HIP
Digital Agency

COMPANY PROFILE

ABOUT US

WHAT WE DO

- DIGITAL STRATEGY SERVICE
- DATA ANALYTICS CONSULTING
- CONTENT MARKETING
- PROJECT MANAGEMENT
- WEB AND MOBILE APP DESIGN
- WEB DEVELOPMENT
- DIGITAL MARKETING

HIP
Digital Agency

Every great product starts with a spark—an idea full of potential, waiting to come to life

At HIP Digital Agency, that's where we step in. Think of us as your digital partner on this journey. From the very first brainstorming session to the moment your product hits the market (and beyond), we're right there with you—consulting, building, refining.

HIP Digital Agency is proudly managed by **Clearwisdom Sdn Bhd**

HIP
Digital Agency

THINK DIGITAL,
THINK STRATEGY
THINK INTERACTION

HOW WE DO IT

BRIEF

Engage in a conversation with the client to explore the campaign's goals, strategy, target audience, deliverables, and budgetary considerations.

ACTION

Produce deliverables in accordance with the approved specifications.

STRATEGY

Formulate a strategic plan that aligns seamlessly with the overarching goals and objectives of the campaign.

DELIVER & ANALYZE

Analyze and make changes to achieve the goal or beyond it

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Digital Agency

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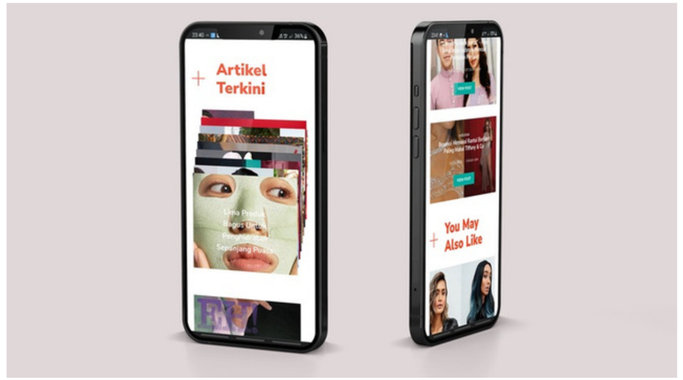
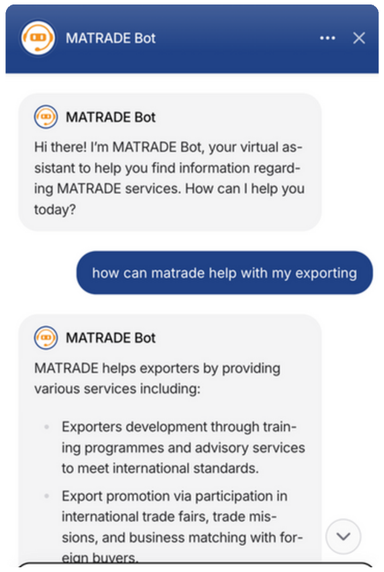
OUR WORK



DEVELOP
DESIGN



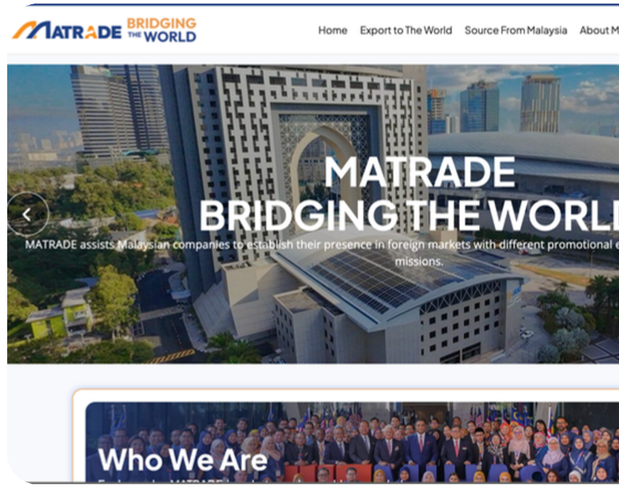
We successfully completed a web revamp project for MATRADE, delivering a brand-aligned design and an integrated chatbot to enhance user experience and support.

WORKSHOP & DEVELOPMENT

We began with a workshop involving key stakeholders to understand MATRADE's goals, business needs, and pain points. Insights from user behavior analytics guided a redesigned information architecture and web experience, significantly improving content navigation. The revamp also streamlined the system by reducing plugins and components from over 20 to fewer than 10.

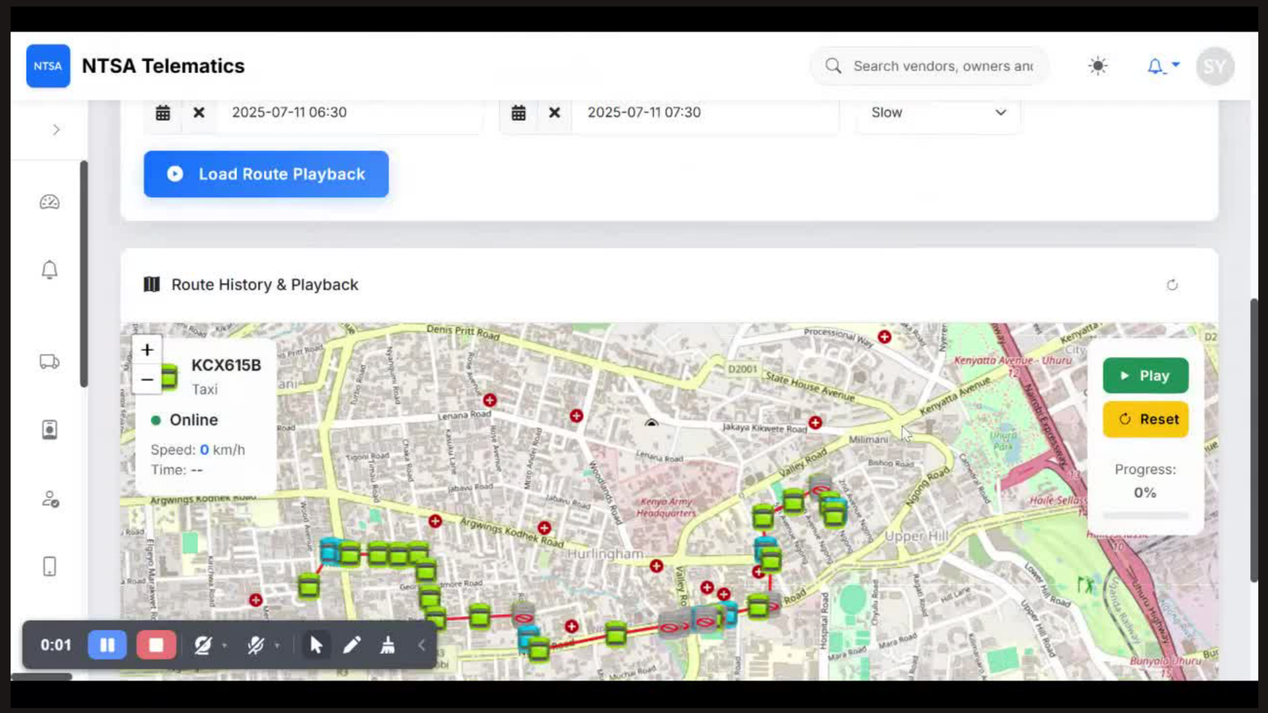
AI CHATBOT

The solution includes an AI-powered chatbot built with OpenAI to help users find information and get assistance quickly.



LEARN MORE

DEVELOP
DESIGN



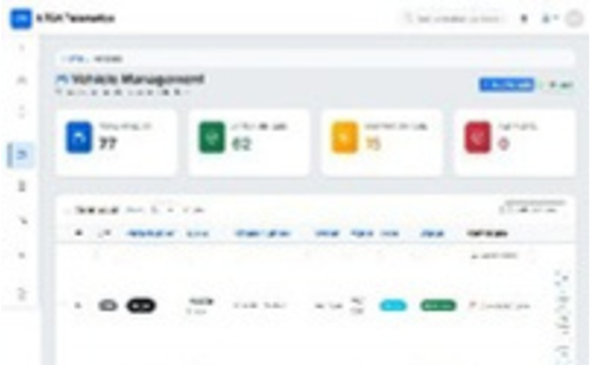
We're currently developing a vehicle tracking system specifically designed for delivery operations. It allows real-time monitoring of vehicle movements and sends instant alerts for delays, route deviations, and traffic incidents to help businesses stay in control of their delivery performance.

