

COWISE IDEA LAB

Digital Solutions

COWISE IDEA LAB LTD., formerly Digi3 Studio, is a digital design agency that has been helping companies to take care of design, technology, data & business.

Based in Hong Kong with team members of different backgrounds having over 20 years of experiences in the field to produce creative design and innovative solutions for engaging existing customers and acquiring new consumers for clients, old and new alike.

In this presentation, we selected 30 works in 4 categories that can inspire you.

Enjoy!

* This document is for internal review only



Web development

VEUVE CLICQUOT

LOUIS VUITTON

RIMOWA

SCMP

CENTRAL VENUE MANAGEMENT

TEAM BUILDING ASIA

ANY - WISH

AM STYLE

COWiSE

IDEA LAB

VEUVE CLICQUOT

Create and manage multi-language content, SEO & server engine for Veuve Clicquot's Asia Pacific website with social media connectivity using a custom made CMS for 4 markets: Korea, Hong Kong, China & Singapore.

#CMS #SEO #HTML5 #SimplifiedChinese
#Korean #English #SocialMediaAPI
#ResponsiveWebDesign



LOUIS VUITTON

Mini-site animation design & programming for international launch & service, exhibition and shop opening in Australia, Hong Kong, Macau, Malaysia, Singapore and other Asia countries.

#UX/UI #Animation #Integration
#GlobalStrategyAdaptation



LOUIS VUITTON

THE WORLD OF LOUIS VUITTON STORES SERVICES CATALOGUE E-SHOPPING Search a product OK CLOSE SKIP

NEW STORE OPENING
LOUIS VUITTON MACAU ONE CENTRAL MÁISON

LOUIS VUITTON

THE WORLD OF LOUIS VUITTON STORES PERSONNALISATION CATALOGUE Home Newsletter Contact us OK

NEW STORE OPENING
The Gardens Mall in Mid Valley City

LOUIS VUITTON

THE WORLD OF LOUIS VUITTON STORES PERSONNALISATION CATALOGUE Home Newsletter Contact us OK

LOUIS VUITTON

THE WORLD OF LOUIS VUITTON STORES SERVICES CATALOGUE Home Newsletter Contact us OK

NEW STORE OPENING
HONG KONG ELEMENTS
881 PHAN VEDE KOWLOON, HONG KONG



LOUIS VUITTON

THE WORLD OF LOUIS VUITTON STORES PERSONNALISATION CATALOGUE Home Newsletter Contact us OK

LOUIS VUITTON ISLAND MAISON
AT MARINA BAY SANDS, SINGAPORE

LOUIS VUITTON

THE WORLD OF LOUIS VUITTON STORES PERSONNALISATION CATALOGUE Home Newsletter Contact us OK

LOUIS VUITTON ISLAND SINGAPORE
AT MARINA BAY

LOUIS VUITTON + SUPREME

Online RSVP programming with data collection and SMS confirmation for HK and Japan

#OnlineRSVP #SMS #DataCollection
#ResponsiveWebDesign #cloudflare

The screenshot shows the official website for the Louis Vuitton x Supreme collaboration. At the top, there's a navigation bar with links for 'LV NOW', 'WORLD OF LOUIS VUITTON', 'WOMEN', 'MEN', 'STORES', and a search function. To the right, it displays the phone number '+852 8100 1182'. The main headline reads 'LOUIS VUITTON x SUPREME - ONLINE REGISTRATION' with a date '13/07 FASHION'. Below this is a large red graphic featuring the Louis Vuitton monogram pattern and the word 'Supreme' at the bottom. A 'Read more' button is located at the bottom left of this section. To the right, there's a sidebar titled 'ONLINE REGISTRATION' which includes a note about limited appointments and a confirmation SMS. It also contains a 'TERMS AND CONDITIONS APPLY' section with a link to the full terms. The main registration form has fields for 'SURNAME', 'GIVEN NAME / MIDDLE NAME', 'HK MOBILE NUMBER', and 'HK ID CARD FIRST 4 DIGITS', all marked as required. A note states that the input should match the HK ID card. Below the form, there's a section for a 'PRIVATE SESSION' with detailed rules for participants. At the bottom, there are two mobile screenshots showing the confirmation SMS received by the participant.

