



THE BRAND

PSA International is one of the world's largest port operator, participates in around 40 terminals in 16 countries with flagship operation in Singapore and Antwerp. As the port operator of choice in the world's gateway hubs, PSA is renowned for best-in-class services, successful partnerships and commitment to excellence by continuously improving and innovating every aspect of the business.

THE CHALLENGE

To produce a high quality multimedia content and to improve the standard of existing brand collateral, including corporate website, in-house video production, presentation slides and visual design, to be utilised locally and across other terminals worldwide.

CORPORATE WEBSITE

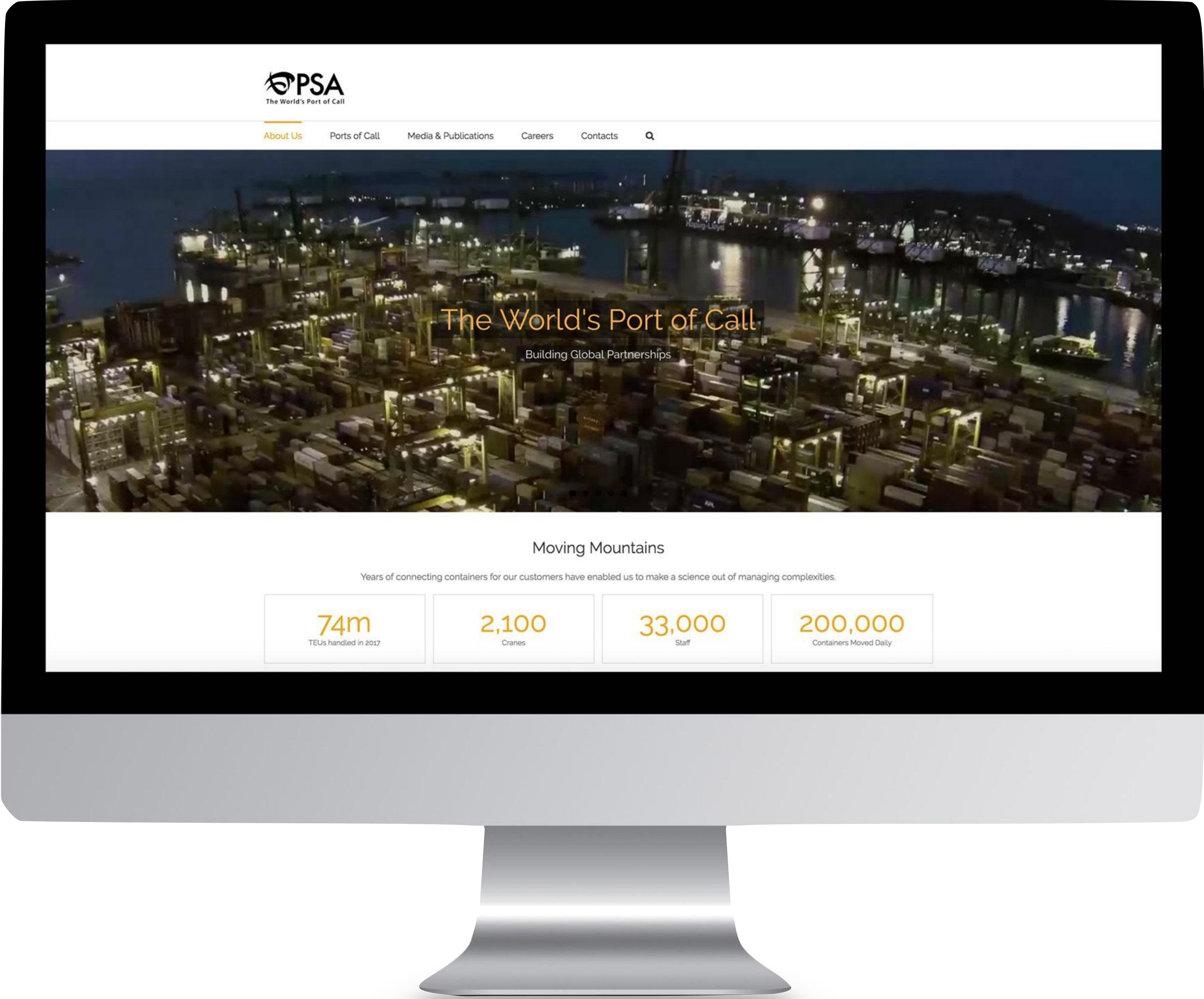
BEFORE

THE GOAL

Revamp the flash-based website to a responsive website that is also compatible to internet explorer 8.0 with a refreshed look.



