

BRAND CAMPAIGN - KEY VISUAL

CONCEPT / NICKNAME / TYPOGRAPHY / SLOGAN / LAYOUT



THIS PROJECT BASED ON MIZUNO'S BRAND SPIRIT AND LONG HISTORY, COMBINED WITH LAUNCH OF THE WAVE RIDER SERIES 24TH, PRESENT THE CHARM AND SPIRIT OF RUNNING. WE PLAN THIS WHOLE BRAND CAMPAIGN, EMPHASIZE MIZUNO IS A BRAND FROM JAPAN WHICH HAVE LONG HISTORY. USING JAPANESE ANIMATION STYLE TO STABILIZE THE MALE GROUP AND GREATLY IMPROVE THE BRAND AND WAVE RIDER LINE'S RECOGNITION.

BRAND CAMPAIGN - POSTER

CONCEPT / TYPOGRAPHY / ILLUSTRATION / LAYOUT

