

# VIMI.

Creating digital success  
for invisible giants since 2010.

**VIMI.** is a B2B Digital Agency

We offer

# Consulting Design Development

- ♥ Branding
- ♥ Websites
- ♥ Apps
- ♥ Digital marketing

**12+**

Years of experience

**250+**

Client organizations

# VIMI.

## We are

We are VIMI – A digital agency dedicated to B2B marketing excellence.

Our mission since 2010 has been to create success for “Invisible Giants” – Industry, manufacturing & finance B2B companies whose activities shape our daily lives, but are unknown to the general public.

Business registration / Thai tax ID -0105554102939



# VIMI.

## We promise

Our vision is well-being through benign business.

We promise -

### Trust 🏡

We always tell the truth, even when it's difficult.

### Friendship 🤝

We've always got your back.

### Design 🧠

Design must be useful.  
Design must deliver results.  
If it works, don't fix it.  
If it's broken, fix it 1st.



## How we do it

We follow these principles –



### Behavioral design

People love platforms that account for how they feel & think. These are the insights behavioral design provides.



### User testing

The compass ensuring a platform's utility & appeal is the study of the people using it. The sooner this study is launched, the higher the returns it delivers.

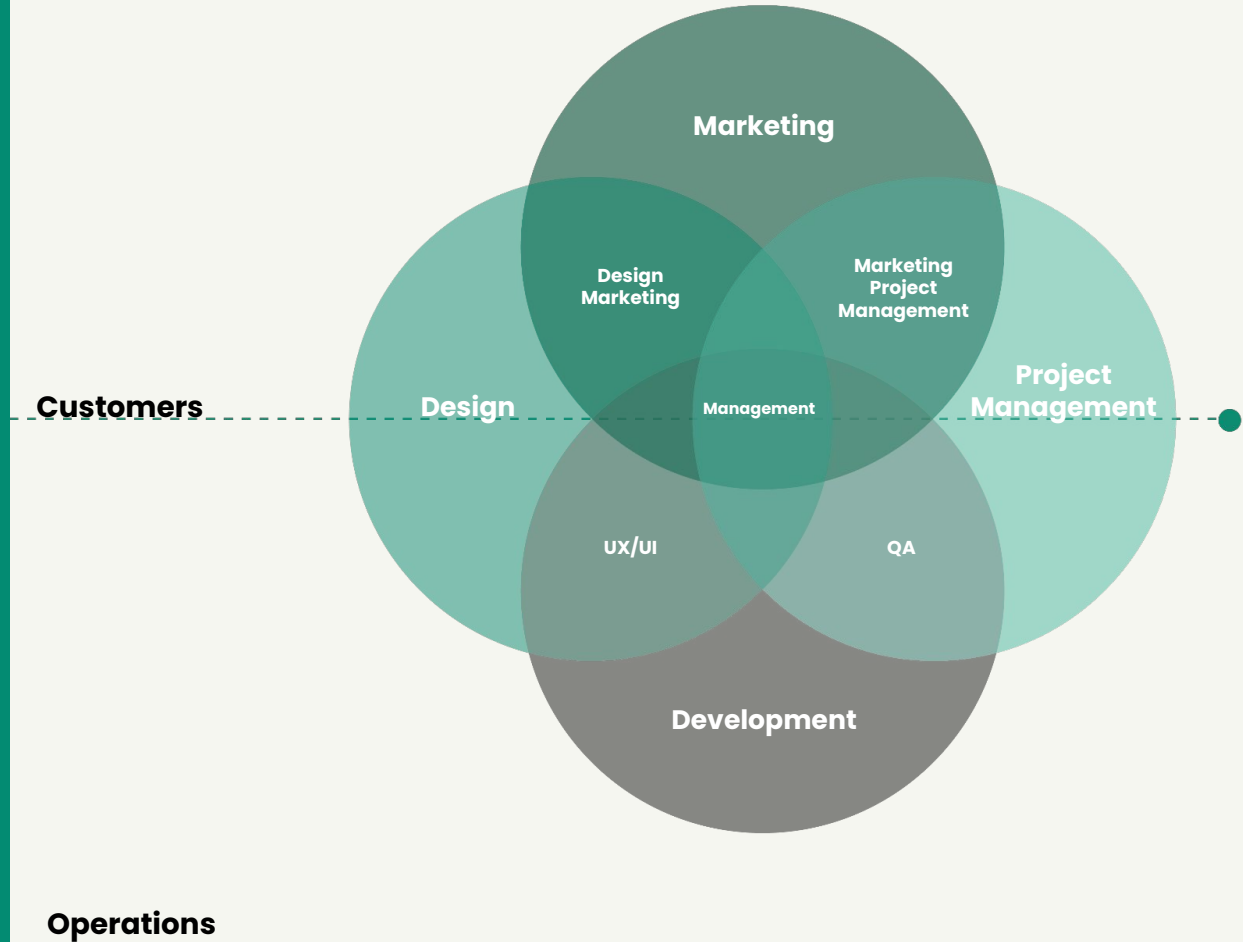


### Return on investment

A platform's success is measured in relation to quantifiable goals. Failure can be useful, when we learn from it.

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# Organizational Chart



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## We support

We proudly support Proseed –  
The Benign Business Community



Happiness is a state of inner fulfilment,  
not the gratification of inexhaustible desires  
for outward things..."

**Matthieu Ricard**  
Buddhist Monk, Author



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# Solutions





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## Behavioural Design

Are people doing what you want?

Looking to influence your audiences to behave a certain way in your application or website?

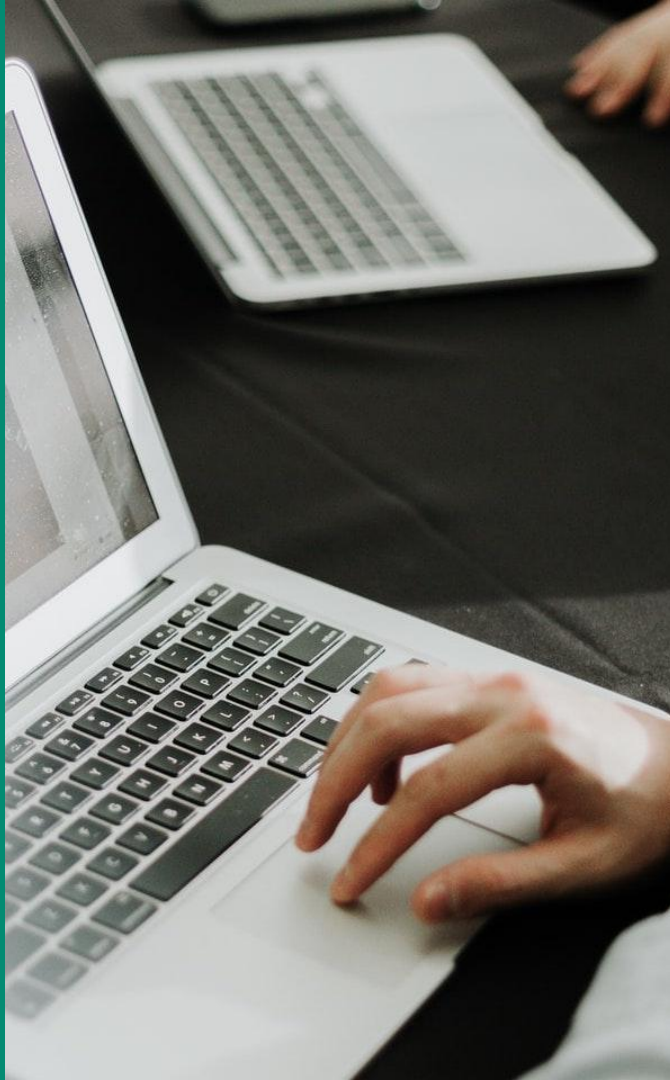
Behavioral design has the answers!

### Here's an example

Look at the ❤️ bullets on the other side of the slide.

We thought about them deeper because they're non-standard, & you'll remember them longer for the same reason.

**Boosting message retention through visual cues is behavioral design in action.**



### Services

- ♥ Reward learning
- ♥ Cues, action, rewards
- ♥ Choice architecture
- ♥ Personalisation
- ♥ Cognitive load balancing

### Cognitive Bias Leveraging

- ♥ Scarcity biasing
- ♥ Endowment biasing
- ♥ Completion biasing
- ♥ Reciprocity
- ♥ Ikea effect

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## Rabbit Rewards

Rabbit Rewards is the loyalty program for the Bangkok's Skytrain public transport system.

Vimi are the provider of the program's app & website.