AFTER



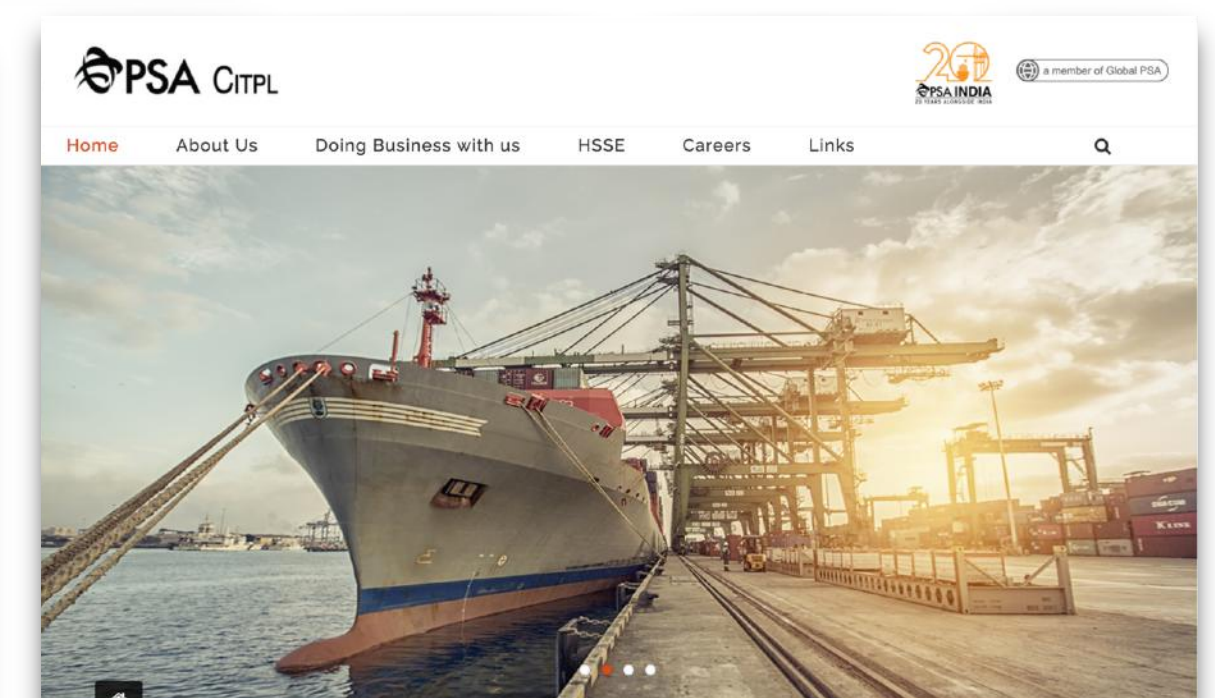
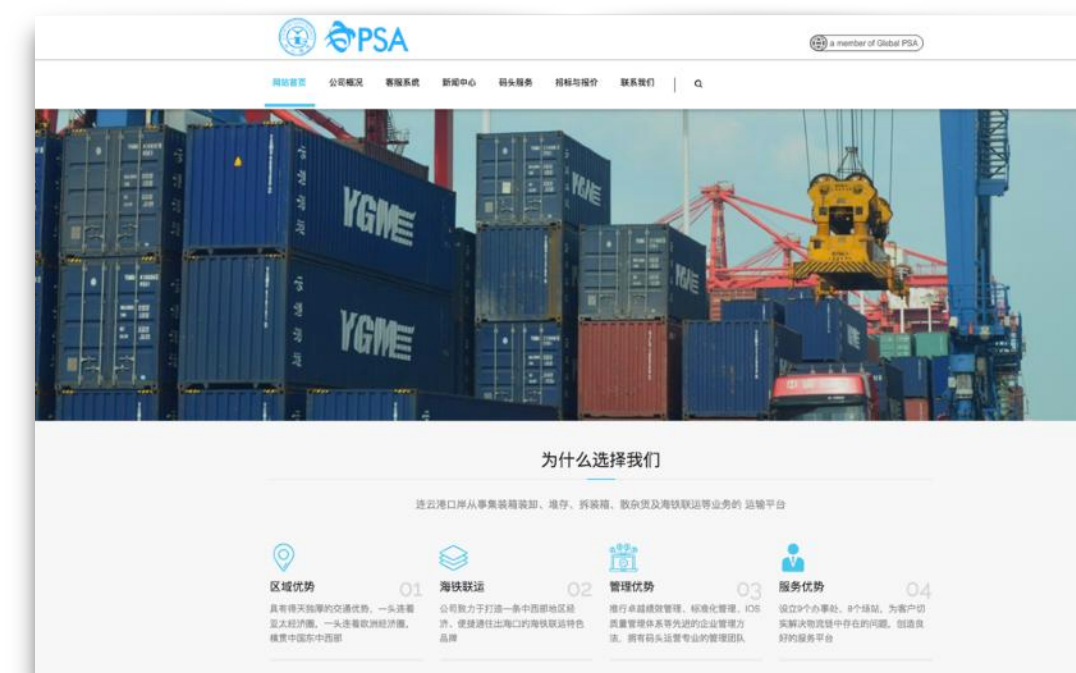
