



Credentials



Where storytelling meets impact



Sinclair is an award-winning marketing communications agency

Established in 2009, Sinclair is a full-service marketing communications agency specialising in public relations, content creation, and digital marketing. With earned media at our core, our integrated approach builds value inspires action changes opinion, and grows reputation.



We reach across Asia

Driven by local perspectives and insights, our expert team makes your growth our mission.

In addition to our strategic presence across Asia, we are members independent agency networks which further expands our reach to international markets.





Our achievements at a glance

We are an award-winning consultancy with over 150 accolades gracing our shelves so far.



Winner of Consumer PR Consultancy

Named consumer PR consultancy of the year in APAC, and shortlisted over multiple years in the Consumer and Creative agency categories



B2B and B2C Agency of the Year

Awarded agency of the year in categories B2B Marketing, B2C Marketing, Hong Kong SAR PR Agency and Greater China PR Consultancy, with nine wins and counting



In-country Consultancy of the Year

Awarded gold for consultancy of the year, twice



PR Excellence

Best campaign in Cause-Related Public Awareness, Consumer Launch, Corporate Branding, Experimental PR, Financial Communications, Internal Communications, Public Education, Sponsorship/Partnership



Best in Marketing & PR

Best campaigns in Corporate Social Responsibility, ESG, Finance & Insurance, Food & Beverage, Lifestyle & Entertainment, Launch/Rebranding, Public Awareness, Reputation Management Strategy



Best in Corporate Communications

Best campaign in Corporate Reputation, Employer Branding, Healthcare



Content Marketing

Best campaign in Content Marketing for Financial Service



How can we help your business grow?

Knowing your business is our business. Fusing insights and creativity with experience, we bring fresh perspectives that ensure our clients are shaping the conversations that matter.

Brand Consultancy

Corporate Reputation

Creative Design

Digital Strategy

Employer Branding

ESC Communications

Event Marketing

Executive Positioning

Influencer Marketing

Issues & Crisis Management

Social Media Management

Stakeholder Relations



Our **communications** services

Brand Strategy

We develop strategies that drive long-term success and business growth.
We partner with clients to deliver compelling and creative strategies communicated across channels and platforms in a clear and consistent voice.

Media Relation

Social Media

Partnerships

Digital Solutions

Content Creation

Events

**Influencer
Marketing**

**Insights &
Measurement**

We work across industry sectors



Arts & Culture



Consumer



Education



Events



**Financial
Services**



**Hospitality
& F&B**



**Innovation
& Technology**



**Lifestyle
& Luxury**



**Professional
Services**



Property



**Public Sector
& Non-profit**



**Travel
& Tourism**

We are trusted by world-leading brands



Booking.com



MARRIOTT INTERNATIONAL
LUXURY BRANDS



MTR LAB



Sotheby's



Launching an iconic art fair



Case Study

© Sinclair





Igniting excitement for Art Central's highly anticipated return to its iconic harbourfront location.

Challenge

Art Central made an iconic return to its harbourfront location in 2024, and a strategic communications campaign was needed to position the Art Fair as a cornerstone event of Hong Kong Art Week. With numerous competing arts and mega-events taking place during the same period, a strong and differentiated strategy was needed to generate widespread excitement, drive ticket sales, and ensure high-quality footfall and business for the Fair.

Approach

A multi-faceted approach emphasised Art Central's unique identity and harbourfront location, setting it apart from other arts events. An impactful storytelling narrative highlighted the Fair's fresh and innovative creative vision, differentiating it from previous years. An exclusive pre-event media roundtable with the Fair Director and Curatorial Director built anticipation and excitement while showcasing their creative approach to programme curation.

Outcomes

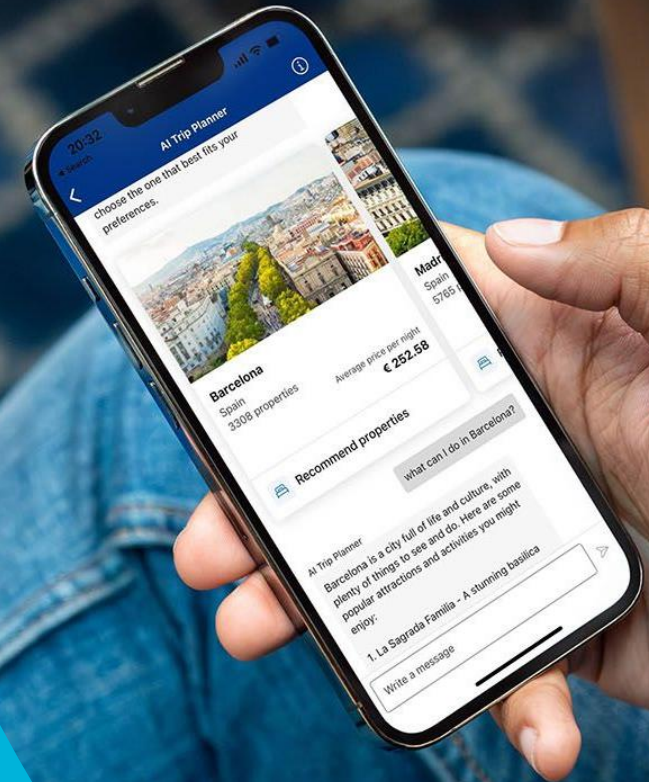
- Generated over 1,220 high-quality pieces of coverage across top-tier local and international media, with 50 in-depth features and interviews, driving unparalleled visibility and positioning as the must-attend arts event.
- Achieved a reach of over 8.31 billion, capturing the attention of art enthusiasts and collectors worldwide.
- Garnered over 500 media attendees from across the world.

