

We are Archetype

Who we are

We are a new breed of global communications agency specialising in creative production and digital marketing.

Our Purpose is to partner with category creators and industry leaders to build the world's most magnetic brands. Brands with the extraordinary power to attract customers, attention, advocates, opportunities and talent.

Where we are

NA

San Francisco
Los Angeles
New York City
Boston

EMEA

London
Munich
Stockholm
Paris
Madrid
Milan
Amsterdam

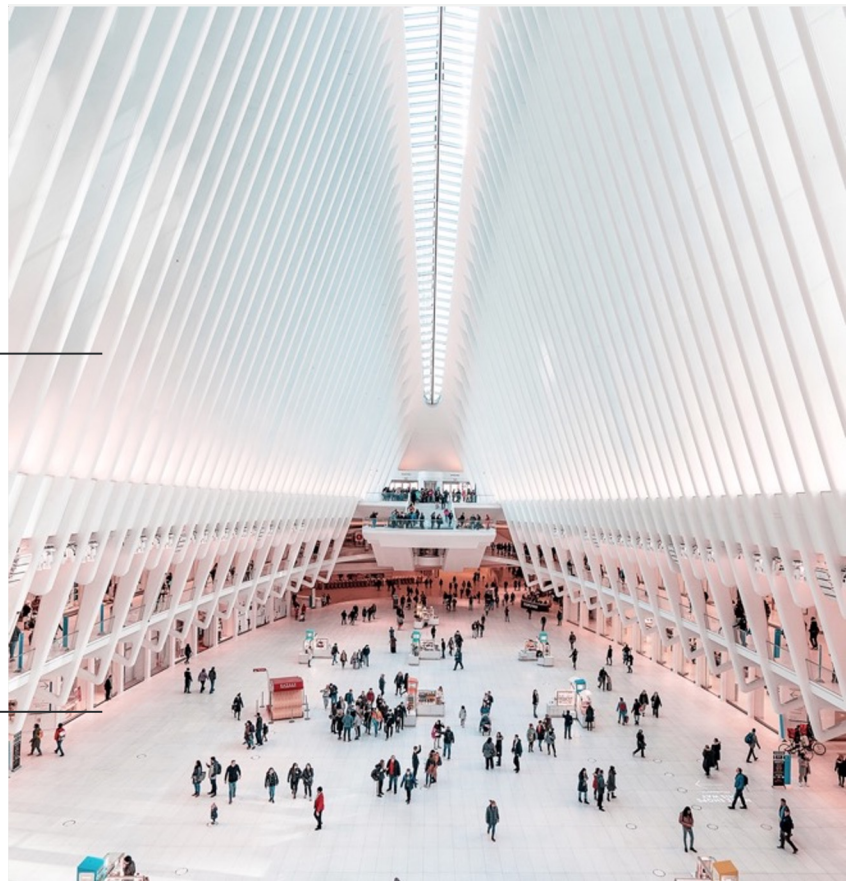
APAC

Beijing
Shanghai
Hong Kong
Kuala Lumpur
Singapore
Mumbai
New Delhi
Bangalore
Sydney

+ Partners from Auckland to Arizona

2021 & 2022 Best Agency to Work For in APAC –
PRovoke Media

2020 & 2022 APAC Agency of the Year – PRovoke
Media



Deep roots in APAC

ARCHETYPE OFFICES

Beijing
Shanghai
Hong Kong
Kuala Lumpur
Singapore
Mumbai
New Delhi
Bangalore
Gurgaon
Sydney

NETWORK PARTNERS

Auckland
Bangkok
Ho Chi Minh
Jakarta
Manila
Seoul
Taipei

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- Large Consultancy of the Year, 2021 – PRCA Southeast Asia
 - Best Agency to Work For in APAC, 2022/2021/2020 – PRovoke Media
 - Regional Consultancy of the Year, 2022, 2020 – PRovoke Media
 - Agency of the Future, 2022 – PRovoke Media





What we do

Creative Production

Creative Production
Creative Strategy
Brand Identity
Graphic Design (Print & Digital)
Film Production
Copywriting

Brand Strategy

Brand Creation
Insights, analytics & Measurement
Campaign Development
Messaging & Narrative
Brand Experiences

Strategic Communications

Media & Influencer Relations
Analyst Relations
Corporate Communications
Employee Communications
Crisis Communications

Digital Marketing

Social Media Strategy
Paid Amplification
Content Strategy
SEO & SEM
Web & Mobile Development

OUR CLIENTS IN APAC

acer

airbnb

Alibaba Group

amazon
web services

ASUS

AVAYA

中国电信
CHINA TELECOM

CISCO

Heineken

coursera

ERICSSON

Expedia

amazon

FOUR SEASONS
Hotels and Resorts

Gartner

HONG KONG
DISNEYLAND

IKEA

KAYAK

LAZADA



NBA

NVIDIA

VANS
"OFF THE WALL"

RR

SIEMENS

skyscanner

stripe

EICHER

4IP
HEALTHIER, LONGER,
BETTER LIVES

xero

YAHOO!

ZEBRA

Archetype

Our work:

Building magnetic brands

**We look forward to hearing from you.
Let's continue the conversation...**

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Archetype