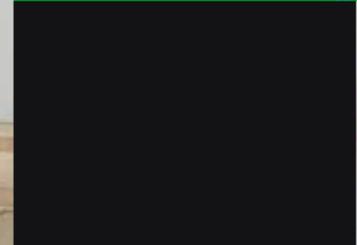


Bright ideas for smart content



**Whether you want more customers,
more revenue or more reputation, Cánh
Cam evaluate our work based on
whether it will deliver.**



With offices in Sai Gon, Australia, USA and 65 staff worldwide. Cánh Cam is a brand content agency that reputation brands through powerful storytelling, stunning design and insightful problem solving.

We believe your brand and reputation are the most valuable assets you own. Our job is to help you maximise the value of those assets by changing the way the world thinks and talks about you.

We create content that delivers...

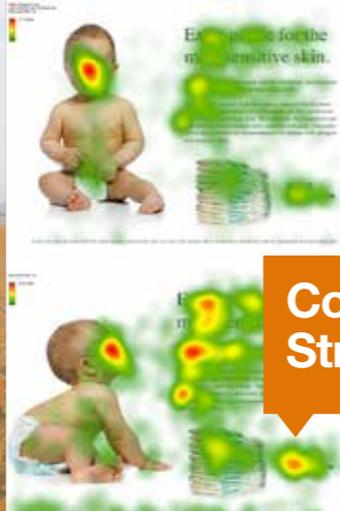
cánhcam™





**create content people
want to *share*...**

We work hard to understand what's now, what's next...