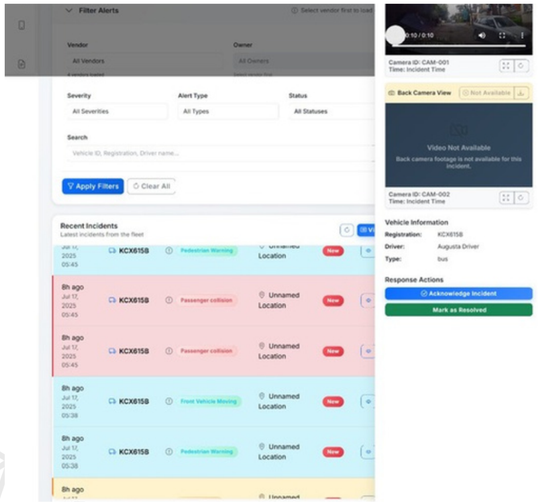
THE GOAL

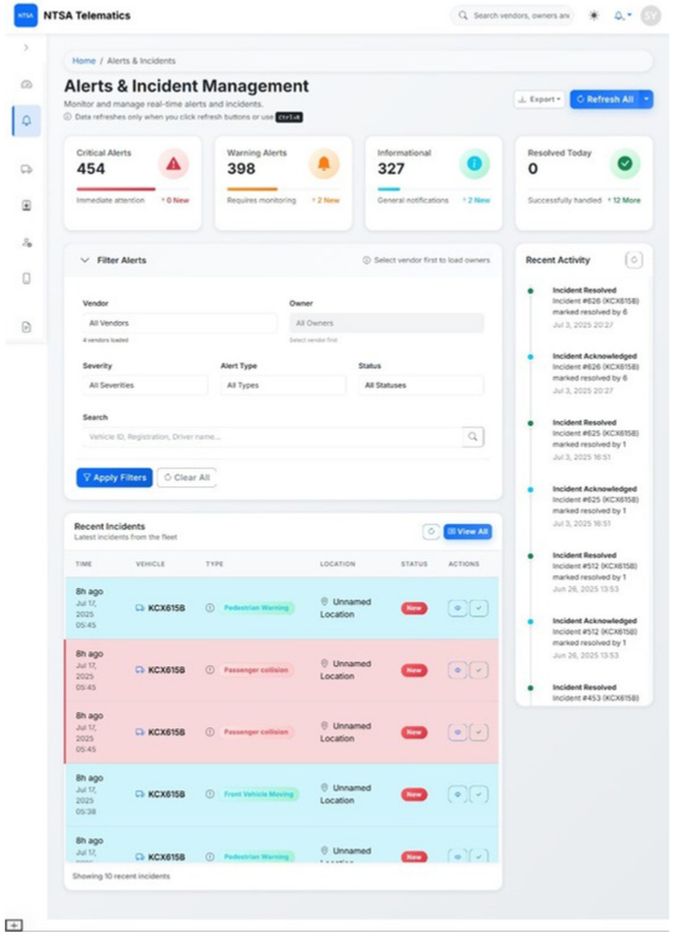
To optimize delivery operations by providing real-time vehicle tracking and automated alerts, enabling faster response times, improved route planning, and better customer satisfaction.

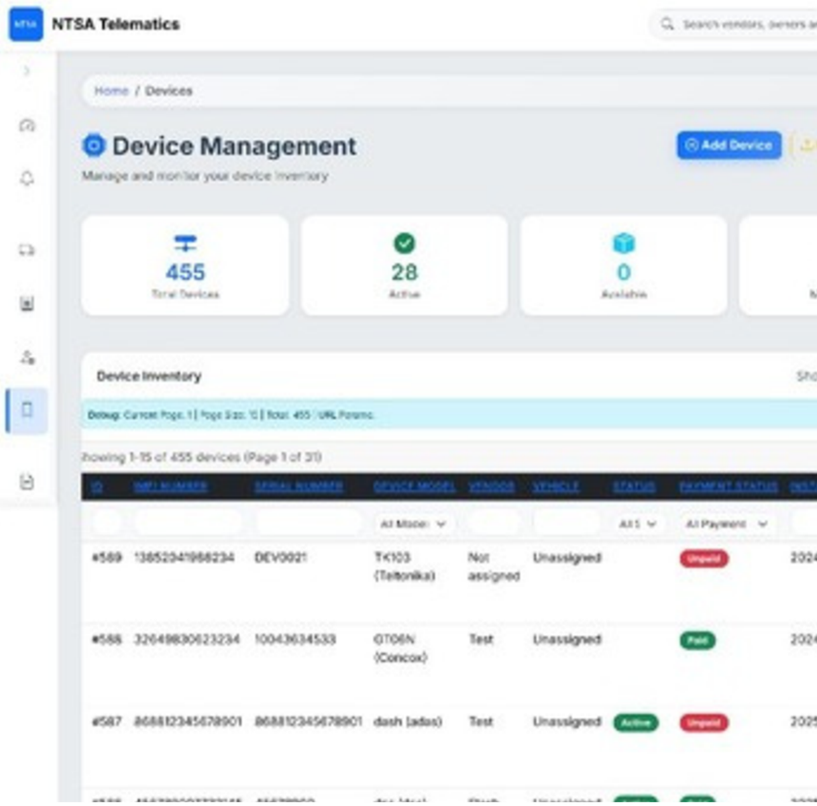
LEARN MORE

VEHICLE, DEVICE AND ALERTS & INCIDENT MANAGEMENT



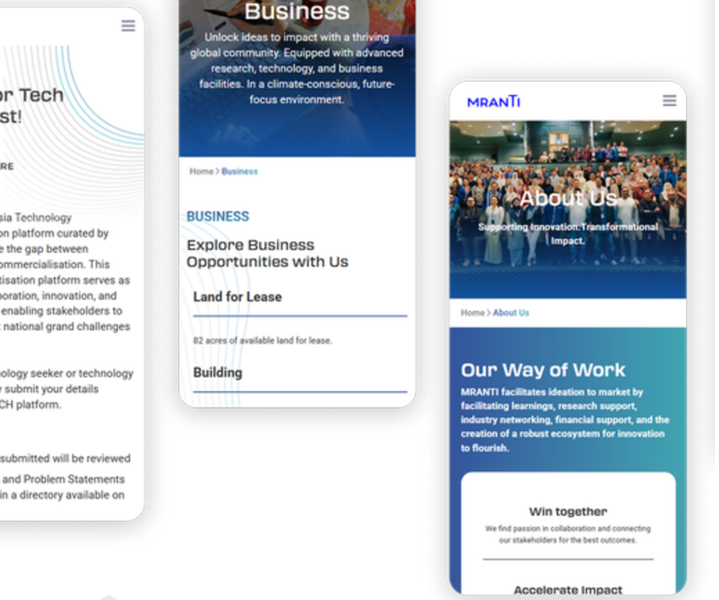






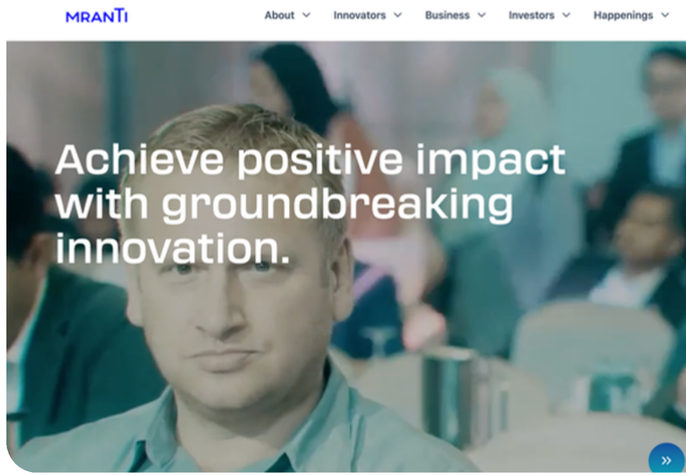
DEVELOP DESIGN

MRANTI

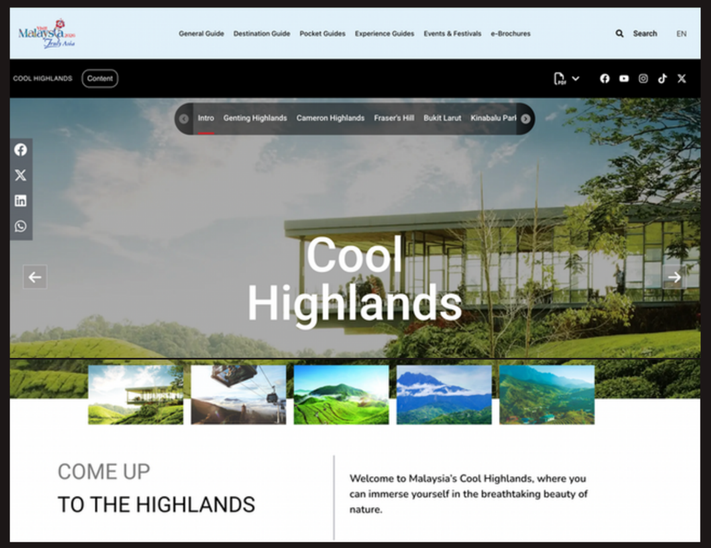


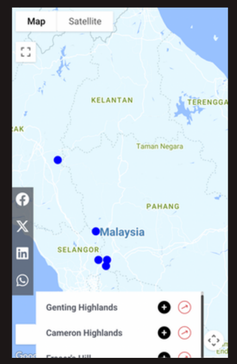
We collaborated with Mranti to refine the information architecture, user journey, and interface design, with the goal of ensuring that visitors could easily understand what Mranti does.
Our approach began with a series of in-depth discussions with all relevant departments within Mranti. These conversations allowed us to gain a clear understanding of the company's core business and objectives. Based on this insight, we developed a tailored strategy to present Mranti's services in a more intuitive and user-friendly way.

