

INDEPENDENT CINEMA • MOTION • AGENCY CO-PRODUCTION

AGENT ORANGE

A plug-and-play cinema and motion studio based in Kuala Lumpur. We engineer commercial brand films, comedic narratives, and 3D motion design for leading regional brands and creative agency partners.

"We believe in real human truths, tactile on-set craft, and cinema-grade execution. From early pitch treatments and on-set directing to macro tabletop rigs, DaVinci color grading, and broadcast sound design—we give agencies the firepower of a dedicated film unit with zero fixed studio overhead."

HEADQUARTERS
Kuala Lumpur, MY

CO-PRODUCTION
White-Label & Lead

ESTABLISHED
2019 (6+ Years Active)

PIPELINE
100% In-House in KL

THE STRATEGIC ADVANTAGE

YOUR PLUG-AND-PLAY FILM UNIT.

Creative, branding, and digital agencies possess deep client trust and bold ideas, but rarely maintain an in-house commercial film studio. Agent Orange acts as your agile production partner—expanding your agency’s capabilities to pitch, win, and execute broadcast-grade video with zero studio overhead.

01 / PITCHING

Bidding & Treatment Support

Win bigger briefs. We collaborate with agency creative directors from early RFP stage—providing rapid director treatments, AI-accelerated concept moodboards, and feasibility estimates in 24–48 hours.

WIN RATE ACCELERATION

02 / INTEGRATION

Co-Production or White-Label

Zero friction client handling. We adapt to your agency workflow—operating side-by-side with your creative team on set, or functioning as your confidential white-label cinema arm behind the scenes.

SEAMLESS CLIENT TRUST

03 / EXECUTION

End-to-End Pipeline in KL

Live-action directing, cinema camera packages, specialized tabletop rigs, CGI & motion graphics, offline editorial, color grading, and broadcast audio mix—all managed under one roof.

TOTAL QUALITY CONTROL

04 / MARGINS

High-Margin Video Retainers

Offer ongoing commercial video, episodic social campaigns, TVCs, and 3D DOOH to your client roster without taking on fixed payroll, heavy gear leases, or studio overhead.

HEALTHY AGENCY MARGINS

PRODUCTION CAPABILITIES

FOUR CORE DISCIPLINES. ONE MASTER ROSTER.

We combine physical on-set discipline with contemporary post-production craft to deliver high-retention commercial video tailored for television, digital feeds, and high-visibility urban screens.

DISCIPLINE 01

Commercial Brand Films

Narrative anthems and character-driven commercials built on human truth, authentic comedic timing, and cinema-grade lighting. Skilled at directing seasoned actors, everyday talent, and child actors.

- NARRATIVE TVCS
- COMEDIC TIMING
- LOCATION SCOUTING
- PRACTICAL RAIN SFX

DISCIPLINE 02

Tabletop & Product Cinema

Sensory culinary and product showcases featuring tactile macro cinematography, high-speed fluid capture, practical wire rigs, and mouth-watering food styling that drives immediate appetite appeal.

- TABLETOP STUDIO
- MACRO CINEMATOGRAPHY
- FOOD STYLING
- WIRE RIG PUPPETRY

DISCIPLINE 03

3D Motion Design & CGI

Turnkey 3D animation, photorealistic product rendering, mechanical rigging, and character animation inside Blender. Able to visualize complex mechanisms without live filming.

- BLENDER PIPELINE
- PHOTOREAL SHADING
- 3D CHARACTER RIGGING
- KINETIC TYPOGRAPHY

DISCIPLINE 04

Large Format & Digital OOH

Curved 3D anamorphic billboards, high-contrast citywide LED mastering, and viral Fake-Out-Of-Home (FOOH) activations matching live camera tracking with photorealistic CGI against landmarks.

- 3D ANAMORPHIC LED
- TRX FOOH CGI
- SUB-PIXEL TRACKING
- DOOH MULTI-ASPECT

SELECTED PRODUCTION PROOF

PROVEN UNDER BLUE-CHIP SCRUTINY.

Representative campaign work co-produced alongside leading Malaysian agency partners for major national and regional brands.

FWD INSURANCE

16:9 • DOOH

LegacyGuard — Three Generations

Emotional multi-decade brand film following a family across 30 years. Shot on location in Ampang with an overhead rain bar and 10,000L water tanker rig.

KEY CRAFT:

Practical Rain Rig • Multi-Decade Styling

CASTROL MALAYSIA

16:9 COMMERCIAL

Hari Mekanik — Engine Whisperer

Fast-paced comedic commercial celebrating everyday mechanics who decode drivers' ridiculous car noises. Layered Foley sound design and deadpan acting.

KEY CRAFT:

Comedic Timing • Layered Foley Mix

NESTLÉ / KITKAT

9:16 VERTICAL REEL

The Festive Chocolate Factory

Endlessly looping 3D social reel engineered in Blender. Features an automated miniature mechanical factory with tactile foil wrapping shaders for Hari Raya.

KEY CRAFT:

100% 3D Blender • Seamless Loop Rig

PETRONAS / MERDEKA AWARD

16:9 GALA MASTER

Merdeka Award Laureate Profiles

Dignified documentary showcase filmed inside Galeri PETRONAS, Suria KLCC. Soft portrait key lighting, quiet acoustic audio capture, and orchestral mix.

