

# Sea

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How can **Sea (Thailand)**

- Create a corporate branding blueprint to
- Become a top-of-mind company among its stakeholders within **2** years?

*Internal*



*External*



*External*



# ***CULTURE***

*Corporate brand values permeate throughout company culture*

# ***USERS***

*Users will understand Sea and corporate brand image through TV show and storefronts*

# ***MERCHANT***

*Deliver additional value to merchants through facilitating micro-loans*

Your five core values are:



**Serve**



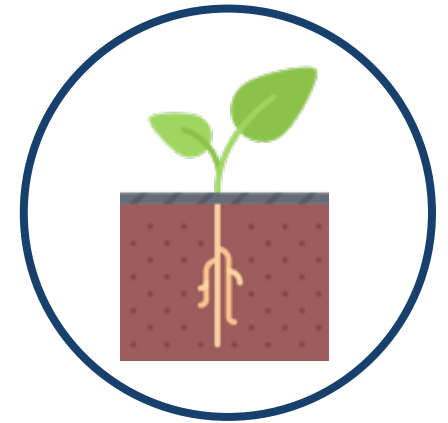
**Adapt**



**Run**



**Commit**



**Humility**

To build a cohesive corporate brand and delight Thai people, the umbrella value that is missing is family

# FAMILY



**Serve**



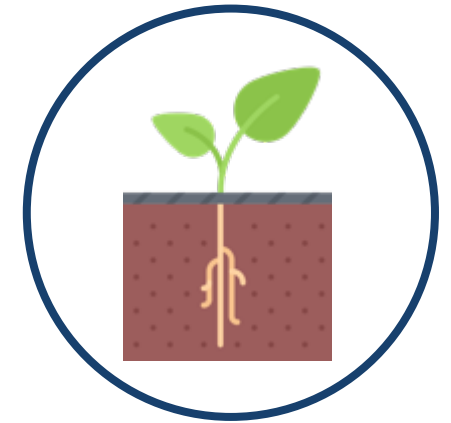
**Adapt**



**Run**



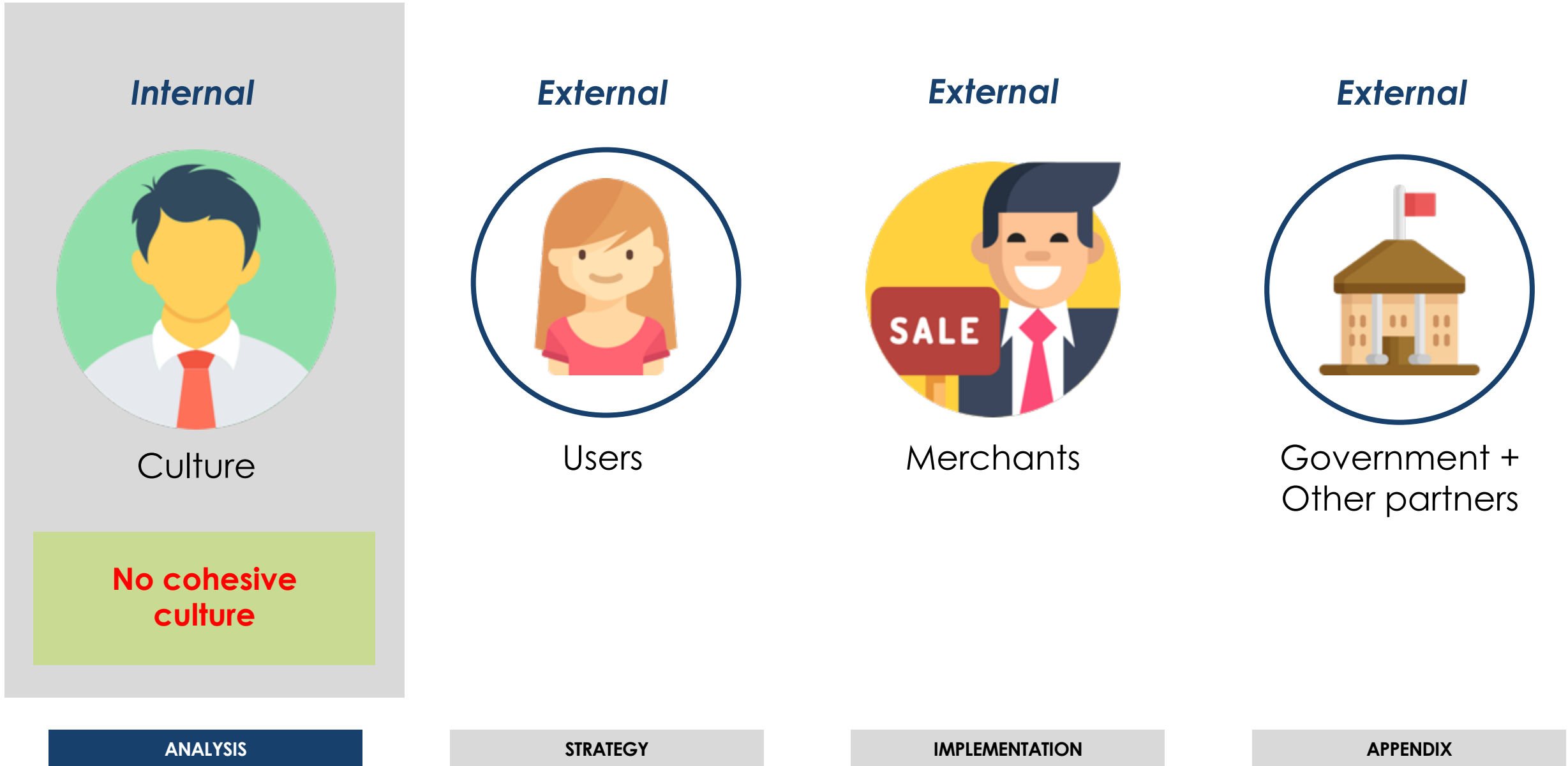
**Commit**



**Humility**

“You always have a home with Sea”