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**Eddie Lui**

**Managing Director, Rabbit Rewards**

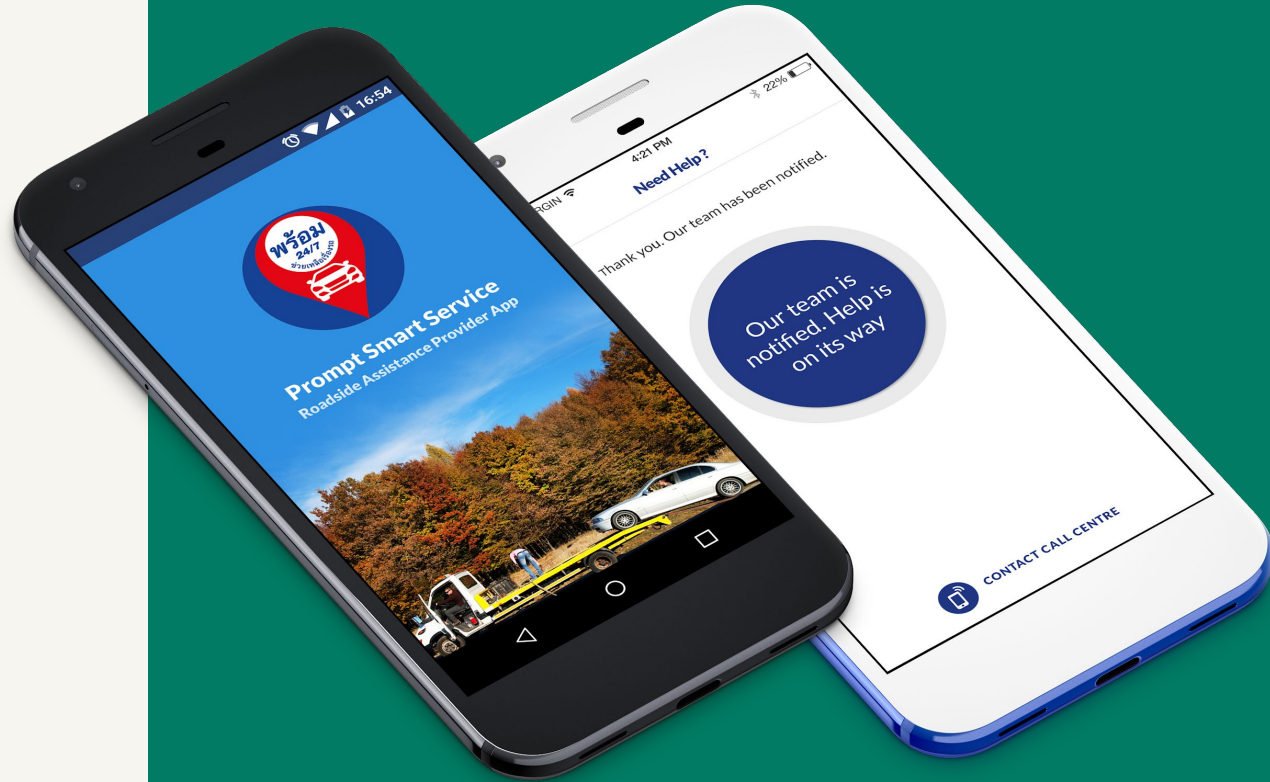


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## AXA

AXA is a multinational insurance company founded over 200 years ago.

The Thai subsidiary engaged Vimi to provide an app to facilitate roadside assistance services to drivers in need.



# VIMI.

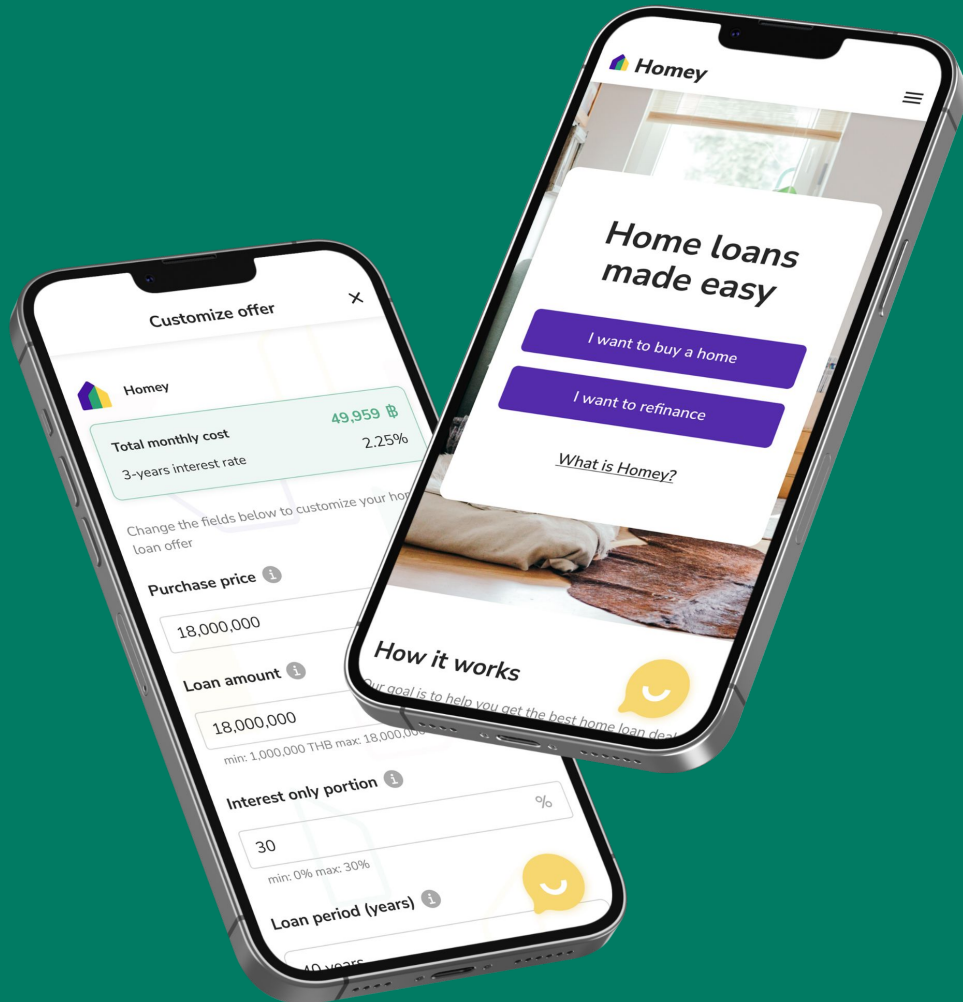
## Homey

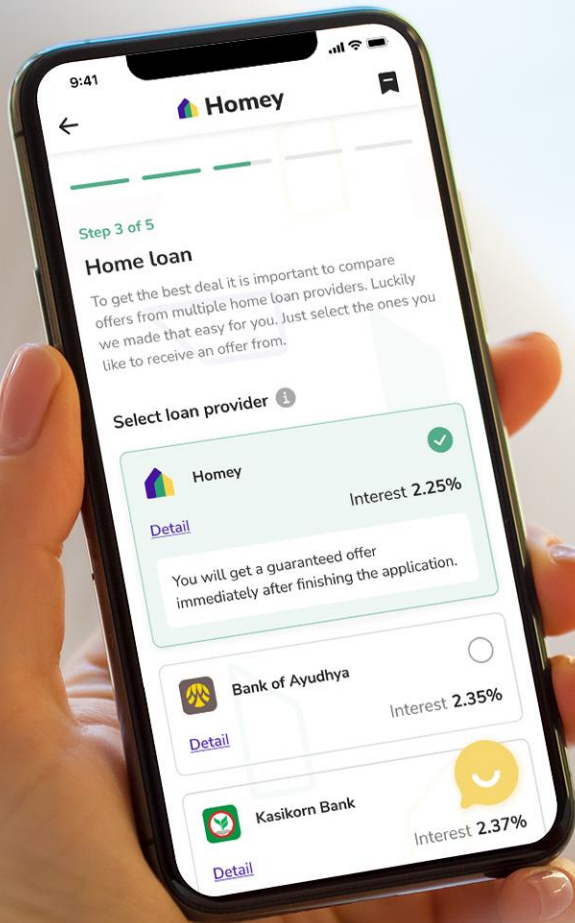
Interface design concept for Homey - a venture dedicated to simplifying access to home purchase loans in Thailand.



I needed a high-fidelity wireframe to test out my startup idea & Vimi did an amazing job. Quick, to the point, & clear proposals, fast timelines & an amazing result. For my next project I will definitely work with them again..."