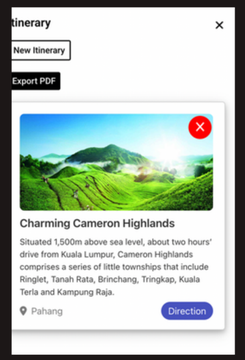
LEARN MORE



DESIGN DEVELOP







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BRIEF, OBJECTIVES & CHALLENGES

We have been assigned the responsibility of converting 10 PDF e-brochures into interactive web pages

WHAT WE DO

ANALYSIS & VM2026 STRATEGY

- We carried out a comprehensive website analysis and mapped our findings to the VM2026 framework to ensure alignment with the campaign's goals.

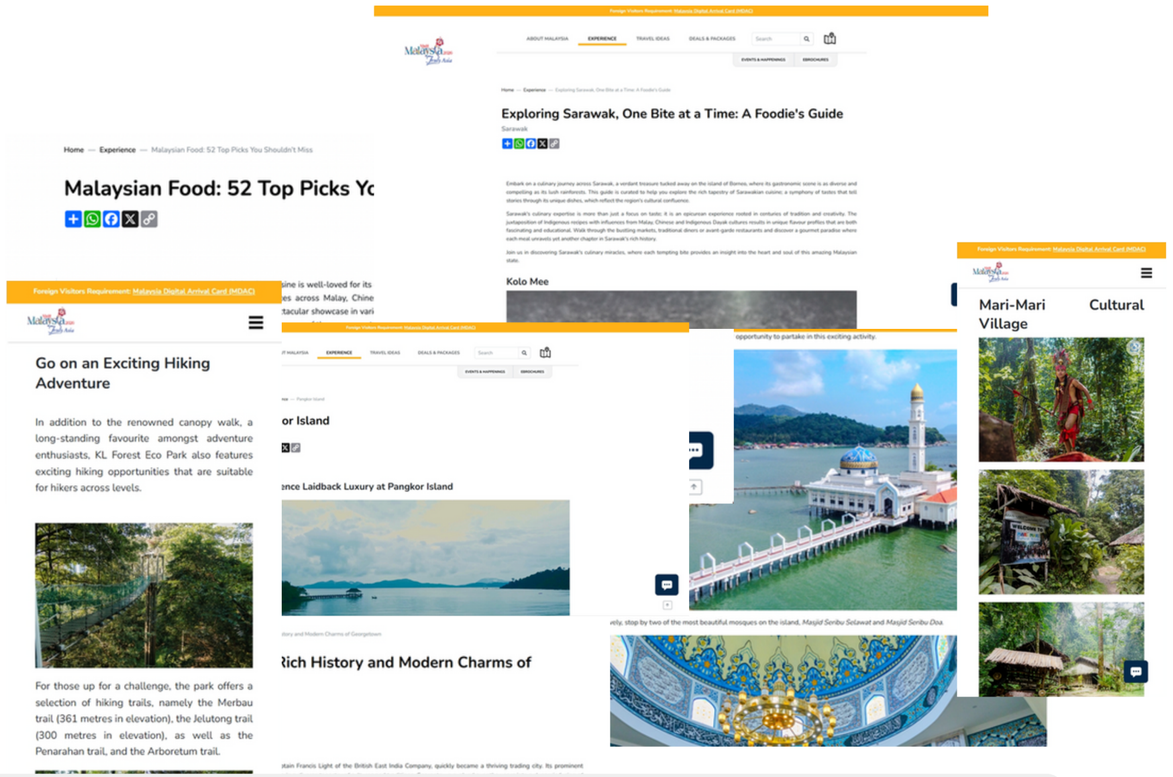
WIREFRAMING AND DESIGN

- Create a strategic wireframe using the obtained insights
- Suggest interactive component to increase the user engagement

WORDPRESS DEVELOPMENT ON AZURE

- We developed custom code for the website, overseeing both the Azure server management and the deployment process.

CONTENT



200%

RESULT
increased in
WEB TRAFFIC

OVERVIEW

We have been entrusted with the responsibility to write and produce video content for articles aimed at increasing traffic to Tourism Malaysia's website

WHAT WE DO

WORKSHOP

- We initiated the project with an intensive workshop alongside Tourism Malaysia's team to identify places to promote

ANALYSIS, OPTIMIZATION & STRATEGY

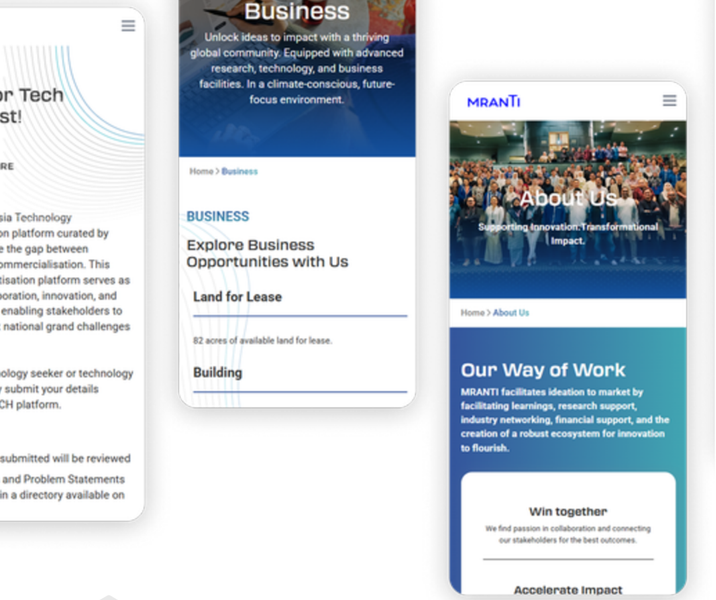
- We analyzed website data, studied social media trends, and explored SEO optimization to develop the most effective strategy for selecting article topics

CONTENT PRODUCTION

- We proceeded with writing the approved topics and producing photos and videos designed to attract and engage website visitors

DEVELOP
DESIGN

MRANTI



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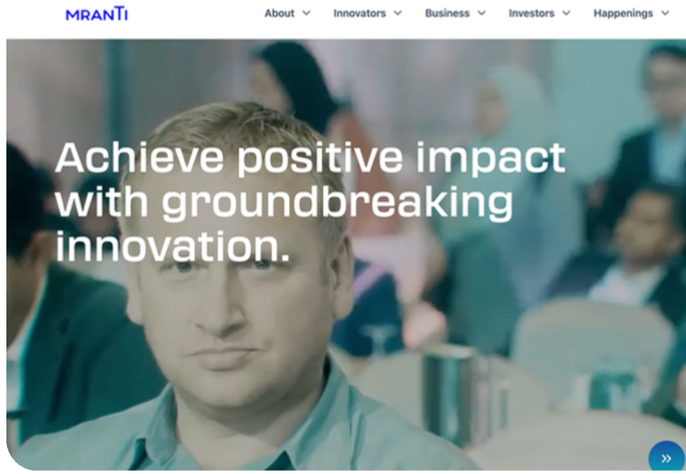
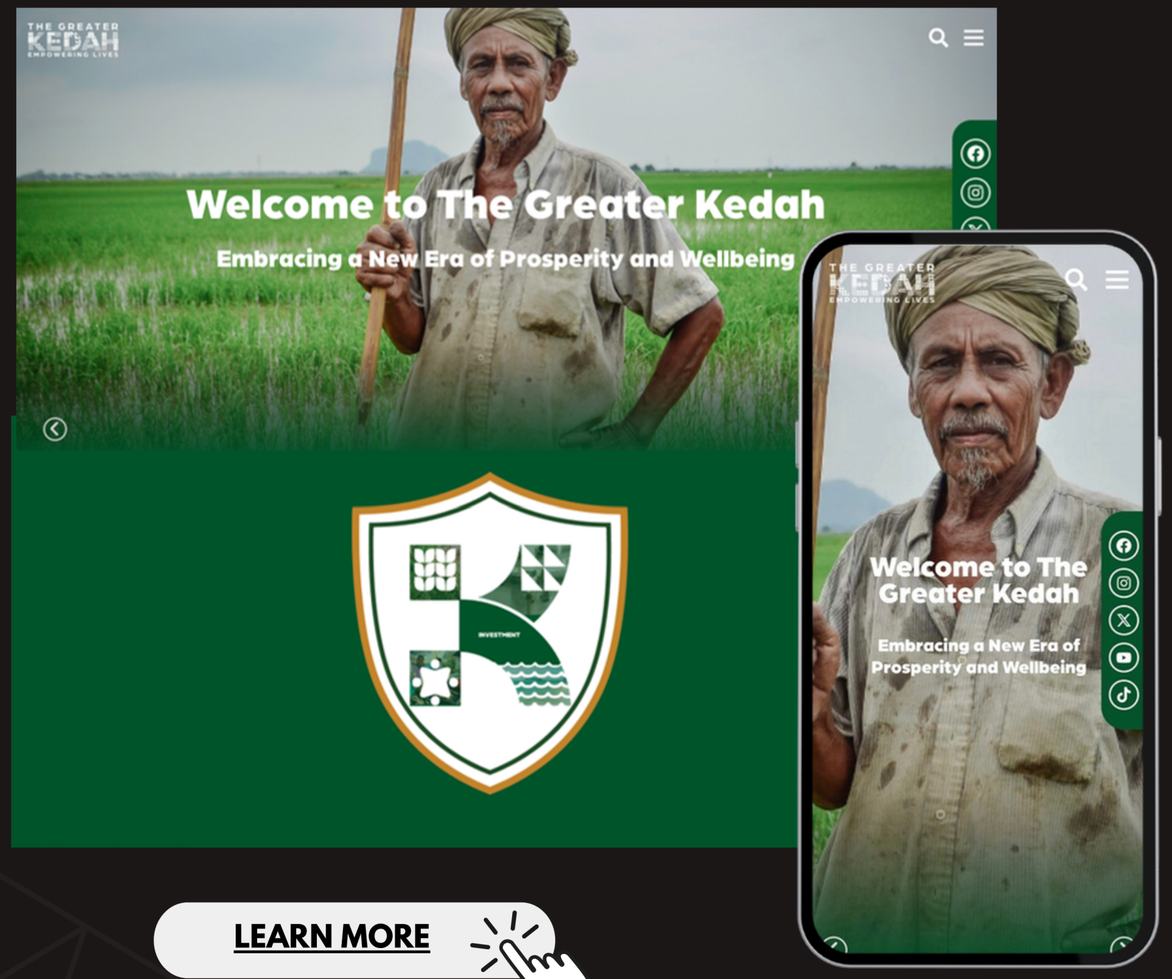