KEY CRAFT:

Multi-Camera Interview • Gala Screen Master

MAMYPOKO (UNI-CHARM)

16:9 COMMERCIAL

MamyPoko AntiMos — Balik Kampung

Comedic family narrative at a traditional Bangi wooden house. Directed comic timing between an overprotective grandma and sleeping baby with bespoke score.

KEY CRAFT:

Turnkey Production • Infant & Senior Directing

JOTUN PAINTS MALAYSIA

16:9 SHOWCASE

Jotun Kids — Palette of Wonder

High-precision interior showcase utilizing ColorChecker charts on set to guarantee paint-chip-accurate fidelity between physical paint swatches and final grade.

KEY CRAFT:

Laboratory Color Science • Swatch Matching

AGENCY SOCIAL PROOF

WHAT OUR AGENCY PARTNERS SAY.

Direct words from creative directors and agency leads who rely on Agent Orange as their dedicated co-production film unit.

frizzle

BRANCH COMPANY • 6+ YRS

"For over six years, Agent Orange has served as Frizzle Digital's dedicated cinema and production branch. Together, we've tackled everything from multi-decade rain-rig narratives for FWD and dignified laureate profiles for PETRONAS, to hyper-relatable comedy for Castrol and thumb-stopping 3D CGI for Nestlé. What sets them apart is their total creative commitment—they don't just shoot scripts; they elevate them with authentic storytelling, smart comedic timing, and cutting-edge visual craft. Having our own production branch gives us absolute confidence when pitching big ideas."



Aaron Woon

Frizzle Digital Sdn Bhd ↗

19WORKS

AGENCY CO-PRODUCTION

"Working with Agent Orange over the years on everything from technical 3D animation to live tabletop food commercials and high-precision color shoots has been seamless. Whether we were matching exact architectural paint swatches under studio lights for Jotun or developing 3D animation for ARS, their technical rigor and commitment to craft never waver. They have the rare versatility to jump from complex macro cinematography to all-in 3D pipelines without missing a beat—making them an invaluable creative partner for 19Works."



J Chia

19works Creation Sdn Bhd

Miene
STUDIO

CREATIVE COLLABORATION

"For our MamyPoko 'Balik Kampung' commercial, Agent Orange delivered a true turnkey production that handled everything from location staging and child talent direction to nuanced physical comedy and custom audio design. They took an FMCG product brief and turned it into an authentic, laugh-out-loud Malaysian family story that immediately resonated with audiences. They are collaborative, deeply attuned to performance and timing, and genuinely care about protecting the agency's creative vision through to final delivery."



Jaymie Tan

Miene Studio ↗

THE ENGAGEMENT PROTOCOL

HOW WE PITCH & PRODUCE TOGETHER.

A transparent, frictionless workflow designed to empower agency account and creative teams from first RFP pitch through to final broadcast delivery.

PHASE 01 • 24-48 HOURS

Pitch, Bidding & Treatment

When an RFP lands, send us the brief. We partner directly with your Creative Directors to draft director treatments, moodboard palettes, technical shooting methodologies, and transparent line-item budget feasibility so you pitch to win.

- Director Treatment Deck & Visual Moodboards
- Technical Shooting Feasibility Breakdown
- Agency-Margin Protected Production Budget

PHASE 02 • ON-SET & STUDIO

Agile Production & Directing

Upon award, we handle PPM decks, location scouting, talent casting, camera & lighting crews, and specialized tabletop rigs. We integrate seamlessly as your white-label unit or collaborative co-directors on set with client comfort.

- Pre-Production Meeting (PPM) Booklets
- Casting, Wardrobe & Location Scouting
- Live Monitor Agency & Client Village on Set

PHASE 03 • IN-HOUSE POST

Editorial, Color & Audio Finishing

No outsourcing lag. We handle offline assembly, director's cut, DaVinci Resolve color grading, 2D/3D motion graphics, VFX cleanup, and broadcast audio mix under one roof in Kuala Lumpur with strict turnaround adherence.

- Offline Editorial & Agency Review Cuts
- DaVinci Resolve Color Grade & Beauty Retouch
- Final Masters: TVC, D00H & 9:16 Social Cutdowns

COMMISSIONS • KL & WORLDWIDE

PITCHING A BRIEF? LET'S BUILD IT TOGETHER.

Whether you have an immediate commercial brief that needs a director treatment in 24 hours, or you want to expand your agency’s reel with specialized tabletop, narrative, or 3D motion capabilities—our studio is ready.

PRIMARY STUDIO INBOX:

hello@agentorange.asia

START CO-PRODUCTION →

VISIT AGENTORANGE.ASIA ↗

STUDIO BASE

Kuala Lumpur, Malaysia (Est. 2019)

PITCH RESPONSE

24 - 48 Hour Treatment Turnaround

POST PIPELINE

Full In-House Editorial, DaVinci & Sound

CO-PRODUCTION

Lead Agency Co-Op • White-Label

CAMERA & LIGHTS

Cinema Packages, Tabletop Macro & Rigs

AVAILABILITY

Currently Booking Upcoming Pitches