

An aerial photograph of a complex multi-level highway interchange at night. The scene is illuminated by streetlights, creating bright spots on the road surfaces. A semi-transparent orange square containing the AMD logo is positioned in the center-right of the frame. To the right of the main image, there is a vertical strip featuring a repeating pattern of the letters 'TW' and 'SC' in white against a black background.

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Today

- 01 Getting to know the Weber Shandwick APAC tech corporate team
- 02 The opportunity for AMD in APAC
- 03 Making an impact every day

The AMD logo, consisting of the letters 'AMD' in a stylized, blocky font.

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Weber Shandwick is built to help clients grow in a world of radical complexity.

IN-CULTURE COMMUNICATIONS IS THE ART AND SCIENCE OF PROPELLING CULTURE – BY INHABITING THE ENDLESS PLACES AND SPACES WHERE MEDIA, POLICY, TECHNOLOGY AND SOCIETY CONVERGE.

How we uniquely deliver
in-culture communications

Cultural Intelligence

+

Brave Ideas

+

Platform Fluency

+

Flawless Media Choreography



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The
WIN

AMD's industry voice should be as dominant as AMD's business momentum



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In the room...



CAROLYN DEVANAYAGAM
Corporate Affairs,
APJ Lead



RISHU SHARMA
Co-hub lead,
Technology lead, Australia



HIN-YAN WONG PhD
Strategy and Narrative Planning,
APAC



SONALI NEGI DAS
Technology Lead,
India



ZAKIAH ZAKARIAH
Co-hub Lead, Regional
Corporate Tech,
Content Lead



SAMUEL CHEE
Technology
Regional Media + Japan

Supported by a **100**
strong tech and
corporate team
across the region



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APJ AMD Heroes Team



CAROLYN DEVANAYAGAM
Corporate Affairs,
APJ Lead



ZAKIAH ZAKARIAH
Co-hub Lead, Regional
Corporate Tech,
Content Lead



RISHU SHARMA
Co-hub Lead,
Technology lead, Australia



SAMUEL CHEE
Technology
Regional Media, SEA hub + Japan



HIN-YAN WONG PhD
Strategy and Narrative
Planning, APAC



ADAM MARTIN
Assistant Managing Editor,
media strategy



SONALI NEGI DAS
Technology Lead,
India



TETSU TOU
Vice President,
Client Experience,
Japan



HYUNGGEUN KIM
Executive Vice President,
Client Experience,
South Korea



BLAKE HO
Technology Lead,
Malaysia



THANH NGUEN
Technology Lead,
Vietnam



MINNIE DELENA
Associate Vice President,
Operations
The Philippines



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Integrated network in Asia Pacific

- > 950+ consultants in the region
- > 200+ in-house digital production specialists
- > Over 170 multi-market clients in Asia alone
- > Regional and global award-winning network
- > Longest client relationship over 35 years
- > Average client relationship is 10 years
- > Healthy mix of local, regional and international clients
- > Integrated approach to online and offline communications

Map locations include: Islamabad, Delhi, Dhaka, Kolkata, Mumbai, Hyderabad, Bangalore, Guangzhou, Shenzhen, Hong Kong, Hanoi, Yangon, Bangkok, Phnom Penh, Ho Chi Minh, Kuala Lumpur, Singapore, Jakarta, Beijing, Seoul, Tokyo, Sydney, Melbourne.

Legend: ▶ Weber Shandwick Office ▶ Affiliate / Partner Agency

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We are an **industry-leading** APAC tech corporate team

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Digging into storytelling...

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Elevating the Seagate product-led thought leadership

OBJECTIVE

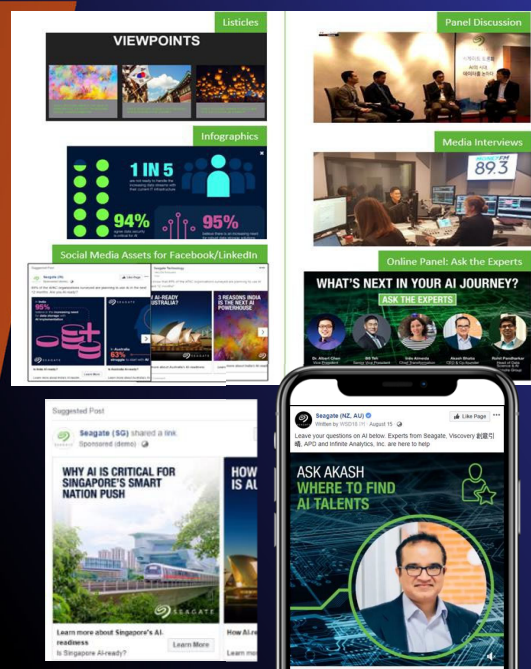
Engage CTO/CIOs in APJ tech industry on Seagate's thought leadership and product innovation in AI

