



The Far East Fame Line DDB Group

Business structure of the group of Company are as follows:

Far East Fame Line DDB Public Company Limited

Far East Fame Line DDB Public Company Limited's role and responsibility goes beyond the traditional role of an advertising agency. We blend comprehensive integrated marketing communication services with innovative, data-driven solutions for local and global brands. Our holistic approach encompasses meticulous market analysis, strategic planning, creative execution, media planning and buying and rigorous performance evaluation, all aimed at delivering creative excellence and tangible business outcomes. Our Data & Innovation division pioneers actionable data solutions, while our research team continually evaluates brand health and campaign performance for our strategy and creative teams to refine future strategies for maximum impact. In addition, we have recently embraced AI to enhance our working process as well as elevate our creative deliverables. The swift AI adoption at the company scale being aimed at pushing limit of our capabilities and elevating our strategic and creative works to the next level reflects our new company motto, which has been phrased as,

“Possibilities Unbound”

Springboard Plus Company Limited

Springboard Plus Co., Ltd. is a subsidiary of Far East Fame Line DDB PLC with a registered capital of 6,511,000 baht, 99.9% of which was invested by Far East Fame Line DDB PLC. Springboard Plus specializes in creating, producing, and delivering advertising output materials swiftly and professionally, as reflected in the Company's proposition - “From Thoughts to Clips Swiftly”. With a keen focus on agility and creativity, the Company helps clients navigate the ever-evolving market landscape with ease.

Integrated Communication Company Limited

Integrated Communication Co., Ltd. is established as an associated company of Far East Fame Line DDB Plc. with registered capital 5,000,000 baht, with 40.00% investment rate by Far East Fame Line DDB. It's provides service in advertising, public relations and organizing various marketing events.

Media Intelligence Group Company Limited

Media Intelligence Co., Ltd. is established as an associated company of Far East Fame Line DDB Plc. with registered capital 20,000,000 baht, with 30.00% investment rate by Far East Fame Line DDB. It's provides service in media planning and buying-selling all types of media.