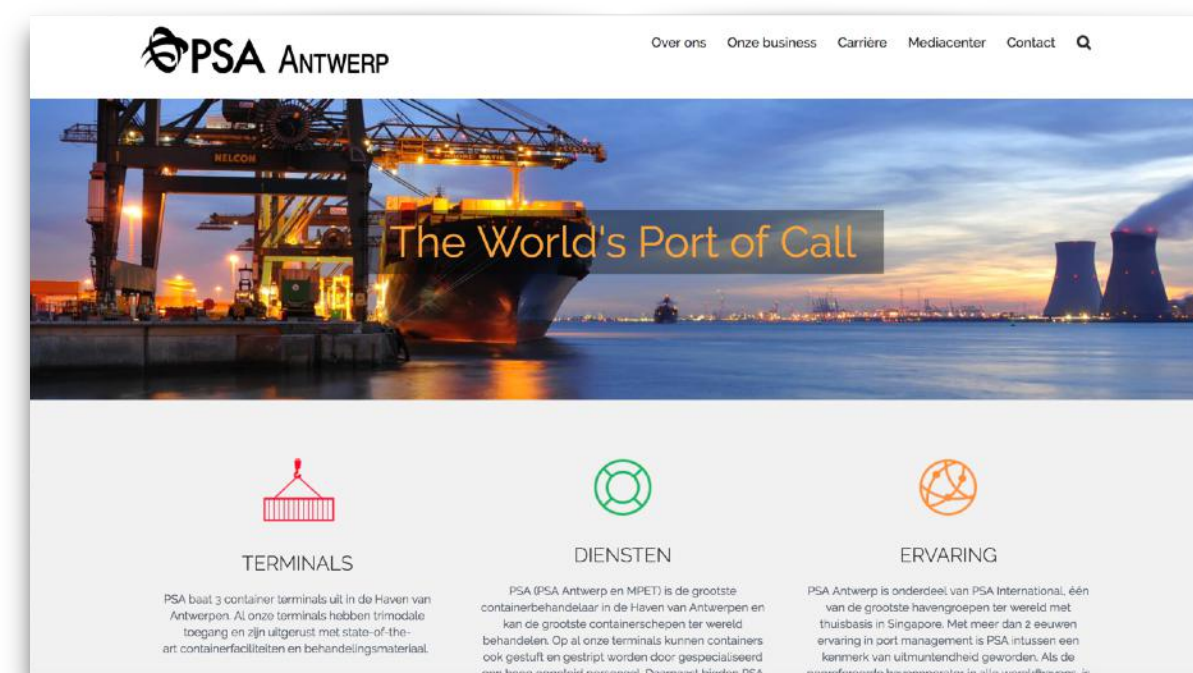
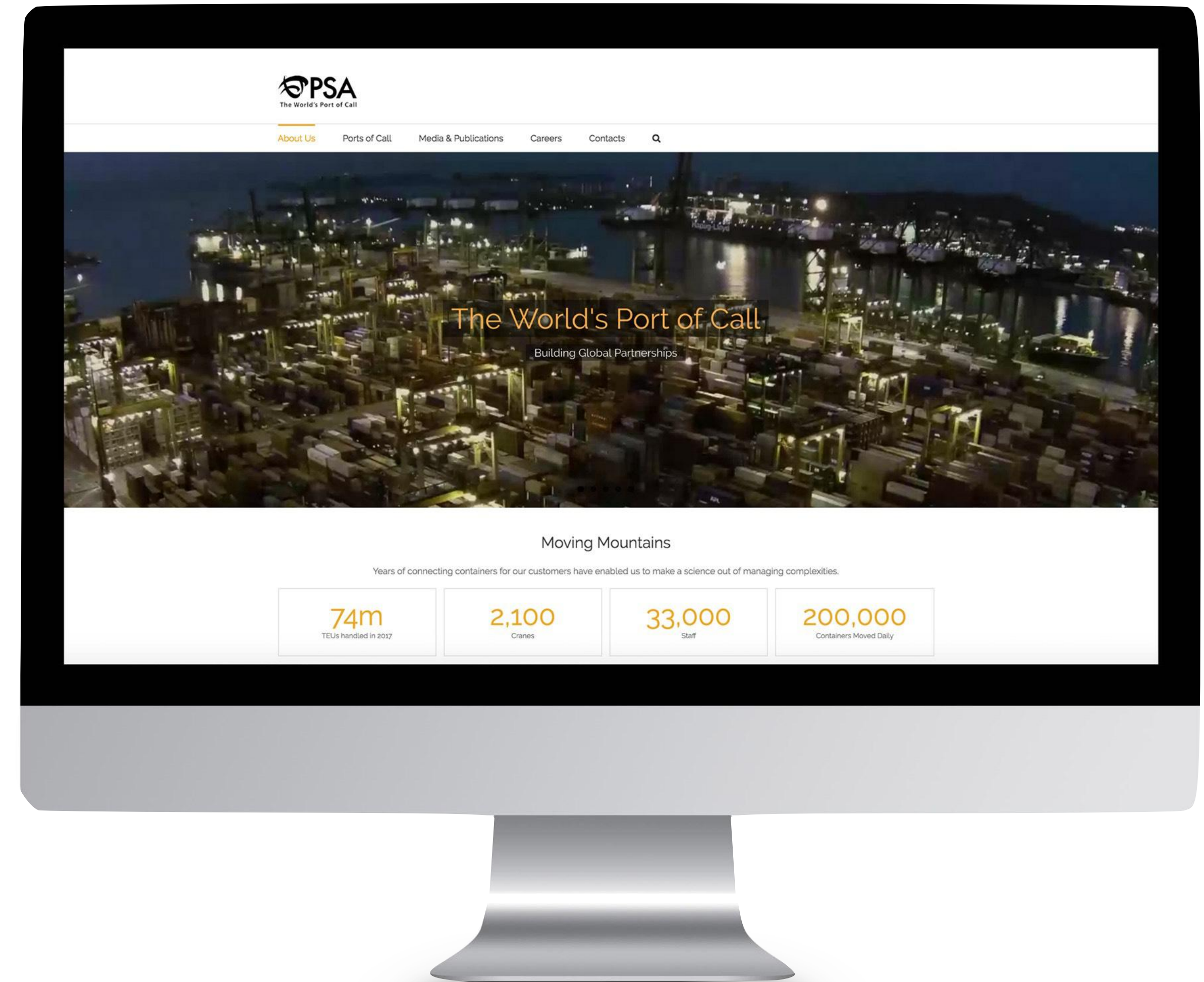
CORPORATE WEBSITE