# The first step to the corporate branding process involves internalising your corporate brand values in your culture





# The next steps in the corporate branding process involve projecting your values to external stakeholders

*Internal*



Culture

**No cohesive culture**

ANALYSIS

*External*



Users

**No understanding of Sea as a brand**

STRATEGY

*External*



Merchants

**No sense of family**

IMPLEMENTATION

*External*



Government +  
Other partners

**Low flow on effect**

APPENDIX

*Internal*



*External*



*External*



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*Internal*



# ***CULTURE***

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# There are 6 steps to build a cohesive internal culture aligning with your overarching corporate brand

## Identify and communicate values



- Office wall word clouds

## Leaders walk the talk



- Open door policy

## Hire the attitude



- Increase channels and screening

## Develop staff



- Regional training retreats, secondments

## Give authority with accountability



- Buy-in and stock options

## Audit internally and externally



- Survey and benchmark

Through CULTURE in the first two months, you will hire the attitude, specifically in your experienced hires



“You always have a home with Sea”

*External*



# *USERS*

*Users will understand Sea and  
corporate brand image  
through TV show and storefronts*



In USERS, you will create a TV show SeaLife and open SeaStores to boost awareness and understanding of the Sea brand with users



## SeaLife

- Follow the journey of two young aspiring gamers and family
- Broadcasted on National TV and streaming



## SeaStores

- Provide an in-person user experience of Sea ecosystem
- Malls are still relevant and valuable

This will display your overarching value of family as well as your existing core values to boost SEA recognition and understanding



