

WAVE RIDER 24

大V鞋 推能跑



Mizuno Energy



#和生活来场马拉松#





L
一路上有你，就没有终点





跑步，也是终身伴侣





跑步时，只需要和内心社交



VIDEO

BRAND CAMPAIGN - VIDEO ASSETS

PLAN / TYPOGRAPHY / ILLUSTRATION / LAYOUT

BRAND DESIGN & SOCIAL MEDIA | EXHIBITION & CAMPAIGN (LOGO & VI)

WAVE RIDER 24

大V鞋 推能跑



Mizuno Energy

BRAND CAMPAIGN - VIDEO ASSETS

PLAN / TYPOGRAPHY / ILLUSTRATION / LAYOUT



[SOCIAL MEDIA](#)

[SHOOTING](#)

[BRAND CAMPAIGN](#)

[BRAND DESIGN & STRATEGY \(LOGO & VI\)](#)

[EXHIBITION](#)

REBRANDING

VISUAL IDENTITY SYSTEM (CHINA)



THIS PROJECT FOCUS ON REBRANDING FOR MIZUNO. COMBINE WITH THE ORIGINAL MIZUNO BRANDING CONCEPT AND OUR REASERCH ABOUT MARKETING ANG TARGET PEOPLE IN CHINA MAINLAND. WE RENEW THE VISUAL IDENTITY SYSTEM FOR MIZUNO. THIS SYSTEM WILL BE THE DIRECTION THAT MIZUNO GOING TO COMMUNICATING WITH THEIR TARGET PEOPLE.

SHOOTING (social media)

