



A woman with long dark hair, wearing a light-colored sleeveless dress, stands in a field of tall golden grass. In the background, there are rolling hills and mountains under a soft, hazy sky.

Aveeno Baby & Body 身体护理代言人  
Angelababy

*Angelababy*




# BRAND CAMPAIGN

CONCEPT / ART DIRECTION / PACKAGE

ANNUAL BRAND CAMPAIGN FOR AVEENO. WE COOPERATED WITH CELEBRITIES TO SHOOT VIDEO FOR BRAND CONCEPT, AND DESIGNED A GIFT BOX AND POSTCARDS FOR FANS AND FEMALE GROUPS.

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

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# SHOOTING (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.

# 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.



# 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