NEWS - Exclusive online mag

hk.louisvuitton.com/eng-hk/lv-now/ta-4

LOUIS VUITTON

LV NOW WORLD OF LOUIS VUITTON WOMEN MEN STORES

13/07 FASHION

ALL TOPICS

SHARE

LOUIS VUITTON x SUPREME - ONLINE REGISTRATION

Read more

THANK YOU FOR YOUR REGISTRATION.

You will receive a SMS message informing you on the status of your registration.

DISCOVER THE COLLECTION

このたびはお申込みいただき、誠にありがとうございました。

厳正なる抽選後、2月27日(木)未定に当選された方のみへSMS(ショートメッセージ)にてお知らせいたします。

LOUISVUITTON.COM

We are pleased to confirm your appointment for the Louis Vuitton private session.

Please visit Louis Vuitton Landmark Maison on the 14th of July 2017 from 12:00pm – 12:30pm.

Address : Basement, Shop B1-2, Landmark Atrium, Central, HK

Private Session

- Please arrive 10 minutes prior to the start of your scheduled appointment.

- Please bring your registered HK Card for on-site check-in.

- You need to present this confirmation SMS message

I have read, understood and accept Privacy Policy and Terms and Conditions

SUBMIT

RIMOWA + SUPREME

Online Registration programming with data collection and SMS confirmation for HK and USA

#OnlineRSVP #SMS #DataCollection
#ResponsiveWebDesign #cloudflare

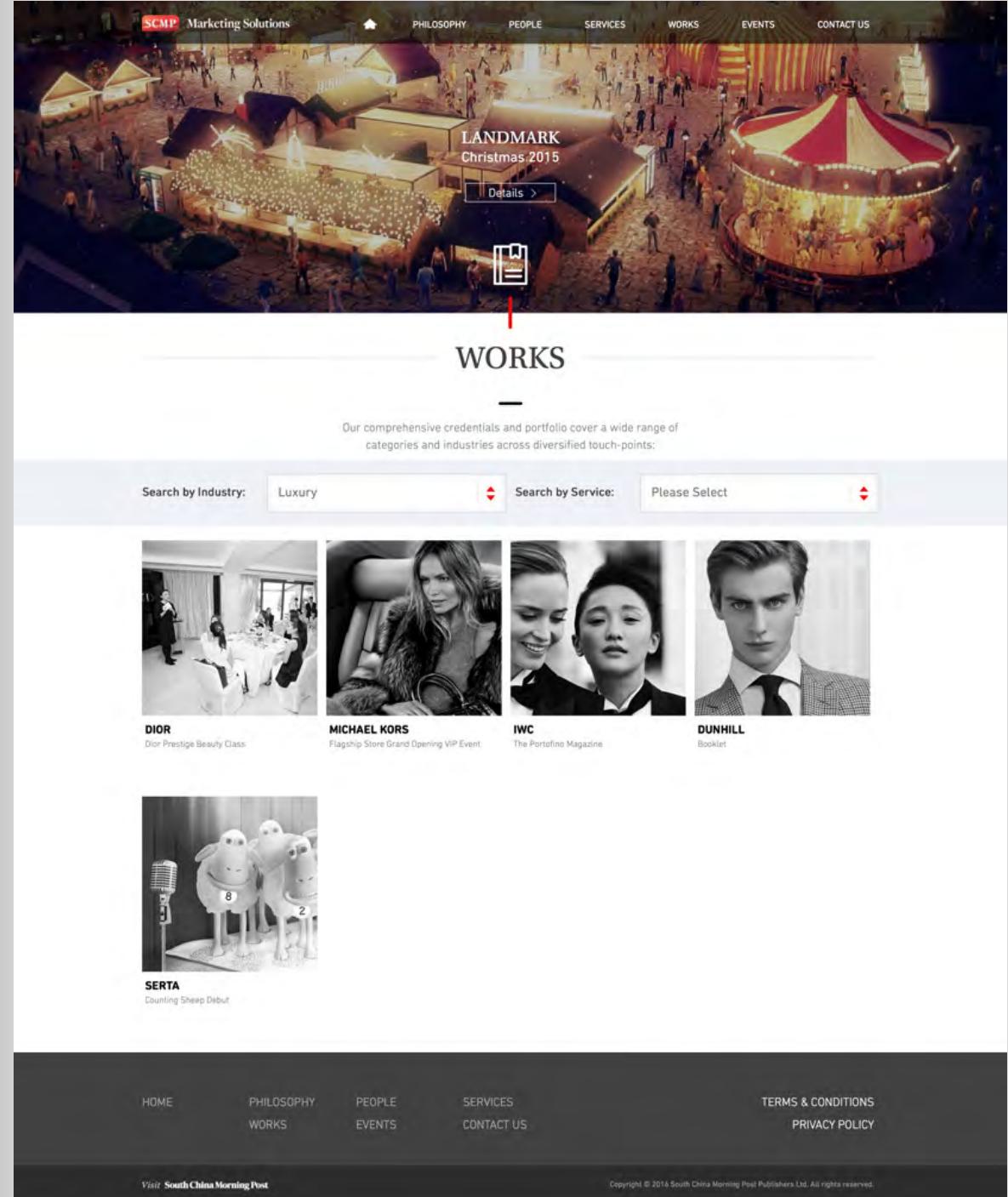
The collage illustrates the integration of Supreme and RIMOWA branding across various platforms:

- Top Left:** A screenshot of the RIMOWA Hong Kong website featuring a video player showing a person sitting on a large red Supreme/RIMOWA suitcase.
- Top Middle:** A screenshot of the rimowahk-event.com mobile website showing a "COMING SOON" page with a "DISCOVER THE COLLECTION" button.
- Top Right:** A screenshot of an iPhone displaying an SMS message from RIMOWA confirming a private session registration.
- Middle Left:** A screenshot of the RIMOWA Hong Kong website's "SUPREME®/RIMOWA" section, detailing the collaboration and the launch date.
- Middle Middle:** A screenshot of the rimowahk-event.com mobile website showing the online registration form for the private session.
- Middle Right:** A screenshot of an iPhone displaying another SMS message confirming the appointment.
- Bottom Left:** A screenshot of the RIMOWA Hong Kong website's "THE CABIN SIZE WILL BE AVAILABLE IN SELECTED RIMOWA STORES FROM SATURDAY, APRIL 14 2018" section, featuring images of the new suitcases.
- Bottom Middle:** A screenshot of the rimowahk-event.com mobile website showing the "Private Session" terms and conditions.
- Bottom Right:** A screenshot of the RIMOWA Hong Kong website's "SUPREME®/RIMOWA" section, showing the product details and images again.

SCMP

A customized site using Drupal, tailor-made for SCMP's marketing team to manage and showcase their team portfolios - SCMP's offline events and online digital campaigns.

#Drupal #CMS #RSVP #Ticketing
#ResponsiveWebDesign



The screenshot shows the SCMP Marketing Solutions website. At the top, there's a navigation bar with links for HOME, PHILOSOPHY, PEOPLE, SERVICES, WORKS, EVENTS, and CONTACT US. A red banner at the top features a night scene of a Christmas market with a large red and white striped tent and a sign that reads "LANDMARK Christmas 2015". Below the banner, the word "WORKS" is prominently displayed. A search bar allows users to "Search by Industry" (set to "Luxury") and "Search by Service" (set to "Please Select"). Below the search bar, there are five thumbnail images representing different projects: Dior Prestige Beauty Class, Michael Kors Flagship Store Grand Opening VIP Event, IWC The Portofino Magazine Booklet, Dunhill Booklet, and SERTA Counting Sheep Début. The footer contains links for HOME, PHILOSOPHY, PEOPLE, SERVICES, WORKS, EVENTS, CONTACT US, TERMS & CONDITIONS, and PRIVACY POLICY. It also includes a "Visit South China Morning Post" link and a copyright notice: "Copyright © 2016 South China Morning Post Publishers Ltd. All rights reserved."