Strengthening a digital travel platform's leading role

Booking.com

Case Study

© Sinclair





Enhancing the positioning of a digital travel platform as the leading authority in the travel industry and the brand of choice in Hong Kong.

Change

Position Booking.com as the foremost authority in the travel industry and the preferred digital travel platform for Hong Kong travellers. Maintain and further enhance the brand's reputation and perception among media, stakeholders and consumers.

Approach

Leveraged travel related data, trends and market insights to create diversified, valuable content for consumers to demonstrate that Booking.com is committed to assisting travellers in planning their trips. Built thought leadership to showcase the brand's expertise and insights through in-depth interviews, media stories, and a trend-led media events.

Outcomes

- Positioned Booking.com as a leading travel industry authority.
- Achieved over 150 pieces of coverage across general news, business, travel and lifestyle media in just five months.
- Generated over 263 million impressions in print, online publications and social media channels.

Introducing a new major brand partnership in Southeast Asia



Case Study

© Sinclair





Increasing brand exposure in Southeast Asia and creating awareness of how Carlsberg is transforming the way people consume beer in the region by joining forces with brands that share similar ambitions.

Challenge

To expand distribution and reach a wider audience in Southeast Asia (SEA), Carlsberg Asia signed an MoU with SEA's everyday super app Grab. This strategic partnership covers four key SEA markets, and a holistic communications approach is required to build awareness of the collaboration.

Approach

Crafted a top-level narrative and storytelling angles to ensure consistency and effective message penetration across individual markets in the region. Pitched and secured editorial content that engaged both consumer and trade audiences. Developed corporate content to disseminate the message in the industry through Carlsberg's owned and spokespersons' LinkedIn channels.

Outcomes

- Generated +150 items of coverage across top-tier business, marketing trade, retail trade and news media, driving visibility and positioning Carlsberg as a leading brand.
- The cumulative reach of coverage was an impressive 245 million with 100% positive sentiment.
- Achieved 100% key message penetration, ensuring clear and consistent communication of the partnership.

Driving consideration for an online marketplace



Case Study





Inspiring buyers and sellers to challenge their thinking through a digital campaign that inspires audiences.

Challenge

While online shopping scams are a challenge across the highly-competitive e-commerce industry, enhancing Carousell's brand reputation and upholding its position as an industry leader by reshaping brand narrative to add value to the brand within the online marketplace.

Approach

Crafted a unique narrative by amplifying the "Everyone Wins" mission, leveraged brand positioning as a sustainable platform, and a platform that empowers SMBs to succeed, then maximised positive brand exposure through creating data-driven stories, building thought leadership through media engagement and speaking opportunities.

Outcomes

- Generated over 200 quality, in-depth earned stories across print, broadcast, online and social media.
- Achieved a reach of 1.9 billion through earned efforts.
- Earned coverage doubled in just one year, gained through leveraging data-driven story angles and compelling interview pieces with merchant partners.

Establishing social brand presence for a property group



HENDERSON LAND GROUP
恒基兆業地產集團

Case Study





Creating engaging social media storytelling that reaches next generation elites based on brand purpose.

Challenge

Known as one of Hong Kong's biggest property developers, Henderson Land aims to strengthen its brand image towards a broader audience, especially young elites, through Instagram. To resonate with young urban elites and reach wider audiences, Sinclair was appointed to revamp the social media content strategy with the support of advertising campaigns, showcasing the brand's values through creative content and storytelling.

Approach

Reset the narrative and tone from a more corporate approach to be more engaging and down-to-earth, and positioned their Instagram as a hub of inspiration. Developed key messages that highlighted their values with a variety of content angles, incorporating human stories, arts and culture, neighbourhood and trends. Utilised trending content formats - stories, filters and videos - to boost interactions and engagement.

Outcomes

- Achieved an average of 300 new followers per month.
- Reached 923,000 accounts on average per month.
- Earned on average 2,890 engagements per month.

Positioning a leading employer in the F&B industry



Case Study

© Sinclair





Inspiring current and potential employees and demonstrating leadership in the F&B industry by providing an on-the-job training programme, equivalent to a bachelor's degree.

