

TnZ Group Pte Ltd was appointed by EDC@SMa (an Enterprise Development Centre formed by SPRING Singapore & Singapore Manufacturers' Federation) as the Branding strategy consultant company for the branding project of Aviq (S) Pte Ltd.

This branding project includes 8 modules and 3 stages in the implementation of said branding strategies.



Due to the tight schedule, Mr. Tan has to go to HK on 14 April, Dubai on 19 April and the primary marketing kit has to be completed before 10 April 2006.



TnZ Group presented the primary marketing kit development process and delivery result at the office. AVIQ approved the enterprise spirit, corporate philosophy, vision, mission, company logo, star product name and spirit, star product logo, company name card, folder and catalogue etc.

Both parties signed the memorandum on project stage 1 on 6 April 2006. In the later 2 months, the brand SILIS and slogan "Support In Life" was successfully developed and approved by top

management of Aviq, IPOs successfully registered the SILIS and another big project had successfully completed its first stage.



After the successful project modules completion of brand strategy, integrated marketing communication, A & P and implementation, top management of Aviq and TnZ Group did not forget to celebrate at Raffles Marina Club. [EDC@SMa](#) jointly celebrate the success.



竞合营销  
TnZ GROUP