The screenshot shows the SCMP Advertising & Marketing Solutions website. The top navigation bar includes links for LATEST NEWS, ADVERTISING, DIGITAL, PRINT, DEPARTMENT STORES, MARKETING, and ABOUT US. A large section titled "SCMP LIGHTHOUSE" highlights "Asia's first news publisher built proprietary insight and activation platform that offers partners with more precise audience targeting and improved campaign ROI". Below this, sections for "Digital Products", "Print Products", and "Morning Studio" are shown with "Read more" buttons. A "Latest News" section features a grid of news items with small images and titles. The right side of the page displays demographic data: AGE (22%, 27%, 29%), POSITION (48%, Professionals / Managers / Executives / Today / Positions), QUALIFICATION (46%, University or Higher), PURCHASING POWER (47%, Monthly Household Income >\$40,000 or above), and FAMILY (49%, Children or Household). The bottom of the page features sections for "Our Audience" (with a video thumbnail) and "Latest News" (with a grid of news items), along with social media links for "Connect with us" and icons for email, Facebook, Twitter, LinkedIn, and YouTube.

CENTRAL VENUE MANAGEMENT

Website and e-newsletter design and development for Central Venue Management.

#CorporateWebSite #eNewsletter
#ResponsiveWebDesign #SEO
#FormToEmail #unsubscribe

The screenshot shows the homepage of the Central Venue Management website. At the top, there's a navigation bar with links for HOME, WHAT'S ON, VENUE, BOOKING, ABOUT, SPONSORS, CAREERS, CONTACT, and SUBSCRIBE. The main feature is a large, vibrant photograph of the Hong Kong skyline at night, with a red location pin marking the 'CENTRAL HARBOURFRONT EVENT SPACE'. Below the photo, the text reads 'CENTRAL HARBOURFRONT EVENT SPACE' and 'A NEW AND UNIQUE VENUE IN HONG KONG'. A detailed description follows: 'CENTRAL HARBOURFRONT EVENT SPACE IS A NEW AND UNIQUE VENUE IN HONG KONG. NESTLED IN THE BUSTLING CENTRAL BUSINESS DISTRICT OF HONG KONG THE SITE CAPTURES A 360° PANORAMA OF THIS DYNAMIC CITY. UNOBSTRUCTED AND BREATH-TAKING VIEWS OF THE ICONIC VICTORIA HARBOUR CAN BE ENJOYED TO THE NORTH OF THE SITE WHILST THE METROPOLIS SKYLINE PROVIDES AN IMPRESSIVE BACKDROP TO THE SOUTH.' Below this is another section: 'THIS VENUE PRESENTS A UNIQUE OPPORTUNITY FOR PRIVATE AND PUBLIC EVENTS.' At the bottom of the page, there's a 'SIGN UP TO OUR NEWSLETTER' button, a copyright notice ('© 2014 Central Venue Management Limited. All Rights Reserved.'), and links for 'Privacy / Disclaimer' and a large wavy logo. To the right, there are sections for 'COMING UP' featuring 'Cavalia' and 'Hong Kong Digital Life Carnival', and a 'LATE EVENT' section for 'AIA carnival'. The footer includes contact information and a copyright notice for Cowise Idea Lab.

TEAM BUILDING ASIA

Website design and development for
Team Building Asia.