DEVELOP
DESIGN

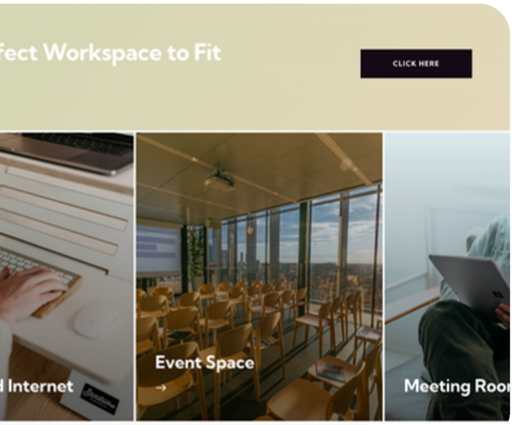


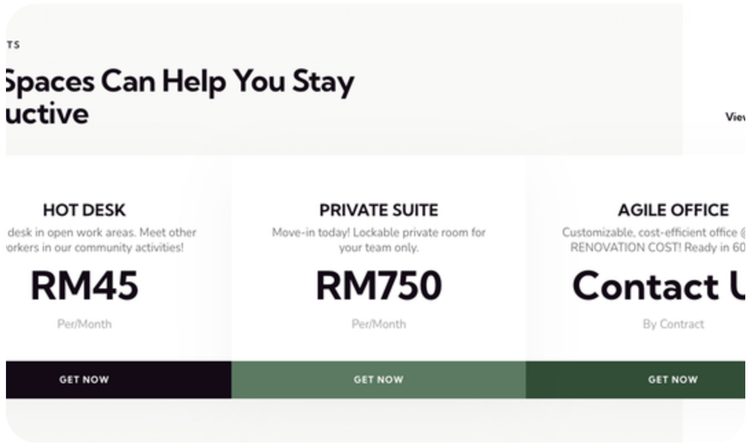
LEARN MORE

The Greater Kedah initiative represents a comprehensive vision for the future of Kedah, aiming to transform the region by the year 2050. This ambitious plan encompasses a multifaceted approach to urban development, economic growth, and environmental sustainability, ensuring a thriving and inclusive community for all residents.

To support the Greater Kedah vision, the dedicated website serves as a vital platform that articulates the objectives and strategies integral to the plan. One of its primary goals is to enhance the quality of life for locals by showcasing initiatives that promote better living standards, access to essential services, and community well-being. Through informative content, the website highlights various programs and projects designed to uplift the community, fostering a sense of pride and belonging among residents.

DEVELOP CONTENT





LEARN MORE

Dojo is a vibrant coworking space that aims to attract entrepreneurs and startups looking for an inspiring environment to grow their businesses. Recognizing the need for a fresh, modern design, we undertook a redesign project to enhance the brand's appeal and functionality.

Our approach involved creating a visually engaging and user-friendly interface that aligns with Dojo's branding values. By incorporating contemporary design elements and intuitive navigation, we aimed to provide a seamless experience for potential members exploring the space

WORKSHOP

HIP Digital Agency and Tourism Malaysia joined forces in a pioneering workshop, employing the **Sailboat Method** to refine and **highlight destinations** on the Tourism Malaysia website. Addressing the difficulty of presenting numerous locations, the workshop improved site attractiveness and strengthened global connections.

Our collaboration with Tourism Malaysia involves crafting various content types for their website: **articles** capturing Malaysian cultural richness, **photography** showcasing landscapes and culture, and **videos** inviting exploration of traditions, natural beauty, and contemporary allure.

LEARN MORE

LEARN MORE

CONTENT

ABIQ M & C approached us to collaborate on their inaugural Raya short film project. Our collaboration began with a collaborative brainstorming session to craft a compelling narrative, resulting in the creation of a short film "Rendang Nasib."

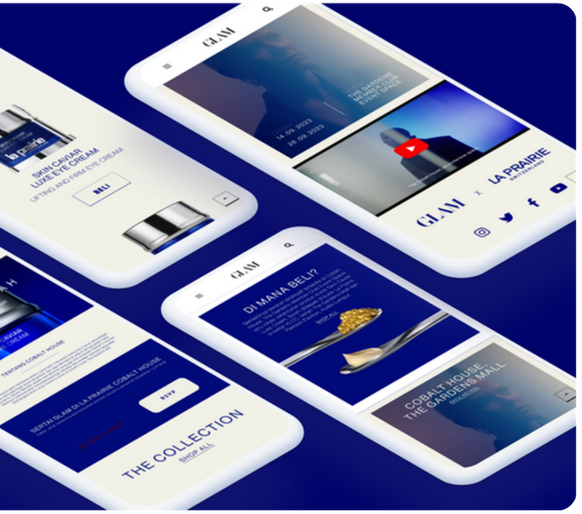
Much like life's unpredictable journey with its highs and lows, "Rendang Nasib" draws parallels to the remarkable story of Aman.

100k+
Views On Youtube & *Still Counting*

Within a mere **two weeks** of its release on YouTube, the film garnered an impressive **100,000+ views**.
This accomplishment reflects our ability to create engaging and impactful content that resonates with the right audience.

LEARN MORE

DEVELOP CONTENT



GLAM x LA PRAIRIE SWITZERLAND

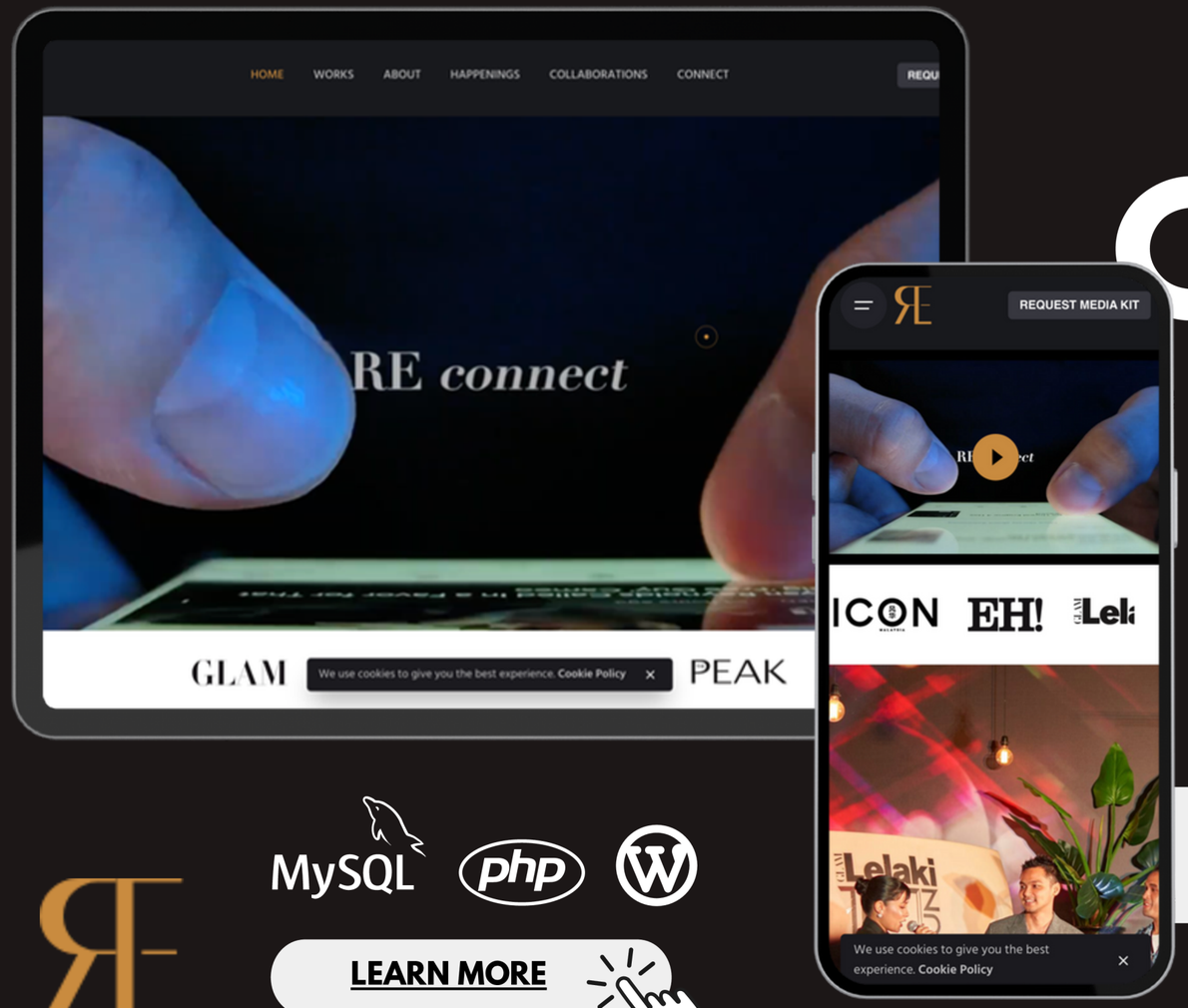
La Prairie & GLAM sought the expertise of our digital marketing agency to accomplish three key objectives through the digital channel:

1. Generate Awareness and Drive Signups for La Prairie's Cobalt House at The Gardens Member Club Event Space
2. Highlight Activities, Consultations, and Retail Promotions at Cobalt House
3. Showcase The Gardens Member Club Lounge as a Launchpad for the Re-mastered Skin Caviar Luxe Cream

LEARN MORE

Our strategic approach involved leveraging social media and search engines to drive traffic to the campaign page that we developed for detailed information. We meticulously targeted the right audience, prompting them to set appointments and visit the booth while capturing their contact details. Despite a two-week campaign with a predefined budget to secure 50 leads, we exceeded expectations by generating a total of **69 leads**. This success underscores our proficiency in crafting effective digital campaigns that not only meet but surpass client objectives.

DEVELOP DESIGN CONTENT



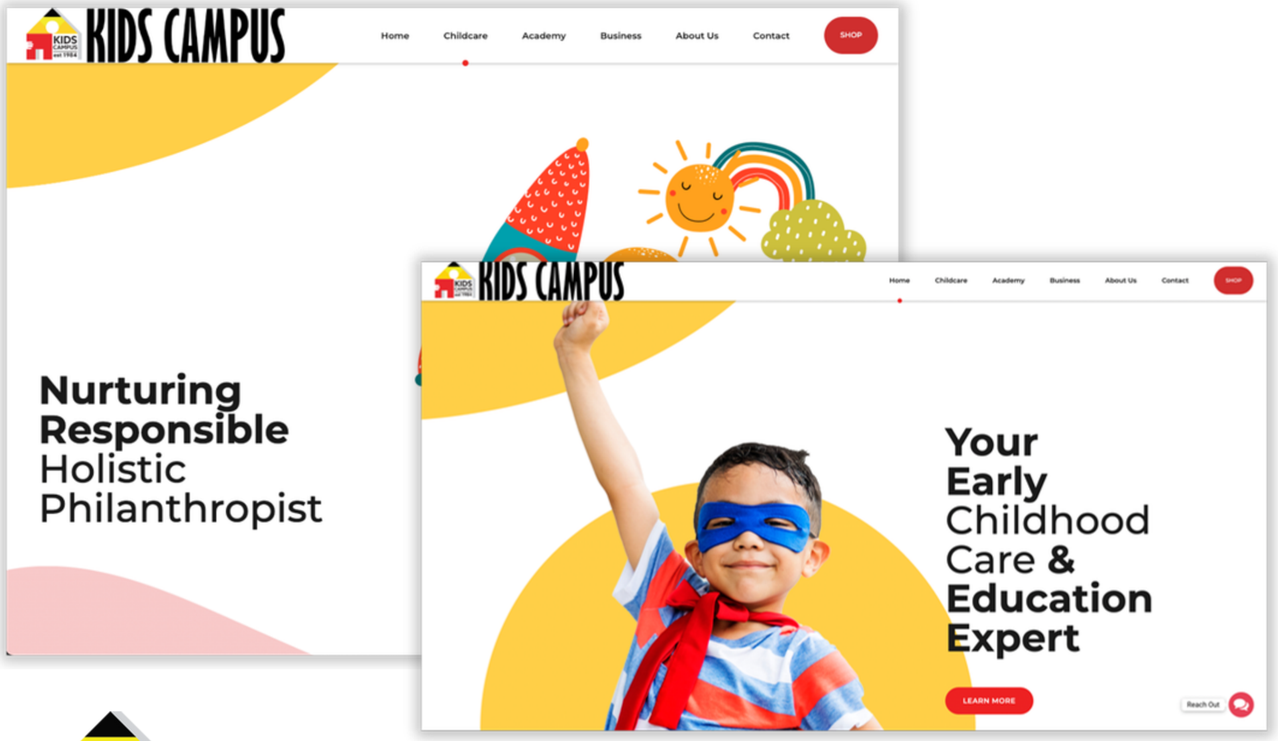
Biz of Re stands as one of Malaysia's leading media publishing companies, boasting a monthly outreach exceeding a million views across all titles. The website revamp is imperative to highlight their achievements. The redesigned website aligns with their ambitious vision for continued growth through the primary digital channel.

Following its recent launch, there has been a significant **50% increase** in website traffic, signaling a notable success in reaching a broader audience.

MySQL php

LEARN MORE

DEVELOP
DESIGN



KIDS CAMPUS est 1984

MySQL php

LEARN MORE

BRIEF, OBJECTIVES & CHALLENGES

The Kids Campus website, having been developed some time ago, faced limitations in delivering current information to customers due to its initial construction. There is a critical requirement for an updated and advanced approach to effectively portray the company's identity.

WHAT WE DO

CONDUCT A COMPREHENSIVE SURVEY

- Conduct a comprehensive survey targeting diverse groups.
- Aim to understand the business, its positioning & strengths.

INSIGHTS AND UNDERSTANDING:

- Analyze survey data for profound insights.
- Use this comprehension to guide an effective design process.