**Matthijs Haentjens**  
Founder, Homey





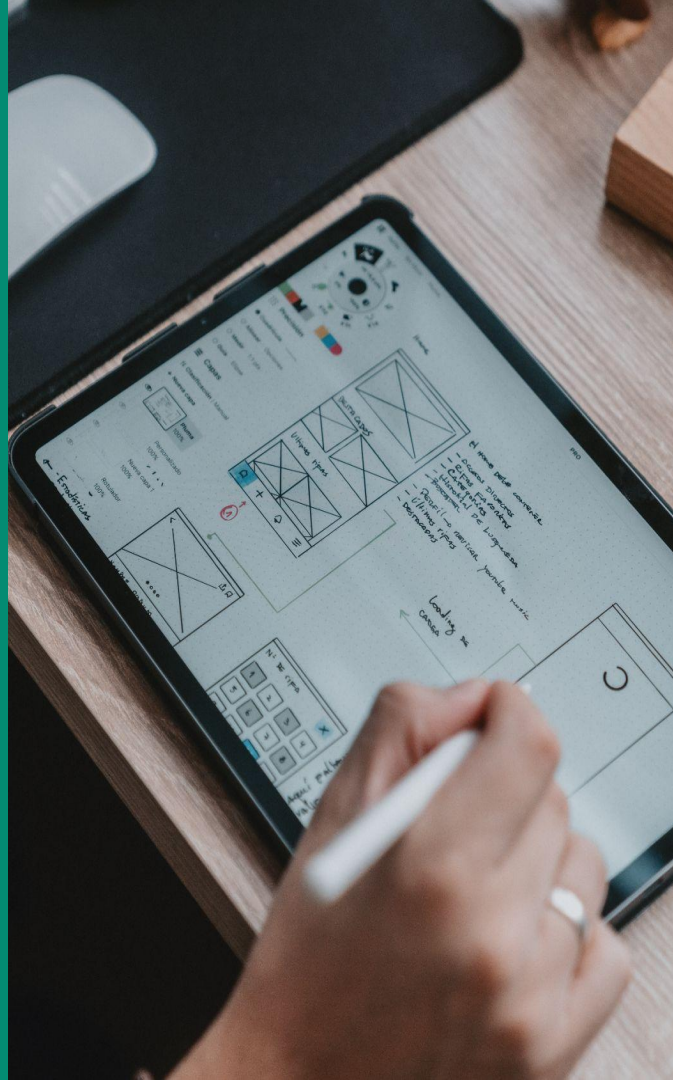
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## UX UI design

Are your users engaging?

Corporate software development teams & startups looking for proven UX / UI designed in-line with behavioral design best practices come to us as their outsourced design partner.

We provide UX & UI proven to increase user engagement & satisfaction.



### Behavioral design

- ♥ Reward learning
- ♥ Cues, Action, Reward
- ♥ Choice architecture
- ♥ Flow diagrams
- ♥ Cognitive load balance

### User experience design

- ♥ Wireframing
- ♥ Empathy Maps
- ♥ Users Stories
- ♥ Customer Journeys

### User interface design

- ♥ IOS
- ♥ Android
- ♥ HTML
- ♥ Kiosks

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## SCB Life

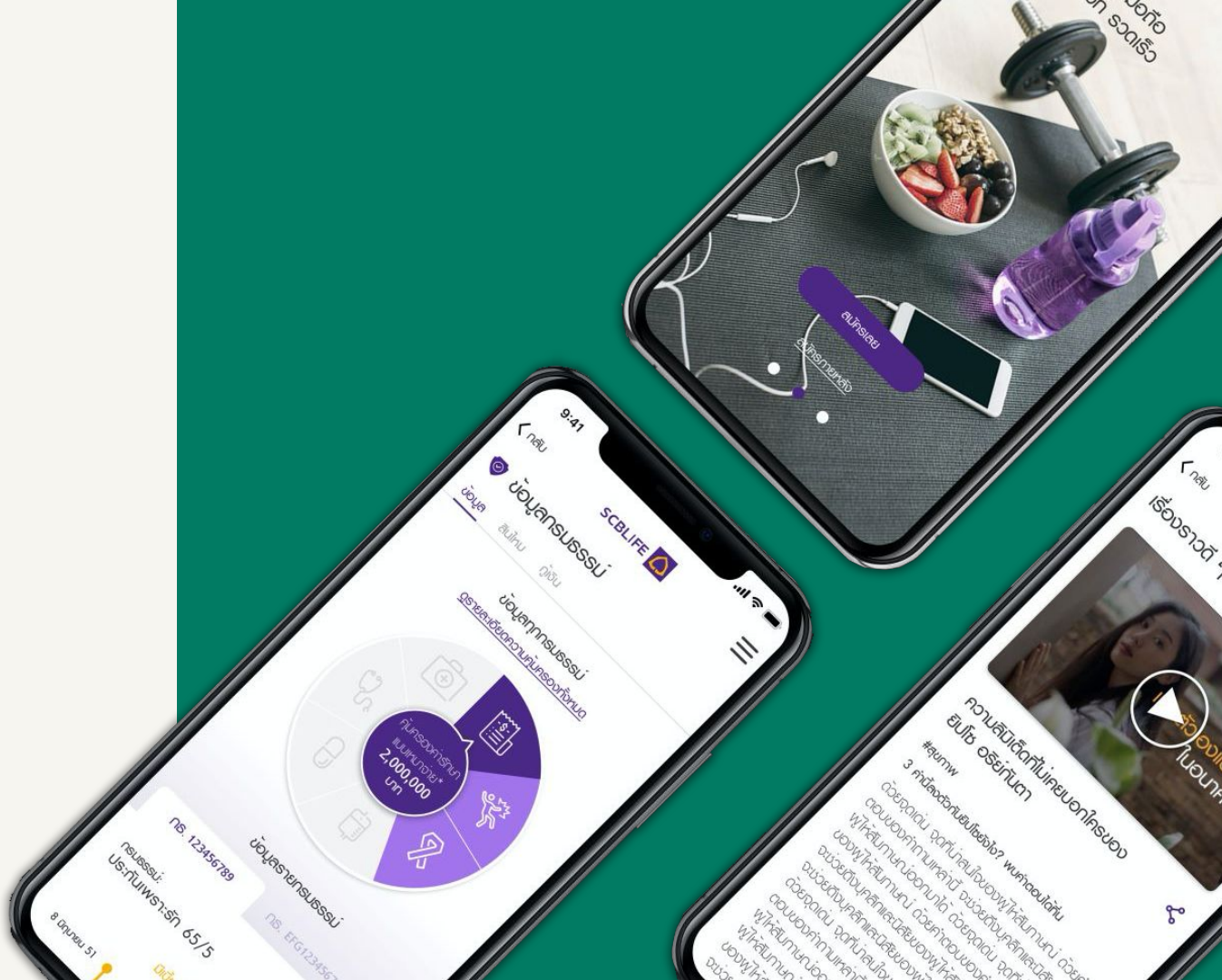
Multiple interface design projects for various groups at Siam Commercial Bank - Thailand's first, & largest, commercial bank. Vimi worked as sub-contractor for Capco.com.



Working with Vimi was instrumental in our delivery of timely solutions to our clients..."

**Jon De-Potter**

Managing Principal, Capco.com



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# VIMI.

## Red Cross

App user experience & interface design for the Thai Red Cross Society.



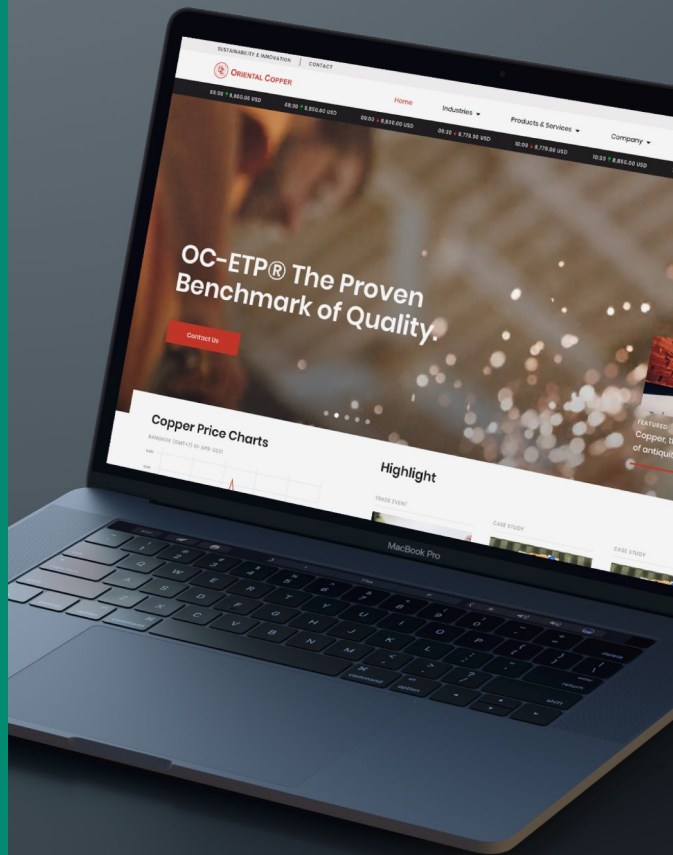
# VIMI.

## Website development

Are you happy with your website?

Building a successful website requires creating an effective conversion funnel, designing interfaces for optimal user experience, preparing content, writing secure code in compliance with best practices, & more.

Our team has launched successful websites & apps for globally recognized brands & corporations such as Heinz-Kraft, Central Foods, Rabbit Rewards, etc.



## Website services

- ♥ Strategy
- ♥ Briefing
- ♥ Brand
- ♥ Content
- ♥ UX / UI design
- ♥ Development
- ♥ Hosting & Maintenance

# VIMI.

## Kirloskar

Kirloskar Brothers have been a global leader in the engineering & manufacturing of centrifugal pumps for over a century.