CONCEPT / ART DIRECTION



EXHIBITION

CONCEPT / PLAN / ART DIRECTION / WEB / ICON

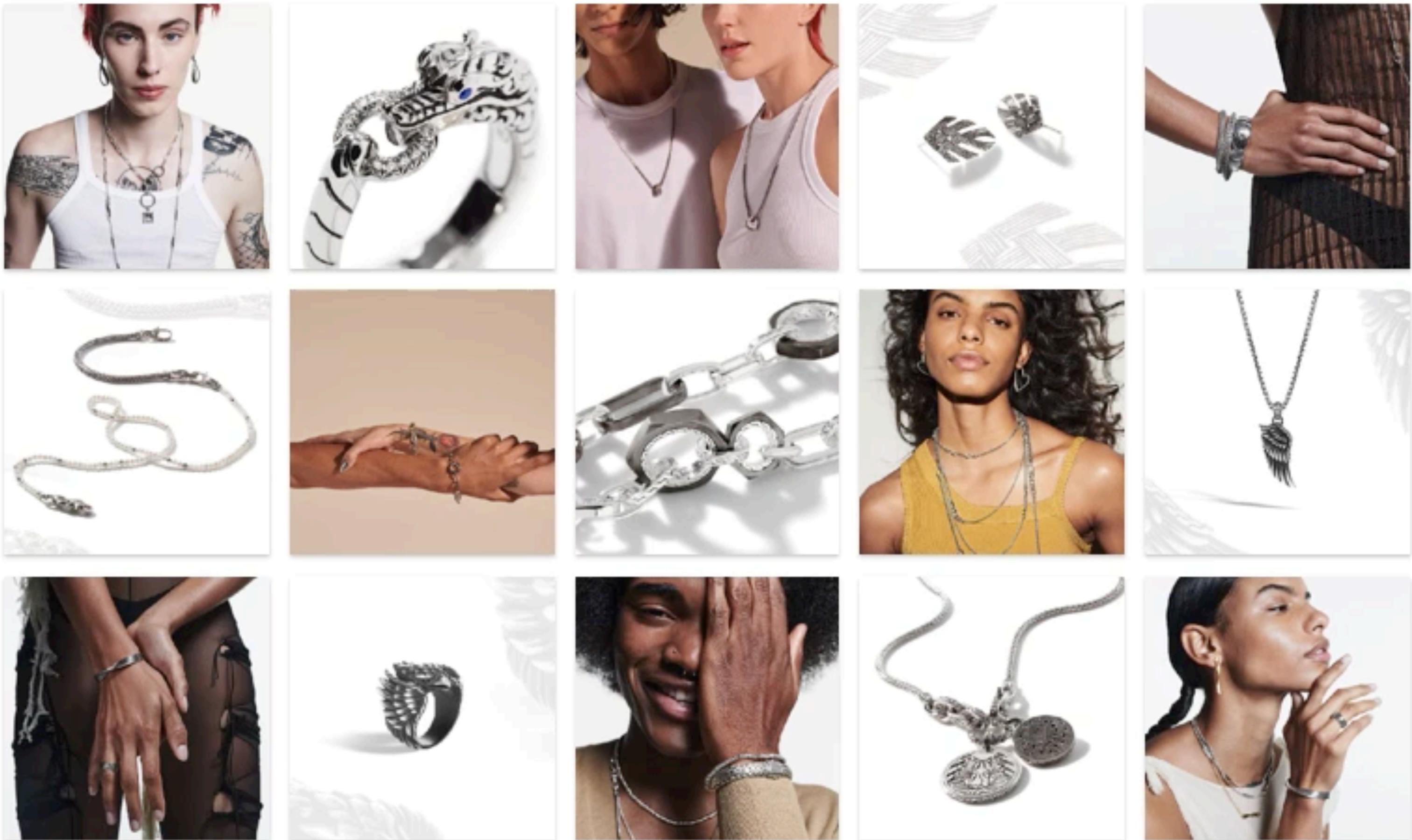
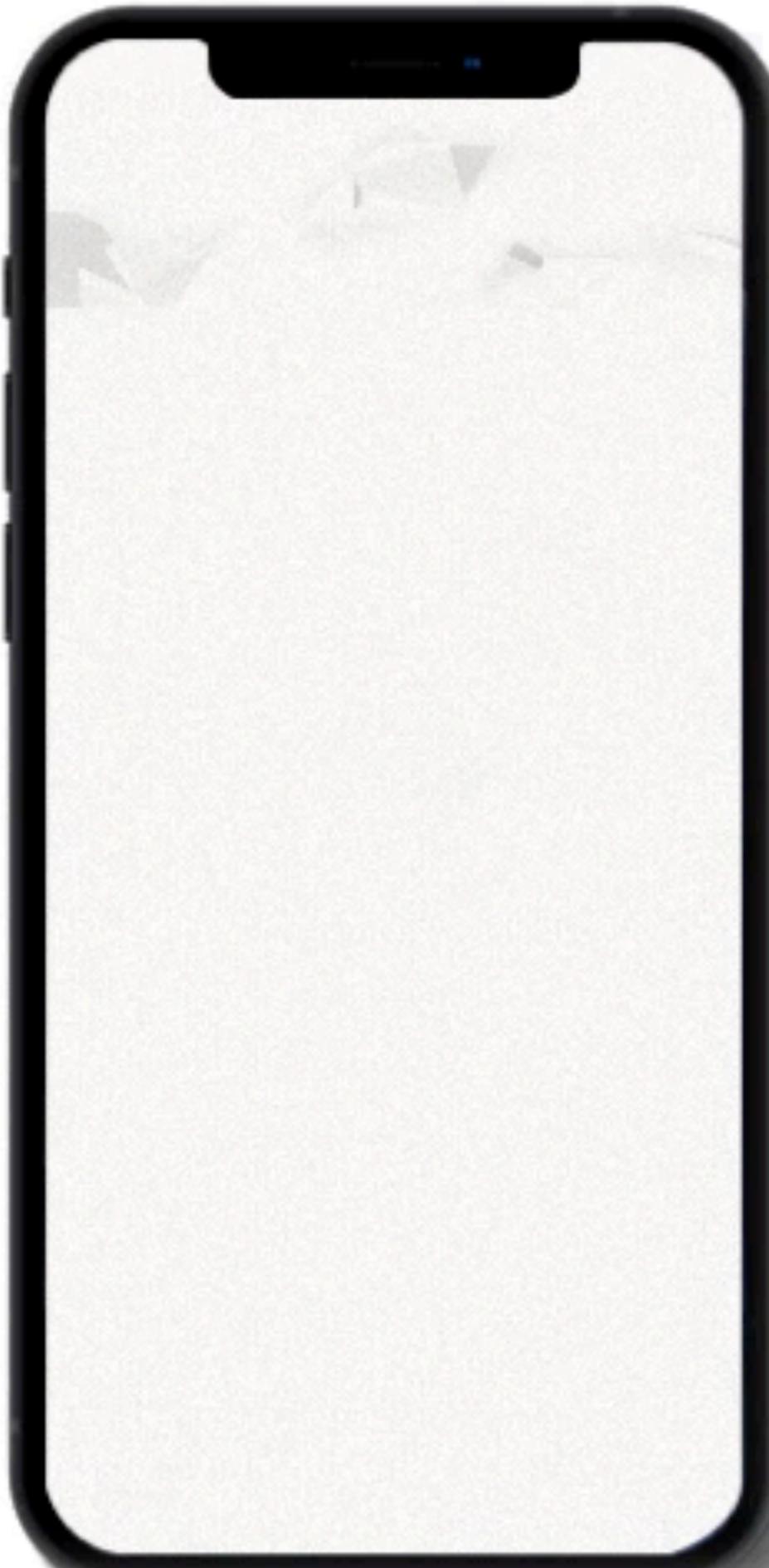