STRATEGY

APJ-owned survey amplified via integrated earned, owned, paid program focused on AI readiness in the region

RESULTS

- **434** earned media coverage in six markets
- **35%** tier-1 earned coverage
- **18** clients participated in 8 LinkedIn Lives
- **16K click-throughs** to website
- **1M impressions** social media amplification
- **2** regional awards - *Best Thought Leadership Campaign* at the Public Affairs Asia's Gold Standard Awards, and *Best Regional PR (Bronze)* at Marketing's PR Awards.



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Driving Seagate's product innovation

OBJECTIVE

Engage tech leaders and consumers in APJ on Seagate's latest product innovation

STRATEGY

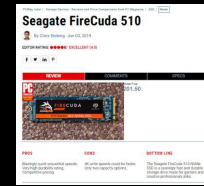
Run a holistic approach to earned product reviews in the engagement era

OUR EARNED PRODUCT REVIEW MODEL

- We **pinpoint the product messages** that will resonate most through a listening campaign
- We use that data to **prioritize the messages** into a solid platform that's used in presenting the best case to editorial reviewers, in the way we foster great customer reviews and as a guide for developing branded content or "owned editorial"
- The good assets - those that are the most engaging and align most closely with our message platform - that result from each of those campaigns should **fuel a second layer of new campaigns** - in social media, at retail, through paid media and other marketing channels
- After engaging with our key audiences, we **measure effectiveness** through both qualitative and quantitative methods, sharing key trends and feedback across all channels



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Seagate FireCuda 510, PC Mag



This Fast storage drive can help you get the best out of your data, The Economic Times



Rugged Secure, The Straits Times



14TB Seagate BarraCuda Pro, HDD with High Capacity and High Performance Optimized for Video Age, K Bench(Online)



Seagate's new 16TB drives for NAS and data centers, NoAdmin



Korea: Colorful Tech Gadgets That Also Shine on You, Cosmopolitan

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ServiceNow: Digital Gold Rush

CHALLENGE & APPROACH

We interact with AI hundreds of times a day, as well as when we sleep. We partnered with AI expert Dr. Catriona Wallace to build a report that charted Australia's opportunity for the digital economy over the next decade and the recommendations executives can employ to grapple issues surrounding digital transformation.

EXECUTION

Our approach involved devising a strategic earned media campaign aimed at C-suite executives, with a particular emphasis on the evolution of digital transformation in Australia.

To achieve this, we utilised Catriona's expertise and the findings of her report by conducting a series of interviews, in which she examined the latest trends in AI and offered valuable insights to help leaders optimise the benefits of technology.

RESULTS

Across earned media, we achieved 106 pieces of coverage, reaching over 15,789,962 people. Through media engagement, Catriona was positioned as a leading commentator.

Dr Catriona Wallace On The Importance Of Embracing AI and Digital Change

Rakya Puri on July 21, 2022



Sydney-based Dr. Catriona Wallace has earned her stripes as a global expert leading the way in artificial intelligence (AI). She is executive director of the Oxbridge Institute (Responsible AI) and adjunct professor at the Australian Graduate School of Management.



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Together we advance _

Part 1:
Getting to know the team

Part 2:
The opportunity in APAC

Part 3:
Making an impact

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Taking your products into **hot conversations**

You have an opportunity to take your products into hot conversations **that matter to CIOs.**

To identify what those topics are, we must take an outside-in look at the APAC CIO and technology conversation.

ARTIFICIAL INTELLIGENCE

SUSTAINABILITY **CYBERSECURITY**

CHIP RACE **PRODUCT INNOVATION** **EXPANDING MARKETS**

BLOCKCHAIN **SOFTWARE & APPLICATIONS**

TALENT INVESTMENT **5G** **DECENTRALIZATION**

GRAPHICS **CRYPTOGRAPHY** **PROCESSORS**

DYNAMIC CIRCUITS **CHIP MEMORY**

ETHERNET TECHNOLOGIES

TOTAL ADDRESSABLE CONVERSATION

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Source: Weber Shandwick analysis, online news sources, last 12 months

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Plotting a path
to a leadership
voice in **the
most pivotal
conversations**