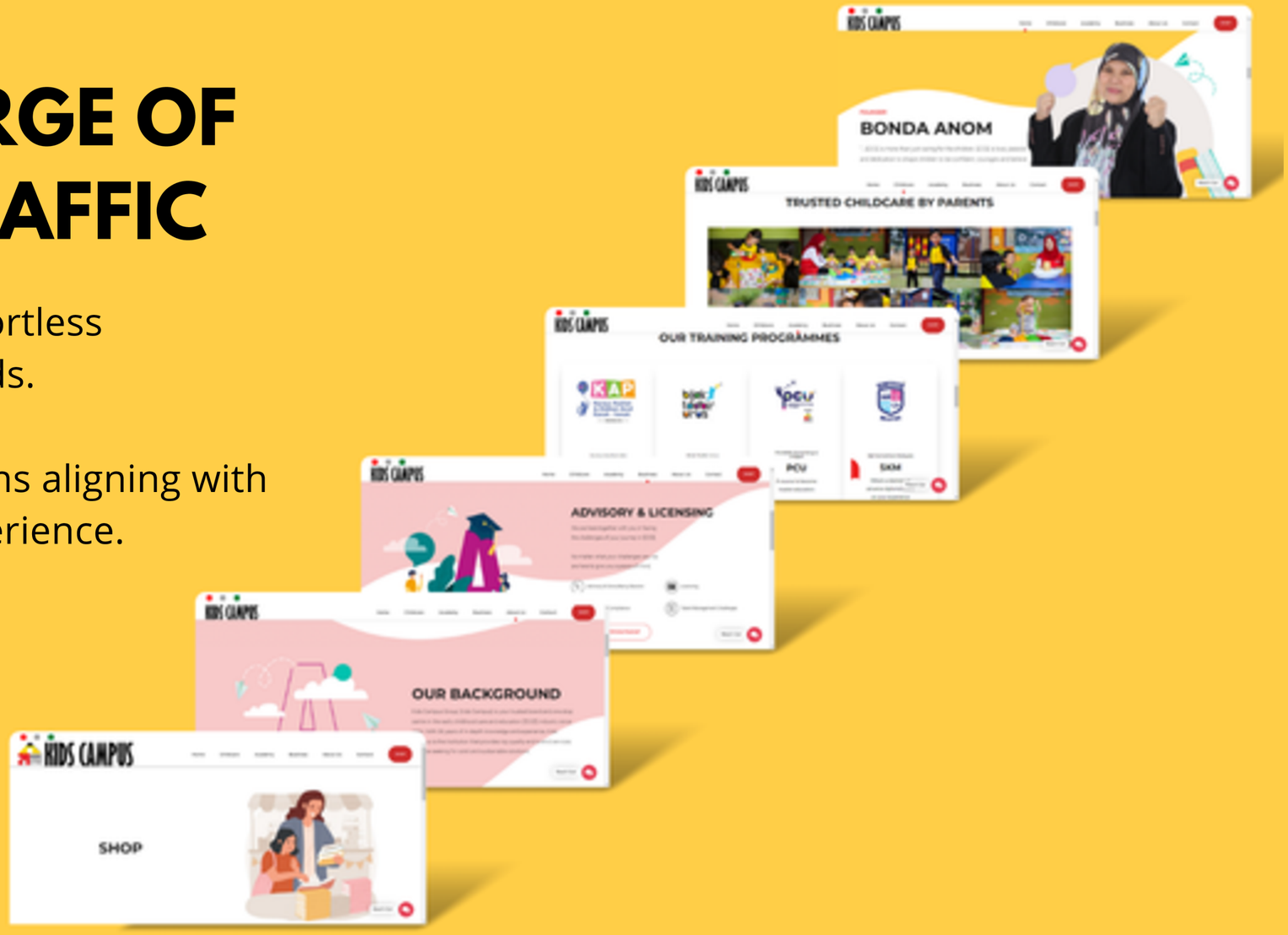
WIREFRAMING AND DESIGN

- Create a strategic wireframe using the obtained insights
- Implement the design to mirror and adhere to these crucial insights.

A REMARKABLE SURGE OF 80% IN WEBSITE TRAFFIC

- Introduced streamlined design for effortless communication with Kids Campus leads.

- Showcased commitment to web designs aligning with business goals and boosting user experience.



TELEGRAPH MUSEUM
MUZIUM TELEGRAF TAIPING

x TM

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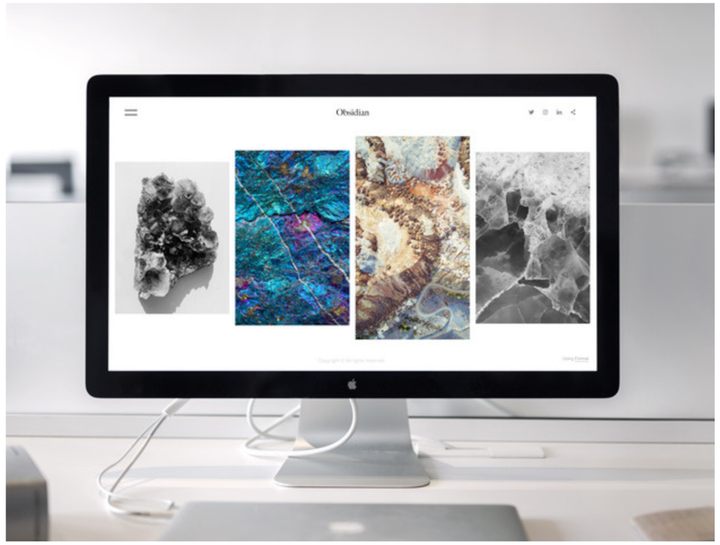
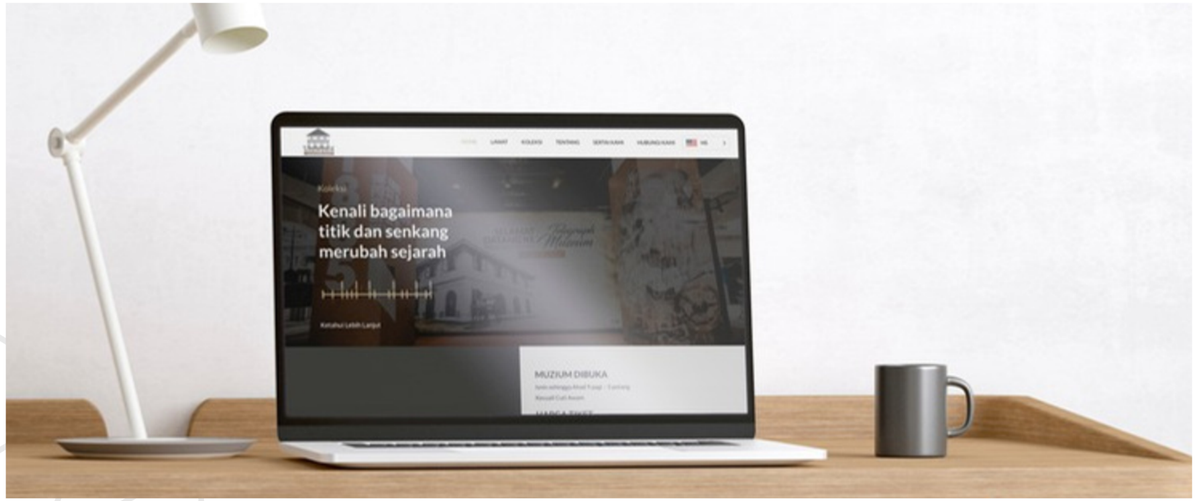




BRIEF, OBJECTIVES & CHALLENGES

We were given the opportunity by Telekom Malaysia to showcase our abilities for the first-ever telegraph museum in Taiping. The main goal is to turn website visitors into excited museum-goers, enticing them to experience and engage with the museum's unique offerings firsthand by sparking curiosity and interest online.

MySQL php

WE PROPOSED DESIGN ELEMENTS AND STRATEGIES

RELEVANCE TO TRAVELERS' PROFILES

Understanding traveler preferences is vital, aligning website design with visitors' museum expectations is crucial.

VISUAL STORYTELLING

Compelling visual storytelling through images and videos drives curiosity, encouraging exploration and bookings.

MULTILINGUAL INTERFACE

A multilingual site fosters inclusivity and accessibility, enhancing user experience for diverse travelers by overcoming language barriers.

RESPONSIVE

Mobile optimization is vital; responsive design offers seamless, immersive exploration of the museum's offerings on handheld devices.

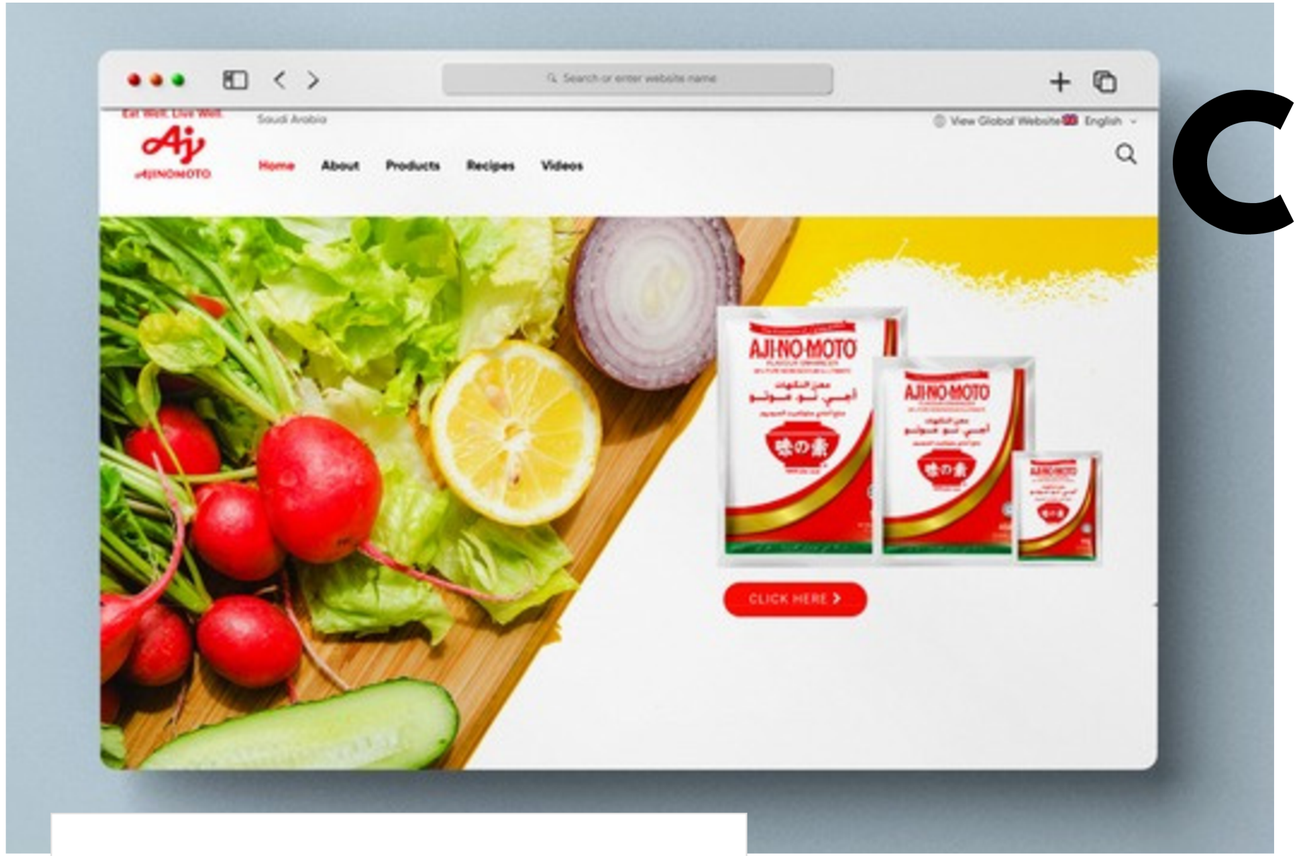
HERO BANNERS AND VIDEOS

Attention-grabbing hero banners and engaging videos swiftly captivate visitors, serving as entry points into the museum's narrative and inspiring bookings or visits.