**SeaLife**



**SeaStores**

**28M** more people across SEA aware of Sea brand and understand its values

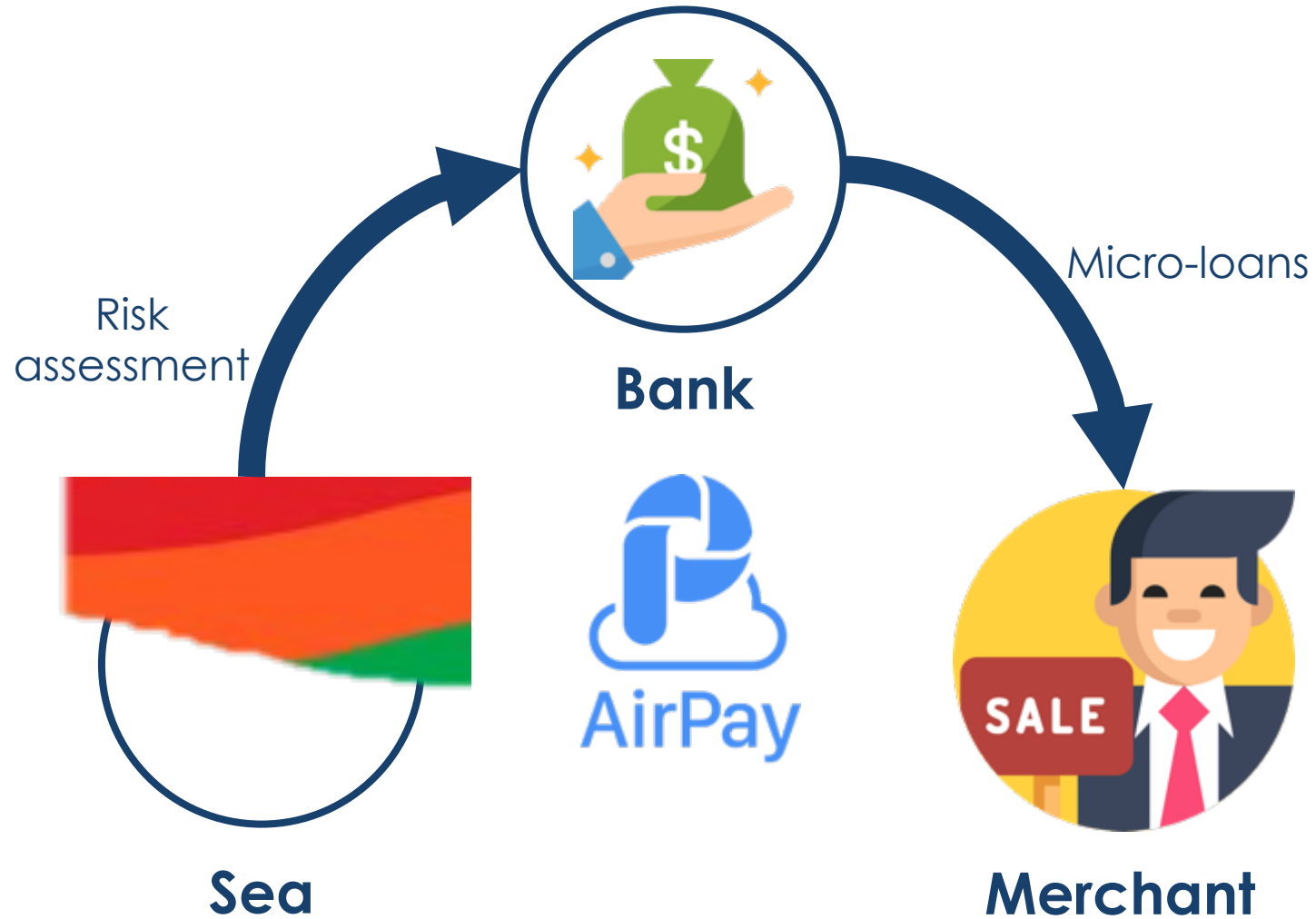
*External*



# **MERCHANT**

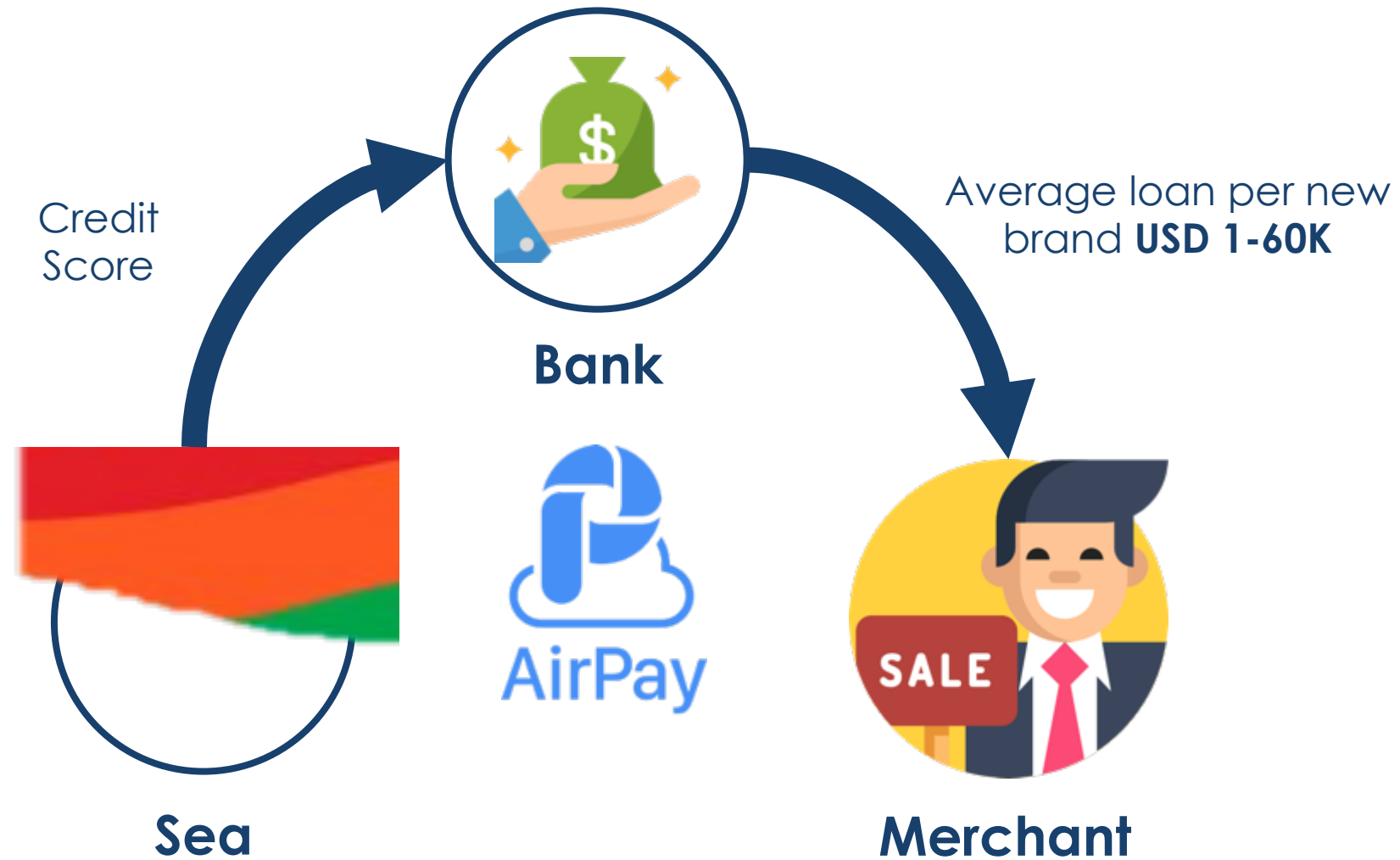
*Deliver additional value to  
merchants through facilitating  
micro-loans*

In **MERCHANT**, you will help small merchants grow their businesses by working with banks to provide capital faster and at lower interest rates





This will provide **USD 5-300M** of loans to **5,000 merchants**, and solidify our sense of family with them