Content Productions



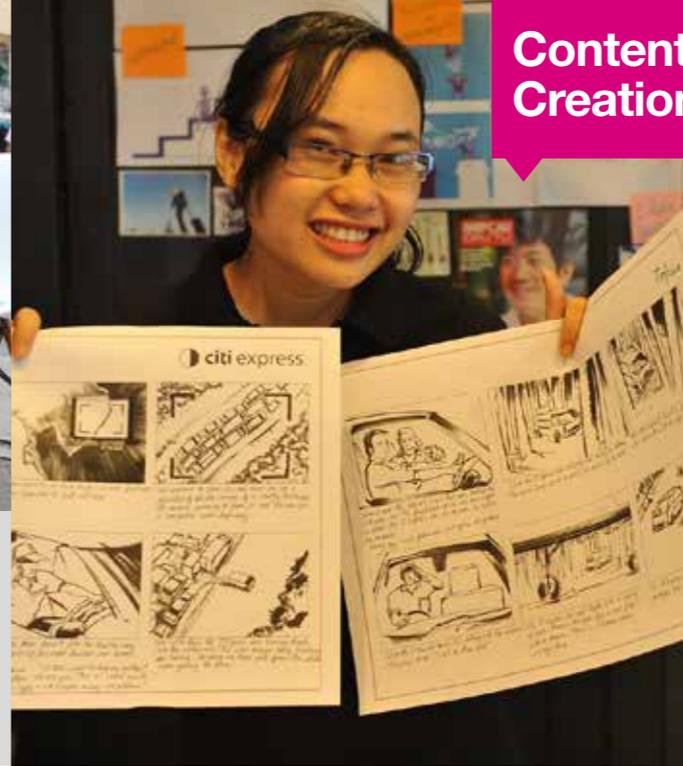
Content Strategy



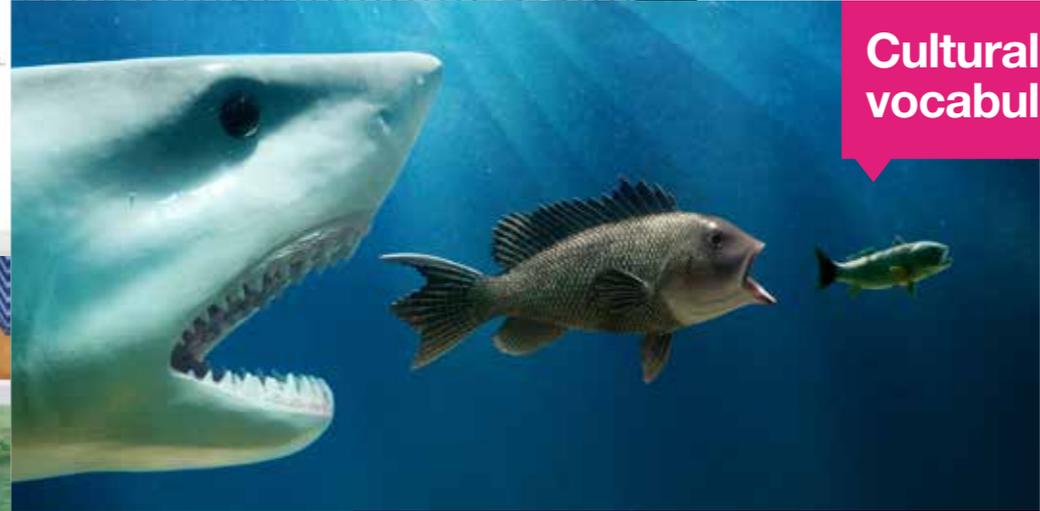
Content Distribution



Content Creations



In touch.



Create
CONTENT
people want
to **SHARE**

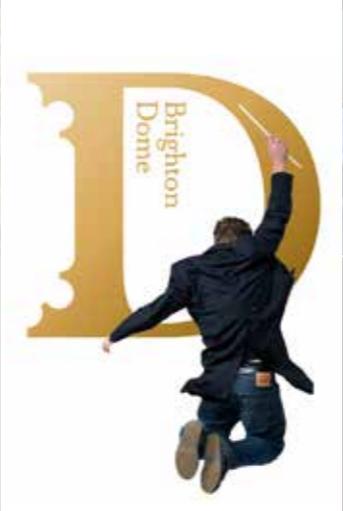


This insight provides a cultural vocabulary which informs our client work.

Inspired.



Inspires audiences



The result is communication which connects with its audience, creating memorable experiences.

In context.



Inspires audiences

Gia đình, Sở thích hay Điều gì quan trọng nhất Gia đình của tôi

Gia đình. Chỉ 2 chúng tôi

WF-J1001 (7kg)	WA10QA / 11QA (8.5kg)	WA10PA (8kg)	WA81F3 (7kg)	WA80/90J7 (7kg)	WT50/10J7 (7.5kg)

Xem chi tiết từng sản phẩm



Our commercial perspective ensures projects are as effective as they are beautiful.



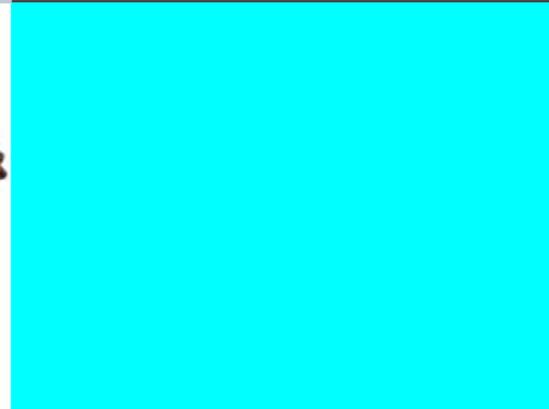
uncovered key insight
to drive double digit growth



revitalized old
brands



developed new products,
services, experiences



optimized customer experience
and marketing strategy



reimagined
the business
of the future



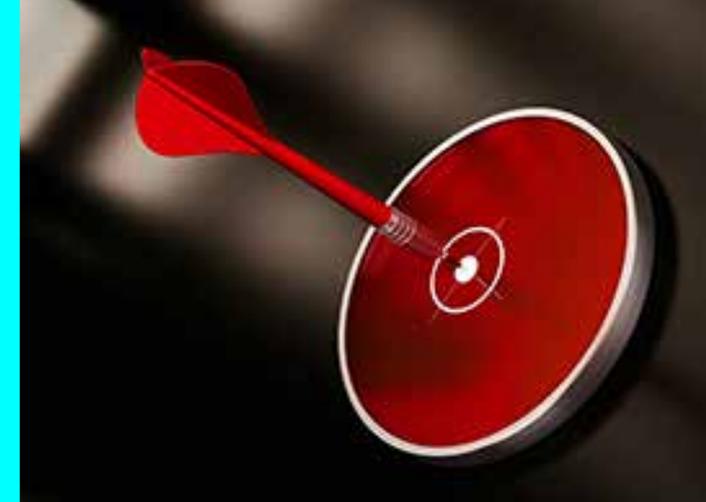
**Are you battling new or reinvigorated competition?
Are you celebrating a major milestone in your organization's history?
Is your business diversifying and chasing new opportunities?**

