

REDESIGNING THEIR FUTURE SUCCESS

MR BENJAMIN LOW
D3signs Pte Ltd

D3signs Pte Ltd is a veteran digital marketing agency renowned for its creation and implementation of branded content for digital media and advertising services. Founded in 1999 by Mr Benjamin Low, the company's signature blend of innovative originality and technological trends, coupled with pinpoint metrics, has established it as one of the industry's strongest today.

Today, the award-winning company continues to offer a full suite of integrated marketing campaigns, including web design, content management systems, web advertising, e-mail marketing, social media optimisation, and mobile application development. Some of their notable clients include Audi, Brother, Sony, Canon, Symantec, Bridgestone Tyres, Intercontinental Hotels Group, and Prudential.

A firm believer in diversification, Mr Low continually looks to expand D3signs' horizons – most notably with his recent foray into consultancy services. "We've started to diversify into Management Consultancy services," he explains. Originally inspired by his mentoring experience with Singaporean students, he began to realise that the company – and himself in particular – possessed an enormous wealth of industry expertise that could be harnessed into a profitable service.

To this end, Mr Low has his sights set on memberships in the Chartered Institute of Marketing (CIM) and the Chartered Management Institute. Already holding a Master of Business Administration (MBA) and a Postgraduate Diploma in Business Administration from Cambridge Academy of Management, his qualifications as an industry leader provides a firm foundation for expansion into consultancy.

"What I'm looking at right now is sustainability – be it business growth or customer retention," continues Mr Low. "From what I see, Continuing Professional Development (CPD) is the way to go. Sooner or later, I believe that all Singapore companies will go in this direction." Highlighting the importance of accreditation, he describes these qualifications as a form of endorsement – an assurance to his clients that they have the proper skills, knowledge, and expertise to advise their business.

As the business expands into expertise-based consulting services, Mr Low remains as keen as ever to sharpen his professional skills, and he aims to further his business education with a PHD in the future. Backed by a strong core of digital marketing services, D3signs Pte Ltd certainly has a thrilling future ahead, and its continuing evolution promises even greater success.



*"Where results and possibilities
are created through Creativity
and Functionality."*

Up Close & Personal

What were the limitations to D3signs digital marketing strategy in the past?

Oftentimes, people don't have a proper framework in mind when it comes to managing their business. In the past, D3signs would be engaged for our marketing services, and the entire responsibility for success is placed upon us. That is how most companies perceive sales. Unfortunately, marketing is just one small piece of the entire company. When things fail, it is a complicated matter to identify what went wrong – so it can be easy to put all the blame on the marketing team, even when the fault lies with other business processes. So, as a marketing company, it was difficult to communicate with management on problems that were out of our control.

In that case, how will your new Management Consultancy services help such companies?

Now, with years of industry experience behind us, we are more capable of identifying and rectifying issues anywhere in the business. Backed by accredited credentials and certifications, we can go in and act as holistic consultants; we can tell the management what needs to be changed, without being tied to our original profile as digital marketers. It's no longer about an industry specific service. Now, we can go into any company and fix their business framework and overall thought processes. Basically, we're looking at the bigger picture now, rather than focusing on a small part of businesses.