# CULTURE, USERS, and MERCHANT is aligned with Sea's values

**FAMILY**



Serve



Adapt



Run



Commit



Humility

CULTURE

USERS

MERCHANT



ANALYSIS

STRATEGY

IMPLEMENTATION

APPENDIX

*Internal*



*External*



*External*



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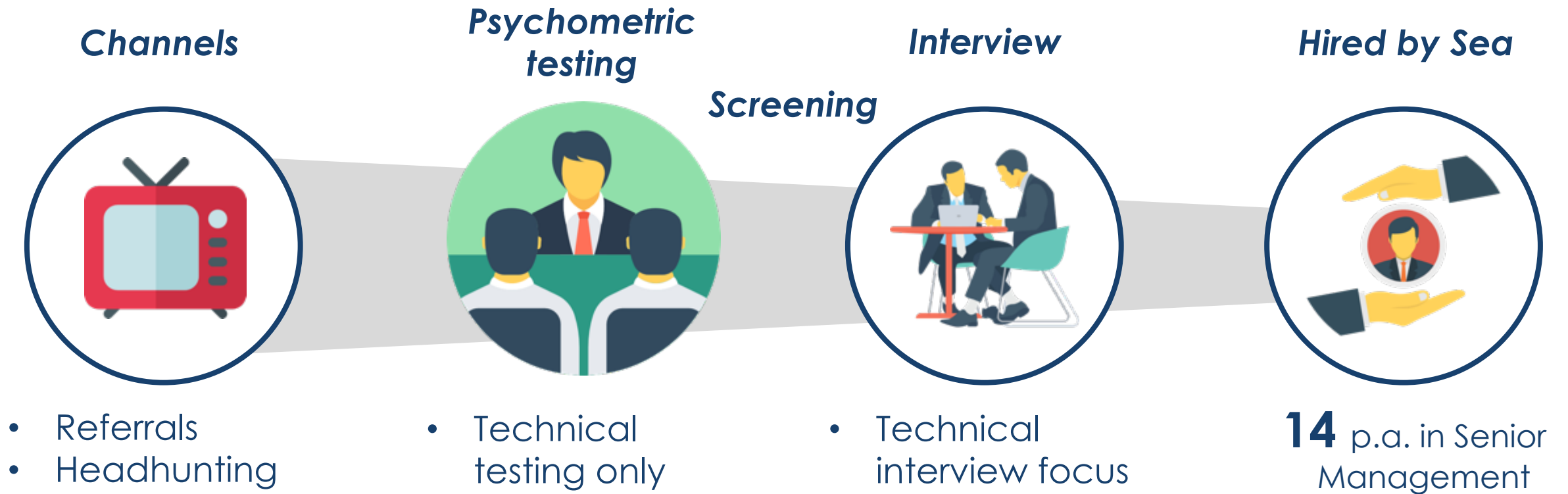


# ***CULTURE***

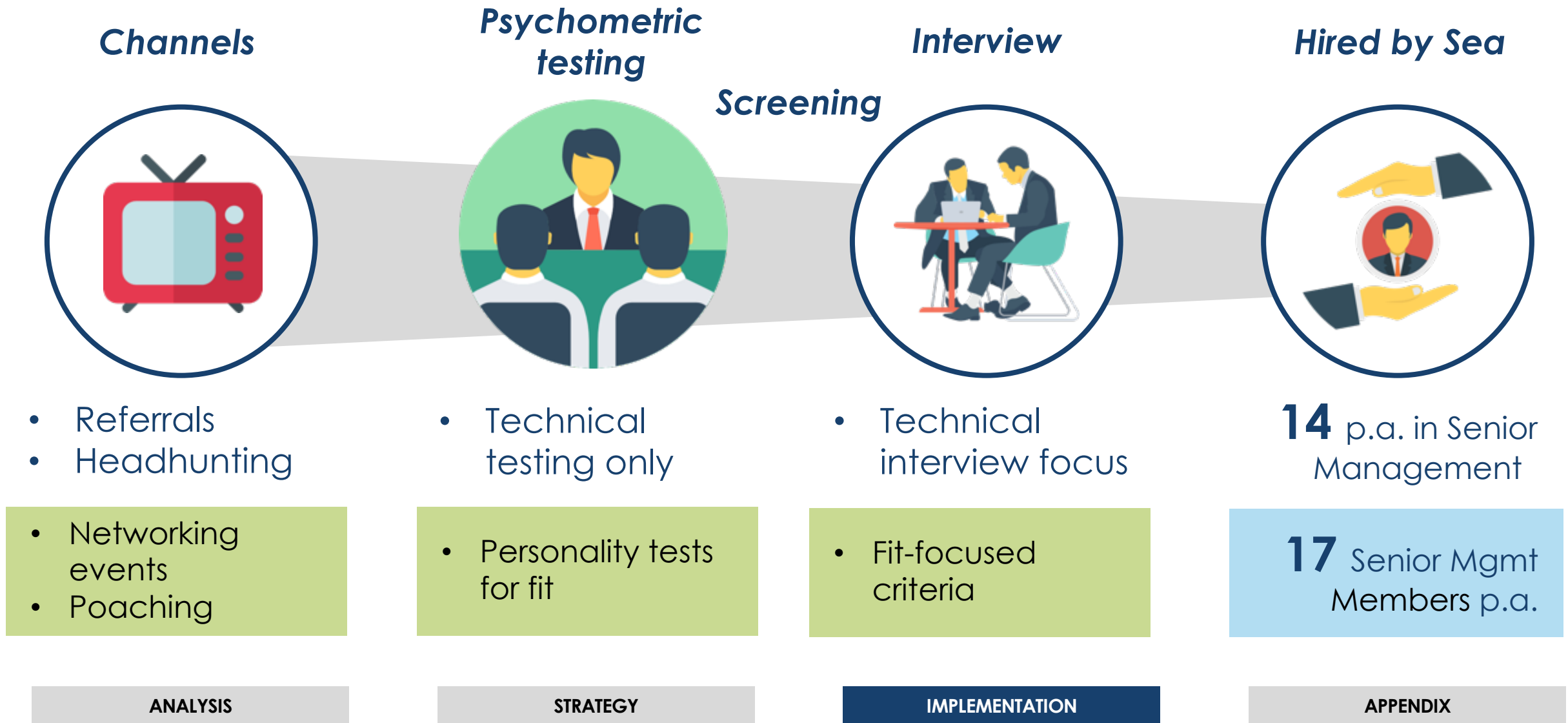
*Corporate brand values  
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# Currently, your channels and screening of senior management applications are inadequate to meet growth