WHAT I DID & KEY ACHIEVEMENTS

Developed the website using CMS-based platform such as WordPress, which had allowed the content to be updated in-house and reduced \$10,000 yearly on external website maintenance fee.

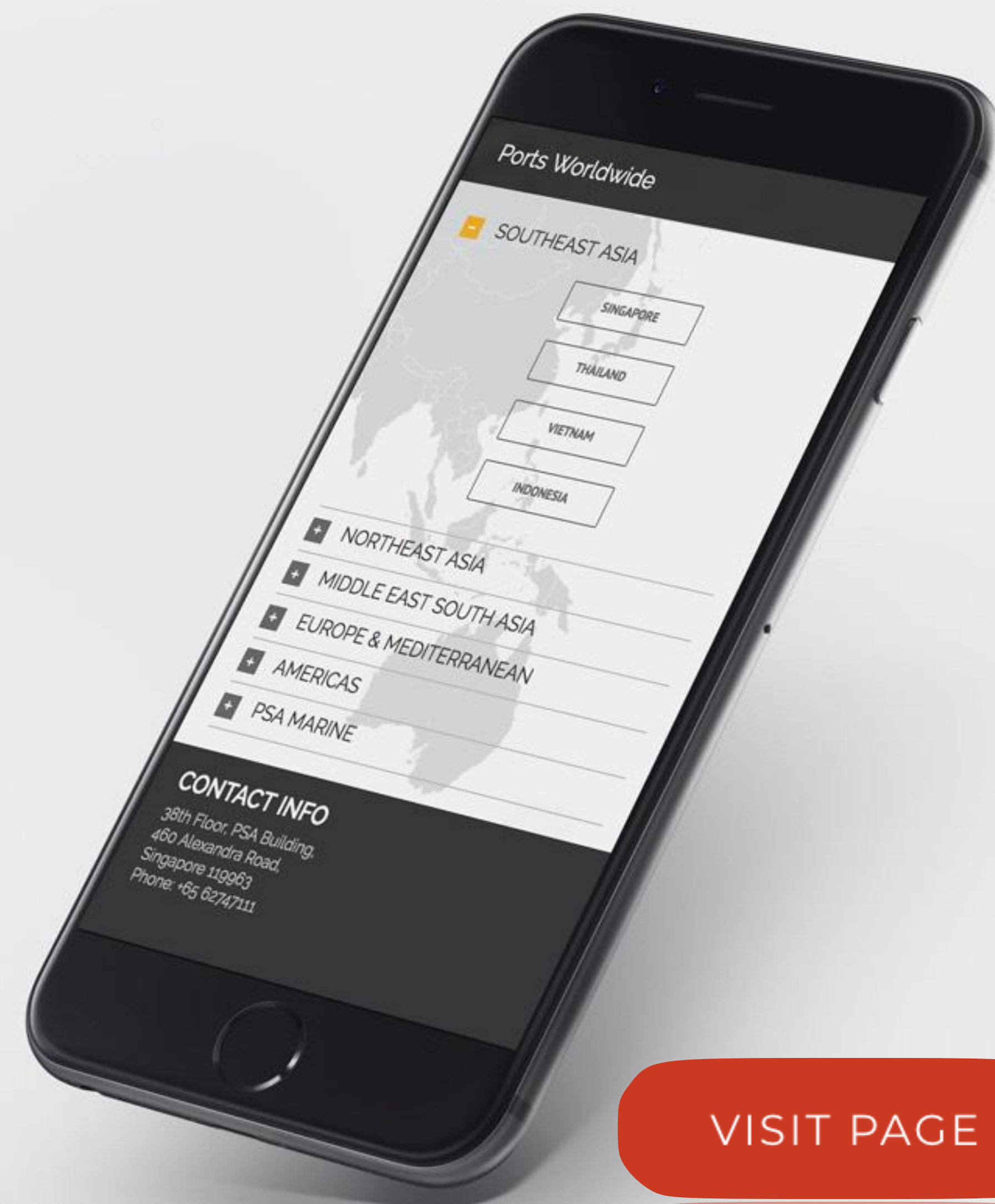
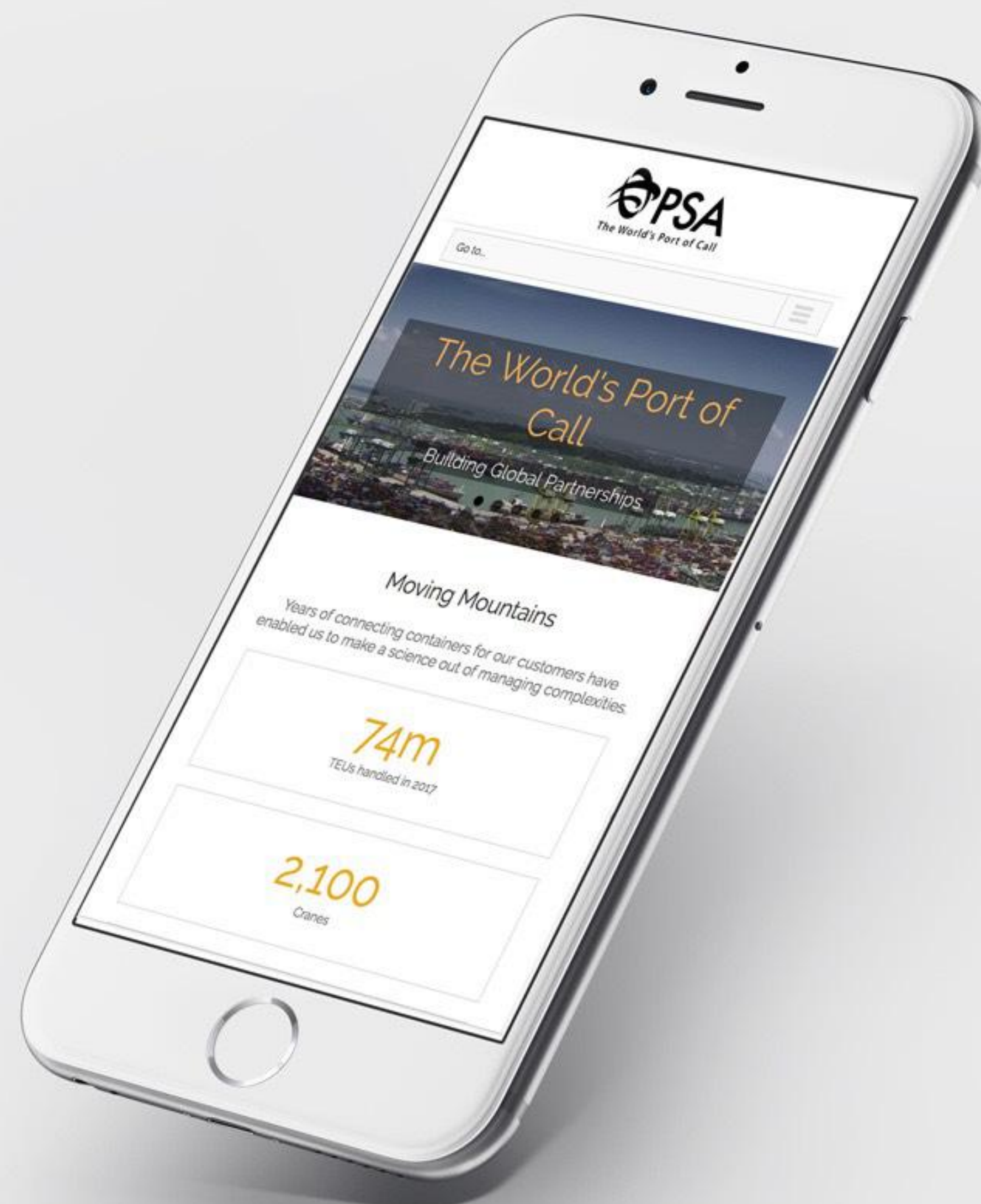
Refreshed the overall website look & feel, using minimalist design to give higher focus on important content and direct link to prominent pages. Redesigned website is well-received and has been adopted as the look for four regional websites.

