
driven
profile

about DRIVEN

Driven is an integrated digital content & marketing services agency with a focus on making positive changes for clients and partners.

We aim to offer creative and effective solutions with realistic implementation via our various service offerings including activation, technology solutions, videography and more.

The Driven Automotive Network, which is part of our publications arm, is made up of websites that are top in views and reputation in the Malaysian automotive industry. We also strive to create and add value to the market via our consumer solutions.

With our extensive experience in online content, coupled with our knowledge in understanding consumers and brands, our marketing services solutions are unique and competitive, fresh and vibrant.

AGENCY SERVICES

driven digital

driven events

driven studios

PUBLICATIONS

paultan.org

oto.my
SELL YOUR CAR FASTER

CarBase.my
MALAYSIA'S #1 CAR BUYER'S GUIDE

CONSUMER SOLUTIONS

PACE
PREMIUM AUTO CAR EXPO

paultan.org ACE
AUTO CAR EXPO

paultan.org EVX
ELECTRIC VEHICLE EXPO

TintNow.my
Click•Tint•Delivered

MSF


driven
AUTOMOTIVE CONTENT NETWORK

AUTOMOTIVE CONSUMPTION JOURNEY

PREMIUM AUTO CAR EXPO

AWARENESS & DESIRE

Acknowledge
...the idea of getting a new car

Justify
... the idea to sell and offer

EXPLORE

Research
...options, casually & seek the opinions of others

Consult
... with influencers and experts

SELECT

Narrow
...down choices

Scrutinise
... those options thoroughly

Follow
... Sales & Promotional offers

ACQUIRE

Contact
...the point of sale(s)

Compare
... on-ground offers and incentives

Negotiate
... terms of deal

Purchase
... selected options

ENJOY

Adapt
...lifestyle of ownership

Validate
... decision

Share
... and promote decision and lifestyle with others

paultan.org EVX ELECTRIC VEHICLE EXPO MALAYSIA 2022

oto.my SELL YOUR CAR FASTER

paultan.org PACE PREMIUM AUTO CAR EXPO

paultan.org ACE AUTO CAR EXPO

CarBase.my MALAYSIA'S #1 CAR BUYER'S GUIDE

High CTRs due to ad banners catching the user right at the point where they are deciding which car to buy

paultan.org

Reaches a very wide audience at various stages of their journey - perfect for awareness.

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paultan.org

paultan.org

- Malaysia's #1 source for automotive news and reviews.
- 6 million visits monthly, 3 million unique visitors monthly.
- 2.4 million monthly video views.
- Over 1 million followers on Facebook & 200,00 subscribers on YouTube.

paultan.org

oto.my
SELL YOUR CAR FASTER

CarBase.my
MALAYSIA'S #1 CAR BUYER'S GUIDE

paultan.org

Malaysia's #1 source for automotive news

Record Traffic Achieved : 1 – 30 June 2022

Visits	Unique Visitors	Pageviews	
6,229,767	**3,015,201**	**14,731,316**	

Traffic source: 84% from within Malaysia

Followers
1,000,000 *3 lang
Monthly Total Views
1,400,000

Average Session Duration
2:36 minutes

TikTok Followers **25.3K**

Followers **127k**

Subscribers
200k
Monthly Total Views
1,000,000

	Visits	Unique Visitors	Pageviews	Followers
paultan.org BM	**592,668**	**442,079**	**739,639**	**228,430**
paultan.org 中文	**457,401**	**291,245**	**821,176**	**95,042**
paultan.org Bikes	**462,840**	**328,424**	**629,127**	

paultan.org

Malaysia's #1 source for automotive news

Record Traffic Achieved : 1 – 30 June 2022

Analytics — Paul Tan's Automotive News — paultan.org

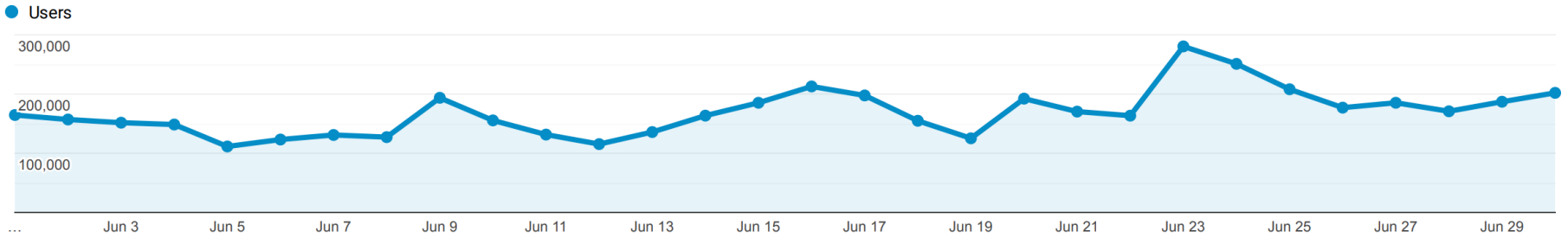
Go to report

Audience Overview

All Users
100.00% Users

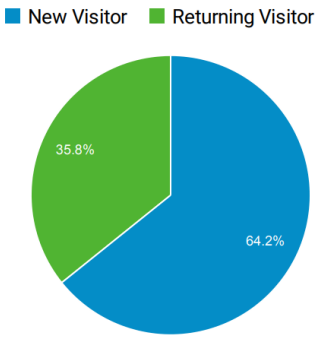
Jun 1, 2022 - Jun 30, 2022

Overview



Users	New Users	Sessions	Number of Sessions per User
3,015,201	2,243,179	6,229,767	2.07

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
14,731,316	2.36	00:02:45	13.35%



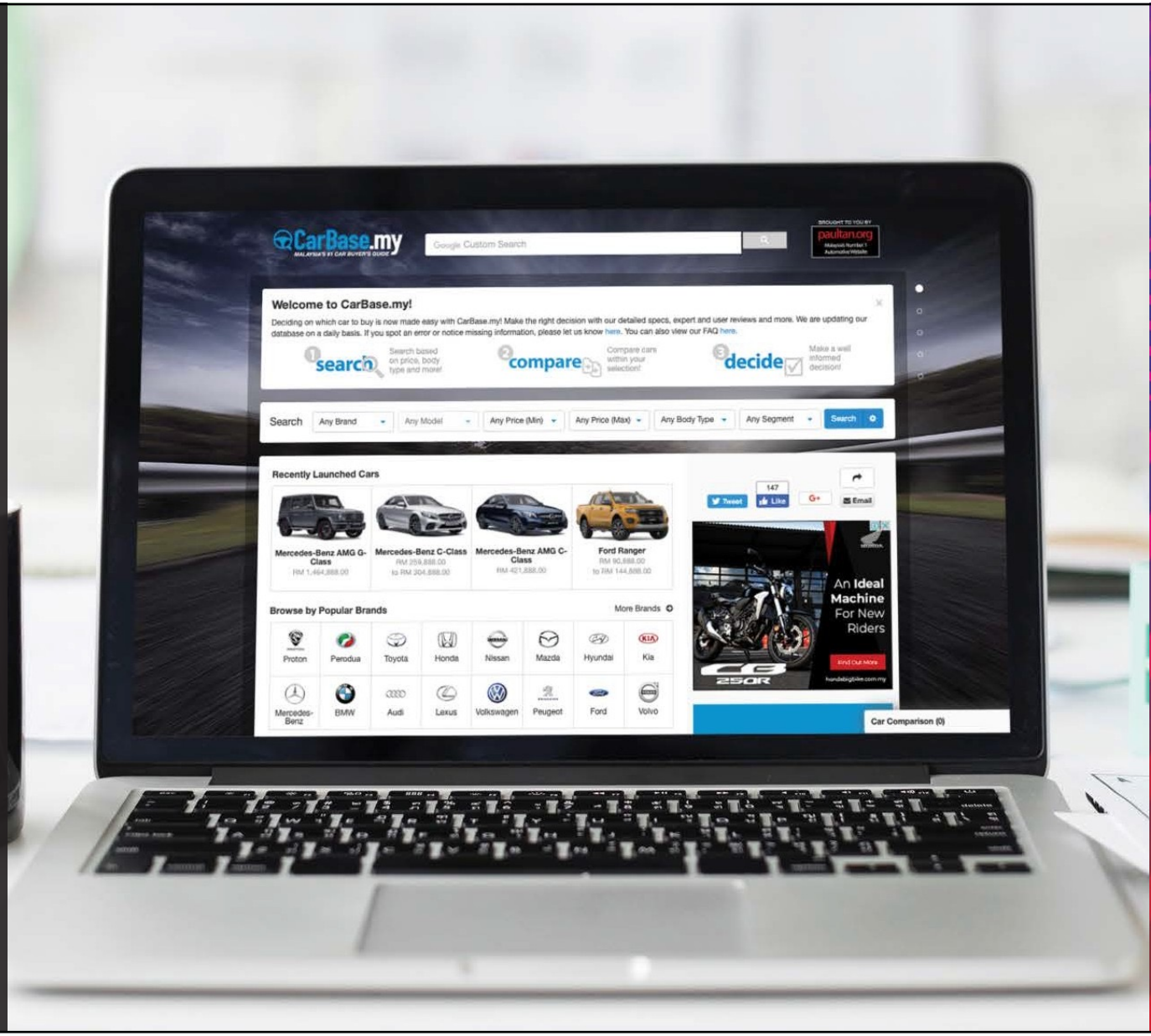
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CarBase.my

CarBase.my

MALAYSIA'S #1 CAR BUYER'S GUIDE

- Car Buyer's Guide with Comprehensive New Car Database.
- Car Comparisons, Actual Owner Reviews, Car Market Value Guide.
- 500,000 visits monthly.
- 300,000 unique visitors monthly.



CarBase.my
MALAYSIA'S #1 CAR BUYER'S GUIDE

Malaysia's #1 car buyer's guide

1 – 31 July 2022
Source: Google Analytics

Visits **338,793**	Unique Visitors **200,534**	Pageviews **1,834,687**	
Average Session Duration **2:28** minutes	New Sessions **74%**	Average pages per session **5.42** pages	

Reaches a larger female audience than any other automotive publication in Malaysia:

Male	68.96%
Female	31.04%

Automotive Industry Average:
>10% Female

DESKTOP
75,016
(21.68%)

TABLET
5,510
(1.59%)

MOBILE
265,541
(76.73%)

	Average CTR	Highest Average CTR achieved in a single campaign
Desktop	0.75%	6.01%
Mobile	1.03%	17.75%

*Note: The above CTRs are based on campaigns running 1 January – 31 December 2018, out of roughly 140 client campaigns.

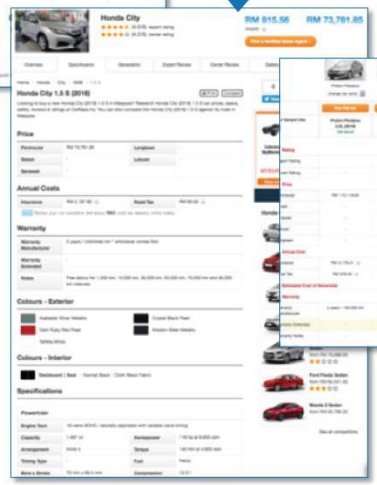
CarBase.my
MALAYSIA'S #1 CAR BUYER'S GUIDE

Why Users use CarBase.my



Car Buyer's Guide of all new cars on sale in Malaysia

Extremely detailed and up-to-date **spec sheets**



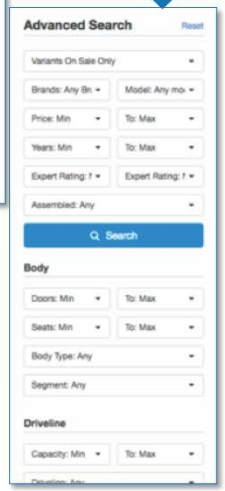


Compare Cars side-by-side to come to a decision



Reviews from actual verified Owners

Detailed Search Options



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oto.my

oto.my
SELL YOUR CAR FASTER

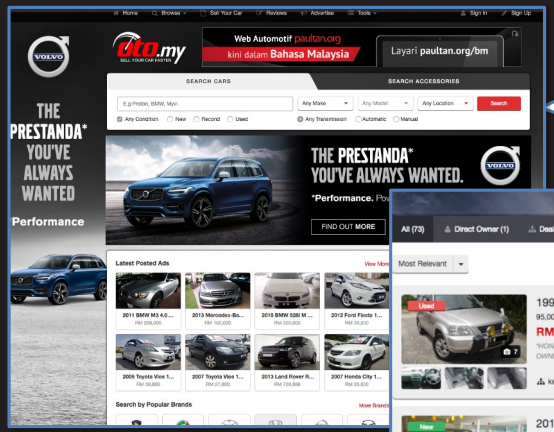
- Automotive Classifieds (Cars, Parts + Services)
- Very stringent QC: genuine listings only.
- 250,000 visits monthly.
- 150,000 unique visitors monthly.