# CULTURE will first focus on hiring the attitude by increasing hiring channels and fit-focused screening processes



*External*



# *USERS*

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In USERS, you will create a TV show SeaLife and open SeaStores to boost awareness and understanding of the Sea brand with users



## SeaLife

- Follows the journey of two young aspiring gamers in their journey to Garena World
- Shopee product placement

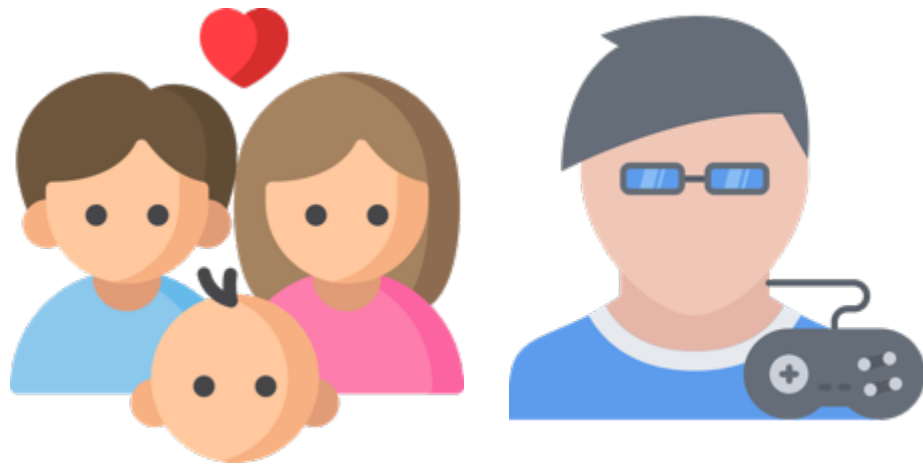


## SeaStores

- Provide an in-person user experience of Sea products
- Malls are still relevant and valuable

SeaLife showcases Sea's ecosystem to Thai people in weekly 10 minute episodes for 10 weeks, showcasing Sea's brand and family focus

