



# THE SUCCESS GRADIENT

**LIM SENG WEE RANDY & TAY LING**  
*Tilt Pte Ltd*

"We are both engineers and yet we are running a creative agency". Quiet pride emanating from Tilt co-founders Mr Randy Lim and Mr Tay Ling as they deliver their honest, no-holds-barred declaration, it's abundantly clear that this is no ordinary business partnership. And Tilt no run-of-the-mill advertising firm.

An unusual tag-team that traces its root back to the duo's secondary school days, as well as several attempts over the years to start a business together, the engineering graduates decided that firm action had to be taken one fateful day over dinner in 2004. They talked about where they wanted to be in ten years' time. With one craving fame and the other desiring fortune – both, however, were in agreement that they shared a common aspiration – Tilt was born.

"We decided that there was enough of trying to make it happen – let's make it happen," says Mr Tay. "We chose the name Tilt to reflect our belief that everything needs to be looked at from different perspectives to gain a better understanding." Within two months of that meeting, the pair (they had originally started the business with another friend) had set up shop in a claustrophobic office in Chinatown, where they took

on whatever jobs they could get their hands on.

"We never meant it to be an advertising company at first," explains Mr Lim. "It was a one-stop centre. A sweat shop where we basically did everything from web and design to photography." As they slowly constructed a pipeline to a sustainable design business, the inevitable foray into advertising happened. With their third partner parting ways due to a difference in opinions, Mr Lim and Mr Tay kick started aggressive expansion plans and established Tilt as a premier creative partner for advertising, photography and digital media.

The firm, now 20-strong, has carved out a reputation as a trusted creative partner in various industry verticals like the arts, sports, automotive and pharmaceutical industries, to mention a few. Having clinched a recent design award by Singapore Design Council, it has also worked on accounts in Standard Chartered Marathon campaign, Sundown Marathon, Adidas King of the Road, HTC, BMW (PPSL), BonCafe, Razer, Century Square, National Arts Council, Speak Good English Movement, including a recent stab into the F&B sector, where they were responsible for the concept and branding for new and cheeky Tiong Bahru gastropub Coq & Balls.



## Up Close & Personal

**Do you recall your first ever job?**

Yes, it was a job from a friend to craft an EDM for L'Oreal. It was a simple, \$350 job that we spent hours and hours brainstorming and trying to make it different.

**Are you satisfied with where the company is right now?**

We are not just looking at staying in business, we want to excel in this. On almost a daily basis, the teams push for more and better creative work

both internally and with our clients. In our saturated industry, the competition is extremely intense and staying stagnant is equivocal to suicide. As an agency, we are constantly evolving to adapt to market trends and we believe success will come to those who can build solid multi-disciplinary teams from the servicing to the production people.

**What is the long-term plan for Tilt?**

Ideally, we'd like to see a Tilt branch overseas in five years' time. Which country we have not decided yet, although we just started planning this year. Secondly, we want the big boys in the local market to sit up and take notice of Tilt when we pitch for a project against them. We'll have to do more campaigns to earn recognition.

**What is a valuable, business-related lesson you have gained?**  
To always feel hungry. Being

hungry is very important – you must never be contented with what you have. We always have to think that nothing is fine. To think that something is fine, that's wrong. Because we are not creative-trained people, we have to hire even better creative people. And it's a daily battle for us to challenge them, and for them to challenge us. That's the way to grow.

**"Love what you do. Creating structure with flexibility!"**