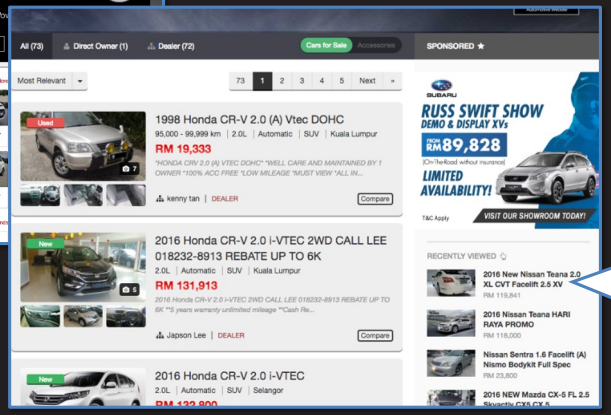
Automotive, Parts & Services Classifieds

1 – 31 July 2022
Source: Google Analytics

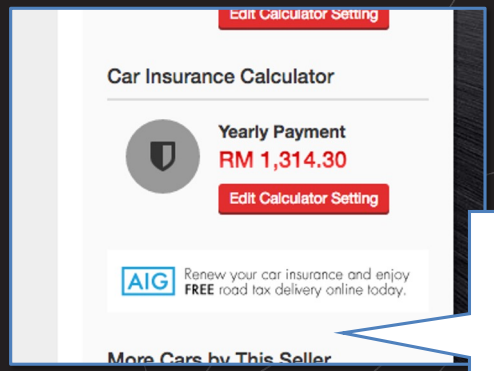
Visits	Unique Visitors	Pageviews	
137,251	65,594	216,566	
Average Session Duration	**% New Sessions**		
1:10 minutes	66.8%		



High Impact Display Advertising (with multiple zones)



Targeted Advertising (target competing brands, models, prices, etc)



Sponsorship at contextual zones

Introducing

oto|plus

Subscription-based Dealership Website Programme, with

Multi-mode vehicle sorting

Intelligent Search and Filtering

Allows users to contact you (the Dealer) directly for cars they are interested in

Customised to your Corporate Identity guidelines

Hosted and maintained for you

Customisable Internal Inventory System

Keep an updated record of all your inventory

Mark your vehicles as active, sold, or draft

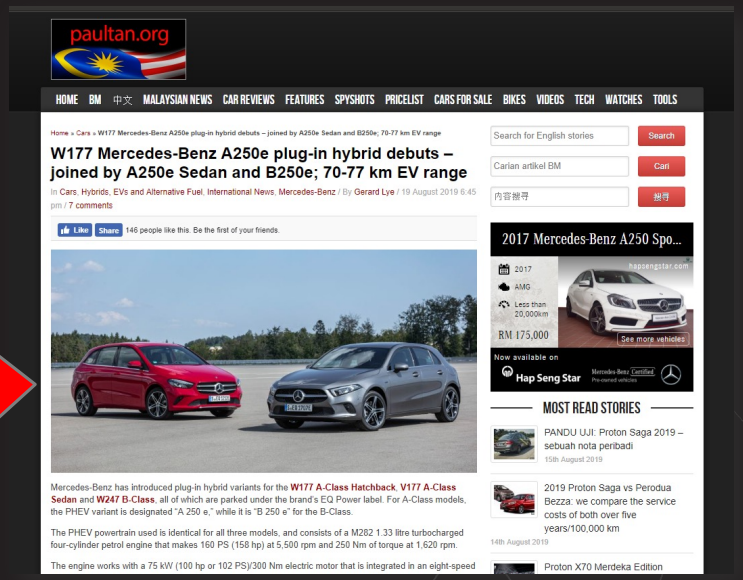
Receive and keep record of enquiries

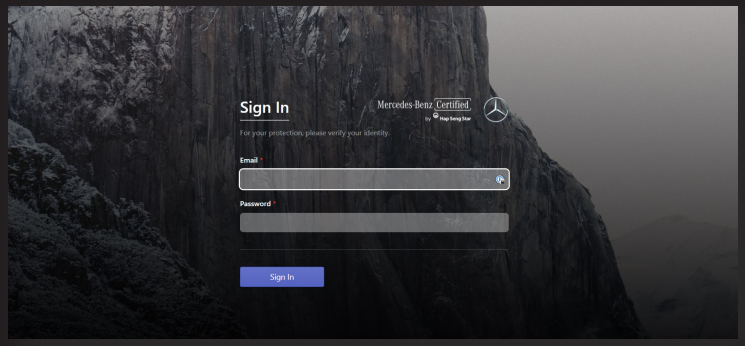
Technical, Analytical and Content support provided during duration of subscription

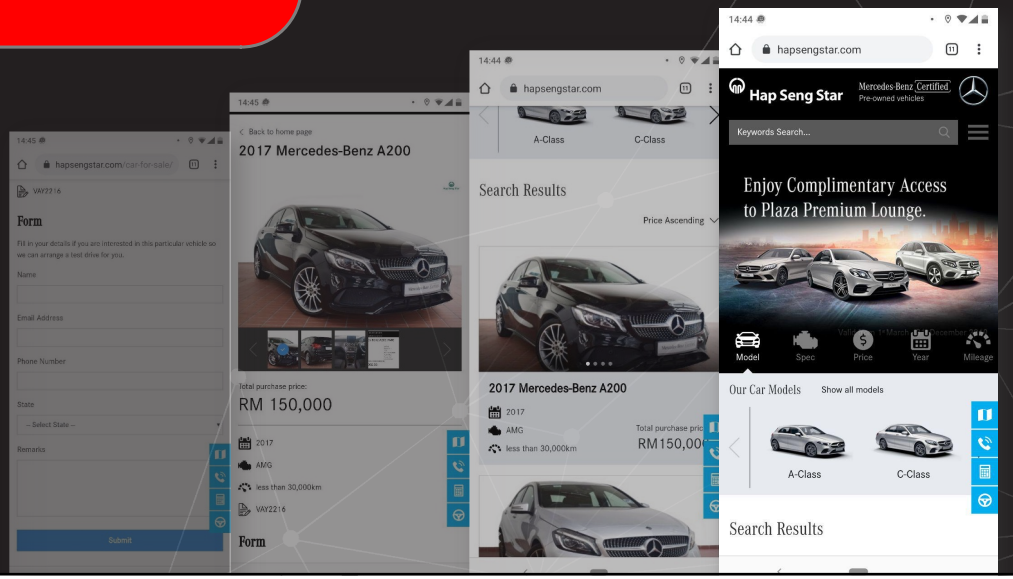
Integrated Marketing with Malaysia's #1 Automotive Network

Each active listing on your site will appear on **paultan.org, CarBase.my and oto.my** on **targeted and relevant pages**

Marketing support on paultan.org via Sales Advertorials and Advertising



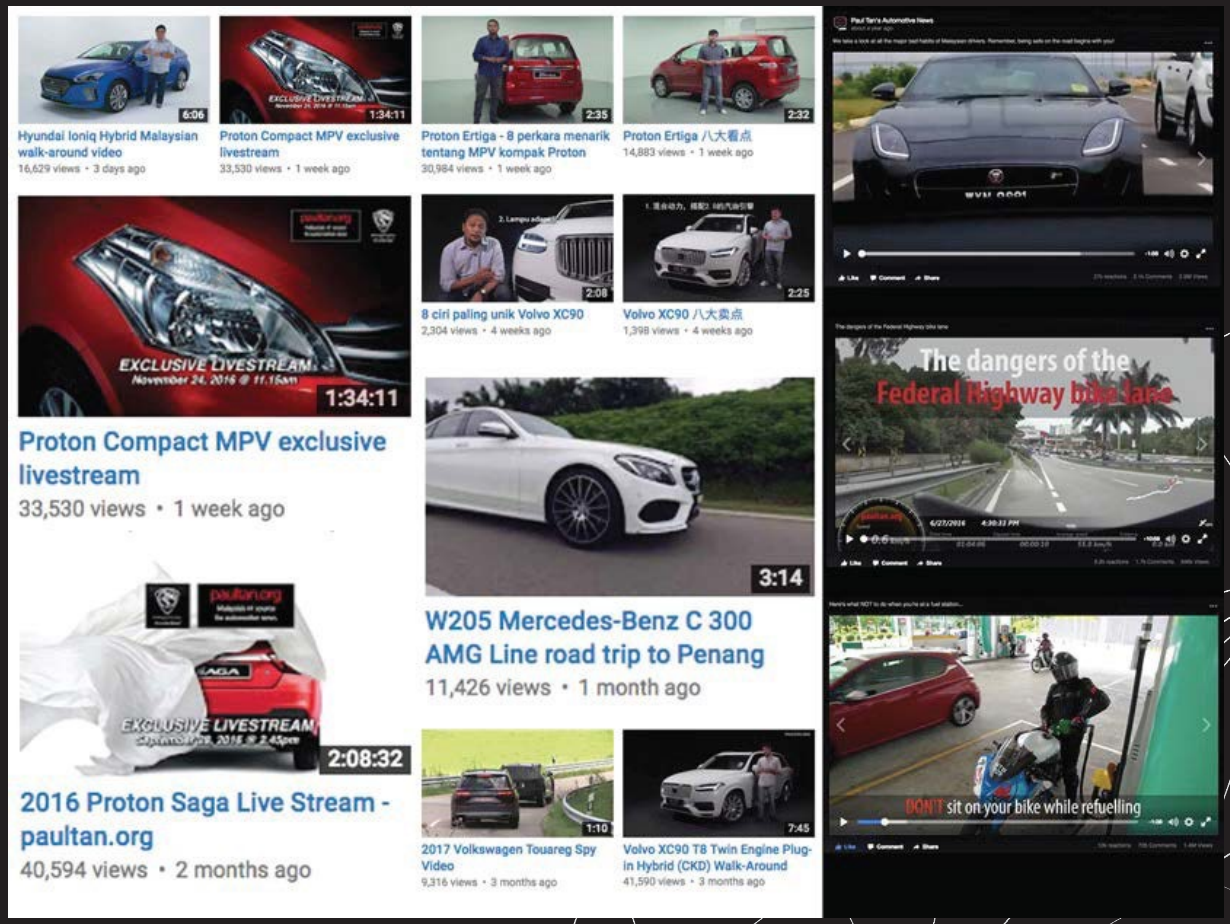




Special Content

Editorial Video Content

Content is king, and staying relevant is key. Our editorial team pioneered video production for the local automotive editorial scene and it is now an integral part of how our readers consume our content.



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WEB SERIES

Driven Web Series is the premier automotive show in Malaysia, bringing together the most popular vehicles in the country with a unique local twist. It's hosted by well known personalities such as Harvinder Singh, Hafriz Shah and Matthew Tong.











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PT TALKS

Hosted by Hafriz Shah and Matthew Tong of paultan.org, PT Talks is a thorough, well researched and on-the-pulse talk show featuring relevant, expert opinions on the latest hot topics in the Malaysian and global automotive realm.











Sales Advertorials on paultan.org

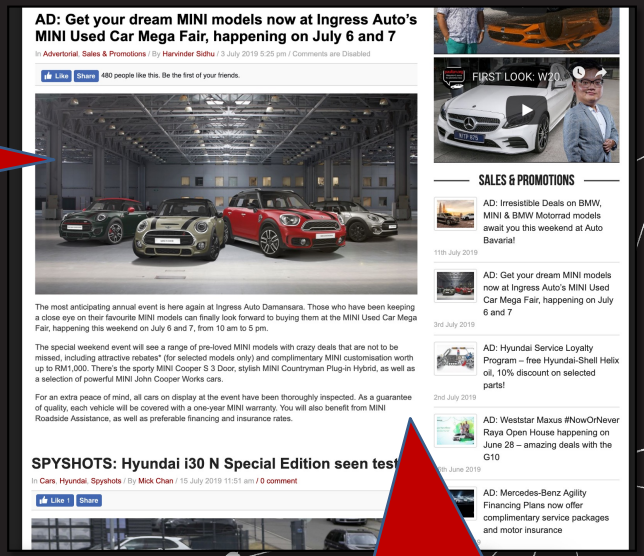
Advertorials are the best way grab the attention of viewers.

Proven to increase calls, walk-ins and sign-ups.

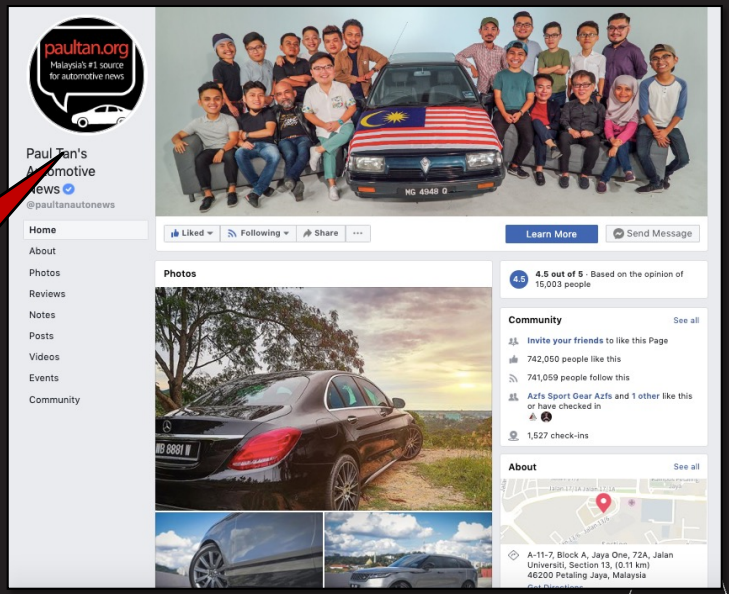
There are 3 types of Advertorials:

- **Sales Advertorials**
- **Feature articles**
- **Contest Posts**

Advertorial will be displayed on the front page on day of publishing



The advertorial will also be shared on **paultan.org's official Facebook Page** on the same day of publishing.