## Cast



### Casting Criteria:

- Thai Boys aged 12-16
- Thai mother and father
- Boys are experienced gamers

## 10 min weekly episodes

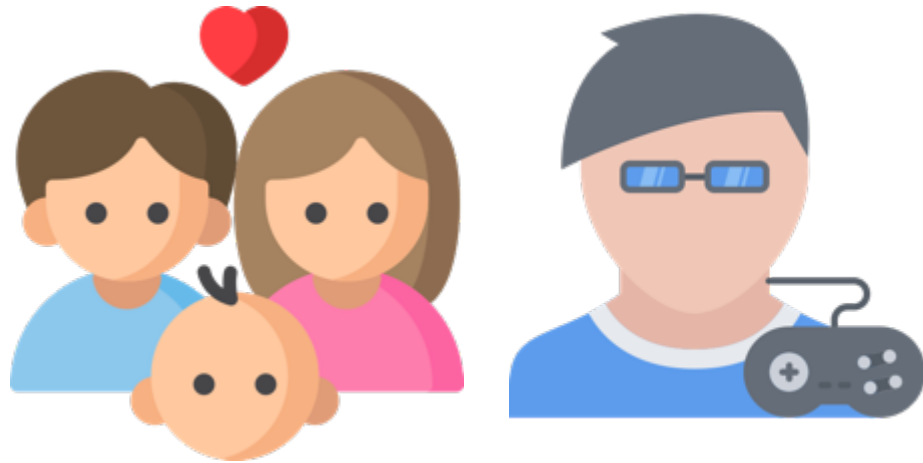


### Broadcast Channels:

- National TV
- Stream on Garena
- Shopee clips

# SeaLife will be self-funded through product placements of Shopee merchants

## Cast



## 22 min weekly episodes



### Costs

USD **85K**

USD **100K**

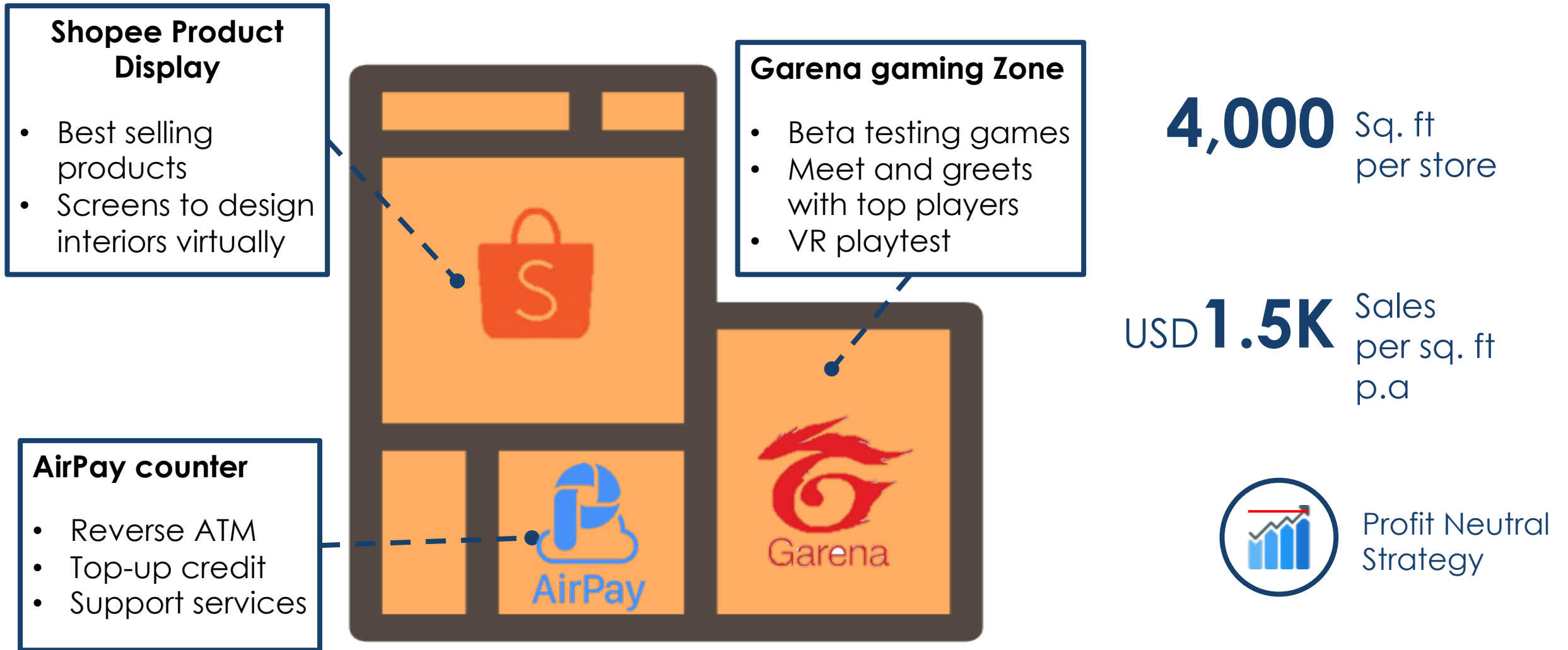
Distribution per episode

Production per episode

### Revenue

USD **300K** per episode