Eat Well, Live Well.

AJINOMOTO

DEVELOP
DESIGN
CONTENT



BRIEF, OBJECTIVES & CHALLENGES

Ajinomoto, a renowned food brand since 1908, collaborates with us to create a bilingual eCommerce site for the Saudi Arabia market.

LEARN MORE

EXPIRED DOMAINS

MySQL php

WHAT WE DO

SIMPLICITY AND INTUITION

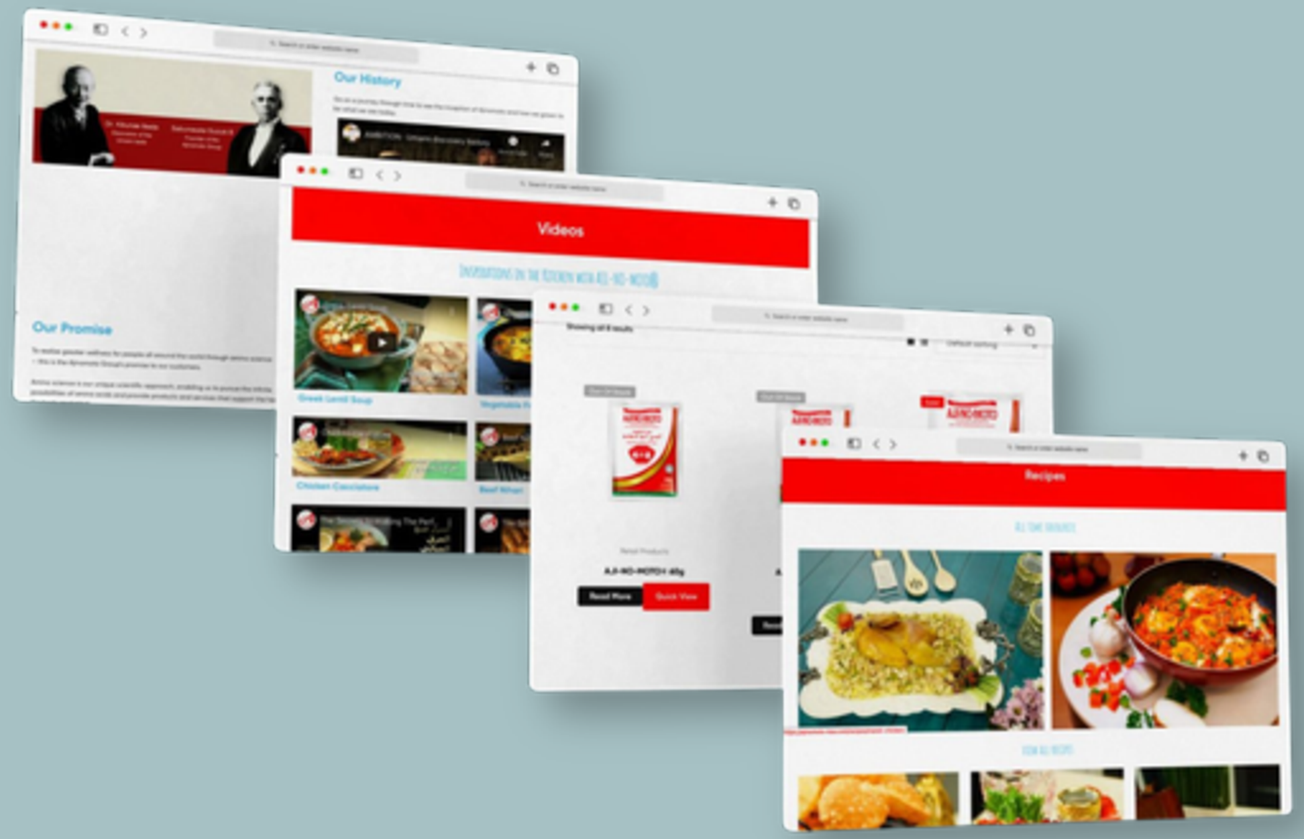
- Focus on intuitive page design to resonate with Ajinomoto's target audience.
- Prioritize simplicity to ensure an engaging and user-friendly interface.

ATTRACTIVE VISUALS AND STREAMLINED EXPERIENCE

- Emphasize visually appealing elements to captivate users.
- Ensure a streamlined user experience for effortless navigation.

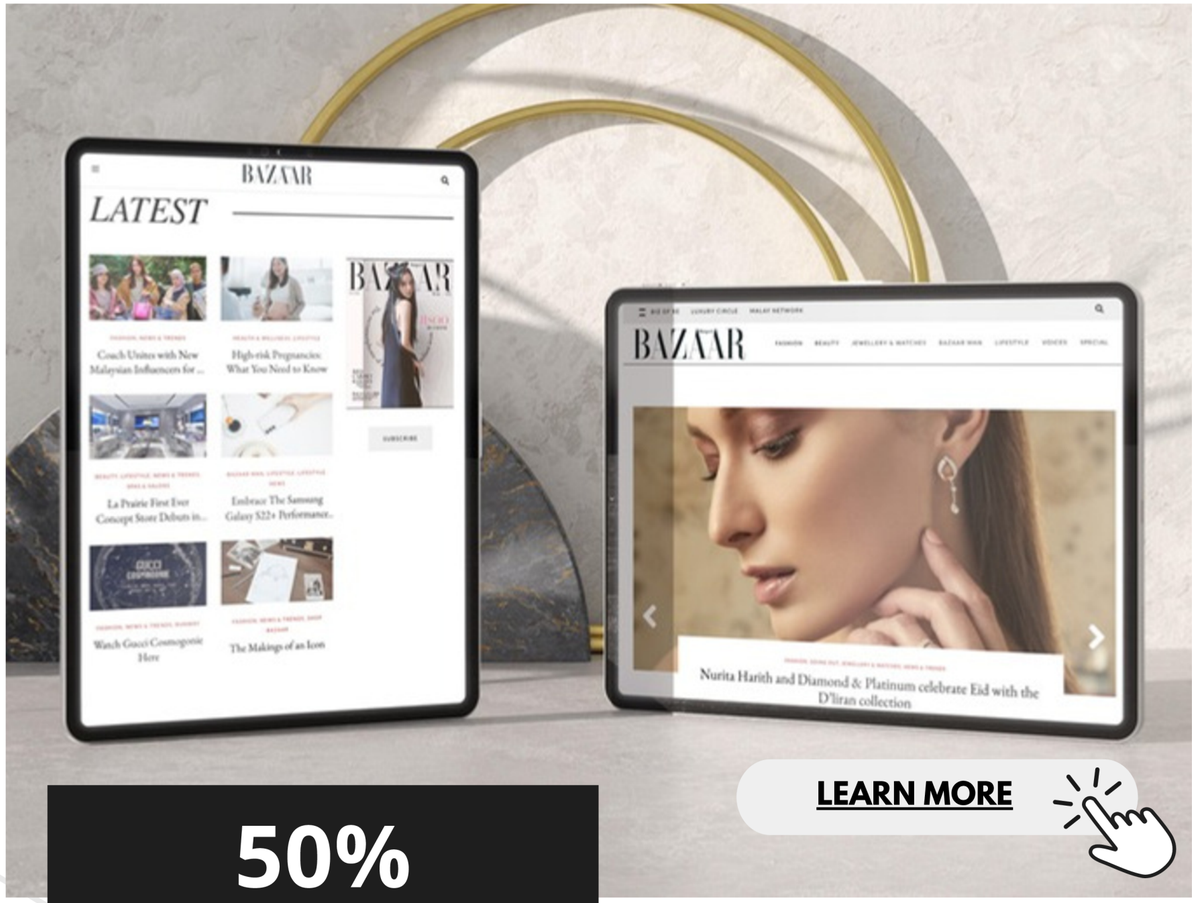
EXPERT WEB DEVELOPMENT

- Create a strategic wireframe using the obtained insights
- Craft a website merging design aesthetics seamlessly with functionality



DEVELOP DESIGN

Harper's BAZAAR



50%
ACHIEVED A REMARKABLE SURGE IN WEB TRAFFIC

MySQL php

BRIEF, OBJECTIVES & CHALLENGES

Partnering with HIP Digital Agency, rejuvenate Harpers Bazaar Malaysia's digital platform to enhance visual appeal and engage readers. Overcome challenges from an outdated site by implementing responsive design and intuitive navigation for a seamless digital experience, as directed by the collaboration.