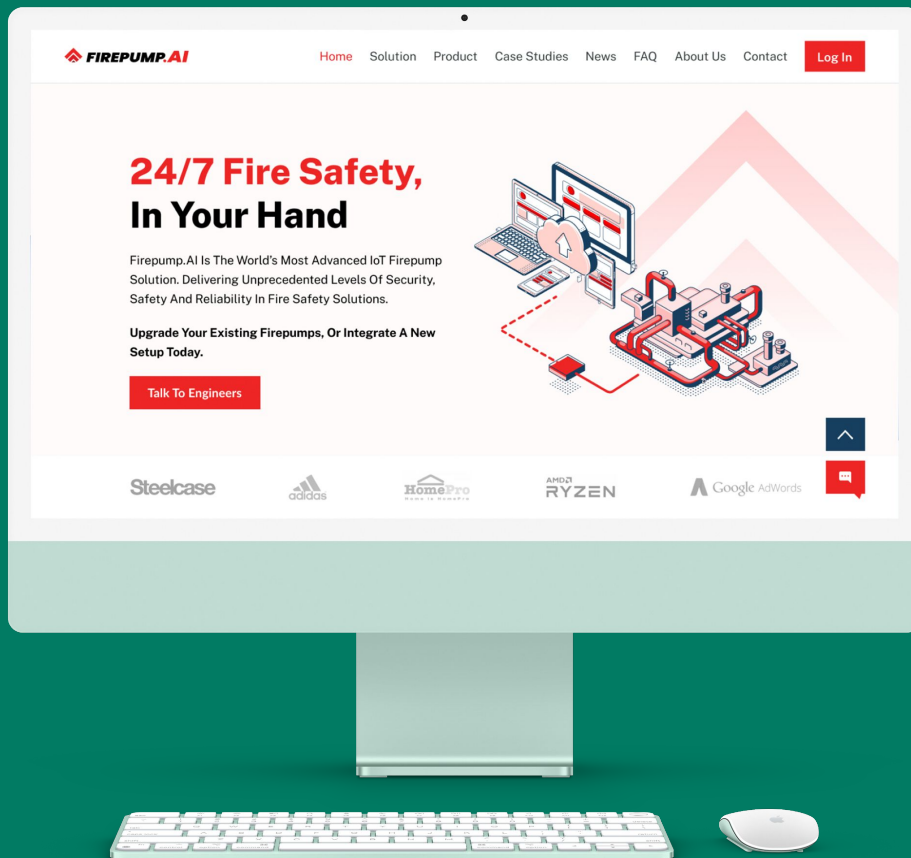
They engaged Vimi to deliver branding, website, & custom development work for their line of AI empowered sustainable smart pump systems.



We're consistently delighted by the marketing strategies developed by Vimi, as well as the quality & on time execution they deliver. Vimi is now part of our strategic marketing mix & we continue to collaborate on multiple projects. We heartily recommend them as a provider..."

**Remko Vleesch Dubois**

**CEO, Kirloskar Brothers Thailand Ltd.**

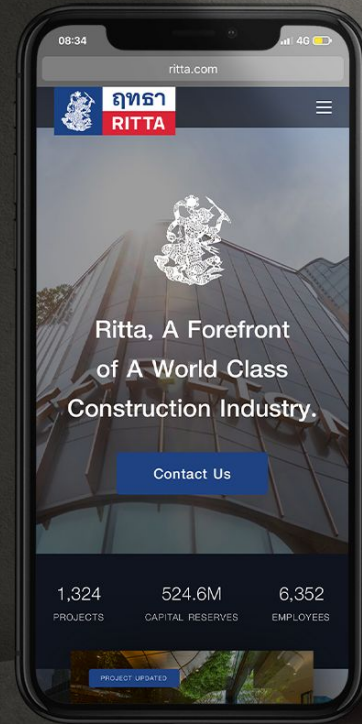


# VIMI.

## Ritta

Ritta is Thailand's best capitalized construction company, & the builders of some of Bangkok's most iconic structures.

We built & continue to host their website.



# VIMI.

## Dunlop

The Thai subsidiary for tire giant Dunlop trusted us with building their website.



Dunlop is the global leader in tires. We hired Vimi to help us with our Thai website. They delivered the project within the agreed budget & schedule. We're very happy with the quality of support & service the Vimi team provides us..."

**Dunlop Tires**  
**Thailand**



# VIMI.

## Trustdock

Trustdock is a regional leader in digital identity verification solutions that facilitate online trust, relationships, compliance & transactions.

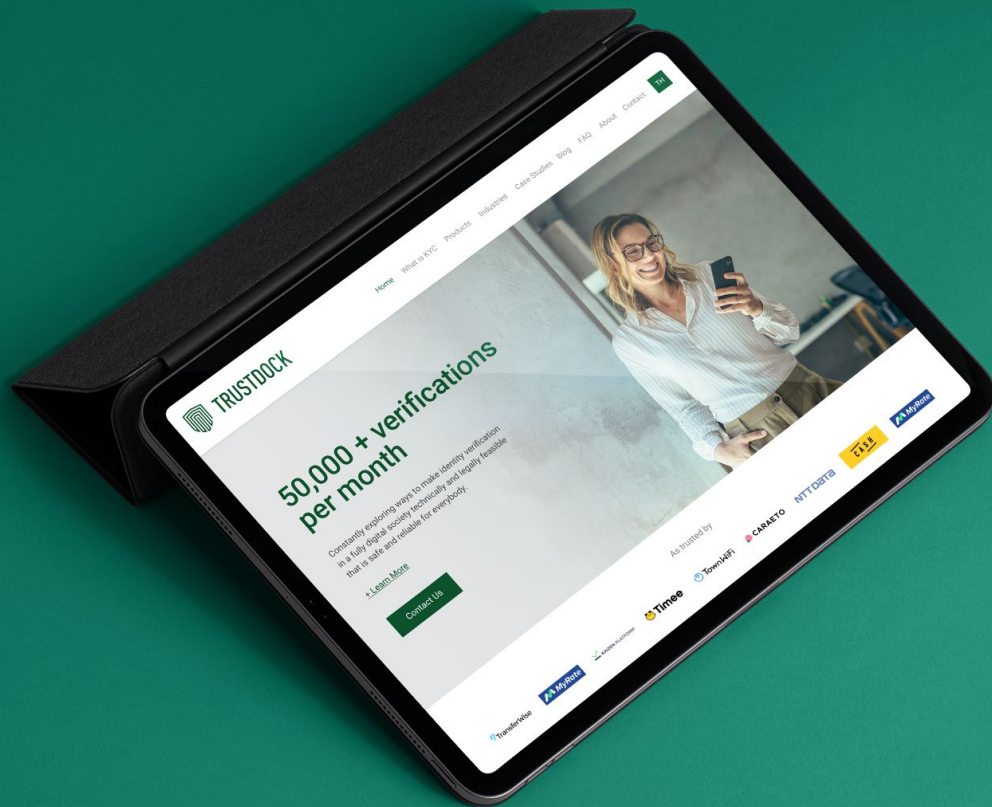
We built their global website.



Trustdock is a leader in digital identity verification. We chose Vimi to create our global website. They've proven a reliable & valued partner that delivers on time & on spec. Vimi go the extra mile looking for ways to support our business, so naturally we're happy to recommend them as a service provider..."