When the article is pushed down by newer articles, it will also appear on the Sales & Promotions column on the sidebar for at least 7 days. Advertorials will also be **bumped** back onto the homepage of paultan.org. Duration is dependable on the campaign


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EXPOS

paultan.org

PACE

PREMIUM AUTO CAR EXPO

We held our very first paultan.org's Premium Auto Car Expo or PACE in November 2018 with the aim of selling premium cars to the consumers with additional promo. The event surpassed all expectations by selling over 200 cars in just 2 days, further proving the fact that our automotive network reaches out to actual buyers with purchasing power.

November 2019 saw the second installment of PACE, exceeding the inaugural PACE 2018 by 86% in terms of vehicles sold. Additionally, PACE 2019 included premium motorcycle brands for the first time.



paultan.org PACE

2022 – Highlights

Total cars sold:
486 units

Best seller: BMW Group with
172 cars

Total superbikes sold:
50 Bikes

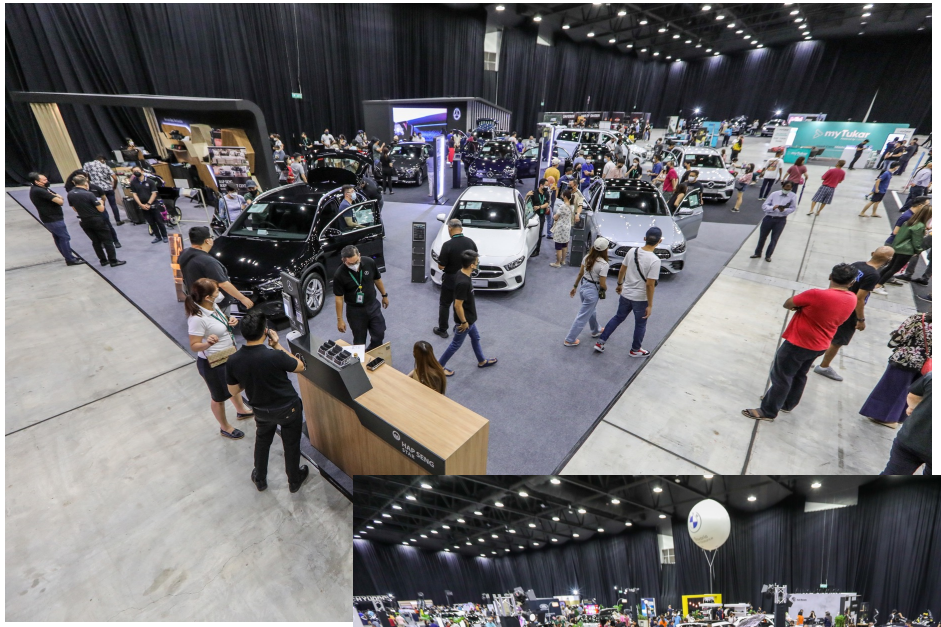
Total value of over
RM114 million

Over
10,000 visitors

Average
500 visitors per hour

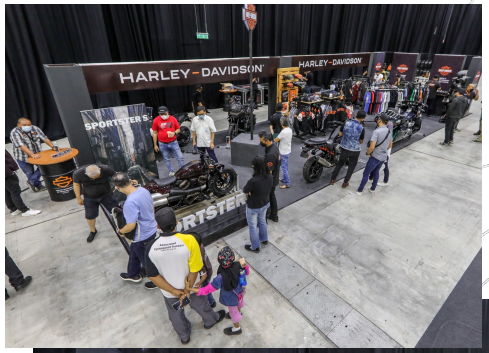
100%
of marketing efforts were done on Driven's own digital platforms

paultan.org
PACE

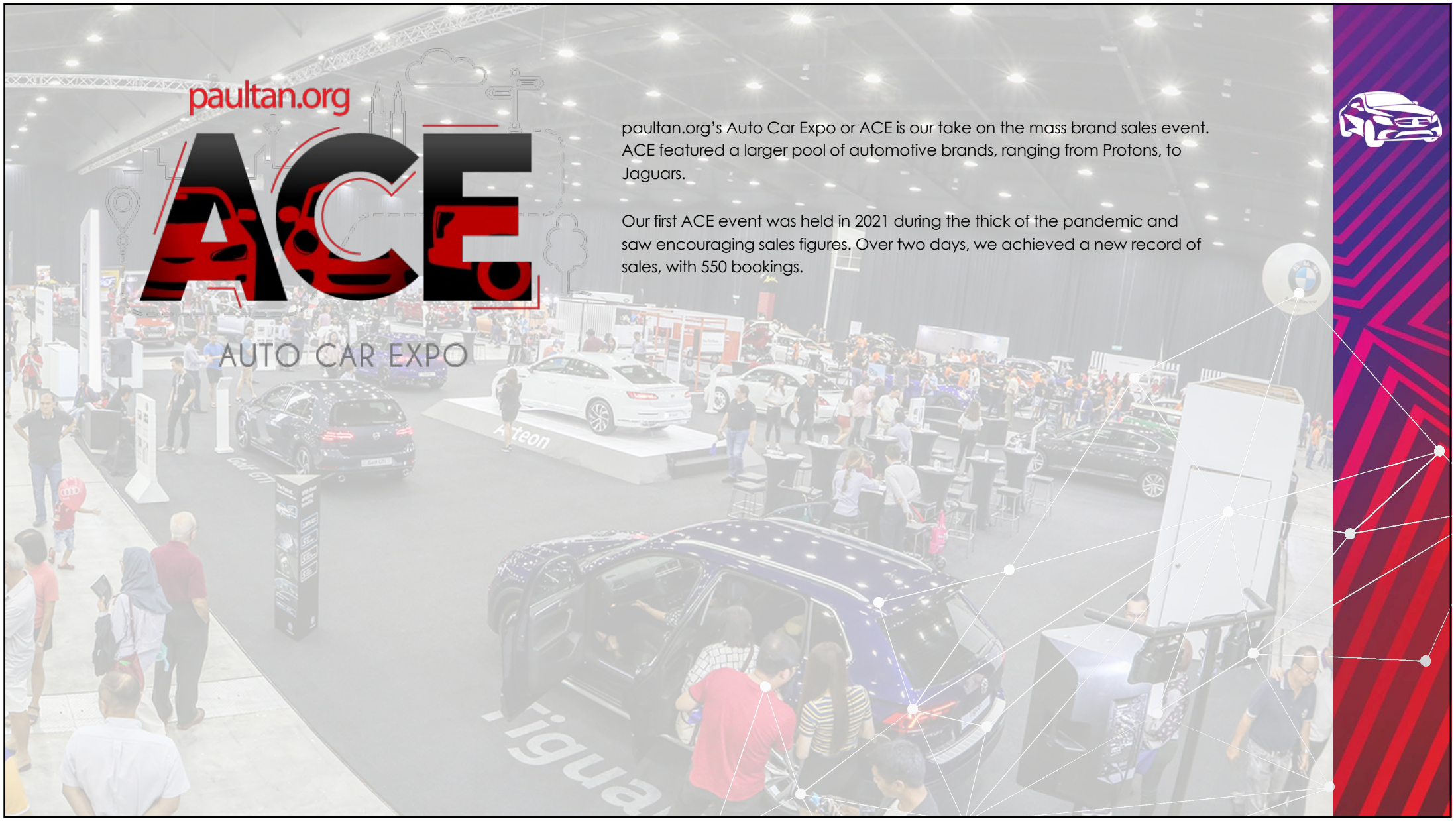












paultan.org's Auto Car Expo or ACE is our take on the mass brand sales event. ACE featured a larger pool of automotive brands, ranging from Protons, to Jaguars.

Our first ACE event was held in 2021 during the thick of the pandemic and saw encouraging sales figures. Over two days, we achieved a new record of sales, with 550 bookings.

2021 – Highlights

Total cars bookings:
536 units (New Car)
25 units (Pre-owned)

Best seller:
Mazda with
75 cars (New Car)
9 cars (Pre-owned)

96%
of sales are
Brand new cars

Approx.
11,000 visitors in total

Average
550 visitors per hour

Total value of over
RM80.5 million

100%
Of marketing efforts were done on Driven's own digital platform

paultan.org
ACE
AUTO CAR EXPO











paultan.org

EVx

ELECTRIC VEHICLE EXPO

Electric Vehicle Experience or EVx was Malaysia's first ever consumer EV expo. The event did not only include auto brands along with their respective EV line ups, but also featured a variety of charging infrastructure players such as PETRONAS, TNB, JomCharge, Exicom and more.

Unlike PACE or ACE, EVx is positioned as an educational event, to raise awareness on EV ownership. EVx also featured moderated live sessions with auto brands, stakeholders as well as long term EV owners.



2022 – Highlights

Auto brands:
Tesla, BMW, Volvo, Mercedes-Benz

Charging infrastructure:
PETRONAS, TNB, EV Connection, Exicom, EV Hub

LIVE Talk Shows with
Auto brands, charging stakeholders, long term EV owners

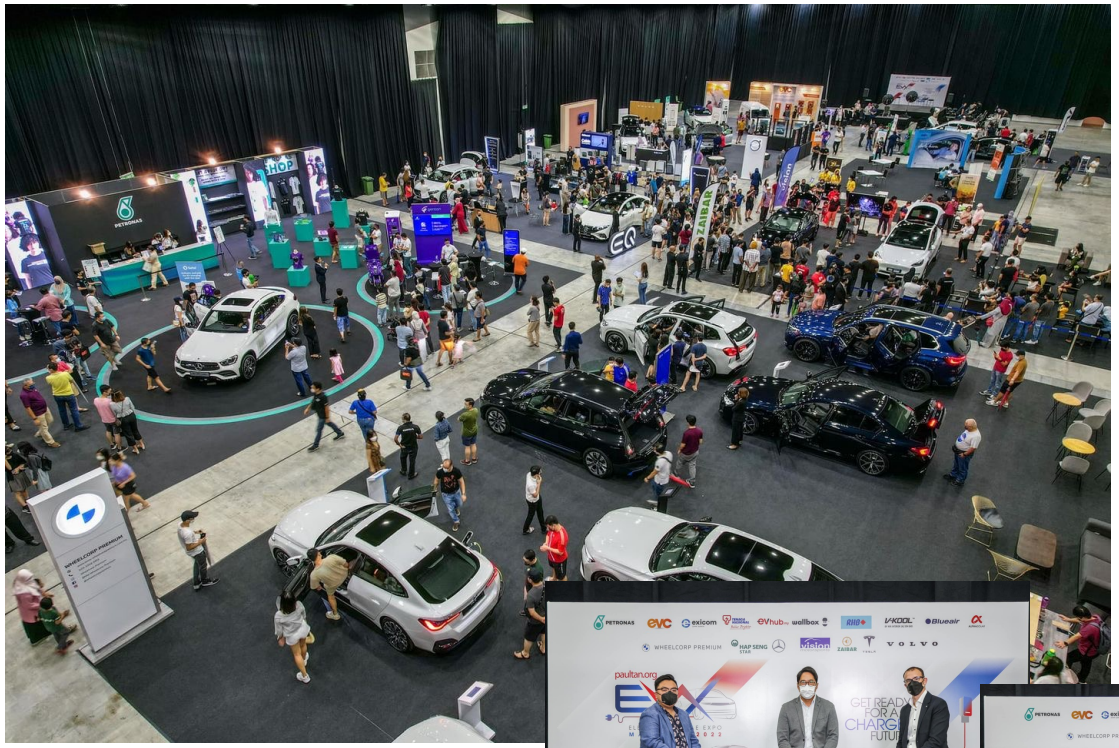
Approx.
10,000 visitors in total

Average
500 visitors per hour

100%
Of marketing efforts were done on Driven's own digital platform

paultan.org

ELECTRIC VEHICLE EXPO









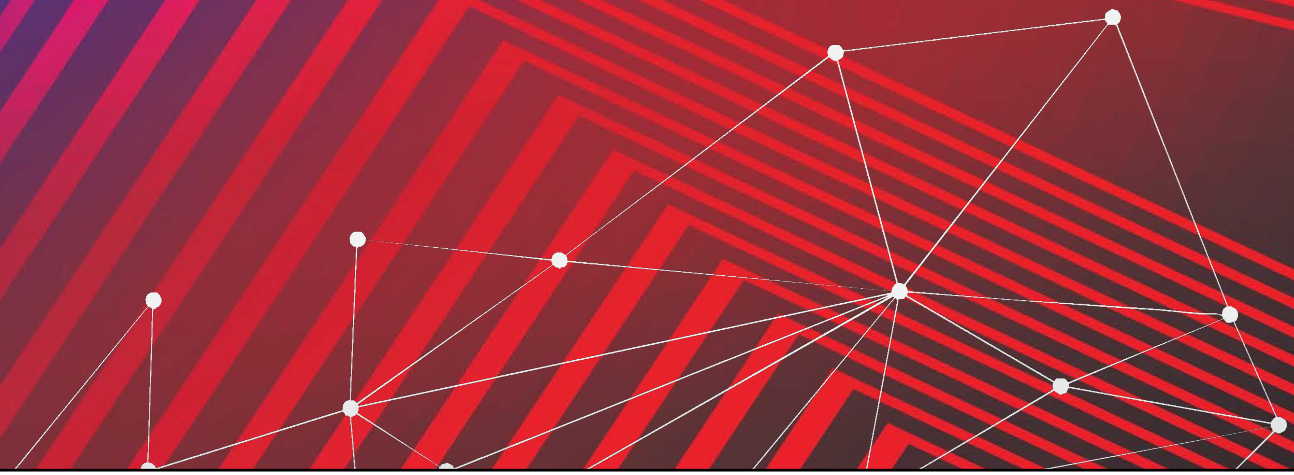





driven
AGENCY SERVICES

“We believe that a strong creative direction is paramount in producing innovative solutions that are effective, based on the requirements of the brand.”