WHAT WE DO

HOLISTIC TRANSFORMATION

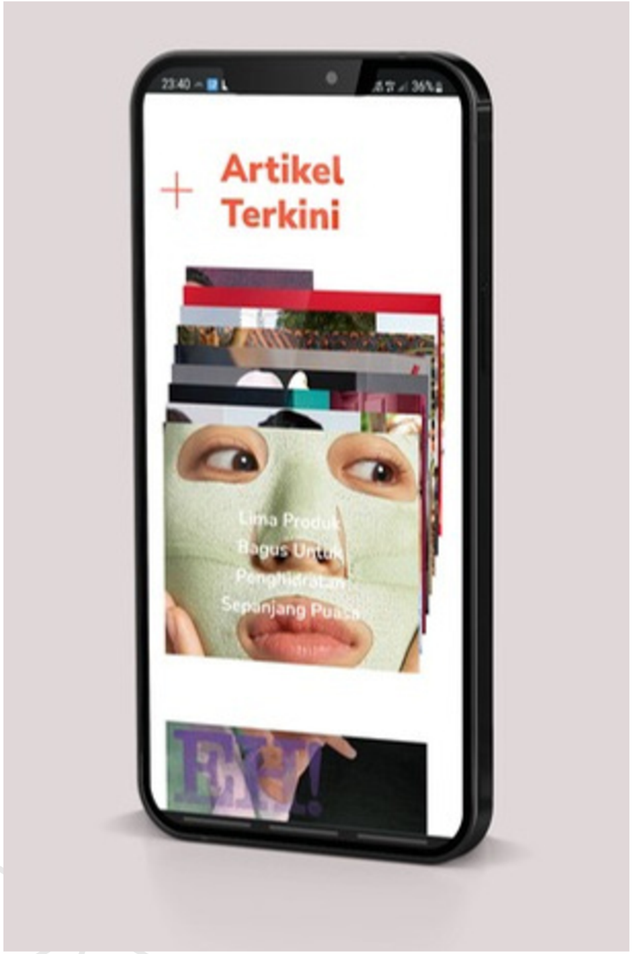
Created an engaging aesthetic integrating design elements, a user-friendly interface, and compelling content seamlessly.

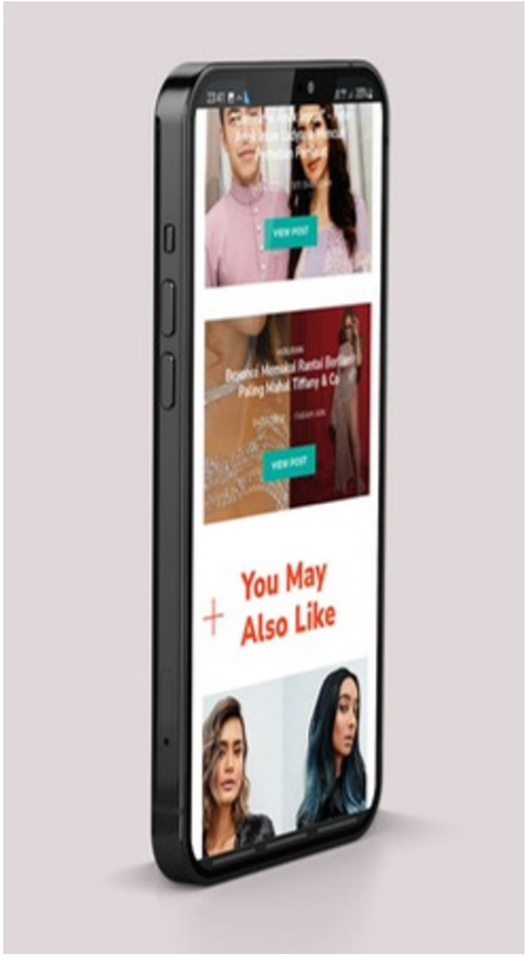
WIREFRAMING AND DESIGN

Crafted an engaging and cohesive online presence by blending style, fashion, and beauty seamlessly.

EH!

DEVELOP
DESIGN





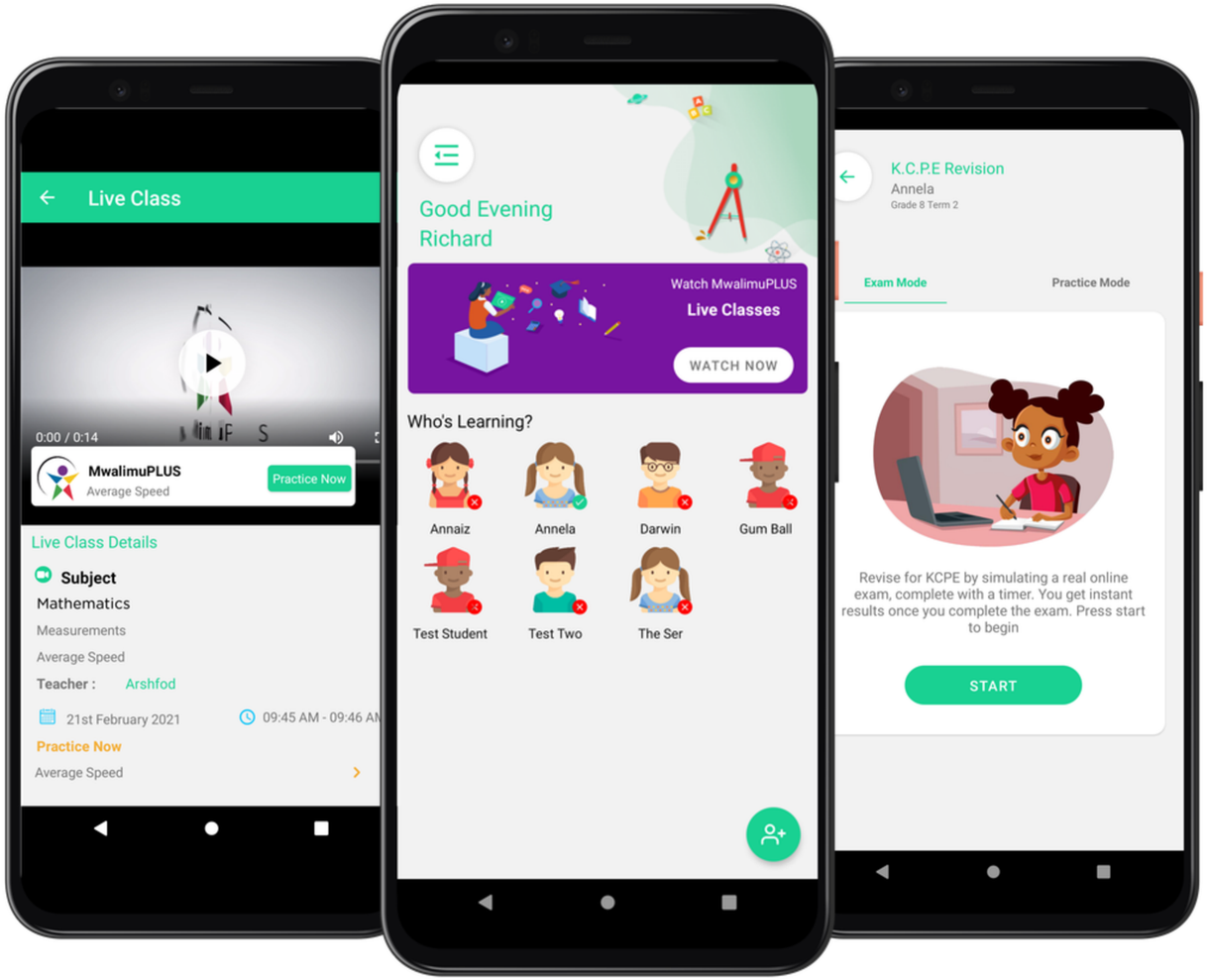
EH! sought a modern and engaging revamp for a more current and exciting appearance. Tailoring to EH's target audience, we suggested a vibrant POP color scheme, symbolizing youthfulness and fun to captivate visitors and enhance their content experience.

The wireframes prioritized simplicity for easy navigation between pages, and all pages were optimized for mobile responsiveness.

LEARN MORE

MySQL php

DEVELOP



BRIEF, OBJECTIVES & CHALLENGES

Entrusted with enhancing the educational journey of Kenyan primary students, Mwalimuplus serves as a mobile application offering an extensive array of educational materials.

WHAT WE DO

HOLISTIC TRANSFORMATION

Collaborated on backend development with the client's designer, resulting in an empowering solution that enables students to autonomously address math challenges.

LEARN MORE

REACT NATIVE

OTHER PARTNERS

GAYA LEBIH ANGGUN MEWAH GLAM

HAFLINS

S BAHAR

STAIL.MY

parenthood

LET'S CONNECT

www.hipdigital.agency

GET NOTICED
GET RESULT

HIP
Digital Agency

CLEARWISDOM

Lot A-1-1, Menara Amplewest, 6, Jalan P. Ramlee, Kuala Lumpur, 50250 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

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