**Jeff Bates**

**Global Markets Lead, Trustdock**

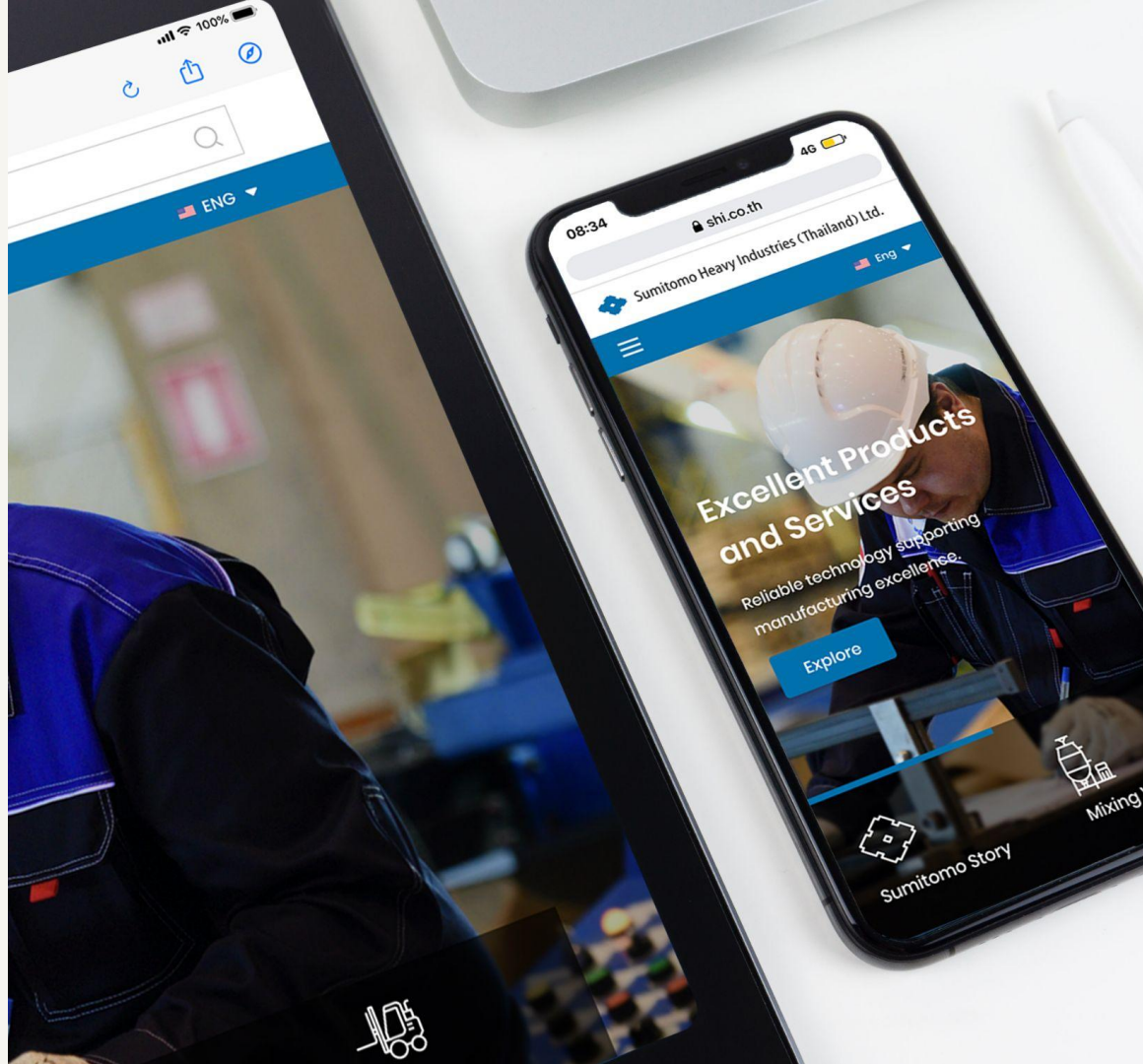


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## Sumitomo Thailand

Founded in Japan over a 130 years ago, Sumitomo Heavy Industries has grown to be a global leader in the heavy & precision machinery industries.

Vimi were their chosen vendor for providing their local website.



# VIMI.

## Alcami

For over 20 years, in three countries, Alcami is a plastic parts provider specializing in delivering the projects no other manufacturer can.



The Vimi team gave us some great ideas & helped us present ourselves effectively to our audience. They're detail oriented & easy to work with. We will work with them again & have recommended them to our contacts..."

**Kris Withoutack**

**Managing Director, Alcami Manufacturing**





# VIMI.

## Rockworth

Rockworth are a Thai public company dedicated to the creation of inspiring workspace & the manufacture of premium office furnishings.

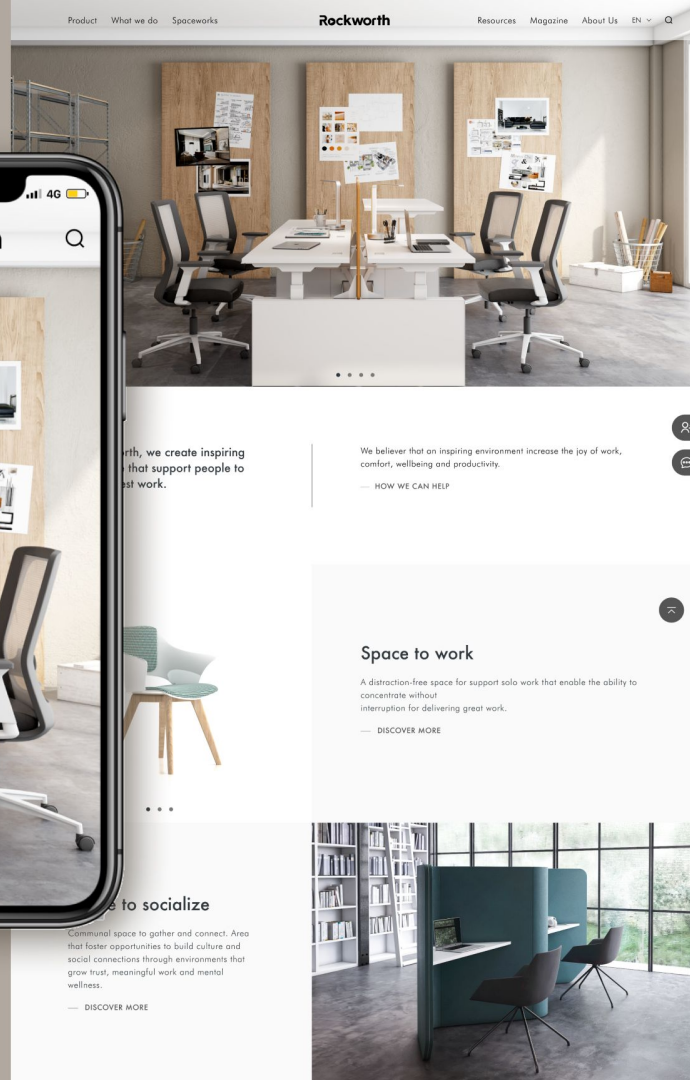
We built their global website.



Loved working with VIMI team. Always clear and helpful throughout the project. They are highly professional and respond extremely quickly and efficiently to any requests. Looking forward to work with VIMI again in the future..."

**Chakrit Vorachacreyanan**

Senior Executive Vice President, Rockworth Ltd.



# VIMI.

## Aspire Property

Aspire Property Thailand is a premium real estate agency.

We developed their brand identity & website.



We worked with team Vimi.co on our brand & website. We're very impressed by their process. Vimi took our ideas & made them reality. They genuinely cared to learn about our business & target audiences, & gave attention to detail at every step..."

**Tracy Lee**

**Managing Director, Aspire Thailand Property**



# VIMI.

## J. Rotbart & Co.

Jrotbart & Co. is a premium provider of precious metals services.

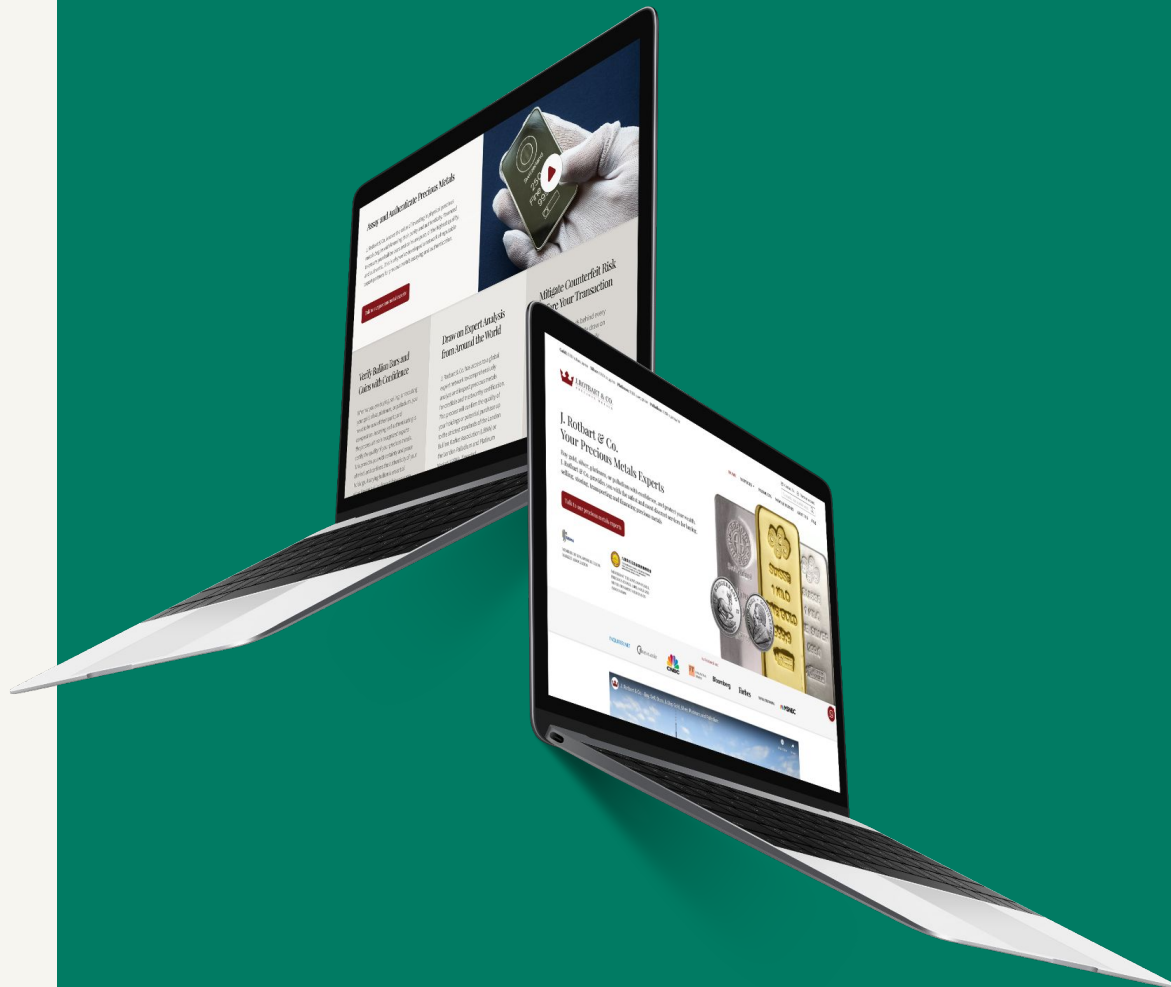
Vimi developed their brand & website.