Be it a small activation, or a major branding exercise, everything should spawn from a solid creative direction.



driven digital

Driven Digital is all about digitising users via various digital platforms: from websites to social media, to mobile apps. We carry this out based on our agency's key strategy and implementation approach based on the consumer's digital journey.



Social Media Management Services



Digital Advertising and Marketing Solutions



End-to-end Web Development and Management



Mobile App Development



Custom Web Systems Development

drivendigital

OUR **STRATEGY**



EVERYONE IS A CUSTOMER



DIGITISE ACTIONS
IN THE CONSUMER DIGITAL JOURNEY AS MUCH AS POSSIBLE



TARGET & REACH
EVERYONE IN THE CONSUMER DIGITAL JOURNEY EFFECTIVELY



REMARKET
TO MINIMISE LEAKAGE



INSTILL POSITIVE EMOTIONS



TRACK, ANALYSE & OPTIMISE

drivendigital

OUR IMPLEMENTATION

Be where the users are



Mobile first



Content first



Effective simplification



Constant up keep



drivendigital

CONSUMER DIGITAL JOURNEY



1 AWARENESS

General brand & product awareness to cover all groups even from the young age to create aspiration.

2 PLANNING

Initiations of plans to purchase with big questions; what when, where. Sometimes promo too, Based on life events.

3 PREFERENCE

Deeper in the planning stage. Looks at which specific product and then with detailed promos.



4 PURCHASING

Actual buying stage.

5 OWNERSHIP

The ownership experience.

6 RETENTION

Owners need to be retained deeper in the ownership stage so they will continue to buy a product, or convince others to buy.

driven digital

SOCIAL MEDIA MANAGEMENT

Our specialty in Social Media management includes:

- End-to-End Social Media Management
- Social Media Marketing & Advertising
- Campaign Management
- Reputation Management
- Feedback Channelling



drivendigital SOCIAL MEDIA MANAGEMENT

Static Content









Static Content







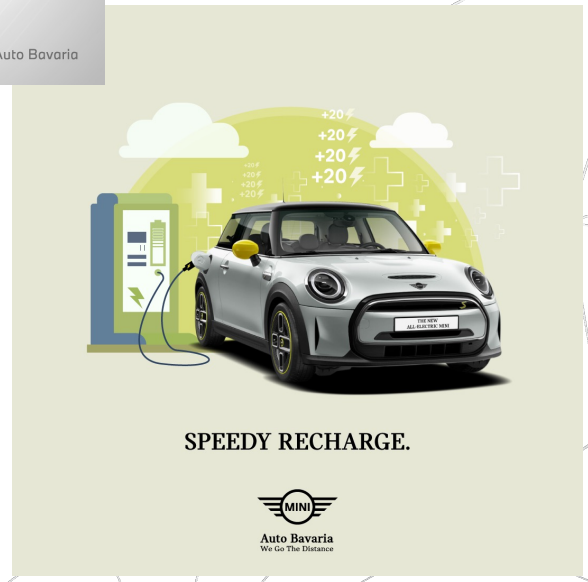


Static Content

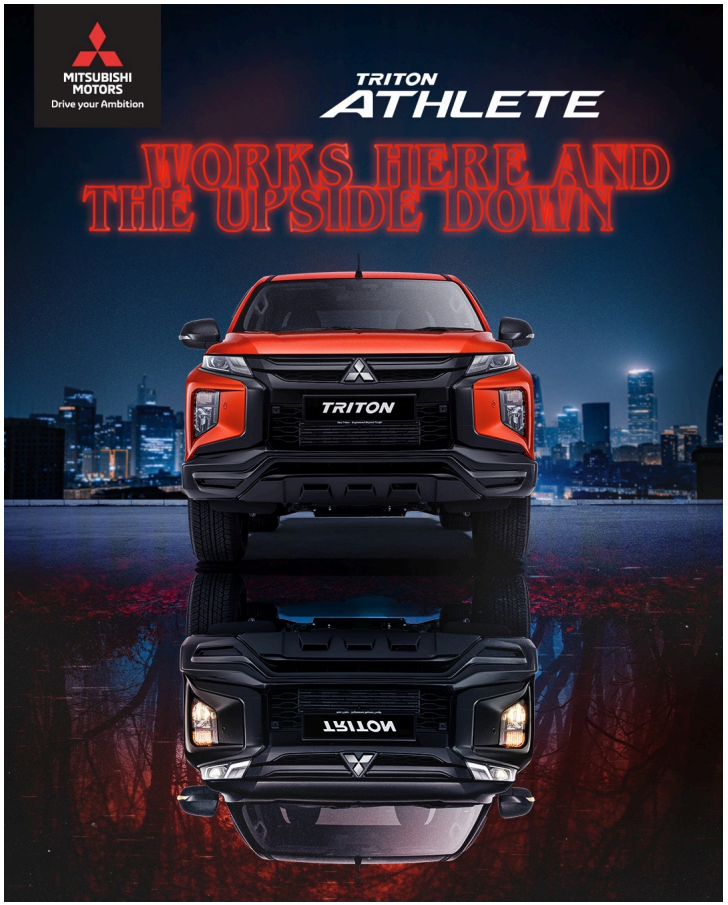








Trending Content

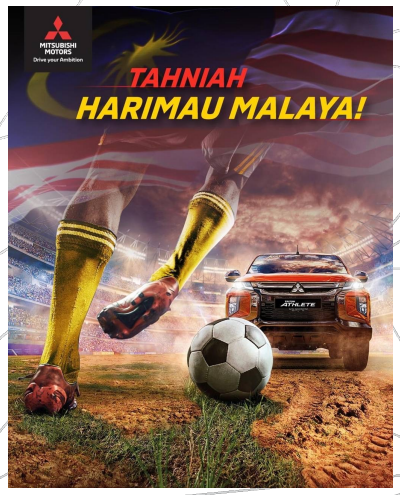




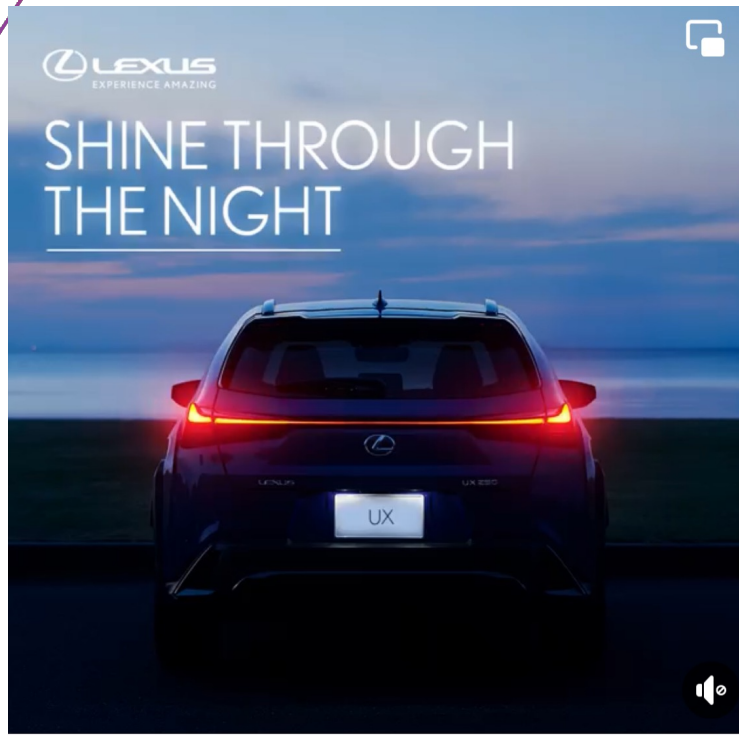
Trending Content





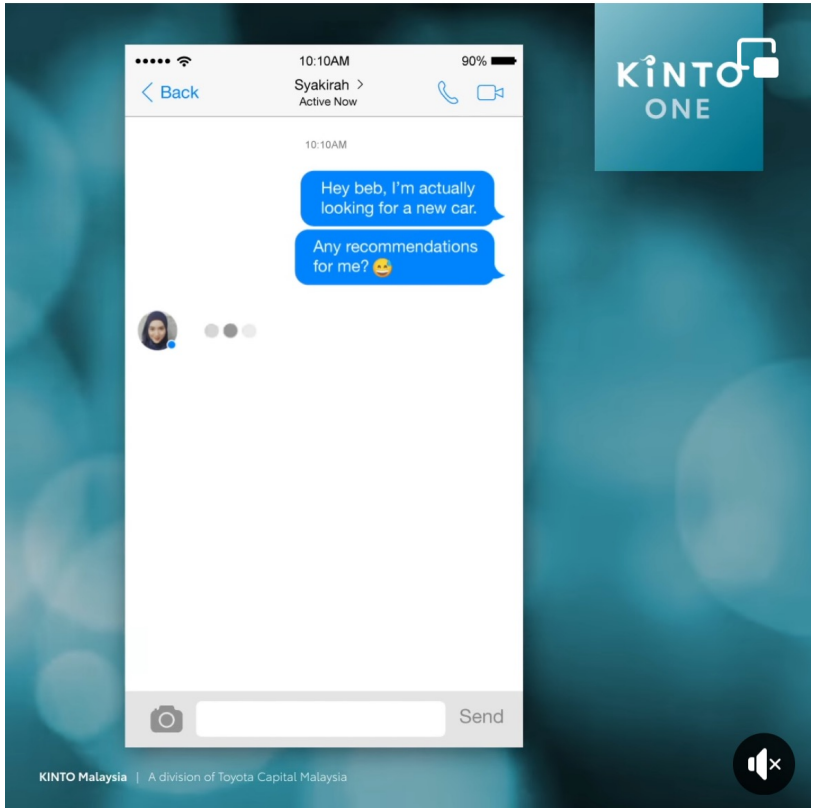


Animated Content





Animated Content





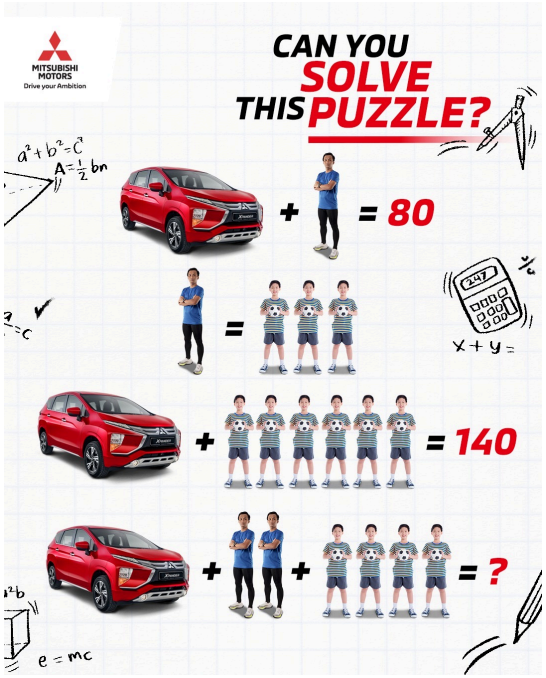
Festive


SELAMAT
HARI RAYA AIDILFITRI
BMW MOTORRAD


SELAMAT MENYAMBUT
AWAL MUHARRAM.
MINI
Auto Bavaria
We Go The Distance


MITSUBISHI MOTORS
Drive your Ambition
TRITON ATHLETE
KOTOBIAN
TADAU
KA'AMATAN
TRITON

