

Wherever there is an Audience,
there is a Mission for Total Brand Activation.



INNOVATIVE

By synergistically blending technological, digital, gaming, social media and other traditional engagements with cutting-edge real space and real time experiences, we provide innovative result-driven solutions which generate compelling moments and form deep and lasting relationships with the right audiences.

INSIGHTFUL

Using the collective insight of our global teams, we continue to create unforgettable experiences and profound relationships for our clients' target audiences through traditional face-to-face communications and across online, mobile and social networking platforms.

INSPIRED

Our passionate, determined and hungry people leverage the depth of their understanding of different cultures and industry practices to discover and produce uniquely creative and highly effective solutions for global brands.

Total Brand Activation: delivering engagements for a better R.O.I. for our clients.

Pico is a global group of agencies specialising in engaging people, creating experiences and activating brands. With a worldwide presence and proven track record nearly half a century long, we bring brands to life and creates experiences through Total Brand Activation – from strategy to execution. In 2015 and 2016, Pico won in the B2B Agency category at Marketing magazine's Agency of the Year Awards in Hong Kong. CEI Asia magazine also voted Pico into the top two on its Asia Pacific Best Event Agency list for three consecutive years from 2014 to 2016.

