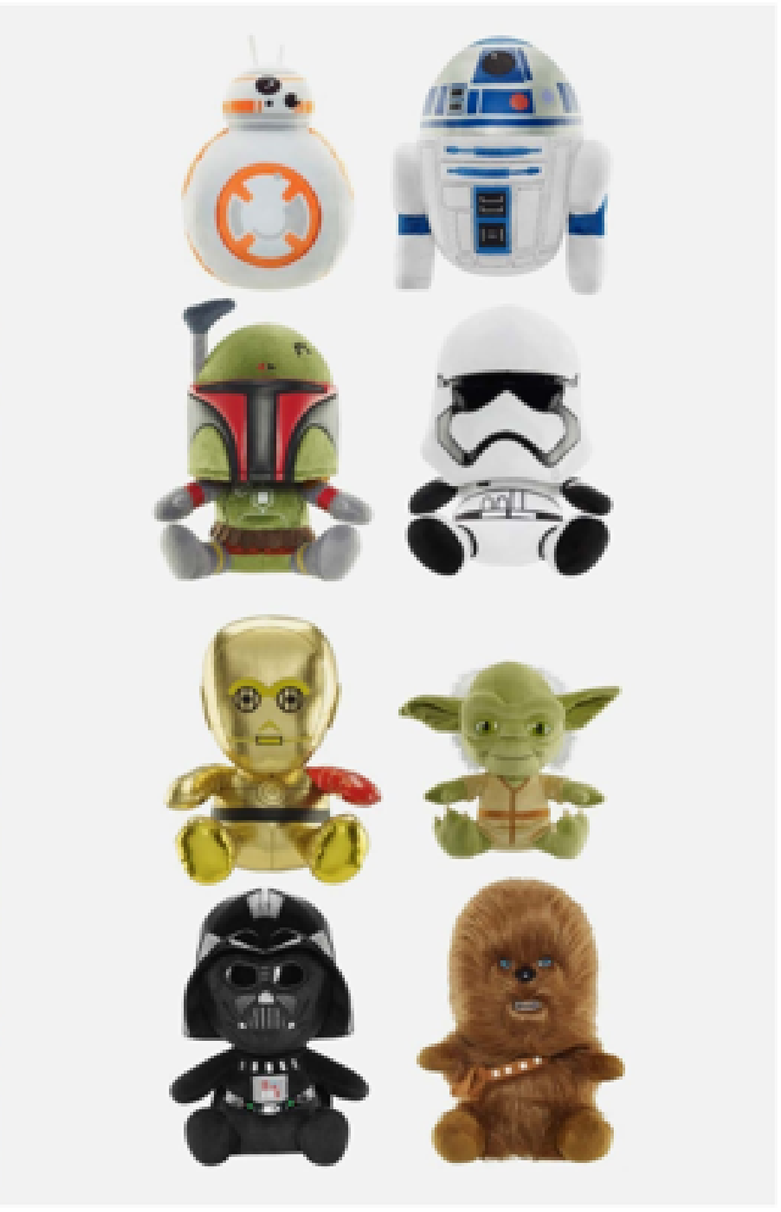






Copyright © Axxel Marketing Pte Ltd | All Design Subjected to Disney Approval





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CHANGI
airport group

CELEBRATION X'MAS

Campaign : Purchase with Purchase
Client : Changi Airport Singapore
License Partner : Tokidoki
Product Launch : November 2020













FROM OUR FAMILY TO YOURS

Jaya Grocer X Grab Malaysia Campaign - **Disney & Marvel**





Campaign Purchase with Purchase

Client Jaya Grocer X Grab Malaysia

License Partner Disney & Marvel

Product Launch November 2022

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DISNEY 100 MALAYSIA

Pavilion KL Malaysia Campaign - **Disney 100**

PAVILION
KUALA LUMPUR

Campaign Gift with Purchase

Client Pavilion Kuala Lumpur Malaysia

License Partner Disney 100

Product Launch November 2022

Banking Partner:

Maybank



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FROM OUR FAMILY TO YOURS

Pavilion Bukit Jalil Malaysia Campaign - **Disney & Marvel**

PAVILION
BUKIT JALIL

Campaign Gift with Purchase

Client Pavilion Bukit Jalil Malaysia

License Partner Disney & Marvel

Product Launch November 2022





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A STARRY CHRISTMAS

Pavillion KL Malaysia Campaign - **Starwars**

PAVILION
KUALA LUMPUR

Campaign Gift with Purchase

Client Pavilion Kuala Lumpur Malaysia

License Partner Disney Starwars

Product Launch December 2019

Banking Partner:

Maybank



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THE PROSPEROUS REUNION

Pavillion KL CNY Campaign - **Disney**

PAVILION
KUALA LUMPUR

Campaign Gift with Purchase

Client Pavilion Kuala Lumpur Malaysia

License Partner Disney

Product Launch January 2020

Banking Partner:

Maybank





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THE PROSPEROUS REUNION

Pavillion KL CNY Campaign - Disney

PAVILION
KUALA LUMPUR



Campaign Gift with Purchase

Client Pavilion Kuala Lumpur Malaysia

License Partner Disney Mickey

Product Launch November 2019

Banking Partner:

Maybank

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LEAP INTO PROSPERITY

Guardian Malaysia Campaign - **Disney Tsum Tsum**

guardian



Campaign Purchase with Purchase

Client Guardian Malaysia

License Partner Disney Tsum Tsum

Product Launch January 2023

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OUR CLIENTS

Across every industry, gifts and premiums are an essential part of their corporate branding and promotional strategy. Axxel Marketing is all about serving the customer's needs. Our capabilities allow for mass personalization of gifts that save you plenty of time.































LICENSE INSPIRED

With over 40 product brands, more than 20 products categories and 9 different license partners to choose from, the possibilities are endless.

Contact us today with your requirements and we can help bring your ideas to life.

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THANK YOU

AXXEL MARKETING