VISIT WEBSITE



WHAT I DID & KEY ACHIEVEMENTS

Improved the website function where staff can easily access the statistics of 40 terminals and dismissed the custom of carrying 40 pages factsheets for each port tour facilitation. This has also reduced office printing tremendously, as tour participants can now access the factsheets via the website.



[VISIT PAGE](#)

CORPORATE VIDEO

THE GOAL

In celebrating 200 years of Singapore port history and 50 years of nation building, PSA took part in the commemorative event through a series of initiatives. One of them being a mini-documentary video that shares Singapore success through the port history.

WHAT I DID

Using pre-existing corporate video and digital library footages, I produced 30-sec and 90-sec vignettes to be broadcasted on Channel NewsAsia prior to the event and during the national day celebration.



E-GREETING CARD

THE TASK

To design and produce Season's Greetings e-card that aligned with the industry for customers and business partners yearly



PLAY E-CARD



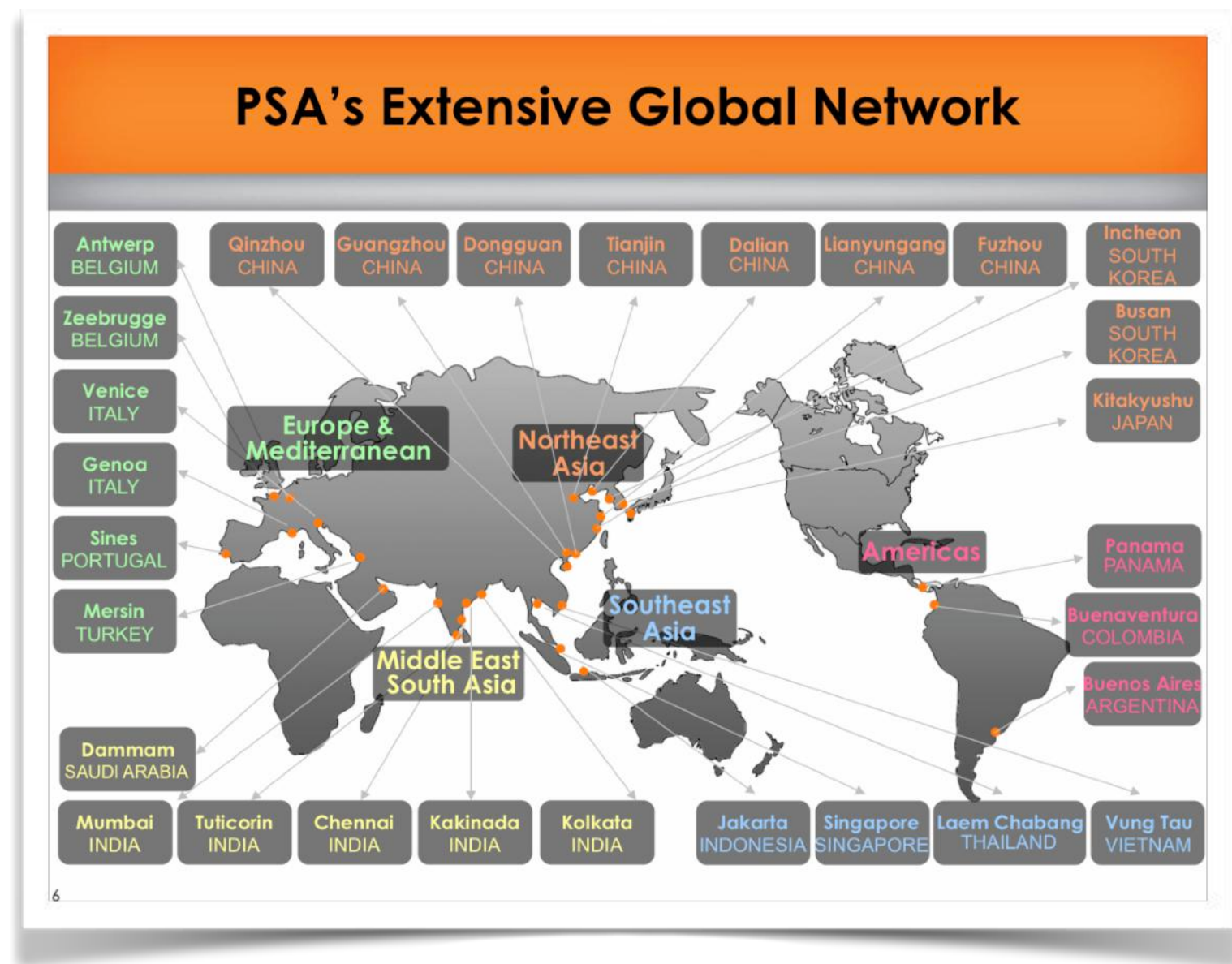
PLAY E-CARD

PRESENTATION SLIDES

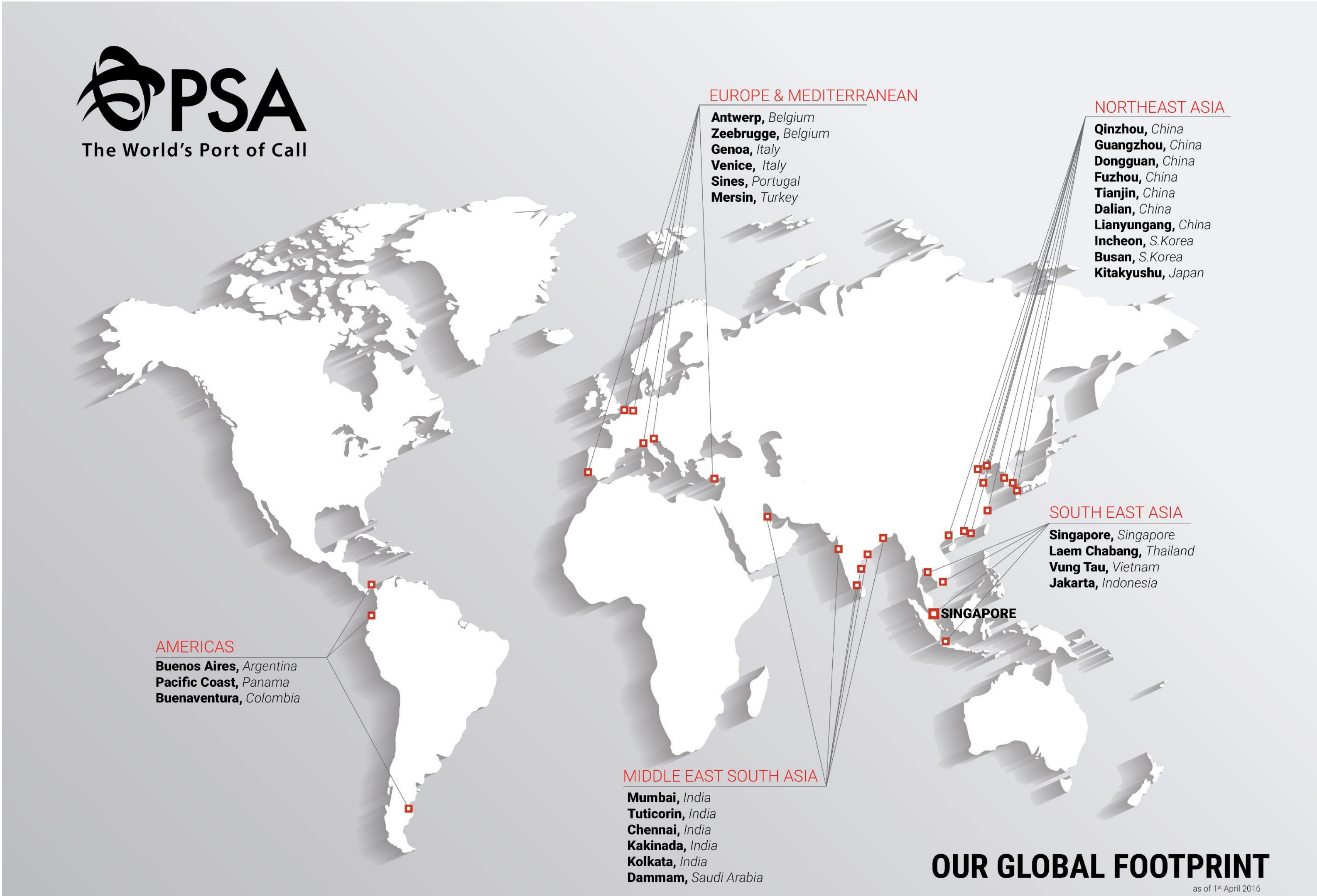
THE GOAL

To break away from
PowerPoint template look.