#CorporateWebSite #eNewsletter #SEO
#FormToEmail #subscribe&unsubscribe

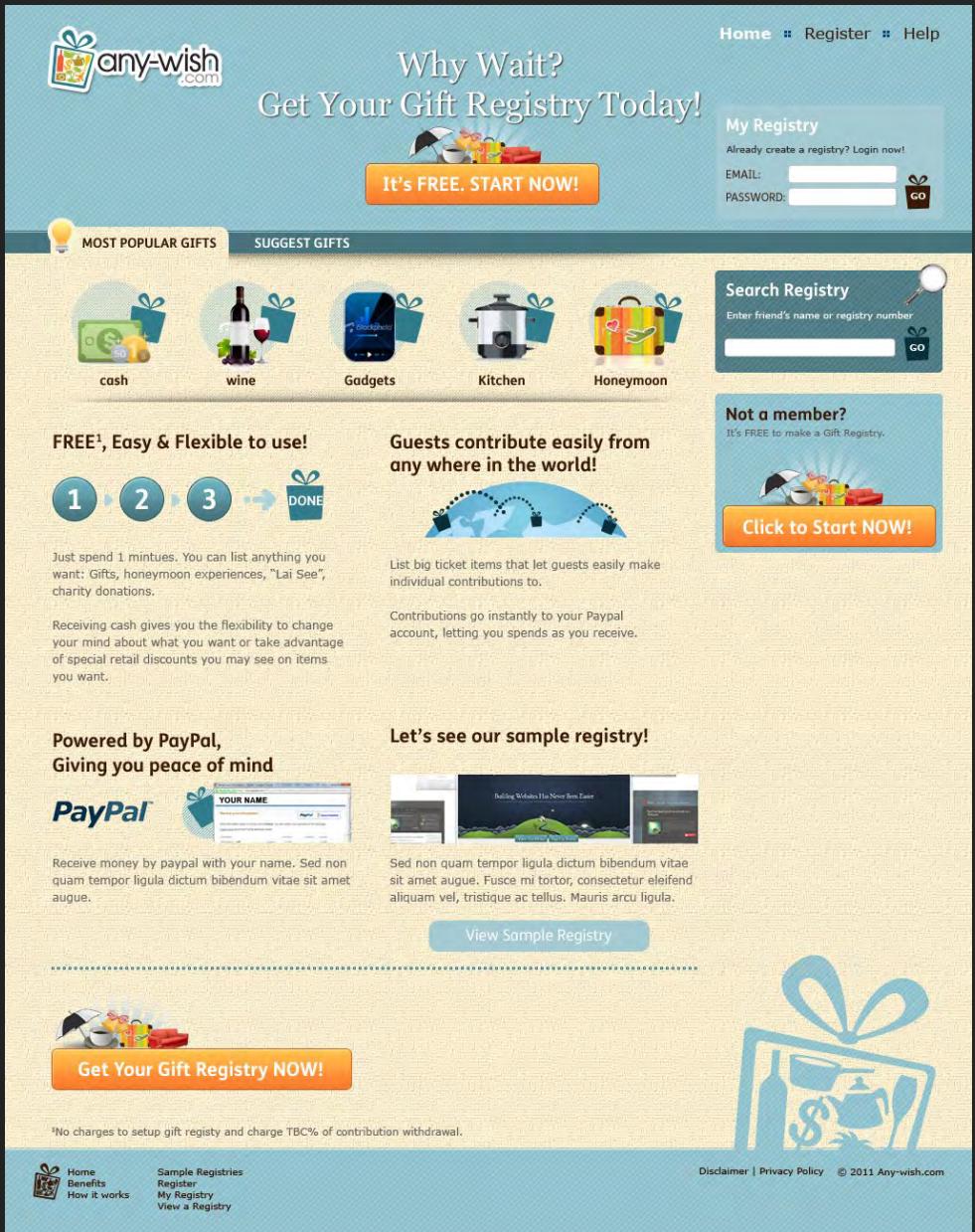
The screenshots illustrate the website's layout and features:

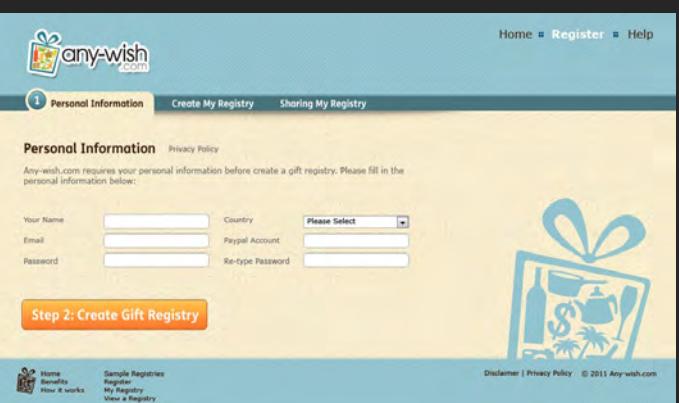
- Homepage:** Features a large banner image of colorful building blocks. Navigation includes "HOME", "ABOUT US", "MEDIA", "CONTACT US", "LATEST NEWS", and "Subscribe". A sidebar highlights "Event Based Teambuilding", "Core Training & Development", "Our Clients & Testimonials", and "Corporate Social Responsibility".
- News Article:** Titled "Blow the Blues Away", it shows a group of people playing instruments. The text discusses how the activity improves team morale and performance. It includes a "view details" button and a "Subscribe to Us!" section with a newsletter sign-up form.
- Poll Page:** Titled "Take our Poll", it asks "It's our business to support your business goals?". Options include "Yes", "No", and "Don't know". A "Submit your vote" button is present. The page also features sections for "Event Registration", "Case Studies", and "Corporate Social Responsibility".

ANY-WISH

Website design and development for a gift registry startup, any-wish.com.

```
#startup #SEO #FormToEmail
#subscribe&unsubscribe #CMS
#SearchEngine
```





**Why Wait?
Get Your Gift Registry Today!**

It's FREE. START NOW!

MOST POPULAR GIFTS

- cash
- wine
- Gadgets
- Kitchen
- Honeymoon

FREE¹, Easy & Flexible to use!

- 1
- 2
- 3
- DONE

Just spend 1 minutes. You can list anything you want: Gifts, honeymoon experiences, "Lai See", charity donations.

Receiving cash gives you the flexibility to change your mind about what you want or take advantage of special retail discounts you may see on items you want.

Powered by PayPal, Giving you peace of mind

Let's see our sample registry!

View Sample Registry

Get Your Gift Registry NOW!

¹No charges to setup gift registry and charge TBC% of contribution withdrawal.

Personal Information Privacy Policy

Any-wish.com requires your personal information before create a gift registry. Please fill in the personal information below:

Your Name	Country	Please Select
Email	Paypal Account	
Password	Re-type Password	

Step 2: Create Gift Registry

Home ■ Register ■ Help

Home ■ Benefits ■ How it works ■ Sample Registries ■ Register ■ My Registry ■ View a Registry

Disclaimer | Privacy Policy © 2011 Any-wish.com

AMSTYLE.CN

Website design and development for a luxury portal site, amstyle.cn

#SEO #CMS #China #Drupal #



The homepage features a prominent Cartier watch at the top. Below it, there's a section for 'Editor's Choice' with images of food and products. The main navigation includes '首页', '奢华快讯', '尚品专题', and '网上商店'. A 'What's New' section highlights 'LONGCHAMP 2011 春夏广告' and 'BURBERRY BRIGHTS ACCESSORIES'. A 'Trend Report' section shows a dog, and a 'Snap of The Day' section features a photo of a dog. The bottom of the page has a 'eShop 网上商店' section with images of Quinta do Vallado wine bottles and Hublot watches.

This screenshot shows a grid of news articles from 'Casual' category. Each article includes a thumbnail, a title, and a brief description. On the right side, there's a sidebar for '家居天下' (Home & Decor) with a purple header, featuring a photo of a person and some decorative items.