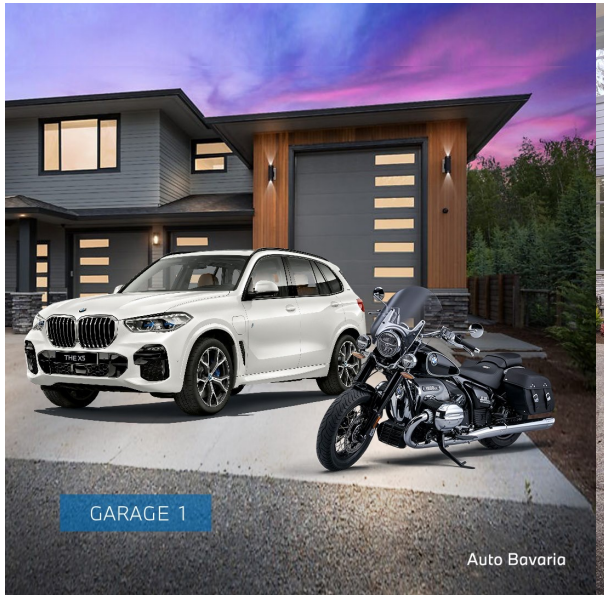
Engaging

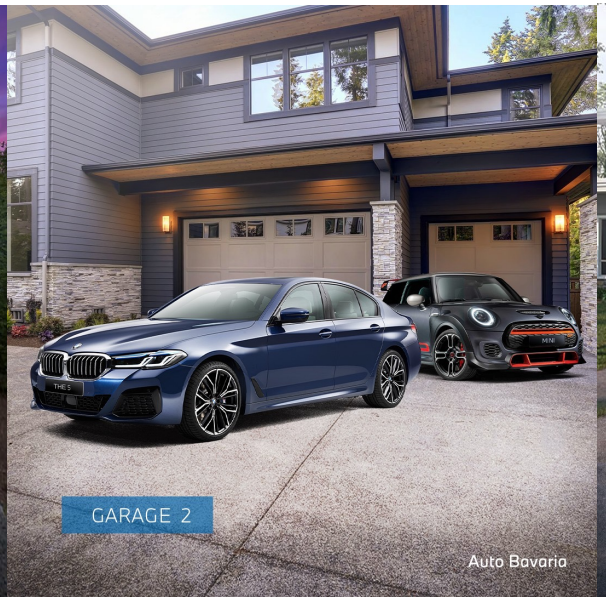

MITSUBISHI MOTORS
Drive your Ambition
CAN YOU SOLVE THIS PUZZLE?
= 80
= 140
= ?


CAN YOU GUESS THE CAR?
KINTO ONE


MITSUBISHI MOTORS
Drive your Ambition
CAN YOU CRACK THE NUMBER PLATE?
? ? ?
CODE
HINT
6 8 2
ONE NUMBER IS CORRECT AND WELL PLACED
6 1 4
ONE NUMBER IS CORRECT BUT WRONGLY PLACED
2 0 6
TWO NUMBER ARE CORRECT BUT WRONGLY PLACED
7 3 8
NOTHING IS CORRECT
7 8 0
ONE NUMBER IS CORRECT BUT WRONGLY PLACED

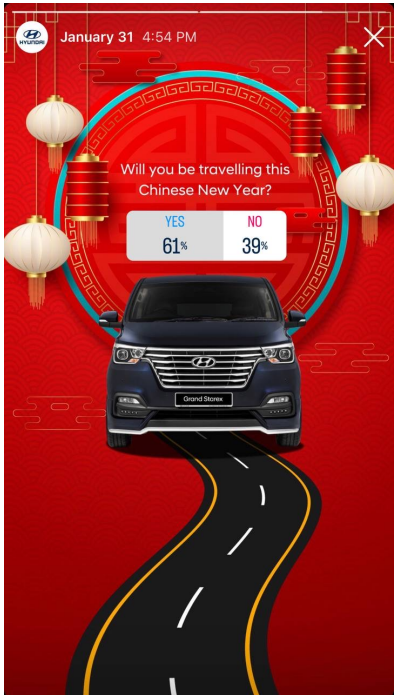
Engaging

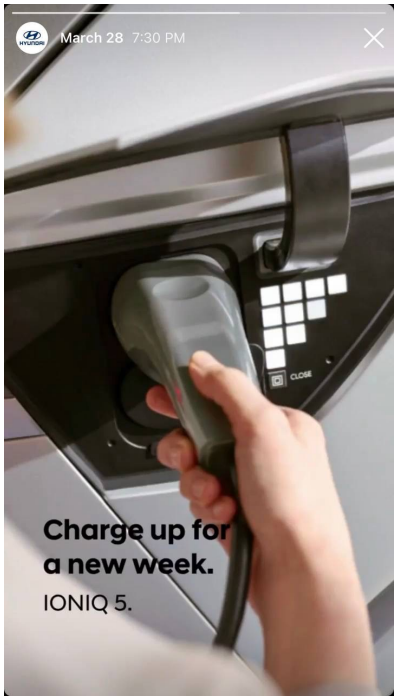

GARAGE 1
Auto Bavaria

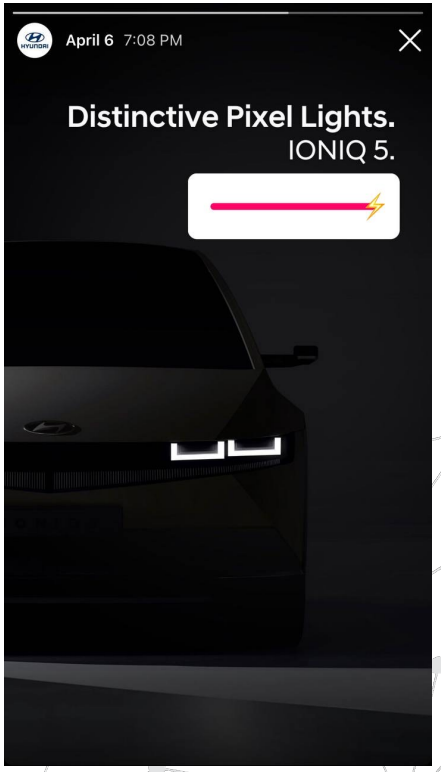

GARAGE 2
Auto Bavaria


GARAGE 3
Auto Bavaria

Stories


January 31 4:54 PM
Will you be travelling this Chinese New Year?
YES
61%
NO
39%


March 28 7:30 PM
Charge up for a new week.
IONIQ 5.


April 6 7:08 PM
Distinctive Pixel Lights.
IONIQ 5.


February 15 10:16 AM
元宵节快乐
MITSUBISHI MOTORS
XPANDER

Social-driven Videos

A total of four (4) social-driven videos were produced in conjunction with Chinese New Year.

The videos highlighted various Chinese taboos that are observed during the auspicious season in unique ways that local fans can relate too.

Total views of four (4) videos: 243,087 views







This social-driven video was intended to target the younger audience in line with the Toyota Sienta's audience. It played with one of the car's main USPs (power-sliding doors) in a manner that appeals to the target demographic, using humour and contemporary nuances.

Total video views: 38,426 views

driven digital

END-TO-END WEB DEVELOPMENT AND MANAGEMENT

Not only are we adept at creating websites with beautiful and functional user experience, we'll work with you from conceptualisation all the way to making sure the website runs on a day-to-day basis.

Our in-house Content Management System is developed to be completely fluid and adaptable to every need, situation, layout and design.



driven digital

DIGITAL ADVERTISING AND MARKETING SOLUTIONS

Facebook ads? CPM? Display ads? High Impact? Don't let the jargons of the digital universe confuse you. We are able to plan out every phase of an advertising or marketing campaign, be it for peaks or for sustenance, including planning, design, media buying, advertising operations and reporting. The aim is always getting the public to know your brand, and increase revenue; let us show you how.



driven digital

MOBILE APP DEVELOPMENT

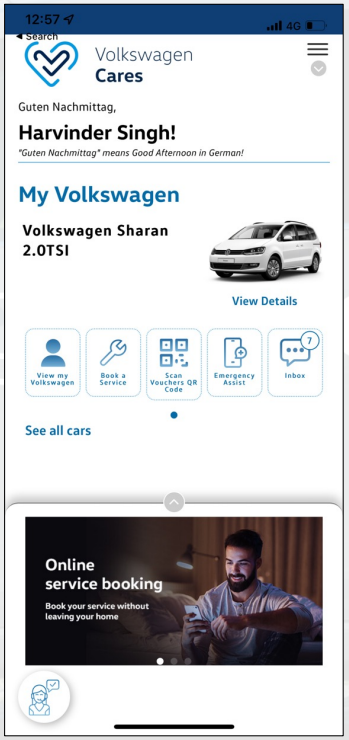


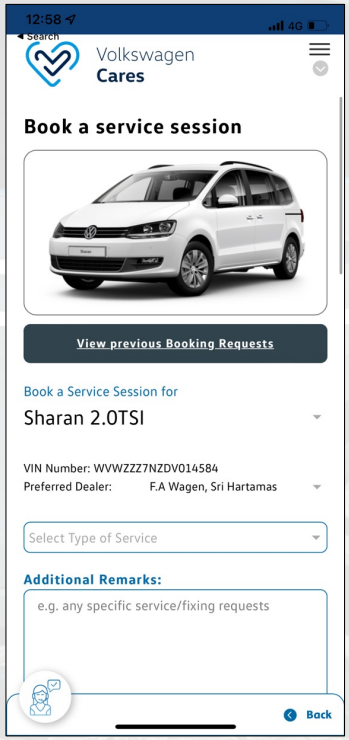
In this day and age, the best way to get in touch, plus having constant communication with your users is with mobile apps. Be it iOS or Android, we have the experience, expertise and vision to work on every aspect when it comes to Mobile App Development.

drivendigital

VOLKSWAGEN LOYALTY CARES APP







The all-new [illegible] Line

Starts from RM169,990

Find out more

Download price list

drivendigital

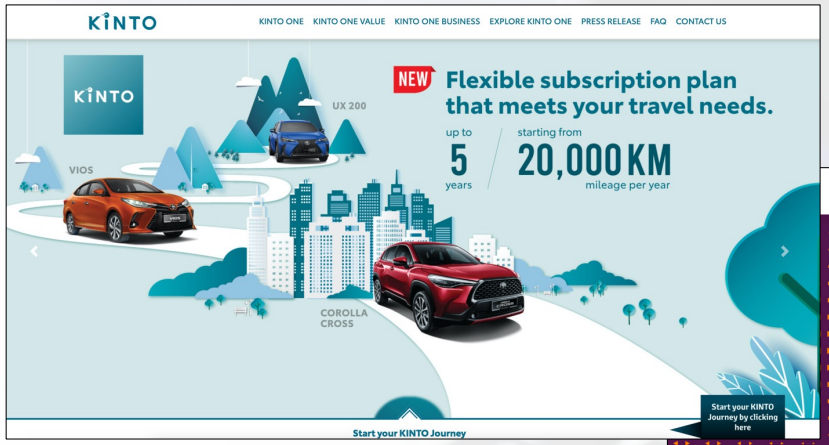
CUSTOM WEB SYSTEMS DEVELOPMENT

Need a custom-built content management system to handle how your organisation shares information? Or a Customer Relationship Management tool that works exactly how your company would like to interact with your current and/or potential clients? We can develop any web-based system that will work from scratch or integrated with your current backend information systems, custom-built based on your needs.