Our global clientele expect us to operate at the peak of efficiency & discretion, & we expect the same from our providers. Vimi delivered our brand design & website, & remain our preferred provider because we know we can rely on them to be there whenever we need them..."

**Joshua Rotbart**

Managing Partner, Jrotbart & Co.



# VIMI.

## UNDP

UNDP works to eradicate poverty through sustainable development of nations, in +170 countries around the world.

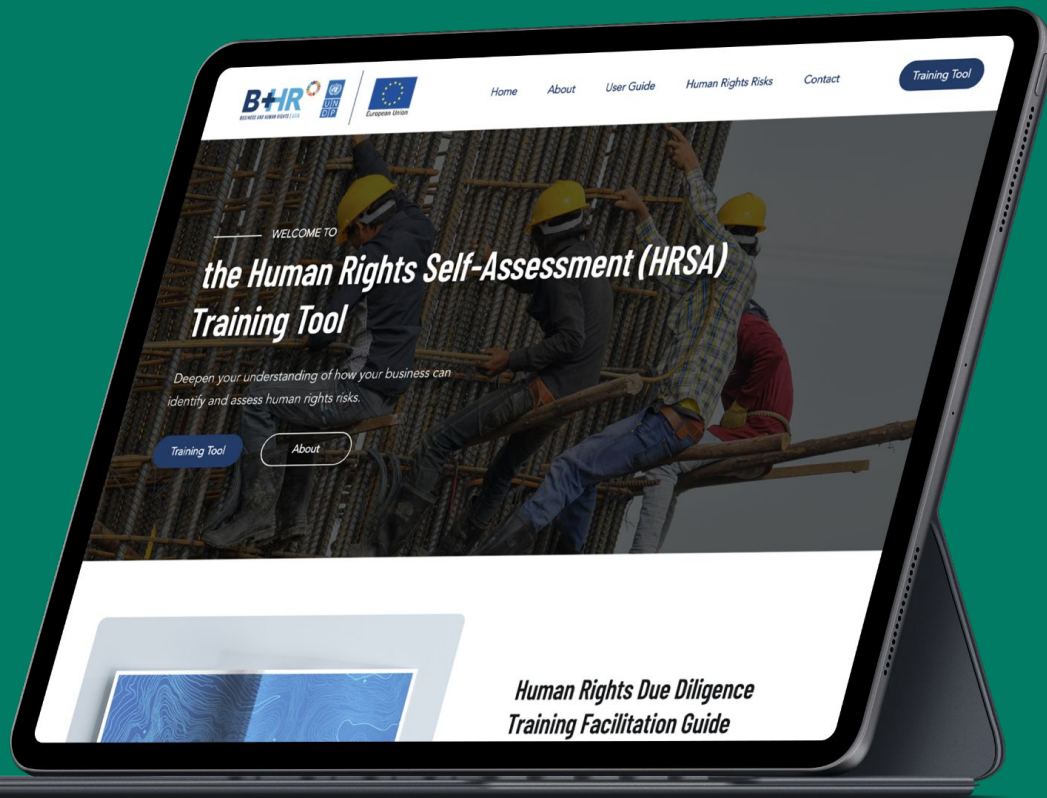
We provided UNDP with a custom webapp for human rights monitoring.



UNDP selected Vimi as the provider of our Human Rights Self-Assessment Training Tool - a B2B platform that supports businesses' understanding of human rights risks. We're well impressed with the deliverables & the service we've gotten from team Vimi. Based on this we've engaged them for ongoing support of this project..."

**Sean Lees**

**Business & Human Rights Specialist**



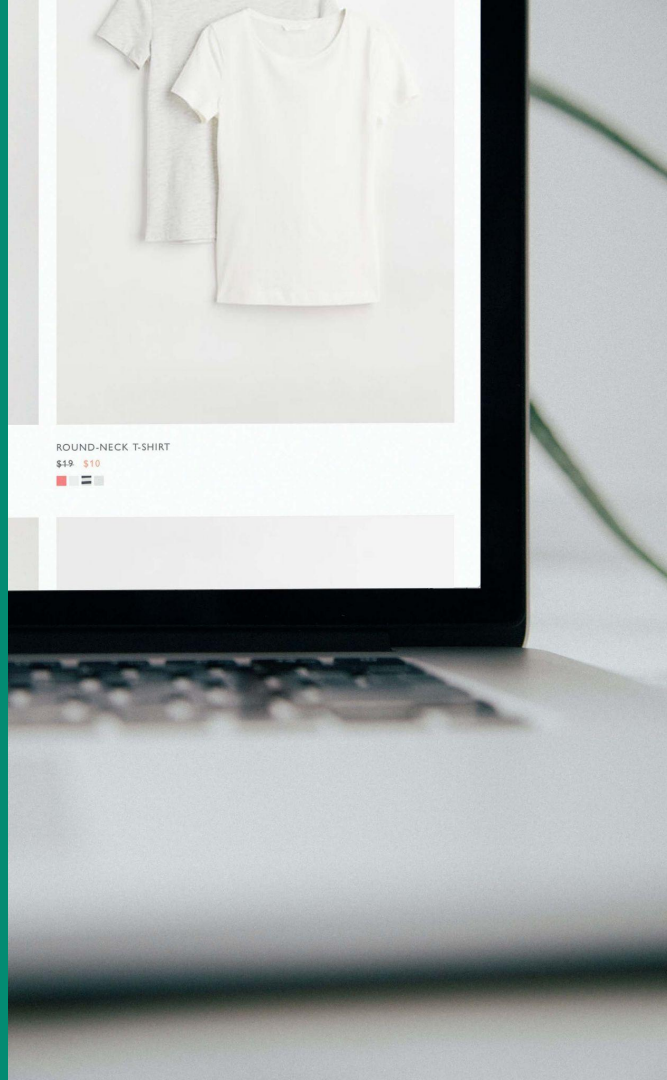
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## Ecommerce development

### Are you selling enough?

Building a successful ecommerce business requires handling challenges above & beyond those involved in building brand or corporate websites. User experience, inventory management, order fulfillment, payment processing & security are just some of the issues you need addressed in order to be successful.

Our team has designed & built profitable ecommerce websites & apps for leading Thai retailers including Tops Supermarkets, Rabbit Rewards, Passion Delivery, BeMynt etc.



## Services

- ♥ Strategy
- ♥ Briefing
- ♥ Brand
- ♥ Content
- ♥ UX / UI design
- ♥ Development
- ♥ Hosting & Maintenance

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## Tops Supermarket

Tops Supermarket are Thailand's largest supermarket chain.

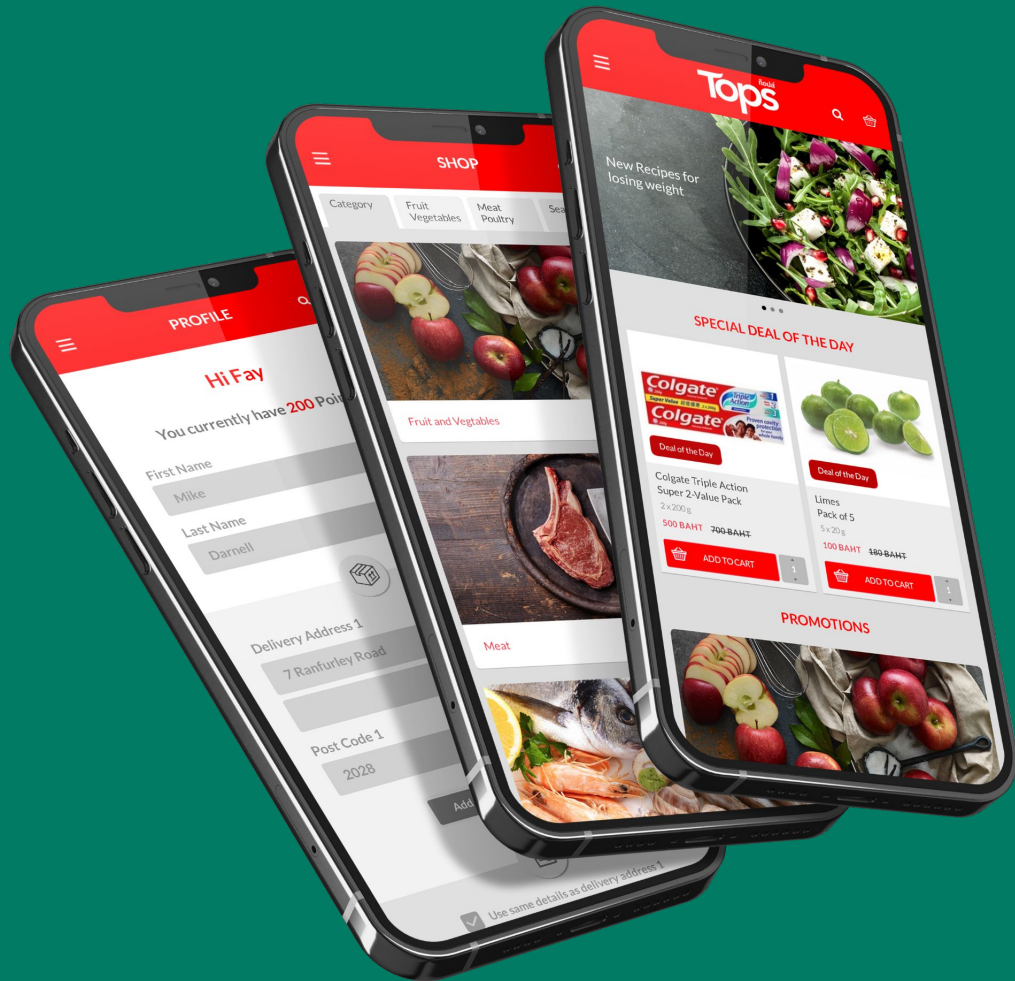
Vimi delivered the design & development of their original app.