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Together we advance_

Part 1:
Getting to
know the
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The
opportunity
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Featuring AMD in the **AI conversation**

CAMPAIGN NAME		Powering AI innovations with a new generation of AMD chips		
PRODUCT FOCUS		AMD Instinct™ MI300 data center chips offer exceptional performance and efficiency for AI workload		
PROOF POINTS		X8 AI Training Performance	Energy efficient gigaflops / watt	Handling a new generation of AI workload
OVERARCHING ANGLE		The MI300 chips will power data centers to deliver efficient HPC for new AI applications		
MEDIUMS		Finance	Energy Efficiency	Biotech
MEDIA	<ul style="list-style-type: none">Product showcase: Instinct MI300 in AI-driven cybercrime prevention in APACThought leadership on HPC solutions for cybercrime prevention	<ul style="list-style-type: none">Story on climate mitigation solution modelling with energy efficient Instinct MI300 chip	<ul style="list-style-type: none">Drug discovery and development for women's health: the role of AI and HPC with Dr Lisa SuHow HPC can potentially speed up drug discovery	
SOCIAL	<ul style="list-style-type: none">LinkedIn exec postSponsored post aimed at finance and fintech CIOs	<ul style="list-style-type: none">LinkedIn: visualisation / breakthroughs with Instinct MI300 , comparison charts	<ul style="list-style-type: none">LinkedIn exec post, PoV	
EVENTS	<ul style="list-style-type: none">Singapore / Hong Kong Fintech week (ideally in partnership with a cloud supplier)	<ul style="list-style-type: none">Product trial with local HPC or cloud partners	<ul style="list-style-type: none">BioPharma APAC	
B2B + SALES	<ul style="list-style-type: none">Product briefing (including cloud partners in APAC)	<ul style="list-style-type: none">Case studies: comparison of Instinct MI300 against competitors on chip on energy efficiency	<ul style="list-style-type: none">Thought leadership on democratising large model training with AMD Instinct MI300	

UNDERPINNED BY MARKET TOOLKITS - MESSAGING, GUIDELINES, EVENTS TEMPLATES, RESULTS FINDINGS AND SALES MATERIALS

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Elevating AMD's product story



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Media Map Snapshot

AUSTRALIA



We have the most elite media relations team in the business with deep media contacts in the subject areas that matter to AMD.

We create multi-tiered storytelling plans that excite, engage, anticipate and optimize for maximum impact. This allows us to have a steady drumbeat of product-led stories while showcasing AMD's thought leadership to create a halo effect in building your brand reputation.

INDIA



SINGAPORE



TAIWAN



JAPAN



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Unpacking the



THE CNA ECOSYSTEM

29 territories in Asia can view CNA TV
300+ journalists
58 programs and divisions
7 podcasts
2.3m monthly unique TV viewers
111m monthly unique page views
14m monthly unique visitors

Followers:



1.2M



4M



507k



331k

'We are not there for a sales pitch from someone, but if they can offer expertise on a subject, then that's the angle they should be pushing... Their expertise will shine through with their knowledge.'

- NEWSROOM SOURCE

'Minimise jargon, explain in layman terms, use graphics to illustrate complex ideas. To me, if I don't understand my viewer won't too. So, if I don't understand something that my guest mentioned, I won't be embarrassed to ask until I understand.'

- SENIOR EDITOR

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Unpacking the News Corp

'Semi conductors aren't just for the tech reporter. They would be relevant for automotive, energy, infrastructure, politics, economics – there's an angle for every beat if you look for it'
– NewsCorp Journalist

THE AU NEWSCORP ECOSYSTEM

140+ newspapers and websites across Australia
25+ podcasts
2500+ journalists
18.2 million Australians reached monthly

'I'd be interested in the impact the brand makes in Au and relevance/USP of its products for Aussies'
– Tech reporter from The Australian

in 50K f 13K i 3.4K

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Leveraging human voice(s) to tell technical stories

LinkedIn	Peter Chambers (MD, APJ, AMD)	Steven Long (Corporate VP, GM APJ, Intel)
Followers	500	8,079
Posts (past 3 months)	3	14
Engagements	140	4,773
Avg. Eng. Per Post	70	341
Recent Media Highlights	InfoBrief report with Lenovo Tech360 interview HWZ Tech Awards	HWZ Product review DigiconAsia byline