# SeaStores will integrate all Sea offerings as a family destination in 5 Bangkok malls to broadcast the Sea brand image





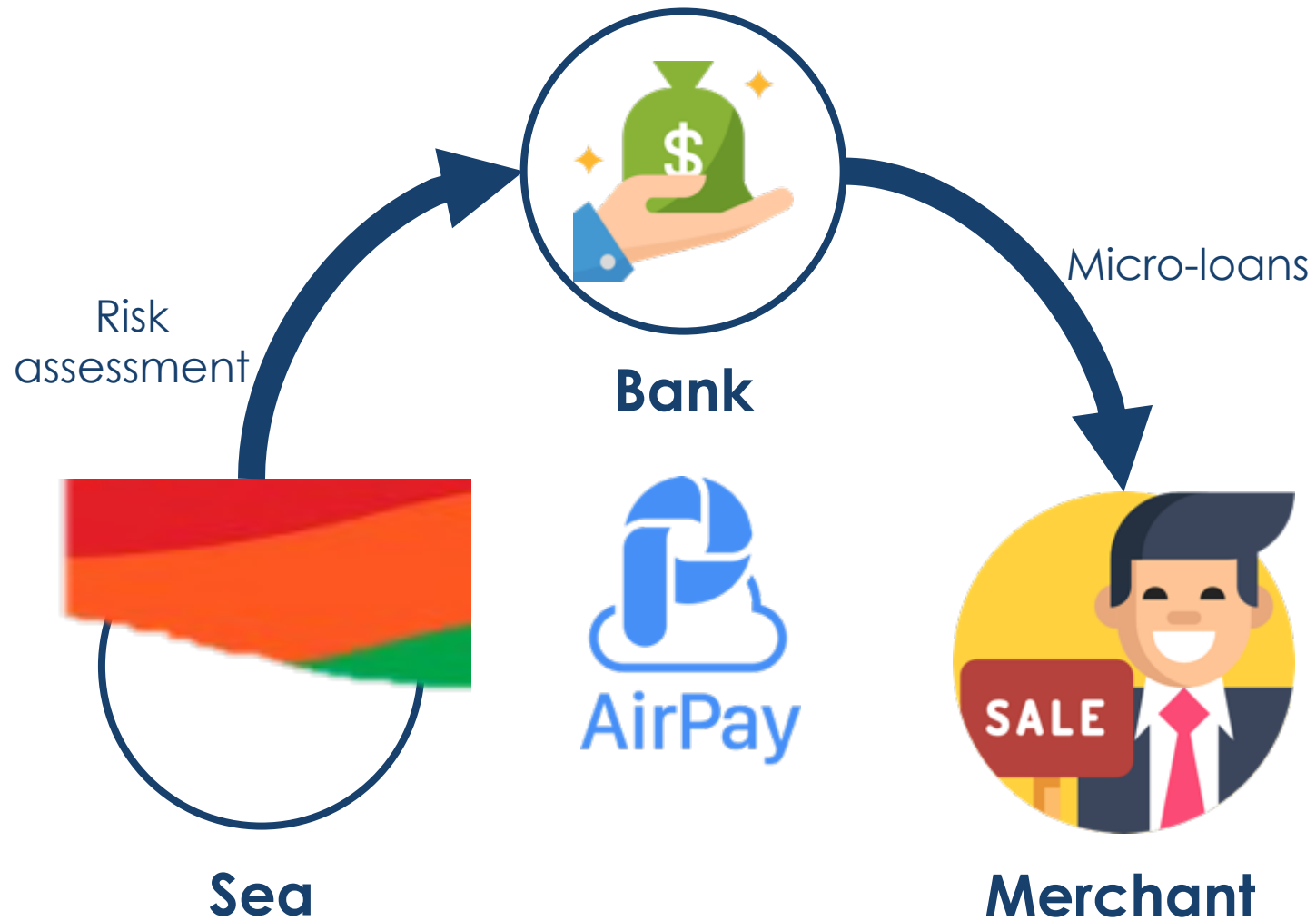
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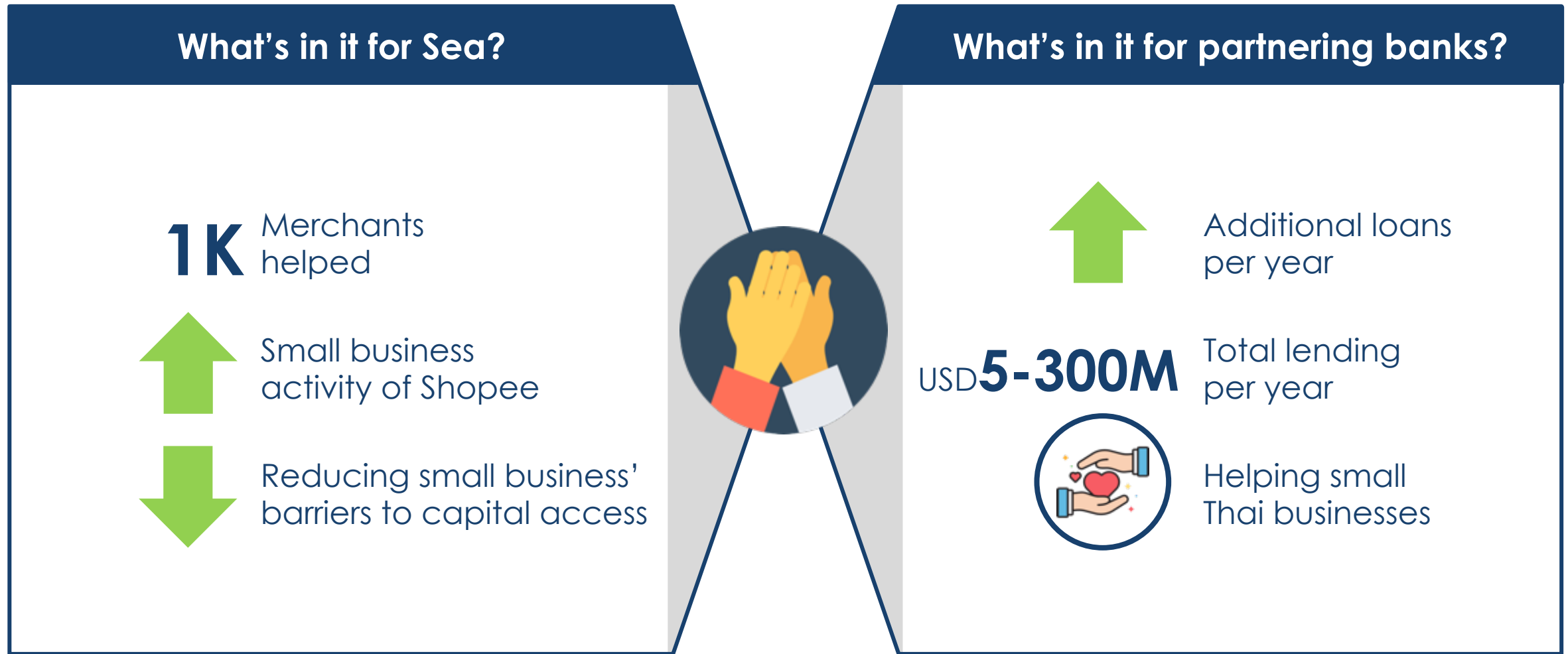
# **MERCHANT**

*Deliver additional value to  
merchants through facilitating  
micro-loans*

MERCHANT involves providing risk assessment to partnered banks to facilitate micro-loans to merchants via AirPay platform



Both Sea and partnering banks will experience numerous benefits.