This is the first time I'm dealing with a partner whose work I can accept immediately. Vimi knows UX very well..."

**Gerald Lim**

Assistant VP Digital & Innovation,  
Central Food Retail Group



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## Bemynt

Thailand's Minor group launched the Bemynt e-commerce site & application as a platform for offering the range of premium fashion brands they represent.

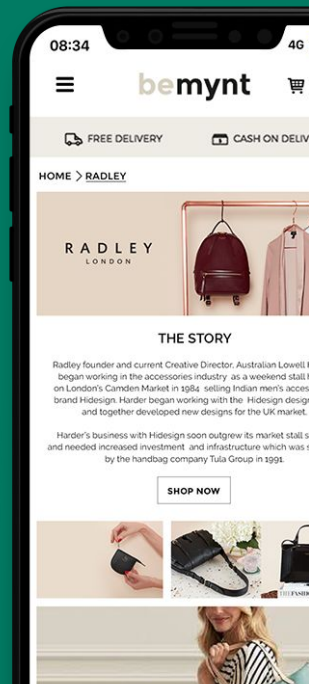
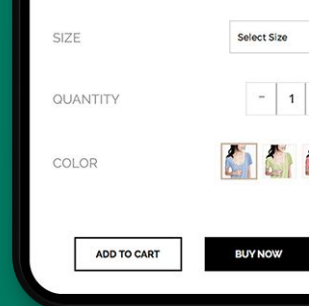
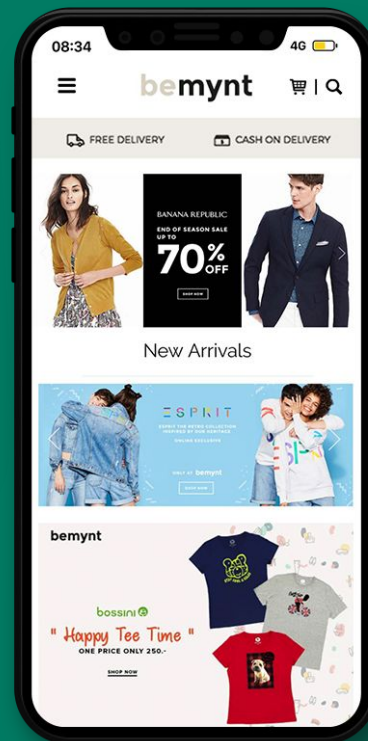
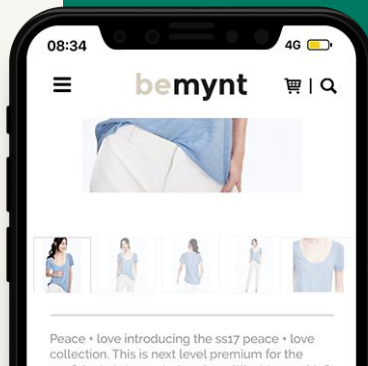
Vimi provided the frontend design & development.



As a seasoned E-Commerce director I've worked with many teams over the years. Vimi stood out with their results oriented approach, good governance, & strict adherence to deadlines. I look forward to working with them again..."

**Edward Morales**

Business Director – ECommerce, Minor Corp



# VIMI.

## App development

Do you need a development team you can trust?

Are you looking to deliver new systems or enhance existing ones? We build mobile & web applications for corporate IT departments, & serve as the development partner for startups looking to avoid the costs of running an in-house team.



### Services

- ♥ Strategy
- ♥ Briefing
- ♥ Brand
- ♥ Content
- ♥ UX / UI design
- ♥ App development
- ♥ Hosting & Maintenance



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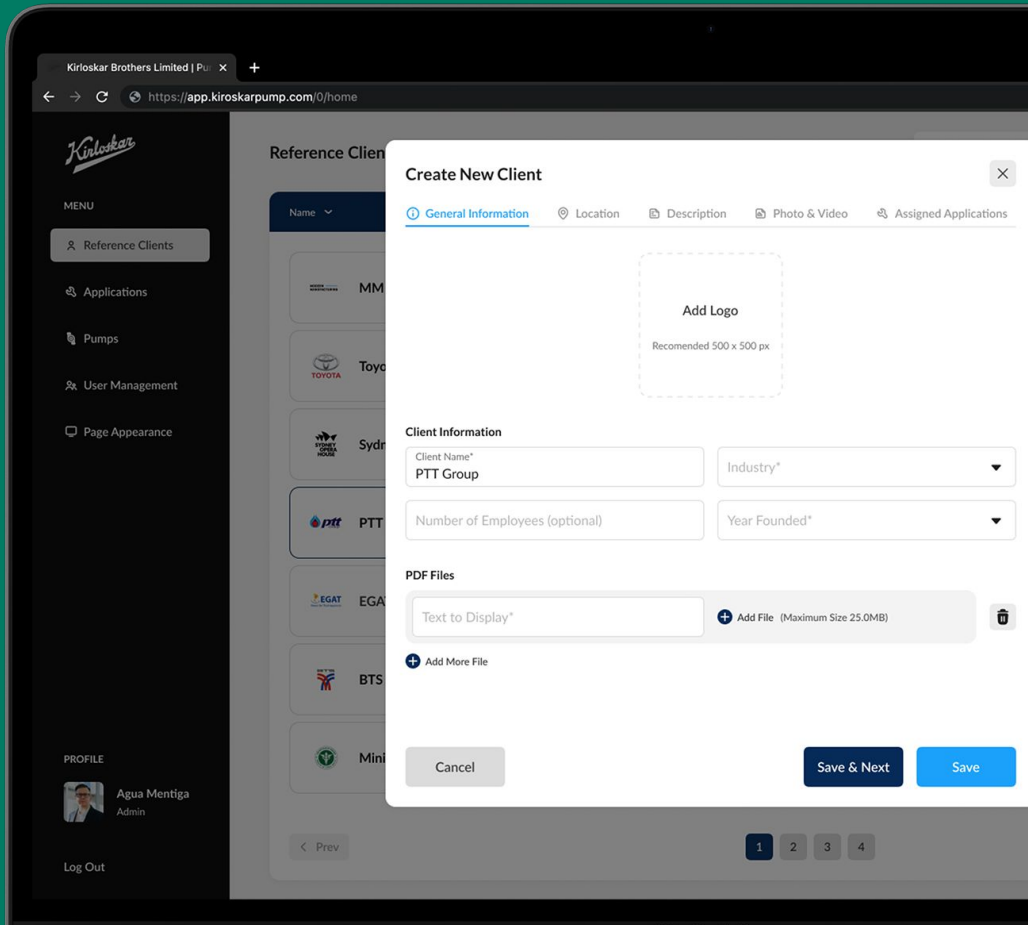
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**Remko Vleesch Dubois**

CEO, Kirloskar Brothers Thailand Ltd.



# VIMI.

## EV-Rider

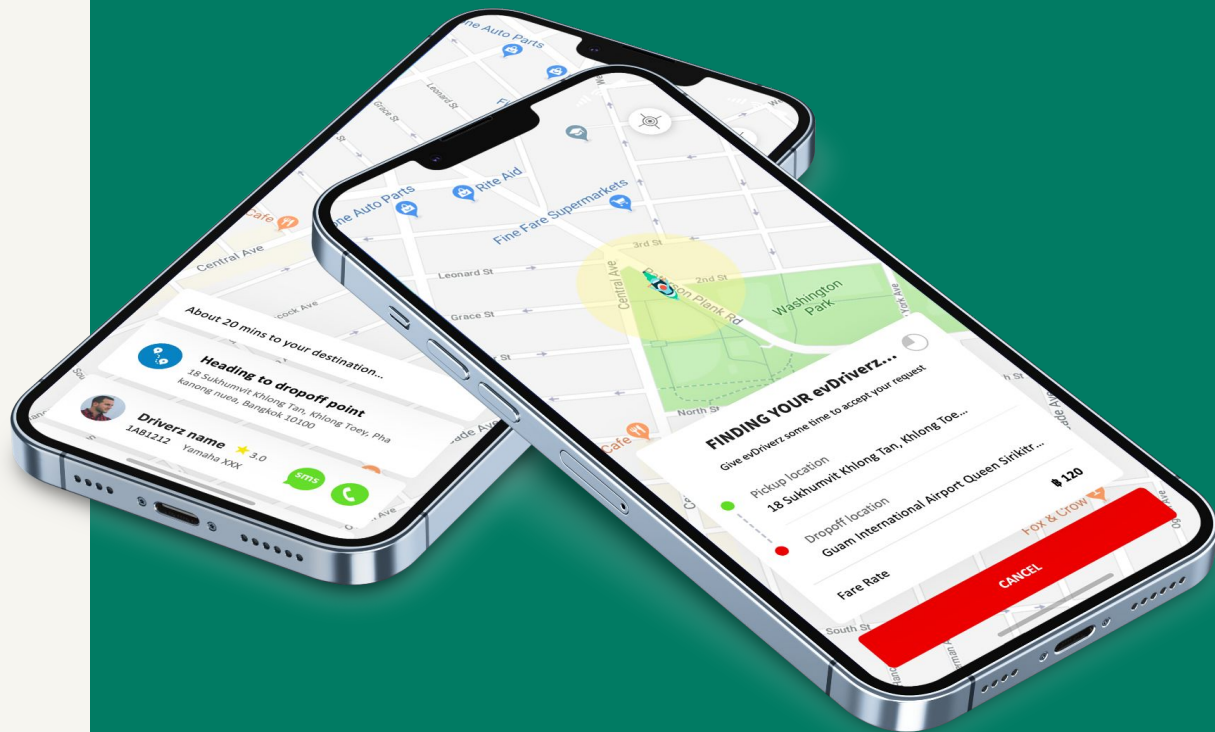
EV Rider are the providers of ride hailing & delivery services based on EV motorcycles in Thailand & South Africa.

