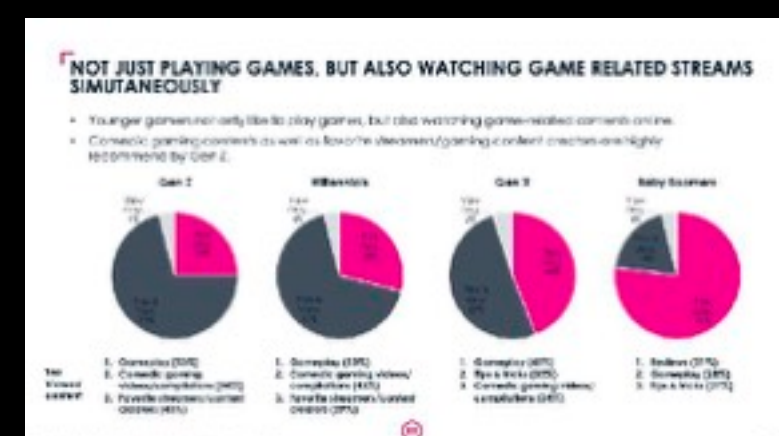
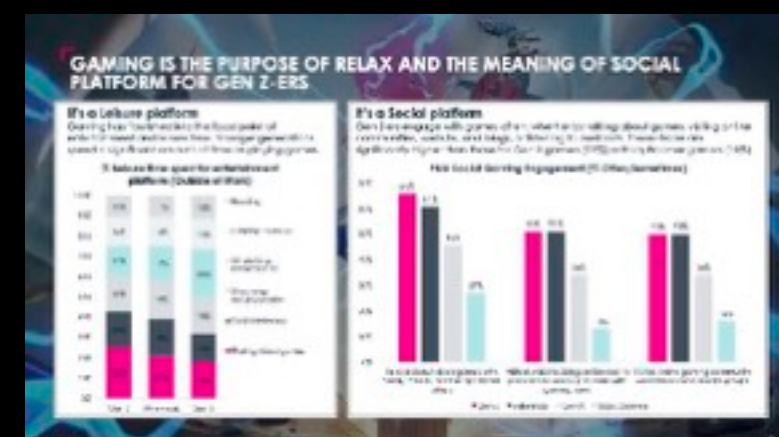
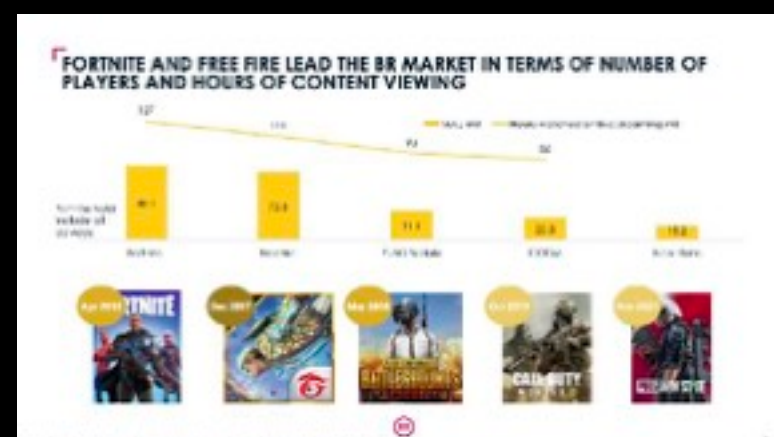
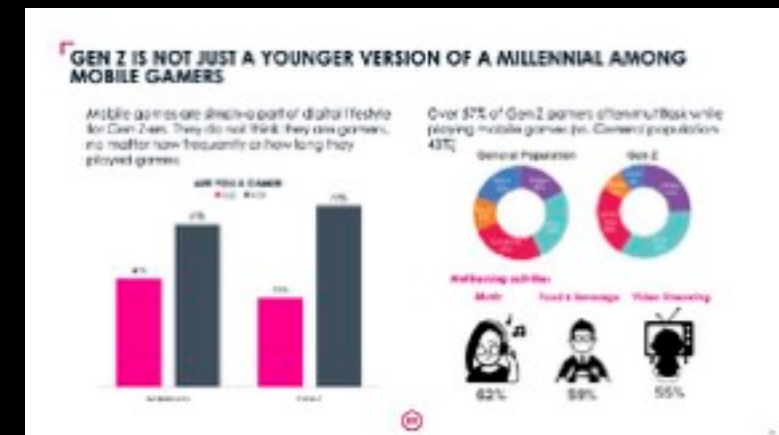
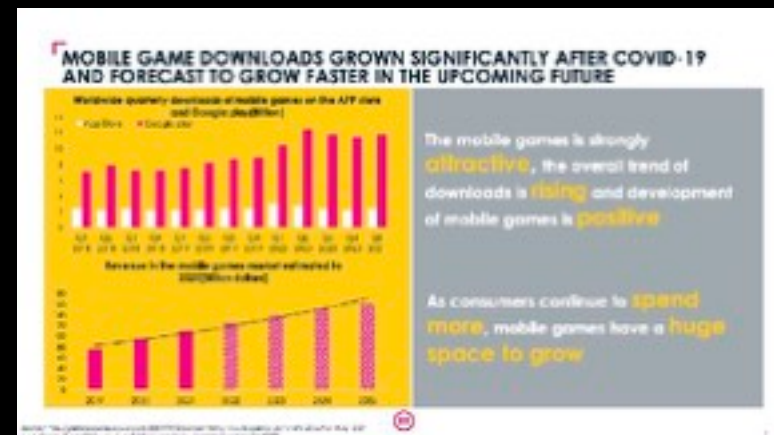
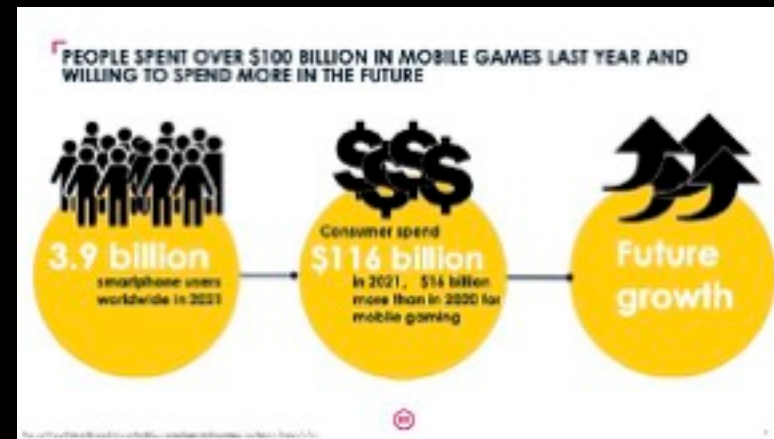


# BRAND CAMPAIGN - PITCH (win)

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.



# 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