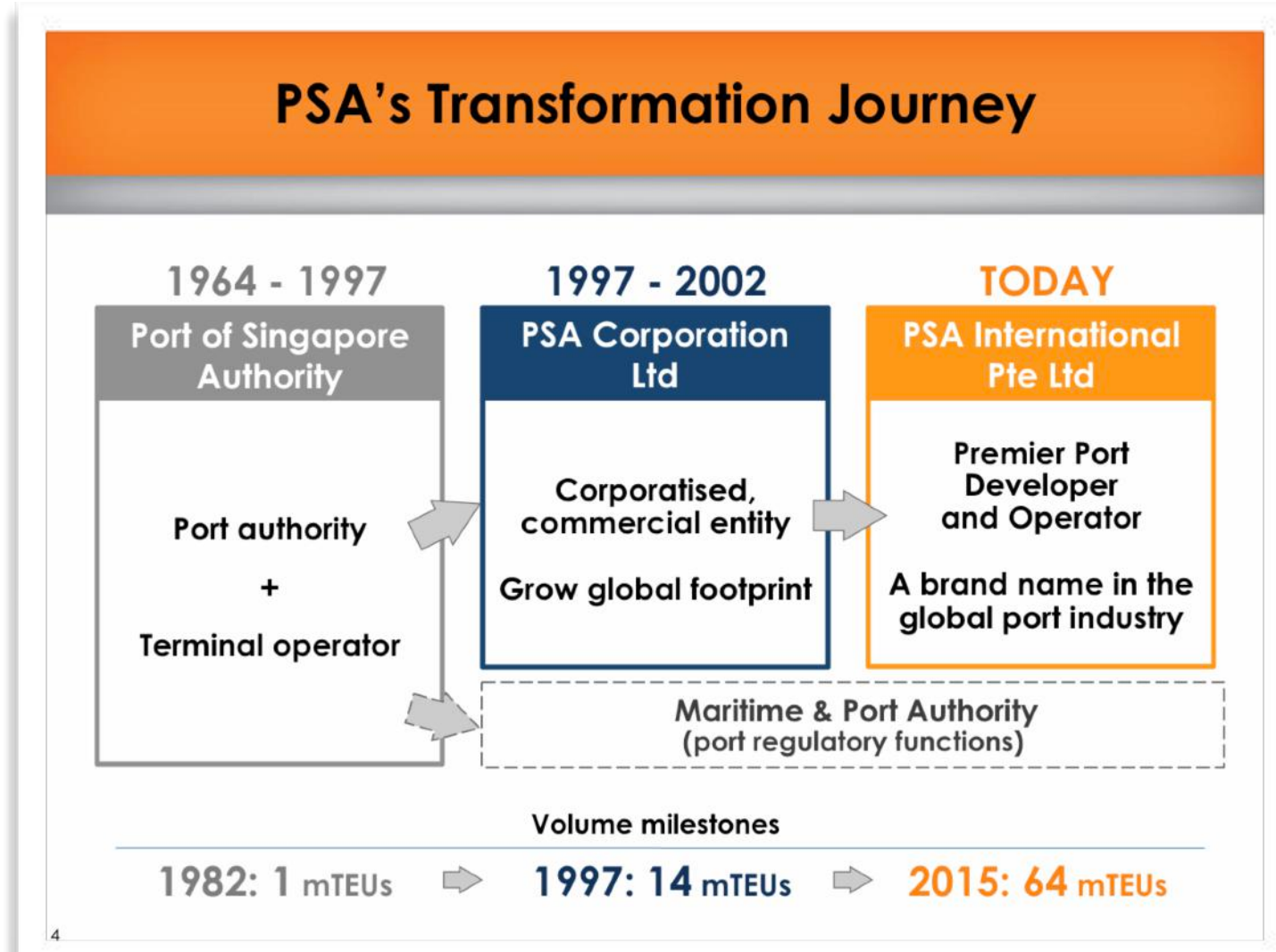
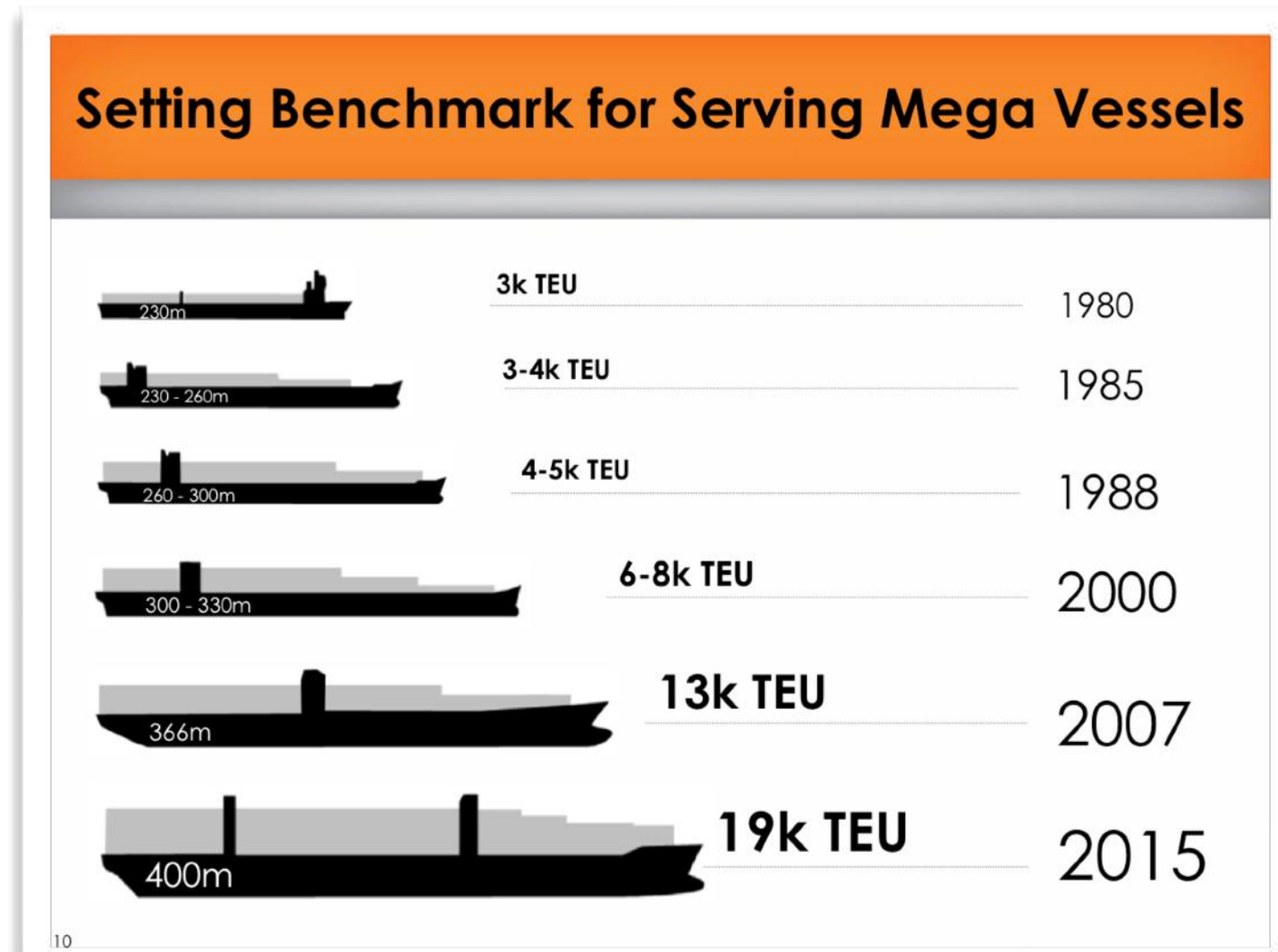
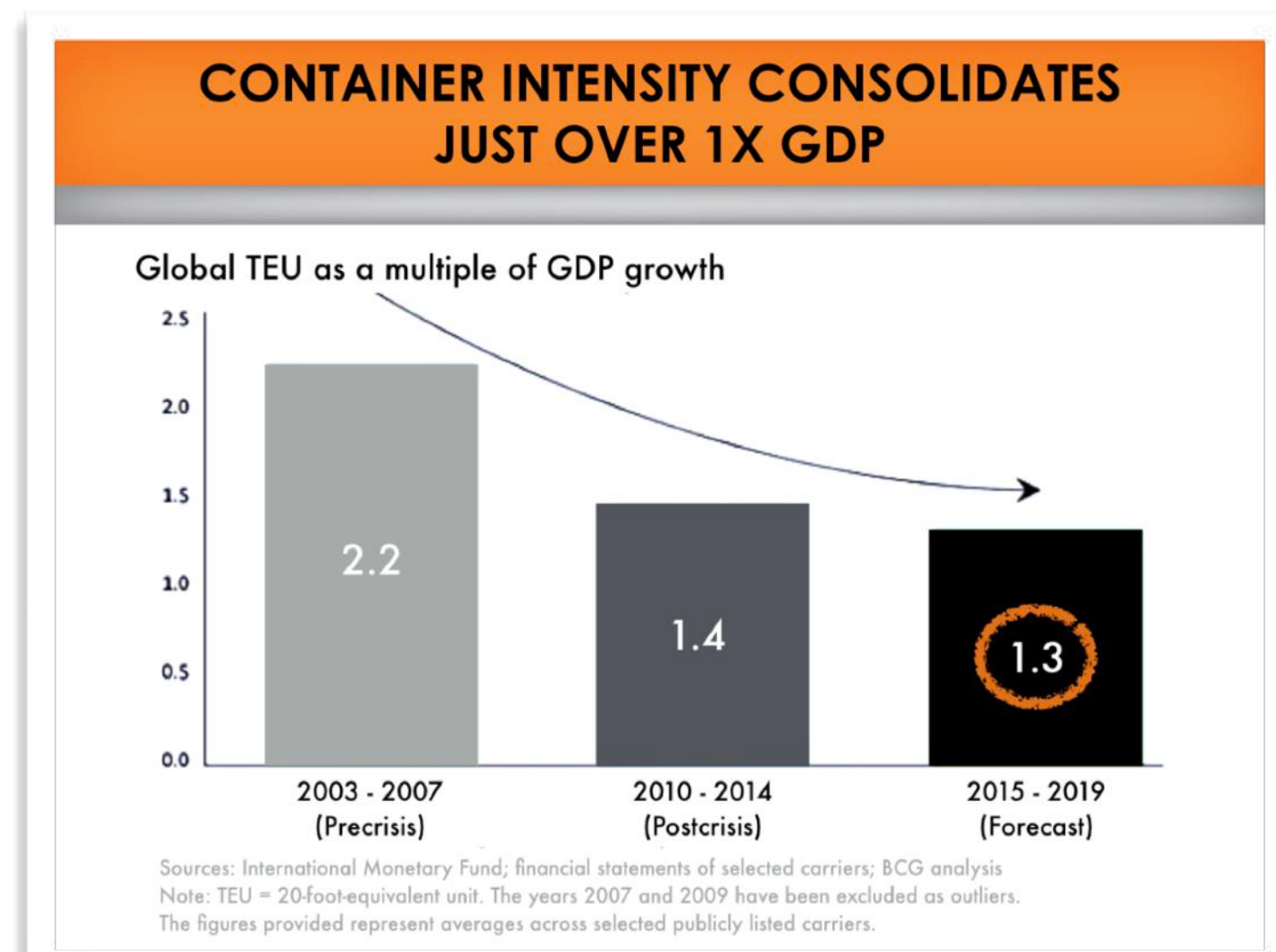