THIS IS AN EXHIBITION ABOUT TAPE. THE MAIN PURPOSE IS TO EXPRESS THE IMPACT OF TECHNOLOGY'S HIGH-SPEED DEVELOPMENT WHICH BRING US NEW MEDIA AND DISCUSS ABOUT THE INFLUENCE TO US.



SOCIAL MEDIA

CONCEPT / ART DIRECTION



BRAND CAMPAIGN - KEY VISUAL

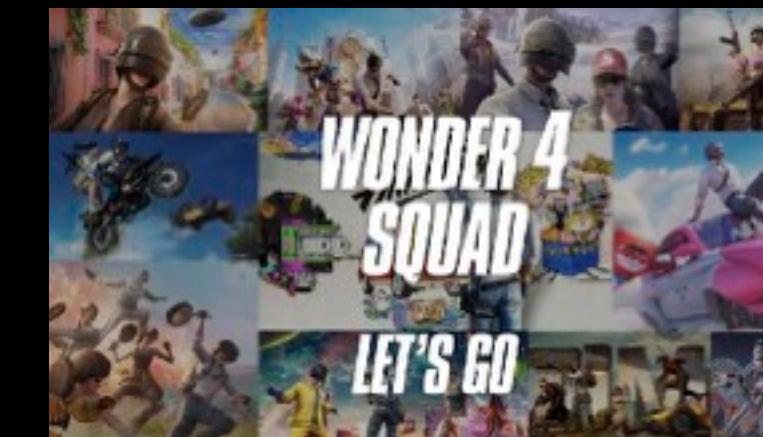
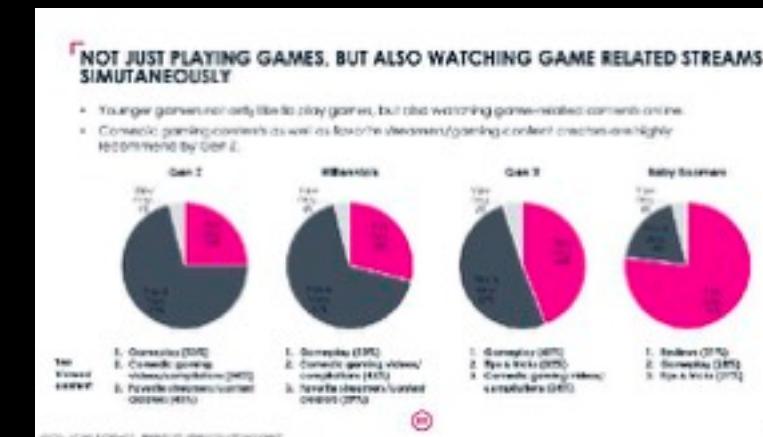
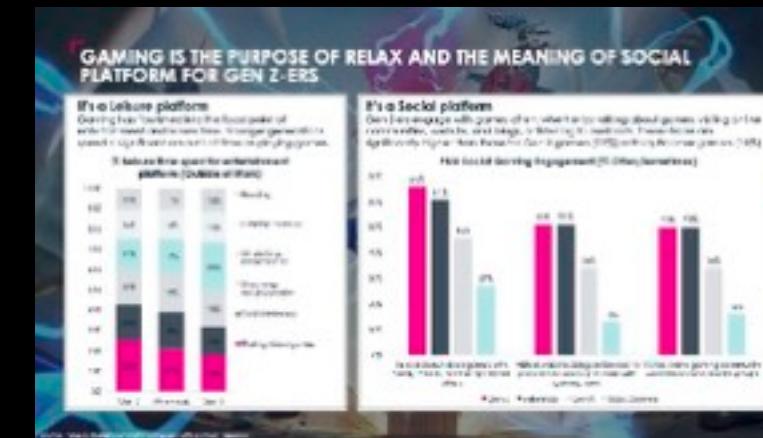
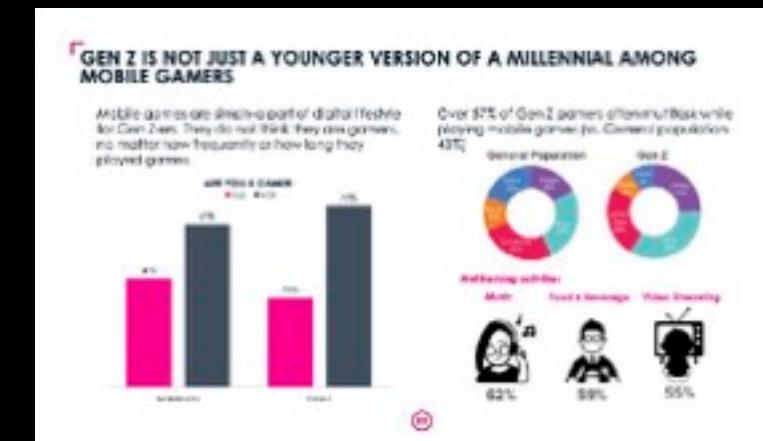
