

TESTIMONIALS

Our Clients Say it Best



Starbucks

“We have been very impressed with the video work provided by WorldBizWatch. Its team has done an excellent job in telling our story in a way that is both compelling and credible. As we expand worldwide, we look forward to working with WorldBizWatch in sharing the Starbucks story to an international audience.”

*Thomas Yang
Senior Vice President, International Marketing*

Microsoft

“As a global business, we constantly educate and inform customers, partners, reporters and the public about what we do. But we need to do this in a way that is interesting, substantive and credible. You’ve empowered our spokespeople to be more effective messengers to communicate our message. You’ve helped us match our key messages with the media’s thirst for good stories. And we look forward to collaborating more - by packaging our message in the most visual and compelling way. Thank you for becoming a very important part of our team.”

*Olivier Richard, Group Manager,
Corporate Communications*

Coca-Cola

“Representing the world’s most recognized brand results in frequent media contact. Ensuring the story is told in an effective manner is a skill which must be developed. WorldBizWatch has given me an invaluable service. Its team of seasoned journalists offers many years of experience, insight and practical, take-home communication tips. They help humanize, personalize and substantiate their clients’ message in a way that serves the media and the public, while also getting across the companies’ point. Bottom line: they help us build a win-win relationship with the media. I look forward to calling on WorldBizWatch again in the future - for Coca-Cola and our partners.”

Scott Price, Region Manager

Microsoft MSN

“Indispensable training to professional marketers.”

Joyce Kuo, Group Manager Taiwan

“Gave me more tools to deliver our message.”

Vincent Sim Senior Marketing Manager, Singapore

“Very informative! All parts of the training most valuable.”

Chuan Lo, Marketing Manager, China

“Exhilarating & very useful.”

KR Choi, Marketing Manager, Korea

“The fact the trainers are well known journalists in the region gave the training extra credibility mileage.”

Rose Leng, Regional Marketing Manager, MSN

Veritas Software

“WorldBizWatch helped us package video case studies about our customers. This explained our value proposition in a way that no words or speech or brochure could do. WorldBizWatch made our story interesting, substantive and best of all, very credible. End result: not self-serving corporate propaganda, but “news you can use.”

Edmund Kwong, Marketing Manager

“One of the best training programs we’ve ever enjoyed...an abundance of practical value and take home tips...We give your program a good recommendation to any company that wants to help the “faces” of their company succeed before any audience.”

Vicky So, Regional Marketing Manager

TD Waterhouse

“Highly recommended!”

Cynthia Lam, Director of Compliance

Deutsche Bank

“Fun and educational. Great help overcoming perceived fears of the media.”

Mary Tan, Head of Human Resources

Amway

“Found most valuable the video interview & critique session...Trainers excellent, very experienced...Very fruitful.”

Angela Cheung Lai Ching, General Manager

Accenture

“A great media training session for our partners in Singapore. They described it as “extremely beneficial,” “insightful” and “refreshingly interactive.” The only complaint: ‘wish there was more time.’ Rumour has gone around it is THE most useful and FUN training they have EVER had in Accenture.”

Judy Kim, Marketing Manager, Veritas Software

Lloyds TSB Bank

“Most enjoyed the video practice with immediate, sincere and ‘on-the-bull’s-eye’ feedback. Uplifting - I actually enjoy the media a great deal and I wish to do a good job by them too, so unravelling the ‘double helix’ of the interviewing process in this way was fun, thought-provoking and energizing.”

Stephen Richards Evans, Regional Chief Executive

PAMA Group Inc. (Prudential Asset Management)

“Now seeing the total picture of interviewer and interviewee rather than just my side.”

Michael Kwee, Chairman & CEO

Emper Industrial Ltd.

“Most enjoyed the practical session with the analyses...Great experience!”

Helmut Widdek, Managing Director

Bumiputra Commerce Bank, Malaysia

“Great insight into managing an ideal relationship between organization & media”

Joyce Ha, VP Communications

MEASAT (Astro TV Malaysia)

“Enriching, empowering & entertaining.”

Marina Hew, Senior Executive

DRB-Hicom

“Found most valuable the practical video training. Fun. Refreshed my skills. Great to work with the presenters. Not boring, unlike others.”

V. Kanesan, Group Managing Director

Genting Casino/Resort

“Eye opener. More confident communicating our message. Worth recommending!”

*Team of Vice Presidents
Hong Kong General Chamber of Commerce*

Microsoft Digital Media

“WorldBizWatch is a great use of rich media technology and awesome reporting/journalistic work to convey business value. Congratulations.”

Mauricio Gonzalez de la Fuente, Digital Media Business Development Mgr

Global Sources

“WorldBizWatch has been regularly crafting video reports that tell our story in a simple, compelling manner. The videos educate investors, analysts and employees. They update the media. We give WorldBizWatch our top recommendation.”

Merle A. Hinrichs, Chairman & CEO

Jollibee Foods Corp

“We are determined to succeed in the international market, particularly in China & the US. But our operations there are small...so we (can’t) justify traditional advertising. But WorldBizWatch came to the rescue. Now we have our story in the can, or should I say several cans? One for the China market shot in Hong Kong; one for the US market shot in the US, and one for the Philippine market for our staff & business partners...If you have a story to tell, tell WorldBizWatch. Then watch them tell the world.”

William Tanuntiong, Vice-President

SE Global Equities

“Since launching our global trading platform, our video has helped boost revenue by US\$4 million — and still growing. Audiences around the globe online and offline — have viewed it — including over 20,000 in the first 3 weeks. We look forward to WorldBizWatch helping us distribute our message on TV, in airlines and over the web.

Toby Chu, President & CEO

Our Other Valued Clients

Nike, Sony, Dow Chemical, Petronas, Shangri-La, Hyatt, Singapore Air, ABX, CSFB, DHL, Horwath, YTL, PricewaterhouseCoopers, Lucent, CLP, Caltex, Creative Star, the Australian Consulate, U.S./Singapore/Canadian Chambers of Commerce.