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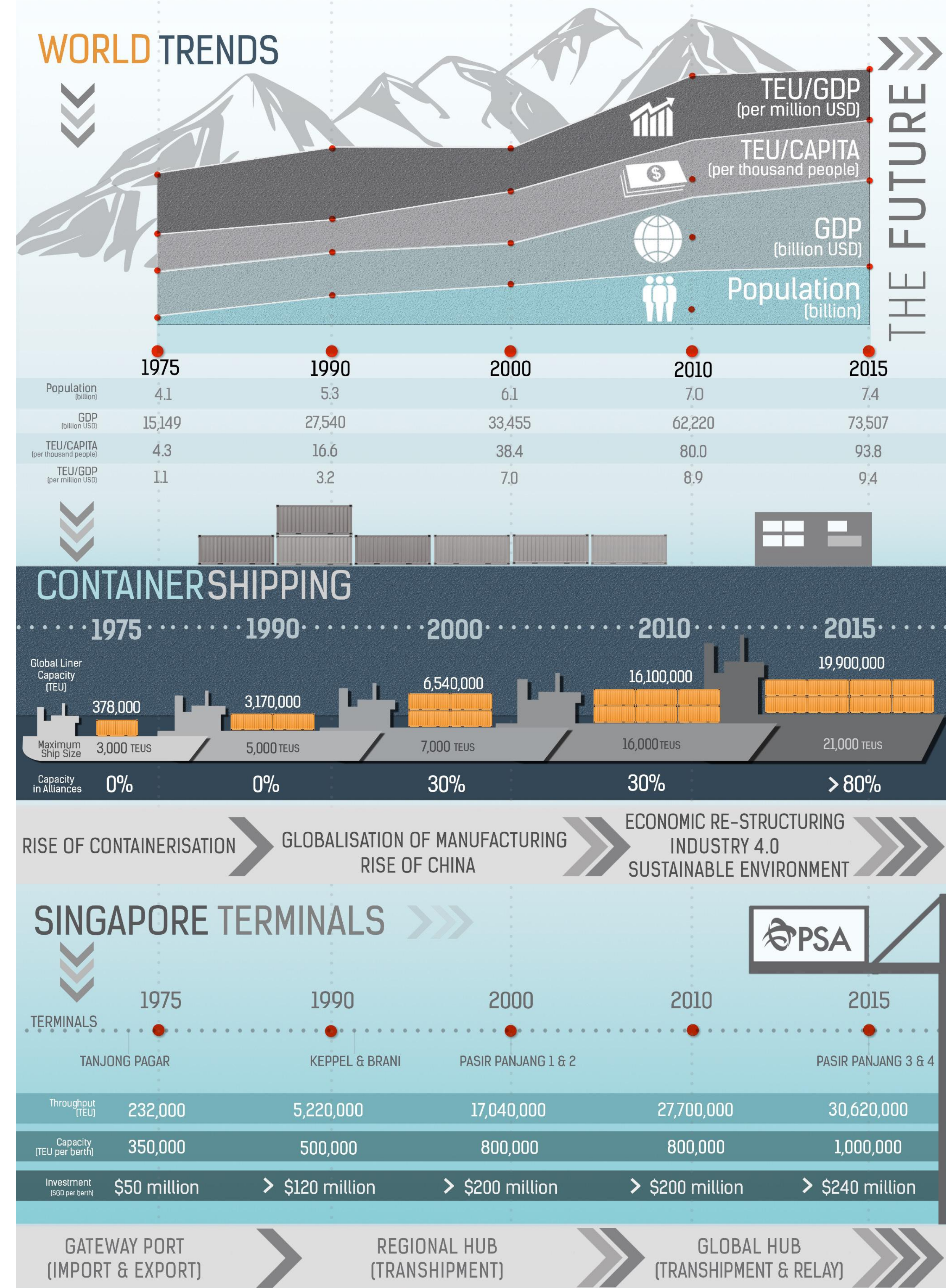
AFTER