Peter Chambers: The Tech Whisperer

Industry themes AI + ML, Cybersecurity,	Organisation priorities Advancing the adaptive enterprise with AMD's best-in-class product range and solutions	Personal passions E.g. Leadership, reading, sports, hobbies, volunteer work
Core Audience: CIOs & CTOs		Secondary Audience: CEOs

Bringing It To Life



LinkedIn & social LinkedIn content series engaging customers and partners on the most salient industry topics	Media cna, NIKKEI Asia, TECHWIRE Asia, CW	Events & Speaking engagements Tech Week SG Bloomberg Sustainable Business Summit	Internal comms Townhalls & feedback sessions Sales team training Employee engagement
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Leveraging human voice(s) to tell technical stories

Jaya Jagdish
(Country Head and SVP, AMD)

	LinkedIn	Twitter
Followers	2,816	148
Posts (past 3 months)	4	17
Recent Highlights	Women in Tech, Soft Profiling	Women in Tech; Semi-conductor ecosystem

Jaya Jagdish: The Tech Visionary





Industry themes
Generative AI - ChatGPT, Web3, Women in Tech, Sustainability


Organisation priorities
How AI is going to drive growth for businesses

Personal passions
E.g. Leadership, women empowerment, volunteer work in STEM education

Core Audience: CIOs & CTOs **Secondary Audience:** CEOs


Bringing It To Life


LinkedIn & social	Media	Events & Speaking engagements	Internal comms
LinkedIn Live series engaging experts on the most salient industry topics	   	Nasscom GCC Conclave CII Internet of Things Summit for Digital & Make in India Global Artificial Intelligence Summit and Awards 2023	Townhalls & feedback sessions Employee engagement

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Working together: A little bit of fun



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GETTING TO KNOW EACH OTHER | 3 MINUTES, 4 QUESTIONS

PC or PS?



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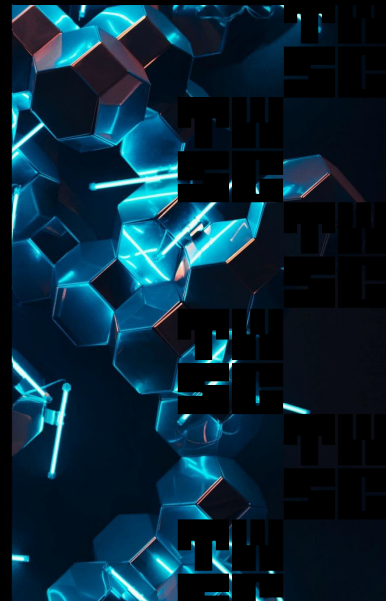
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GETTING TO KNOW EACH OTHER | 4 QUESTIONS

Destination or journey?



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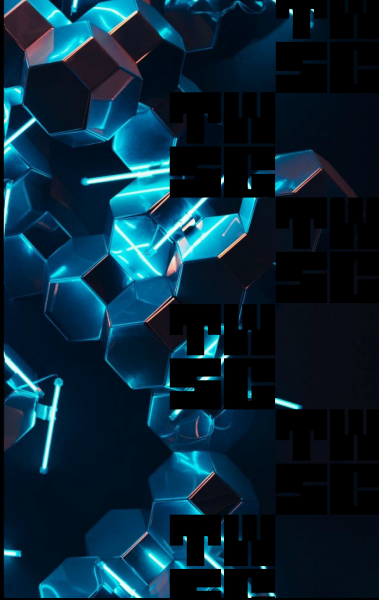



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GETTING TO KNOW EACH OTHER | 4 QUESTIONS

Cybersecurity spirit animal: Bulldog or German Shepherd?



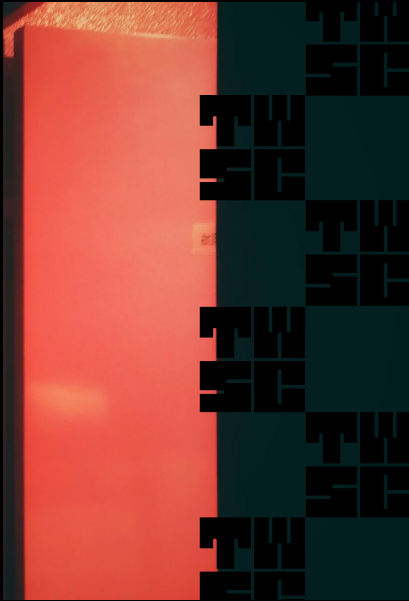
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GETTING TO KNOW EACH OTHER | 4 QUESTIONS

What keeps you up at night?



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Thank you.



The Weber
Shandwick
Collective