You should think of commencing the branding process at each of the following occasions:

**Your branding become tired, overly familiar?
Branding inconsistent, lacking a clear direction?
Have your products lost visibility on the shelf?**

**Are you struggling for visibility in a crowded market?
Do you need to gain traction after a merger, IPO, acquisition or sell off?
Are competitors trading off your hard-earned brand equity?**

**Are you expanding and trying to get a foothold in a new market?
Has your business outgrown its brand?
Are customers' needs changing and you need to reconnect?**



Any agency can do pretty pictures, but how many can see the **big picture**?

Approach all briefs no matter shapes and sizes to thrive by big picture. We offer a comprehensive range of strategic and creative services, all tailored to inspire world-class content that will take your brand from big idea to commercial success.

That's what we're about. Browse the service, meet our people and see how we use experiences.



Not only the services in office.
We just offer when Cánh Cam **belong**
to the world you live...





new ventures or products

We can help you name, brand
and launch new ventures,
products and services.

business transformations

We can help you rename,
reposition, rebrand and relaunch
your business.





refresh your existing brand

We'll show you how to refresh your branding without changing your existing brand identity.

reconnect with customers

We can bring people back to your brand through reinvigorated marketing, advertising and branded customer experiences.



reconnect with investors and stakeholders

We can breath new life into your
corporate and social communications
to help you tell your story.



re-engage your workforce

We can help you engage with your workforce to communicate new strategies, change behaviours, build brand culture and attract the best talent.



online visible

Where are you when people start searching? We can make your website hard work for your brand.

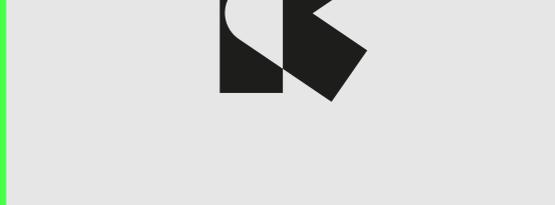
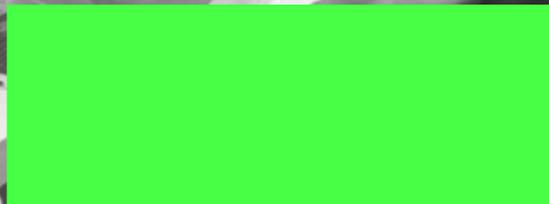
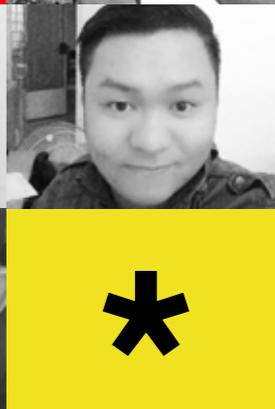
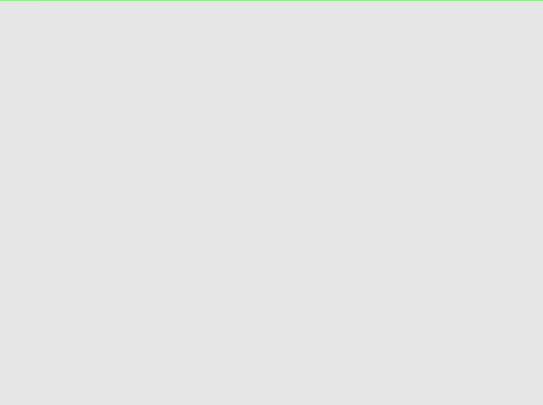




risk and opportunity

We see risk and opportunity when we reinvent, reposition and renew businesses and brands, shifting them from where they are to where they want to be.

Our people come from leading consultancies, agencies, and major companies



The way we work is an embodiment of our values

**many voices, one team
unexpectedly irreverent**

**fearlessly human
enjoying the ride
all in enduring bonds**

**Big Ideas, Smart Content
Commercial Success**



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