Vimi supported their brand development & built their application platform & brand website.



Their team's enthusiasm, experience & market knowledge ensured I came in on budget & on time, could not be happier..."

**Gareth Kerr**  
Founder & Chief



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## Rabbit Rewards

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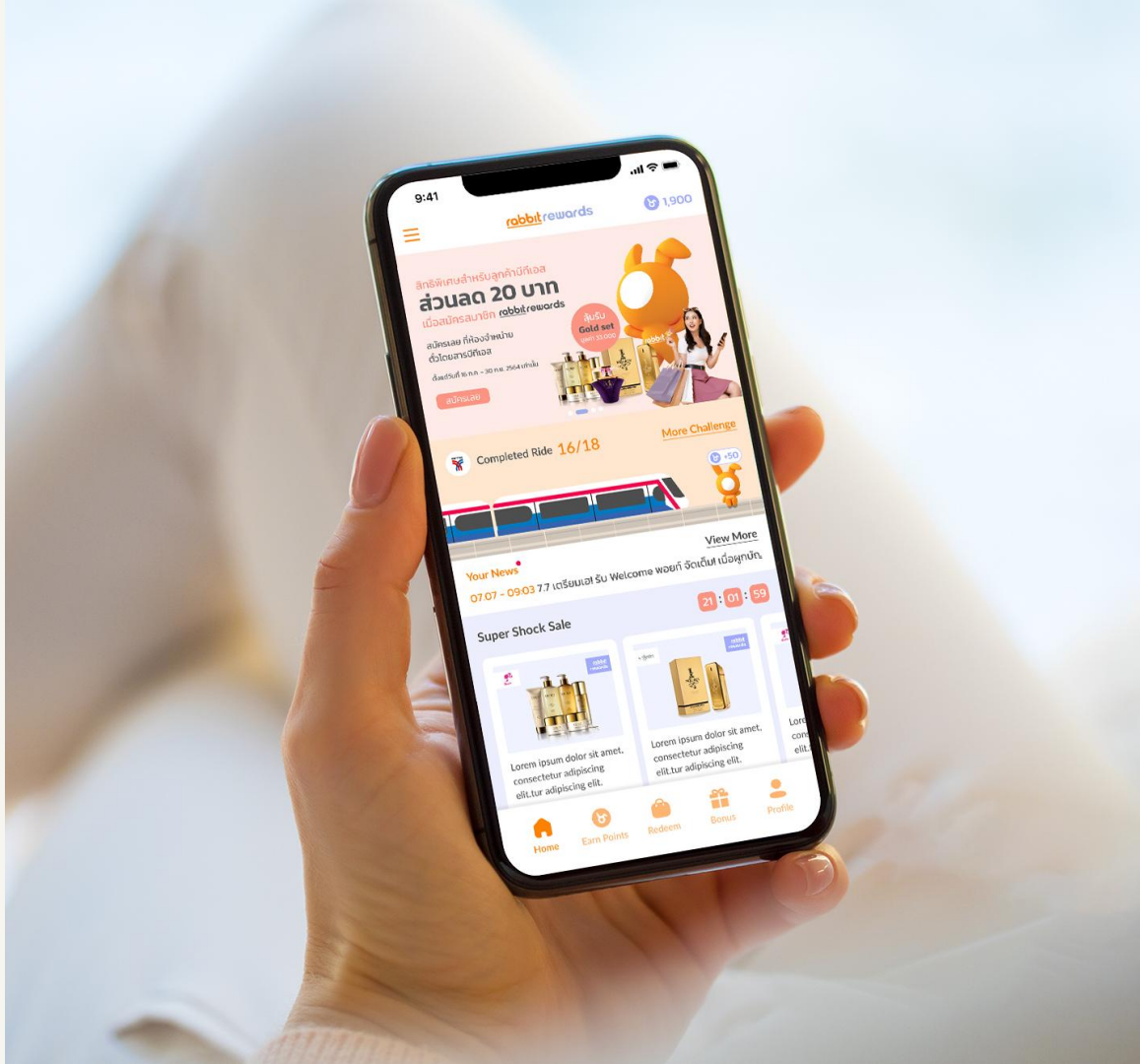
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**Eddie Lui**

**Managing Director, Rabbit Rewards**



## Need marketing help?

The primary goal for your B2B marketing is ensuring your sales team always has verified leads to approach and close. **The key to success is being effective at building and maintaining customer relationships**, but after the pandemic and the move to work-from-home, traditional marketing strategies have become less relevant.

In this “new-normal” world you need to adopt new marketing strategies and tactics in order to remain relevant and reach your marketing and sales goals



Making the best business decisions requires you have access to comprehensive and reliable marketing data.



Creating awareness for your solutions and brands requires you have insights into:

- ♥ Where and how your target audiences can be most affordably targeted online.
- ♥ What messaging is most effective at converting each audience on each medium.

Trusted by

true



Enriching Lives



# VIMI.

## Introducing RELATIONSHIP360

### Turnkey B2B marketing, with proven ROI

RELATIONSHIP360 is a turnkey digital marketing solution for B2B companies that guarantees uncompromising standards for content, design and performance.

Your RELATIONSHIP360 package includes:

- ★ Actionable industry and competitor insights
- ★ Your choice of active campaigns: social, SEO, loyalty, email, etc.
- ★ Delivery and performance report

With RELATIONSHIP360 you'll see measurable results for agreed KPIs, within 3 months.



# VIMI.

## Social Media & Content Marketing

Get B2B leads through your choice of Relationship360 marketing activities:

- ♥ SEO & Content Marketing.
- ♥ Email campaigns.
- ♥ Social media.
- ♥ Ads - Google, LinkedIn, Facebook, etc.



Social media management



Copywriting & content marketing



Email & ad campaigns

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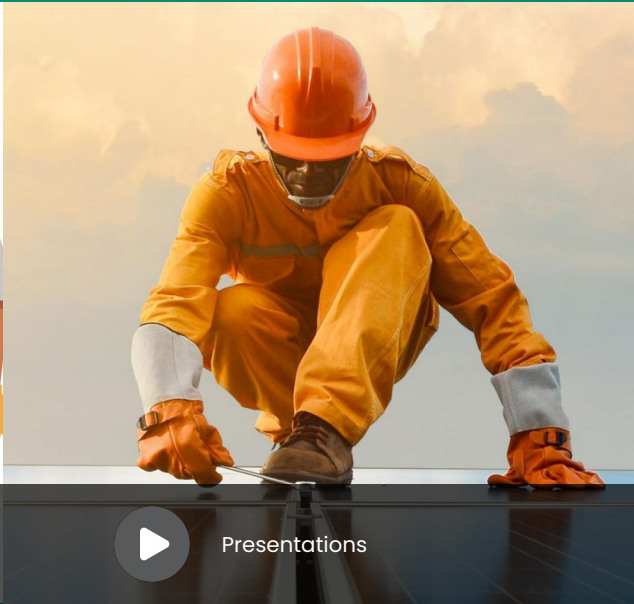
## Video, animation, & VR Tours

Keep your audience informed with B2B marketing content:

- ♥ Video animation.
- ♥ Presentations.
- ♥ 360° virtual tours.



Video animation



Presentations



360° virtual tours

**VIMI.**

# Thank you

## Contact

♥ **Torsak Leerasetthakorn**

Client Director  
Mobile/Whatsapp:  
+66-9-2456-5547  
[torsak@vimi.co](mailto:torsak@vimi.co)

♥ **Mike Darnell**

Managing Director  
Mobile/Whatsapp:  
+66-9-1003-7545  
Line/Skype: mikedarnell  
[mi@vimi.co](mailto:mi@vimi.co)

## Learn more about...

- ♥ [Our Brand Website offer](#)
- ♥ [Our RELATIONSHIP.360 Digital Marketing packages](#)
- ♥ [Our Dialogic e-commerce revenue booster](#)