drivendigital

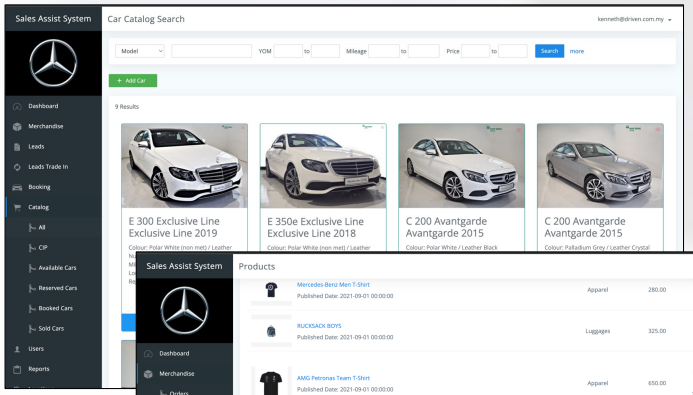
CUSTOM WEB SYSTEMS DEVELOPMENT

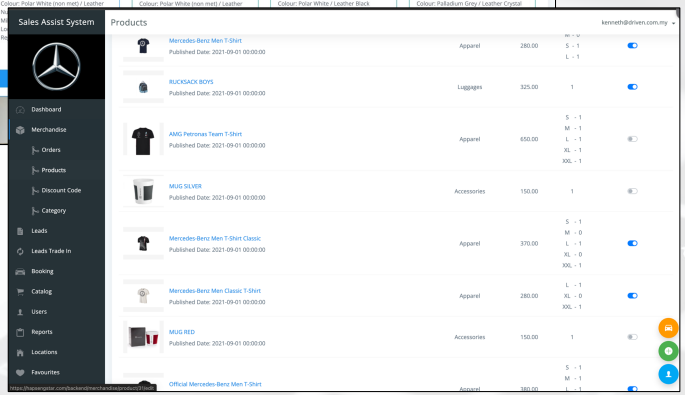


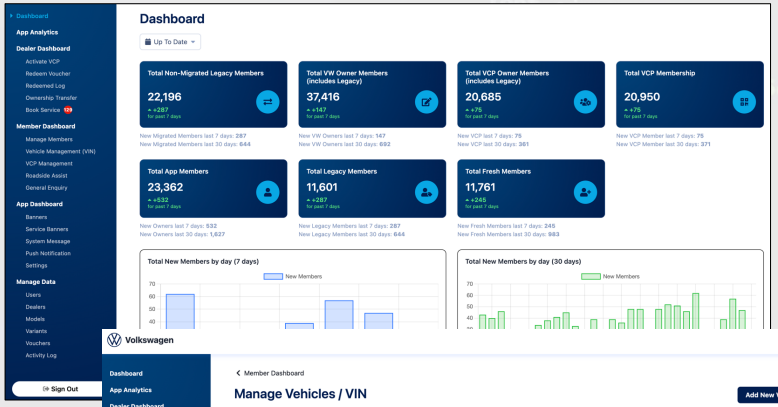


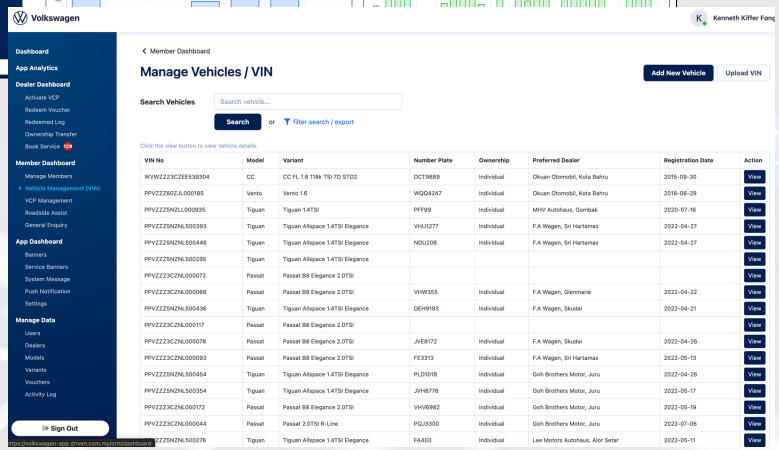
drivendigital

CUSTOM INTEGRATED OPERATIONS SYSTEMS DEVELOPMENT









driven studios

Driven Studios is a full-fledged **photography** and **videography** production house. We've taken what we know from our own productions for paultan.org, and have applied them to our client projects. We are well equipped to meet your entire product, corporate and commercial photography needs. We cater to clients from a wide portfolio of industries and help them create a better first impression of their brand and organisation through high quality imaging.



Conceptualisation & Ideation



Shooting & Project Management



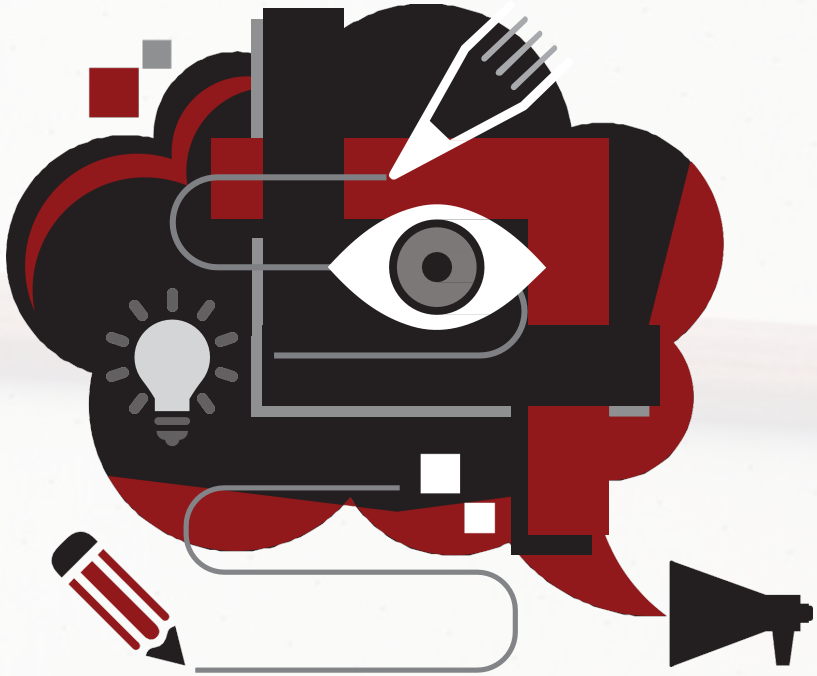
Post-production & Publishing

driven studios

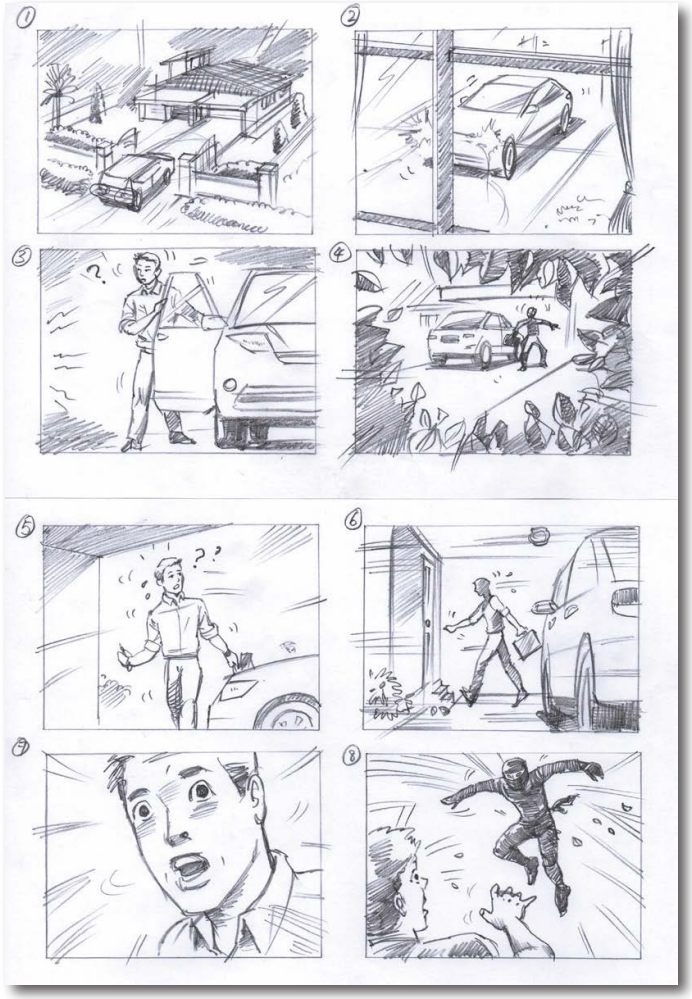
CONCEPTUALISATION & IDEATION

We'll work with you every step of the way; from coming up with a creative and original idea, crafting the script, storyboards, to shooting the videos plus post-production to ensure that each scene and frame meets the highest standards and perceptions.

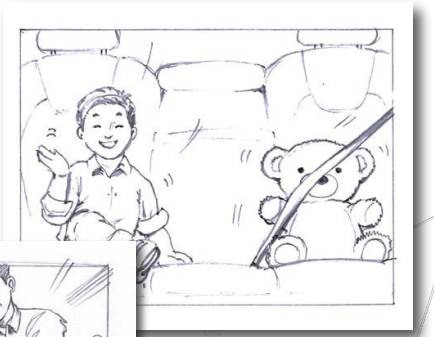
For us, everything starts from thecreative direction!



driven studios CONCEPTUALISATION & IDEATION











driven studios

SHOOTING & PROJECT MANAGEMENT

Based on the approved creative direction, we will execute the entire project and deliver the final Key Visuals and Videos according to the production schedule.



driven studios SHOOTING & PROJECT MANAGEMENT

Facility & Equipment

Apart from creative talents, Driven Studios is also well equipped with our **very own production studio in Glenmarie, Shah Alam.**









driven studios SHOOTING & PROJECT MANAGEMENT

STUDIO PHOTOGRAPHY WITH ETCHED OUT BACKGROUND WORK + PRINTED BROCHURE



Honda City Hatchback RS









driven studios SHOOTING & PROJECT MANAGEMENT

ON-LOCATION PHOTOGRAPHY + PRINTED BROCHURE



Honda City RS



driven studios SHOOTING & PROJECT MANAGEMENT

ON-LOCATION PHOTOGRAPHY + PRINTED BROCHURE



Honda City Hatchback RS

driven studios SHOOTING & PROJECT MANAGEMENT

ON-LOCATION PHOTOGRAPHY + PRINTED BROCHURE



Honda Accord



driven studios SHOOTING & PROJECT MANAGEMENT

CONCEPTUAL / CREATIVE PHOTOGRAPHY



Mercedes-AMG G63



driven studios SHOOTING & PROJECT MANAGEMENT

PRESS PHOTOGRAPHY



Mercedes AMG GT C & GT R

driven studios SHOOTING & PROJECT MANAGEMENT

PRESS PHOTOGRAPHY



Lexus LM350

driven studios SHOOTING & PROJECT MANAGEMENT

EVENT PHOTOGRAPHY













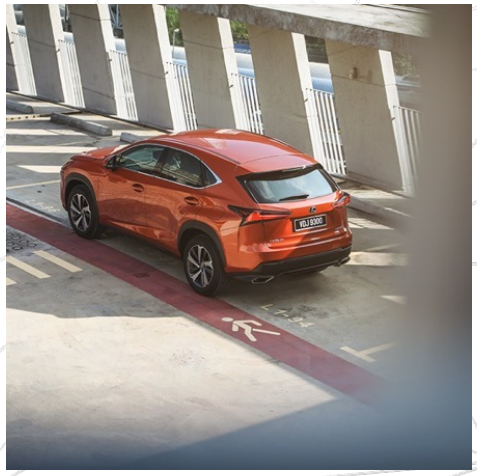
driven studios SHOOTING & PROJECT MANAGEMENT

SOCIAL MEDIA PHOTOGRAPHY







driven studios SHOOTING & PROJECT MANAGEMENT

SOCIAL MEDIA PHOTOGRAPHY













driven studios SHOOTING & PROJECT MANAGEMENT

PEOPLE / LIFESTYLE PHOTOGRAPHY



driven studios SHOOTING & PROJECT MANAGEMENT

PEOPLE / LIFESTYLE PHOTOGRAPHY













driven studios SHOOTING & PROJECT MANAGEMENT

BMW GS 40th ANNIVERSARY VIDEO



BMW M TOWN VIDEO



WATCH THEM AT DRIVEN.COM.MY

driven studios SHOOTING & PROJECT MANAGEMENT

BRIDGESTONE PROMO VIDEO



LEXUS LM LAUNCH



WATCH THEM AT DRIVEN.COM.MY

driven studios SHOOTING & PROJECT MANAGEMENT

HYUNDAI ELANTRA LAUNCH



#KEMON FORD HAVOC RAYA



WATCH THEM AT DRIVEN.COM.MY

driven events

An event has to make you feel great about life. Events are about invoking your senses in a positive manner, which will then create a long lasting brand impression. Our experiential team also places high importance on the right creative direction, based on the client's requirements.

Apart from launches for both automotive and non-automotive brands, we also specialise in roadshows, circuit-based training events, customer experiences, media drives and sales trainings.



