

# SHOOTING

CONCEPT / ART DIRECTION / 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



# 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.

# 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