# Small merchants will now be able to better access capital through SeaLoans™ in the AirPay platform

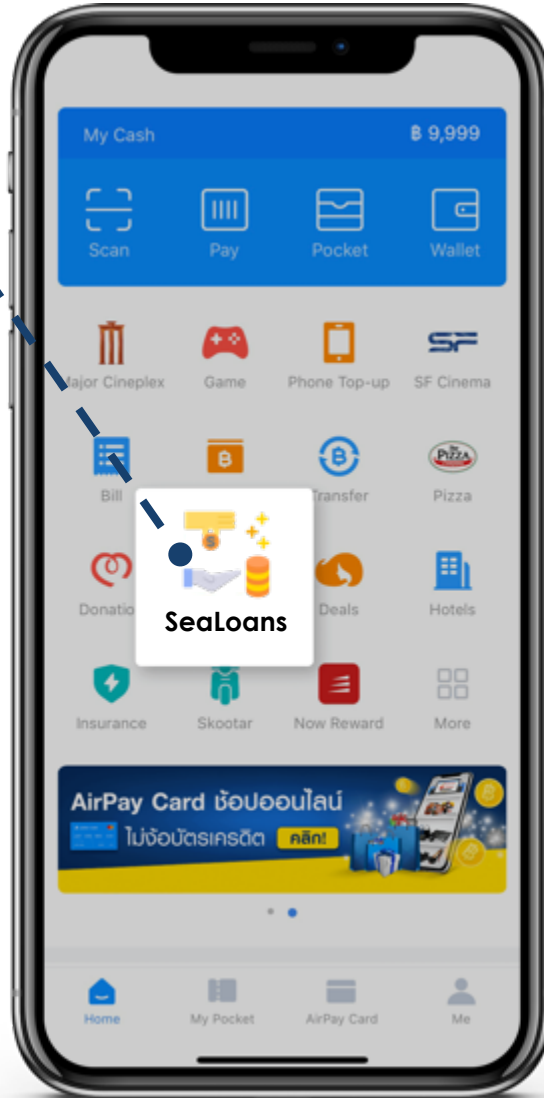
New SeaLoans™ service in AirPay



Sea has transaction data



Risk assessment and determine creditworthiness



Merchant

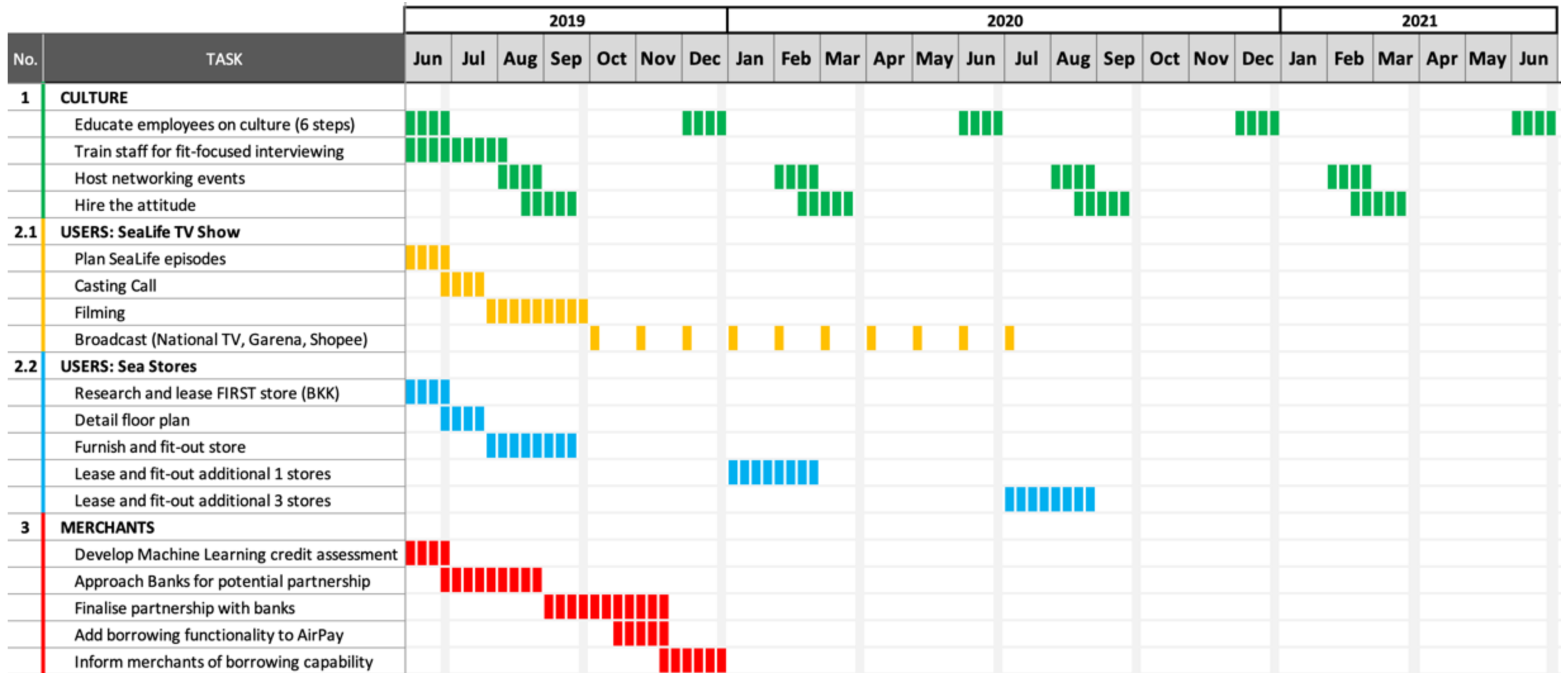
5%

Reduced borrowing interest rates



Reduced wait time to receive funds

# Overall, CULTURE, USERS, and MERCHANTS will begin roll-out immediately and continue across the next 2 years







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