Product Launches



Roadshow / Activation



Customer &
Media Experiences



Circuit-based Experiences



Sales & Product Training

driven events

PRODUCT LAUNCHES

We always push for novel ways to launch a product or brand. The creative boundaries have to be pushed further and further instead of being happy with the status quo.



driven events PRODUCT LAUNCHES









driven events PRODUCT LAUNCHES

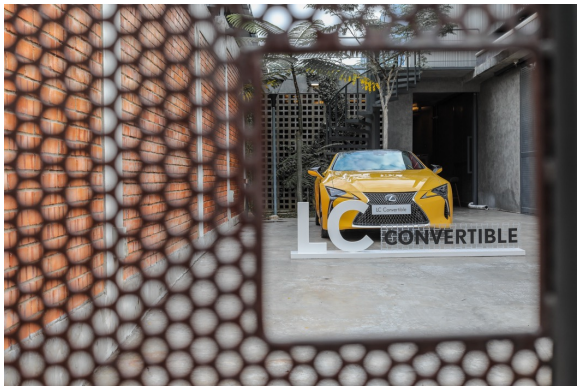








driven events PRODUCT LAUNCHES









driven events PRODUCT LAUNCHES



driven events

PRODUCT LAUNCHES

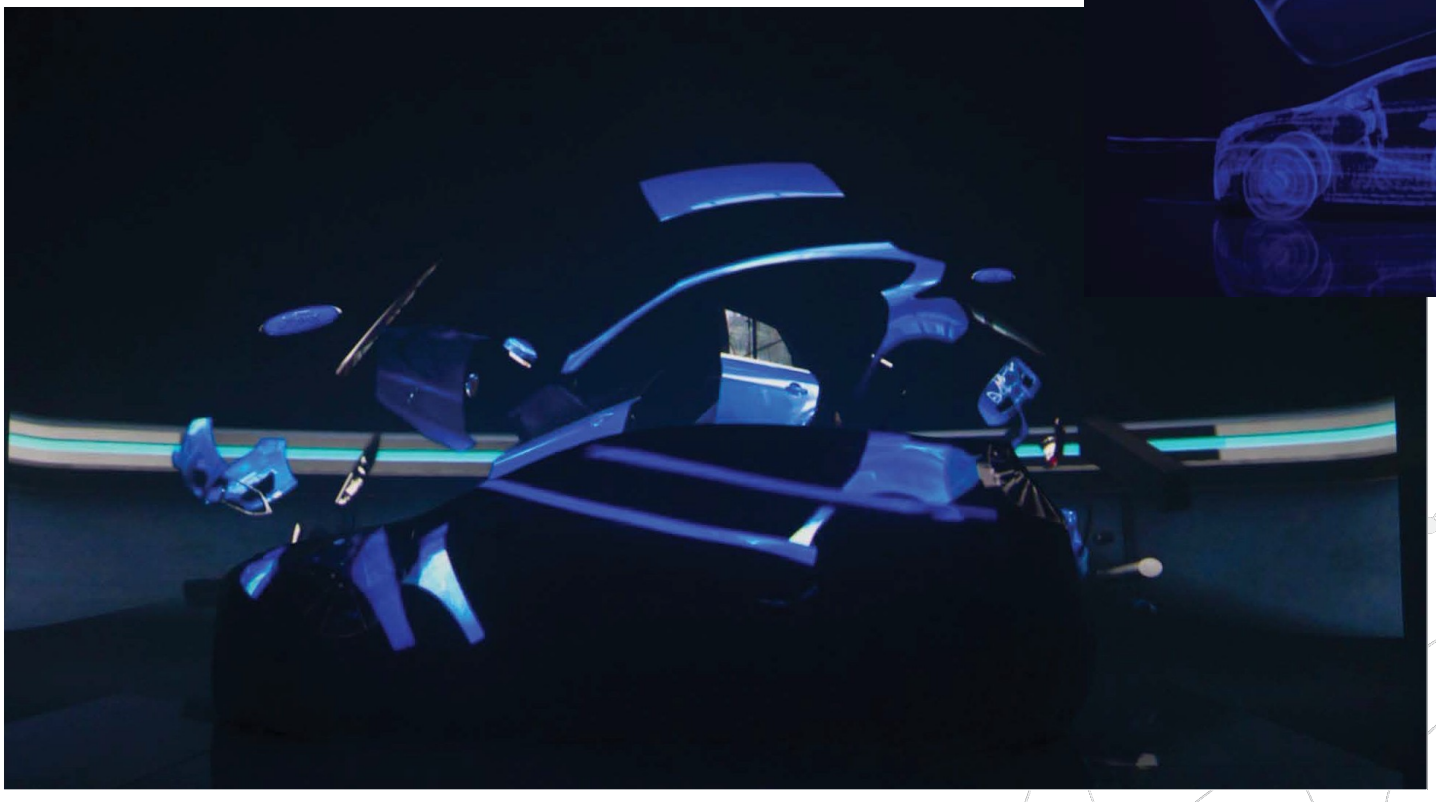






driven events PRODUCT LAUNCHES



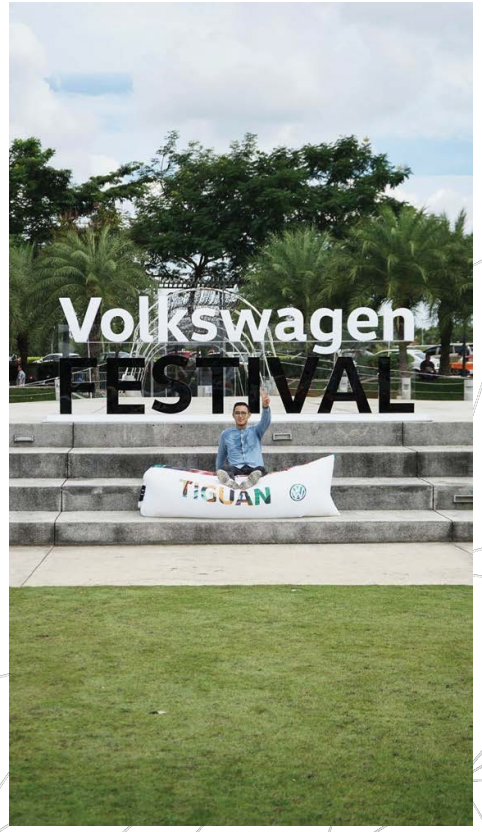


driven events PRODUCT LAUNCHES









driven events

PRODUCT LAUNCHES










dUCk
THE ALPHABET COLLECTION


dUCk
THE ALPHABET COLLECTION
"SCRABBLE CHALLENGE"





driven events

CIRCUIT-BASED EXPERIENCES

To run a circuit-based event, the agency needs to have the right technical knowledge on both vehicle experience and motorsports. Circuit events are extremely time sensitive and can be dangerous. Everything has to work like clockwork with little margin for error.



driven events CIRCUIT-BASED EXPERIENCES











Ferrari Regional Track Experience

driven events CIRCUIT-BASED EXPERIENCES

BMW M Track









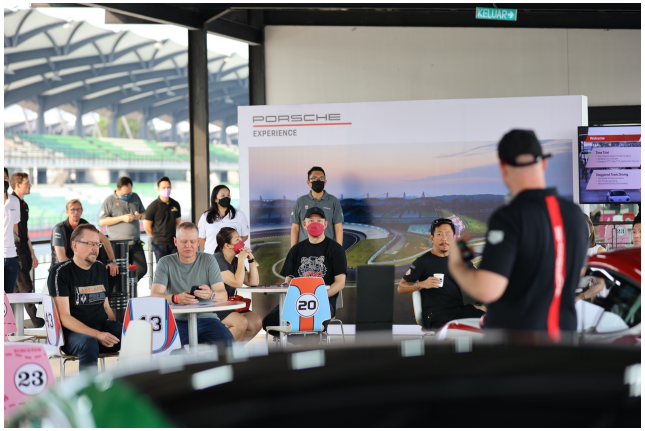
driven events CIRCUIT-BASED EXPERIENCES





Porsche Track Day





driven events CUSTOMER & MEDIA EXPERIENCES









Porsche Experience

driven events CIRCUIT-BASED EXPERIENCES

Porsche Hybrid Nights
Featuring the 918 Spyder









driven events CIRCUIT-BASED EXPERIENCES



Porsche 912 Regional Training



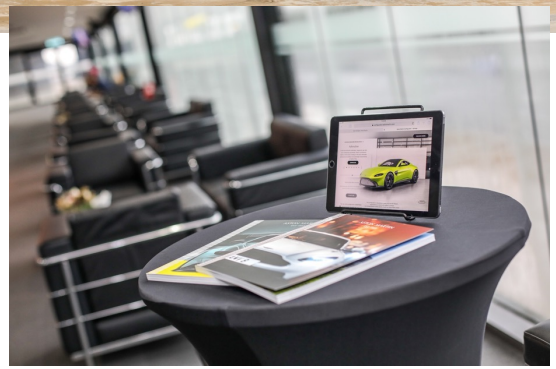
driven events CIRCUIT-BASED EXPERIENCES



Aston Martin Experience



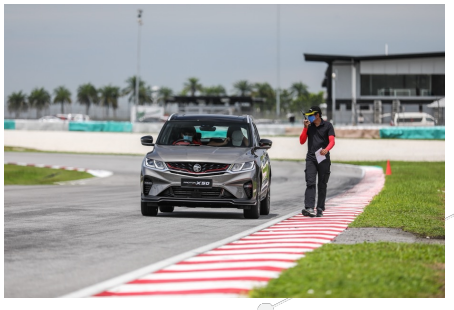




driven events CIRCUIT-BASED EXPERIENCES









driven events CIRCUIT-BASED EXPERIENCES

Esperienza Ferrari







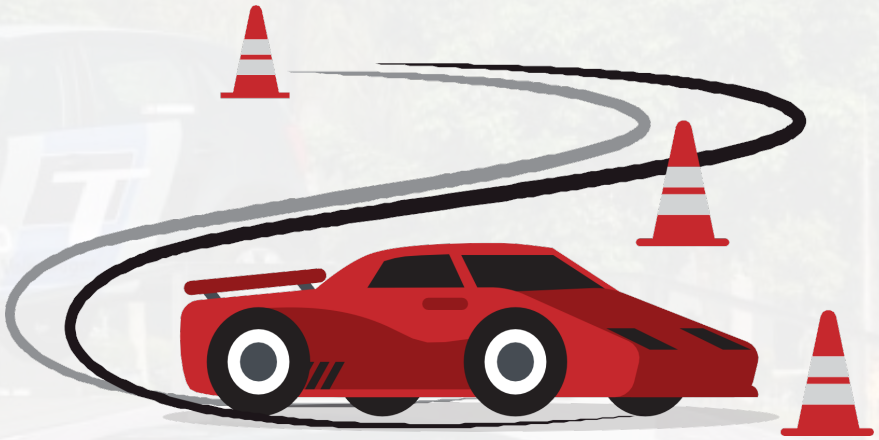


Ferrari South East Asia and Korea
Regional Workshop

driven events

CUSTOMER & MEDIA EXPERIENCES

The key takeaway from a driving experience is to fully understand and experience a particular vehicle or product. Gone were the days when it is just about driving from Point A to B and back. Just like our other events, creative direction plays a crucial role, and this helps us think of more cutting-edge ways to allow the participants to experience the product, while highlighting the best aspects of it.