BEFORE



AFTER



PSA GO GREEN

GO GREEN is PSA group-wide initiative that aims to raise staff awareness on environmental issues and taking meaningful action to care for the environment. Each year, PSA ports around the world engage in a diverse range of activities aimed at raising the awareness and taking action to conserve, recycle and reduce.

WHAT I DID

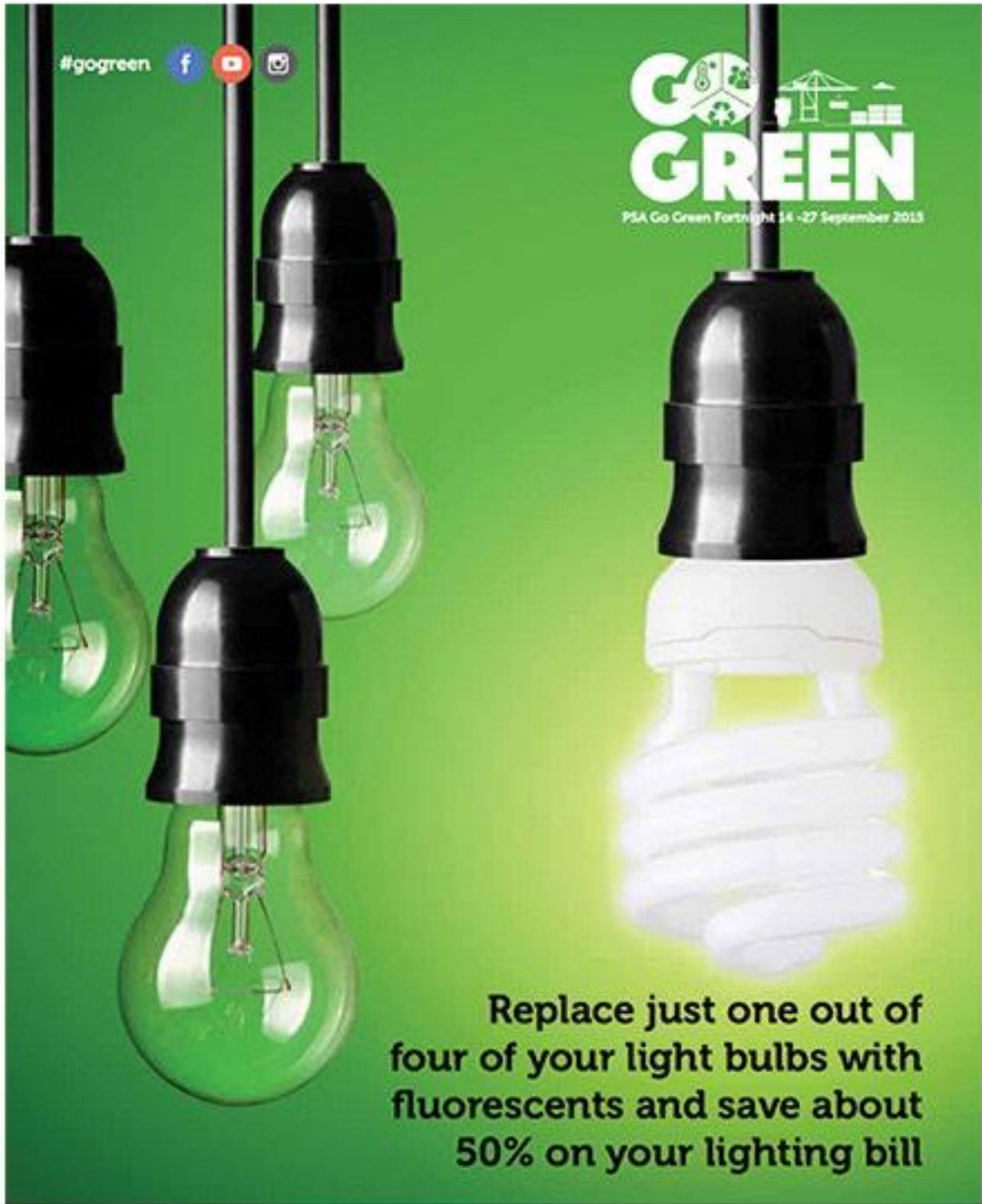
Collaborated with the HSSE department and designed a series of posters to promote the campaign and email newsletters design to be circulated to PSA employees.



PSA GO GREEN

#gogreen

GO GREEN
PSA Go Green Fortnight 14 - 27 September 2015



Replace just one out of four of your light bulbs with fluorescents and save about 50% on your lighting bill

DP WORLD PSA HPH

APM TERMINALS *Lifting Global Trade* SIPO 上海國際港務(集團)股份有限公司
SHANGHAI INTERNATIONAL PORT GROUP CO. LTD.

#gogreen

GO GREEN
PSA Go Green Fortnight 14 - 27 September 2015



Recycle one plastic bottle
and save 87% of energy and
reduce greenhouse gas emission by 71%

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#gogreen

GO GREEN
PSA Go Green Fortnight 14 - 27 September 2015



TREE PLANTING
One tree can absorb as much
carbon in a year as a car produces
driving 26,000 miles

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#gogreen



Bike to Work

For every one mile
pedaled rather than driven,
nearly 450 gram of CO2 is saved



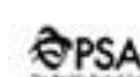
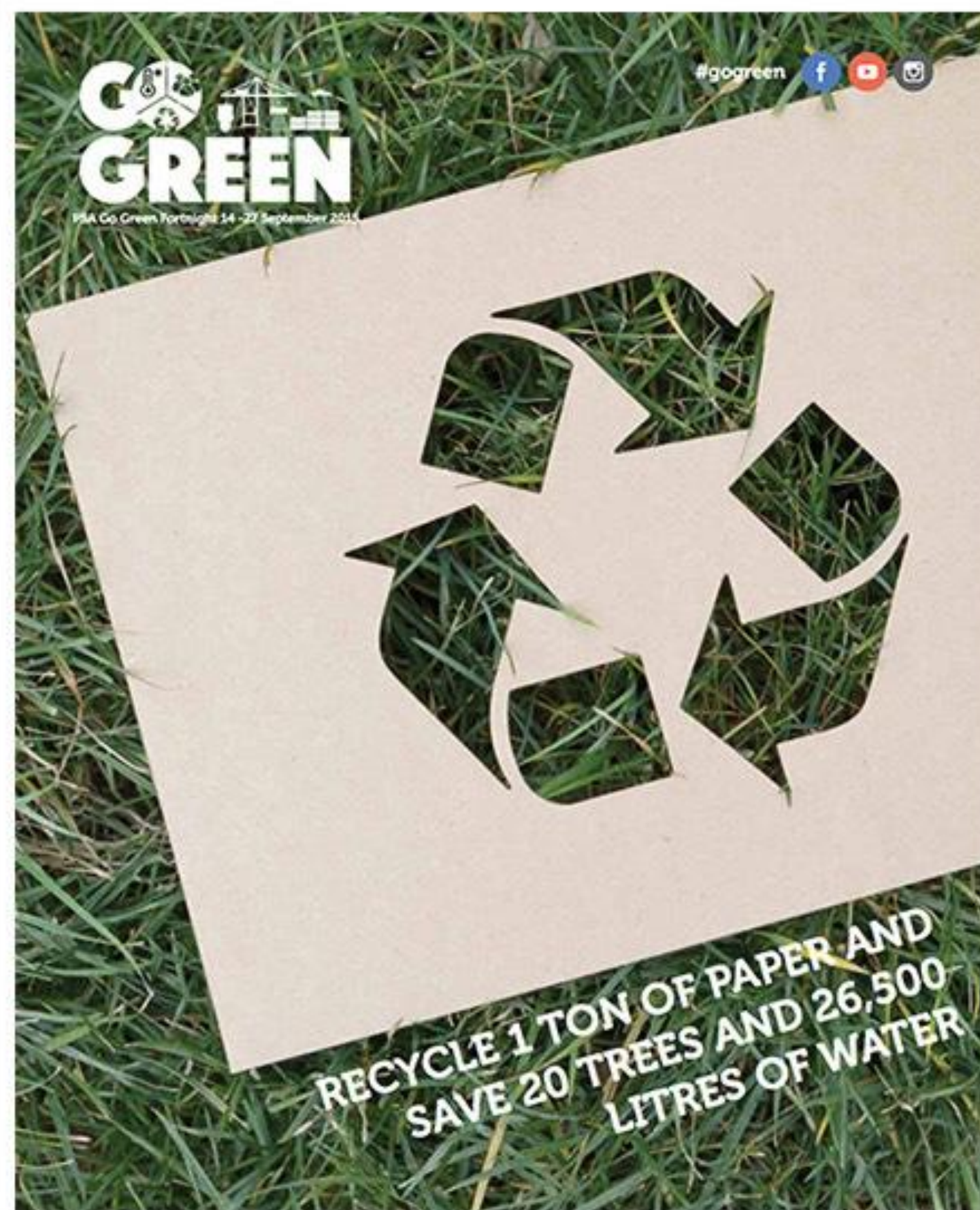
APM TERMINALS Lifting Global Trade

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PSA Go Green Fortnight 14 - 27 September 2015

#gogreen



Equipment maintenance,
thermostat settings, and upgrades
can reduce emissions up to 50%



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