



rich
nroll

Go online. Get Rich.

Improve performance of your next ad campaign simply by taking advantage of our services.

The advertising industry is revolutionized by the internet. Think for a moment, how much time do you spend online now? Where do you get your information from? Everybody's online these days. And there are lots of ads being created for those people. But are they as good as they could be? This is where we come in.

CONTACT

a RichnRoll Account Executive today to learn what we can do for your business.



richnroll.com



02-882-4687



richnroll@live.com



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What we do

Advertising

Concepts
Art Direction and Copywriting
Illustration

Content Creation

Film and Post Production
Mobile and Social Networking

Production

Implementation
Localization

User Experience

Interaction Design
Social Strategy

Technical Development

Flash, .Net, Open Source, Java
Web Build
Mobile and Social Networking
Maintenance
e-commerce
Content Management



Interact with an ad just as rich as a website.

We are a multiplatform digital agency creating websites, online ads, viral campaigns, Social Network applications, HD videos, interactive presentations, content management tools, 2D and 3D animation, intranet/ extranet, E-commerce, environmental graphics, database design and just about anything else that takes advantage of digital technology.

Bangkok based RichnRoll was just set up in 2007 with the one intention of making this next generation of communication as creative and successful as it can possibly be. We have had our fair share of success. We work for some of the biggest brands in the business, like Sony, KBank, Nokia, Sony Ericsson, Uniliver and their agencies.

We are
driven
by ideas
and treat projects with
enthusiasm
and a love of our craft.

Our key area of expertise is in rich media and next generation advertising technologies. Our focus is on the value in the work we create, remaining respectful to the clients' wishes but also surpassing their expectations. We are driven by ideas and treat projects with enthusiasm and a love of our craft – no matter what the dimensions. We just want to do better work. We want to excel.

[Click to view our full showcase >](#)

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SALT: THE ESCAPE GAME

Challenge:

Sony Pictures and Sony teamed with RichnRoll to introduce a new 6-week online experience, partly localized from Sony Picture's Day X Exists interactive campaign, designed to integrate Sony's products with each webisode and to promote a new film, SALT.

Solution:

Based from the film storyline, the game asks players to become an operative on-the-run to elude capture. Using all the skills and years of experience as a covert operative to complete the missions include encrypt a password, photo surveillance, scramble security camera with the help of Angelina Jolie's character, a sexy secret agent named Evelyn Salt.



Results:

RichnRoll worked with Sony Pictures to continually optimize and grow the campaign throughout the release cycle. As the campaign grew, so did the audience. With impressive results and widespread exposure, this unique initiative proved to be the perfect hit.



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GROWING INTERESTS

RichnRoll worked with K-Bank to generate interest in their new campaign "Growing Interests" through a clever and creative ad featuring a man's body grow over a transparent background designed to take advantage of skyscraper placement.

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WAREHOUSE SALE WIDGET

Sony wanted to get the word out about its first annual 'Warehouse Sale' event. RichnRoll built the Warehouse Sale Countdown Widget – a reminder tool that counted down the number of days until the event date.

[View widget >](#)



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LIVE LIFE ON THE T-LIST

Challenge:

Sony wanted to align its high-end notebooks, VAIO TT Series, with excellence and innovation through a compelling online experience.

Solution:

RichnRoll answered the call with 'Live Life on the T-List' campaign crafted specifically toward the target demographic. The robust site featured two successful decision makers who influence the entertainment community and fashion business in 2008, sharing their professional journeys through videos, articles and image galleries.



Results:

VAIO was seamlessly woven into the conversation via elegant design and eye-catching backdrops. Through every component of the site, consumers were left with a sense that life on the T-List is a life worth living.



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KAKA BRAVIA Z SERIES

For the launch of the new Motionflow line of products, BRAVIA had multiple objectives. First, to introduce its new brand ambassador, Kaka, and second to promote Sony's unique Motionflow™ 200Hz technology.

RichnRoll crafted expandable rich-media ad units to promote the most realistic viewing experience on a BRAVIA. Consumers could easily toggle between video featuring Kaka as well as the 'Motion Finder' game (also produced by RichnRoll) and product features.



[Play game >](#)



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SHOOT 'EM HD

The client challenged RichnRoll to create an engaging companion to complement its BRAVIA+Blu-ray combo package promotion. The 'Shoot Em HD' game built excitement for the promotion via an engaging experience in a single ad-served unit. The rich media campaign successfully drew attention from the target audience of men looking for affordable everyday entertainment.



Think you can shoot like a hit man? Reload your weapon and see if you have what it takes before time runs out!



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MICHAEL JACKSON'S THIS IS IT



Sony was looking for an eye-catching way to promote its limited offer promotion of Blu-ray package while leveraging its association with the no.1 film, Michael Jackson's This Is It. Running on Sanook's homepage, RichnRoll crafted the expandable ad unit to drive awareness of the brand's latest offer - Experience

the King of Pop's last concert in brilliant high-definition resolution. The unit drove back to the Blu-ray site to learn more.

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FULL HD CATALOG

When Sony wanted to promote their new BRAVIA Full HD TV line up, they tasked RichnRoll to create a full experience ad for users. Expandable ad placements give the client more real estate to show off their new products for their next big sale.

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VAIO GIRL, WHERE ARE YOU?

Challenge:

Sony wanted to build awareness and excitement around the release of its new lifestyle notebook, VAIO W Series, among a tech-savvy audience. The challenge from the client was also to drive interest in the brand, enhance the value of its Facebook fan page.

Solution:

In answering the challenge our strategy focused on a working demonstration of the product, bringing both to life in ways pertinent to different audiences, and so creating a viral buzz amongst them. The creative solution for the campaign was 'VAIO Girl, Where are you?' a live product demonstration to bring to life the core product benefits, and, more importantly, show the portability of the lifestyle notebook. VAIO Girl travelled through various hot spots in 21 days, from the heart of Bangkok to Pattaya, using her VAIO W to post clues as to her whereabouts through different social media channels such as Facebook, YouTube and Twitter, whilst all being aggregated on the innovative Vaio.sony.co.th. Followers used the clues to track her down online or in person to win a lifestyle notebook prize available each week.

Results:

The campaign was an absolute success for VAIO. Its Facebook fan page generated over 7,000 users, increased by 60%, in 2 week.

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