driven events CUSTOMER & MEDIA EXPERIENCES







Ferrari Road Tour

driven events CUSTOMER & MEDIA EXPERIENCES



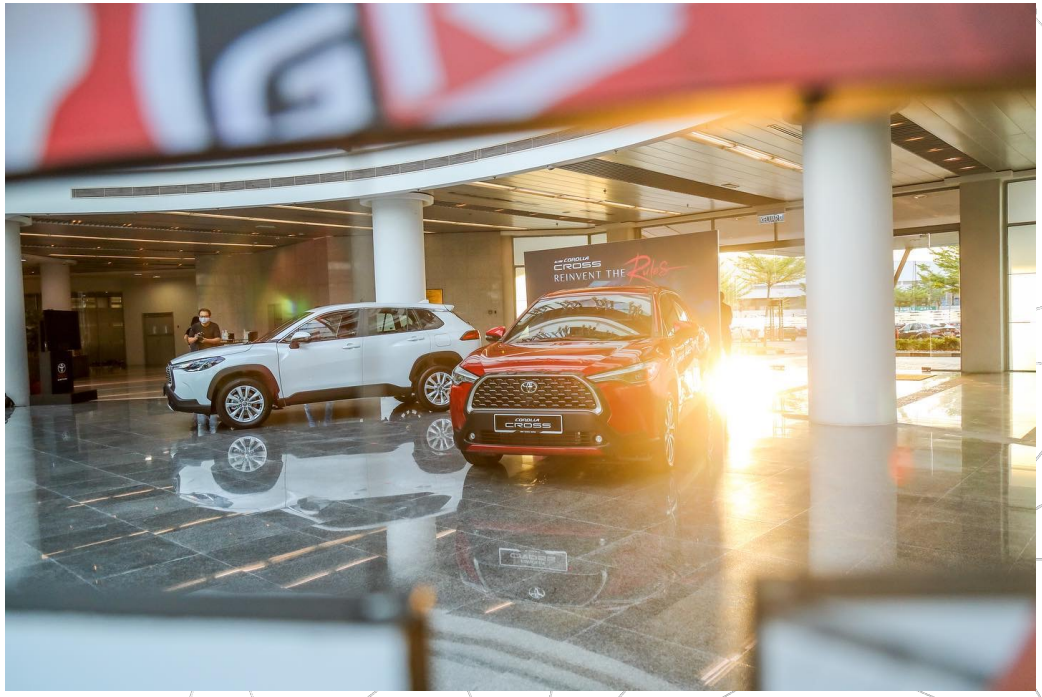




Ferrari Road Tour







Toyota Corolla Cross

driven events CIRCUIT-BASED EXPERIENCES

Toyota Hilux









driven events CUSTOMER & MEDIA EXPERIENCES



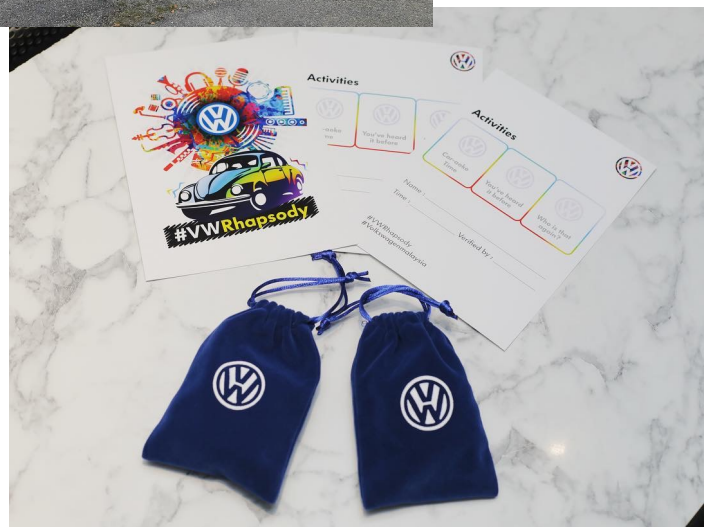




Jaguar Sensory Drive









Volkswagen
Rhapsody Drive

Porsche Taycan Experience







driven events CUSTOMER & MEDIA EXPERIENCES








Ferrari 10 Years
Anniversary Drive

driven events

CUSTOMER & MEDIA EXPERIENCES

Volkswagen Werkstour Drive



Michelin LTX Experience





Ford Focus Media Challenge



Ranger Experience Sabah





Mitsubishi Outlander Media Drive



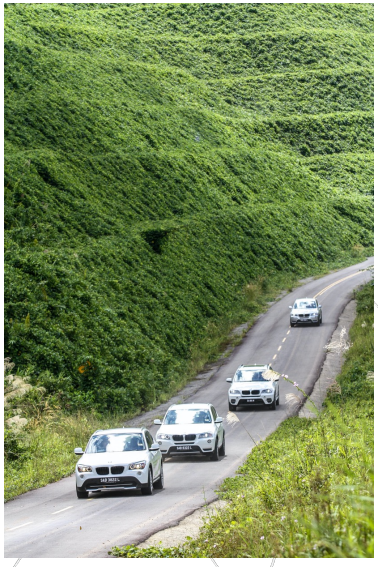
Lexus NX Experience

driven events CUSTOMER & MEDIA EXPERIENCES



BMW xDrive Borneo









driven events CUSTOMER & MEDIA EXPERIENCES













driven events

ROADSHOWS/ACTIVATION

Roadshows are meant to positively engage with the audience, giving them a small taste of your brand and products. While roadshows usually focus on the the numbers, words like “fun” and “creative” shouldn’t be ignored.



driven events ROADSHOWS/ACTIVATIONS



Proton Nationwide Roadshow

Volkswagen Shopping Mall Roadshow



Subaru Russ Swift Stunt Show







Toyota GO Tour

driven eVents

SALES & PRODUCT TRAINING

We are equipped to conduct both theory and practical training for salesmen of automotive dealers. Our philosophy is to encourage selling cars based on "experience" and feeling positive, from the initial walk-in to the test drive and even post-sales (after sales).



driven events SALES & PRODUCT TRAINING







driven events



























driven events

Volkswagen Jetta Launch









Ford Focus Launch



Renault Fluence Launch



Renault Clio RS Launch











Porsche 911 GT3 Event







MINI Paceman Launch

driven events

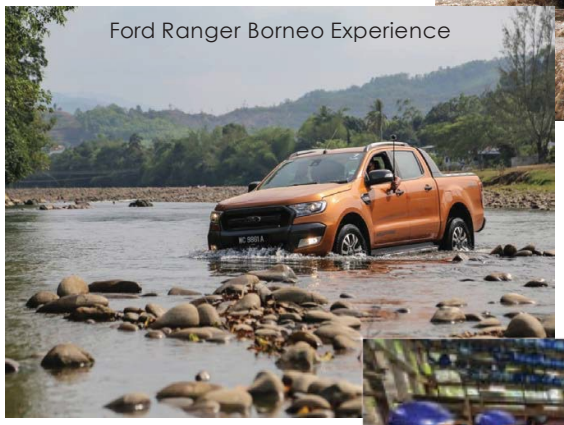






MINI Countryman
Getaway Media Drive





Ford Ranger Borneo Experience







BMW Driver Training





Porsche Sepang Experience


driven
CONSUMER SOLUTIONS

By The Numbers

Total race car entries:
209

Total superbike entries:
81

Total drift entries:
30

Total car gathering:
500

Close to
9,000
spectators over 1 day

Highest live
stream views:
129,000
over 1 day

MSF

- Organising Race Event and Many More Activities









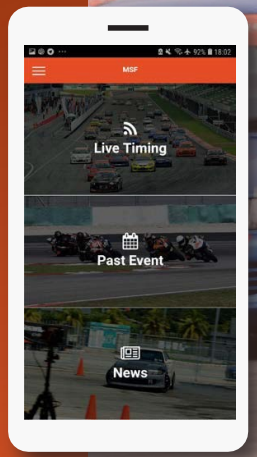


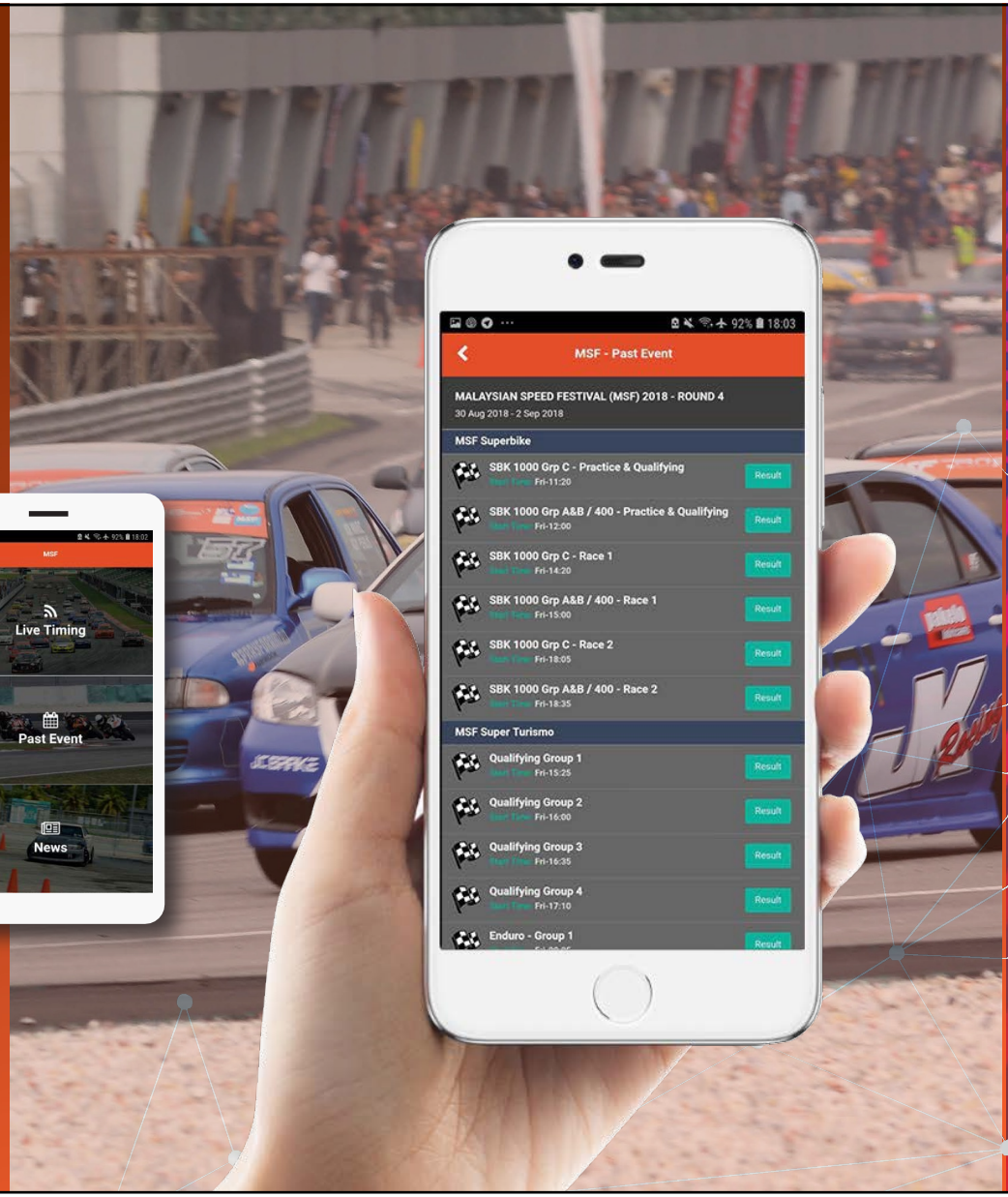


Real-time Circuit App

To further improve the MSF experience for both racers and fans, we have developed a racing app which allows users to view race lap times live and to keep up with latest results and news. Furthermore, the app features a Racer Mode which allows drivers to keep track of real-time lap times and the gaps between themselves and their competitors on track.








Tint
Now.my
Click Tint Delivered
TintNOW.my is the region's first on-demand car tinting service allowing users to select their preferred tint film, pay and schedule online via our desktop or mobile websites. The in-house team will then collect the cars from any location within the Klang Valley, carry out the tint and return the vehicles, providing absolute convenience for the customers.

Tint Now.my
Click Tint Delivered

Tinting Made Easy And Convenient









driven

KEY ACHIEVEMENTS



KEY ACHIEVEMENTS:

MALAYSIA'S LARGEST AUTOMOTIVE NEWS WEBSITE

paultan.org is Malaysia's largest auto news site with 5.9 million monthly visits. It was started in 2004, and it's also the first automotive channel to venture into online videos.

MALAYSIA'S FIRST COMPREHENSIVE CAR BUYER'S GUIDE

CarBase.my is Malaysia's first and most comprehensive car buyer's guide. It has full specs, owner reviews, expert reviews, car comparison tools and more.



OTO.my CAR CLASSIFIEDS

Auto classifieds website (vehicles and parts on sale) with a high level of quality control to ensure only genuine sellers and vehicles/parts are displayed.



MALAYSIA'S FIRST AGENCY TO RUN LIVE FEED FOR A CAR LAUNCH

We ran a live Facebook feed for the Proton Suprima S launch back in 2013, before it became globally widespread.



KEY ACHIEVEMENTS:

DRIVEN'S IN-HOUSE CR SYSTEM

Fully-developed Comments & Responses (CR) system to benefit our Social Media clients in terms of accuracy and speed.



RECOGNITION BY FORD USA ON FORD MALAYSIA'S PIONEERING MOVEMENTS INTO SOCIAL MEDIA (2012)

The Facebook page was initiated and managed by Driven between 2012 - 2014.

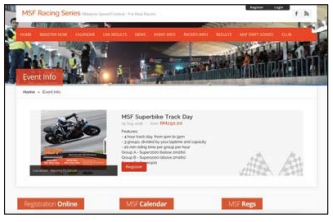


REGION'S FIRST EVER ON-DEMAND CAR TINT SERVICE

TintNOW.my

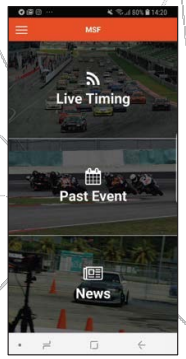


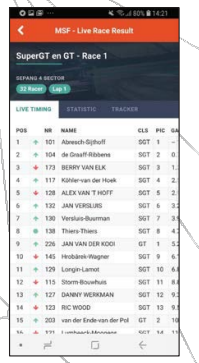
MSF RACING ONLINE REGISTRATION & PAYMENT



KEY ACHIEVEMENTS:

MOTOR RACING APP WITH WORLD-FIRST FEATURES

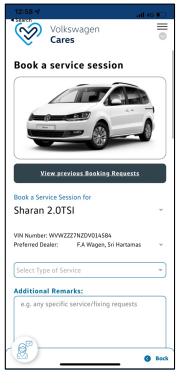






VOLKSWAGEN LOYALTY CARES APP





MALAYSIA'S LARGEST LOCAL MOTORSPORT EVENT

The MSF Racing Series. With over 200 racing cars, 300 drivers, 80 superbikes, 30 drift cars, various track days and more.





KEY ACHIEVEMENTS:

MALAYSIA'S MOST SUCCESSFUL AUTO SALES EVENTS, WITH OVER 550 CARS SOLD AT ACE 2021



ONE OF MALAYSIA'S PREMIER AUTOMOTIVE EVENT AGENCIES



MALAYSIA'S FIRST EVER CONSUMER EV EVENT, EVx



THANK YOU

DRIVEN COMMUNICATIONS SDN. BHD.(836938-P)
K3-3A-02, Tower 3, UOA Business Park, Glenmarie,
No. 1, Jalan Pengaturcara U1/51A, Section U1, 40150 Shah Alam, Selangor,
Malaysia.

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