

# FANATICAL VOICES

Integricity's monthly newsletter offering goodies, special offers, tips and tricks, useful articles and latest news about Integricity and its services.

## Welcome message from Grace Tan Visual Storyteller Integricity Visuals



Wow! What a journey it has been. Since starting up Integricity Visuals in April, I have been running on the treadmill that seems to be going faster and faster. But I am not complaining! Integricity Visuals was set up to complement Integricity Corporation's growing interactive portfolio. We specialize in providing video production, post production and photography services. While this company may be new, our team has more than 20 years of collective experience in the local film and television industry.

And now, we have ventured more seriously into... weddings! Kee Sitt and Sharon of [Wedding Story](#) have now joined the Integricity Visuals family, and with it, they bring loads of experience from this industry. Our visual style coupled with great storytelling skills brings a whole new cinematic experience to wedding videos.

Our team at Integricity Visuals is looking forward to creating great videos and stills for our clients, be it corporate work, or something as personal as weddings.

Alright, enough talk - check out our new and happening website at <http://www.integricityvisuals.com>.

Fanatically yours,



Grace Tan  
Visual Storyteller



### Tell A Friend

If you enjoy this newsletter and would like to share it with friends or colleagues, please forward it. Thanks!

### Print It!

[Click here](#) for a printable version of this newsletter (PDF).

### We have Moved In!

Integricity has moved to a brand new swanky office at:

Suite S6-S7, Centrepoin Bandar Utama  
Lebuh Bandar Utama  
47800 Petaling Jaya, Selangor, Malaysia

Please feel free to drop by to view our place. There's a cool bar out there waiting for you!



## Today, Not Tomorrow

Let's get it done [TODAY!](#)

Integricity provides you our new service offering - [TODAY!](#) We're still in our beta stage of it, hence it's on an introductory fee.

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## Keep In Touch

Head over to our [corporate blog](#) to find out what's beneath the red hood.

That's it for this month's Fanatical Voices. See you next month!

Fanatically yours,  
Fanatical Voices Editorial Team

## Hollywood Embraces Viral Marketing By Eugene Lim



Hollywood has embraced viral marketing like a long lost son. For the uninitiated, viral marketing involves conceiving multiple interconnected sites that advertise a movie by extending the story lines online which in turn gets social networks and blogs buzzing about it. In this lies its viral effect. Building the hype for movies has never been so engaging, fun and exhausting.

Read on for [more](#) details.

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## Thinking of Hiring a Freelancer? By Alex Lam



Alright freelancers, you might want to pelt me with tomatoes and I do apologise. Let me disclaim myself before the tomatoes stain my clothes - this [article](#) is not representative of ALL freelancers (just most...!)

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## Mad About Euro 2008? We are too! By Terence Ooi

We at Integricity here are fanatical about many things, among others – FOOTBALL. We have a good number of football-mad colleagues here and you often hear jabs of insults during Monday mornings after the weekend's game. Enjoy the short [interview](#) with three of our family members on football and the upcoming Euro 2008!



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## Malaysia Wins First Cannes Lions Gold in Film By Warren Tan

Check out the really moving and meaningful Petronas ad [here](#).

# FANATICAL VOICES - THE INTEGRICITY NEWSLETTER

## MAIL ISSUES

If you experience any difficulty reading our Fanatical Voices newsletter, please send an email to [fanaticalvoices@integricity.com](mailto:fanaticalvoices@integricity.com), stating the problem you encountered.

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