Challenge

McDonald's Hong Kong provides employees with an on-the-job training programme that is recognised by the Hong Kong Qualifications Framework (QF) and is equivalent to a bachelor's degree. A holistic communications strategy is needed to widen exposure of the programme and remove any preconceived perception about McDonald's providing low-level employment.

Approach

Drove storytelling through real life examples of successful restaurant general managers' career journeys at McDonald's to showcase "McDonald's means Opportunities". Leveraged celebrity Louis Koo's personal experience and event appearance to attract the public's attention for wider exposure.

Outcomes

- Generated +100 items of coverage and achieved a reach of +275 million across business, HR and entertainment media, including in-depth executive interviews, and restaurant general manager feature stories.
- Garnered +3,700 engagements on social media with a 100% positive sentiment.
- Won two Golds at PR Awards Asia-Pacific for Corporate Branding and Internal Communications.

Launching an innovation investment vehicle

MTR LAB

Case Study

© Sinclair





Crafting a sustainable and innovative brand identity as a solution provider and sustainability investor in the region.

Challenge

MTR Lab was launched in 2022 to serve as the MTR Corporation's innovation and technology investment arm. MTR Lab looks to invest in, collaborate and co-create with partners who share their vision of smarter, greener communities. Our mission was to launch and position MTR Lab for the innovation community, creating an impactful brand identity in line with their vision and values, effectively communicate their I&T prowess, and position them as a sought-after partner.

Approach

Crafted a unique positioning of 'building a smarter, greener future' using a humanised storytelling approach. Curated a strong identity on LinkedIn to connect with key industry players. Actively participated in industry events with established network partners. Ensured MTR Lab's voice was heard in important conversations to showcase the company's unique position as a valued 'innovation investor' and I&T partner.

Outcomes

- Enhanced brand awareness and consideration, demonstrated in the triple digit growth of business pitches received.
- Generated over 250 items of coverage across the region in the first six months.
- MTR Lab's LinkedIn page gained over 4,000 followers during the same period.
- Secured relationships with innovation community leaders resulting in double-digit growth of targeted collaborations.
- Won three significant industry awards for our work.

Reaching new audiences in China

Sotheby's

Case Study

© Sinclair





Enhancing awareness and nurturing next gen audiences in China by crafting events and thought leadership to solidify brand positioning in the auction industry.

Challenge

Raise awareness of Sotheby's key events and ready future generations of collectors in Greater China and overseas Chinese across Asia. Introduce the auction industry to wider audiences in China by adopting a modern, lifestyle-oriented communications strategy.

Approach

Developed a holistic communications plan to deliver key message to target audiences through earned media and owned social media platforms. Crafted compelling and consumer-friendly creative content for each campaign to ensure stronger resonance and strengthen engagement by creating approachable touchpoints.

Outcomes

- Positioned Sotheby's for future generation to begin their art and treasures collections.
- Generated over 120 items of coverage with a reach of over 95 million across print, online, and social platforms in six months.
- Utilized trade events to engage media across arts, lifestyle, general and business titles.
- Secured interview placements in top-tier print and broadcast media.
- Won a SABRE award in influencer engagement for our work.

Positioning a new luxury lifestyle landmark in APAC

W MACAU
STUDIO CITY

Case Study

© Sinclair





Positioning a new hotel and resetting the standard for luxury lifestyle in Macau for APAC audiences.

Challenge

With tourism picking up post pandemic, the launch of W Macau – Studio City, in the highly competitive hospitality scene in Macau, not only brought the W Hotels brand to the city but the property was also the first to open since the brand introduced an evolved lens on its unassuming approach to luxury.

Approach

Leveraged the new W Hotels branding and uniqueness of W Macau – Studio City to craft a bespoke and unparalleled storytelling narrative to set the new luxury lifestyle scene in the market. Activations were rolled out in phases to build awareness effectively across APAC, including a teaser video campaign, an Opening and a Premier Event, and further established the property in the hospitality industry through thought leadership.

Outcomes

- Over 100 top-tier APAC media and influencers attended the opening events.
- Earned 1,645 earned coverage across sectors including travel consumer, travel trade and luxury lifestyle.
- Gained 152 million reach across local, regional and international publications and influencer audiences.
- Successfully positioned the property as *the* luxury lifestyle destination for trendsetters in Macau.

Sinclair's Work for Good Programme

Extensive experience in cause advocacy and communications

We pride ourselves on our commitment to our community, dedicating our professional time to work with local charities and not-for-profits to create positive impact. We have partnered with multiple organisations, causes, and initiatives to drive perception and behavioural changes via stakeholder and public engagement campaigns.

Sinclair has been recognized as a Caring Company by The Hong Kong Council of Social Service for nine consecutive years since 2015.



Ready to make an impact?

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