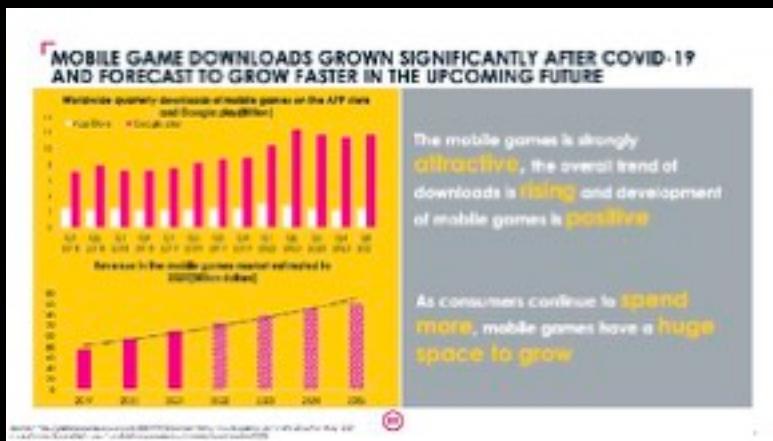
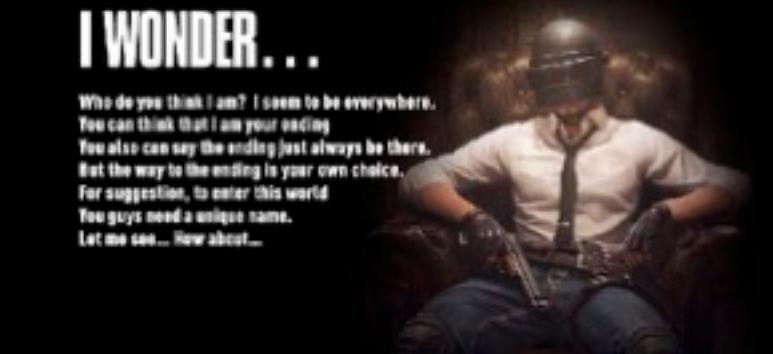
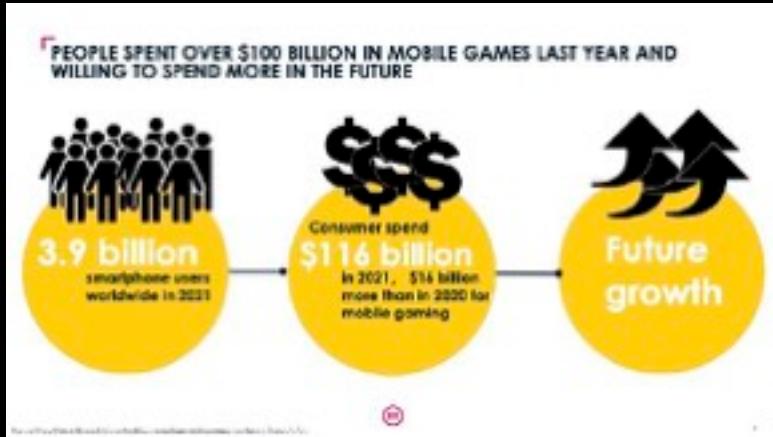
CONCEPT / NICKNAME / TYPOGRAPHY / SLOGAN / LAYOUT



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 - PITCH (win)

CONCEPT / PLAN / CREATIVE DIRECTION / ART DIRECTION



THIS PROJECT IS FOR PUBG MOBILE 4TH ANNIVERSARY INTEGRATED MARKETING PLAN. I WAS THE LEADER OF CREATIVE PART AND PARTICIPATED IN THE RESEARCH.