This screenshot shows a 'Let's Relax' section with a photo of a red rose and a 'Subscribe Now' newsletter sign-up form. The newsletter preview shows a photo of a woman and some text. The overall layout is clean with a white background and a red header.

APP

Design and Development

KRUG

RUINART

TIMES SQUARE

HENNESSY

APEX MANUAL

CARTIER

VEUVE CLICQUOT

COWiSE

IDEA LAB

K R U G

Designed an exclusive all-round digital experience - a digital Krug Book for Korea's Tasting Event that allows guests to enjoy music pairings & Champagnes using headphones and iPad.



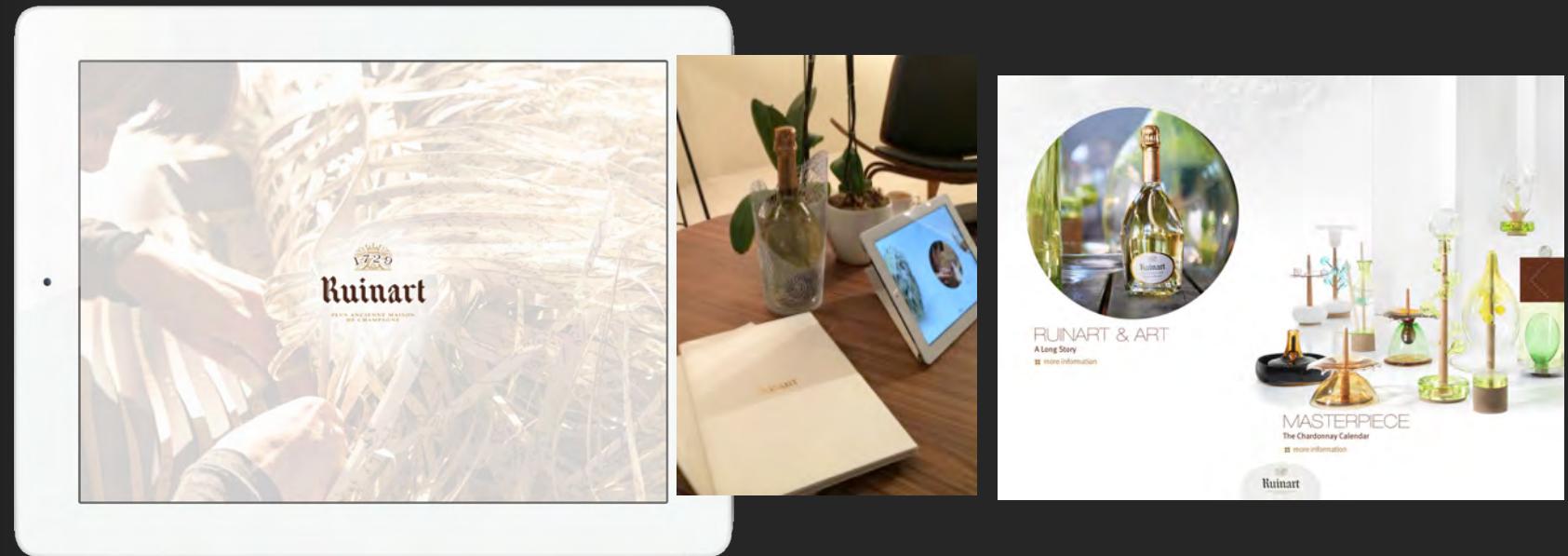
#App #iPad #Innovation
#DigitalExperience #UX
#GlobalStrategyAdaptation

R U I N A R T

iPad App Design, Programming & Deployment for Ruinart's VIP Lounge at Art Basel Hong Kong to specially engage and communicate with VIPs on Ruinart's latest art collaboration.

Online registration for Ruinart Sommeliers Challenge using custom made CMS.

#CMS #Registration #App #iPad
#GlobalStrategyAdaptation



TIMES SQUARE + CANTONESE OPERA

Create an interactive photo booth to engage audience with fun photo experience at the Cantonese Opera Exhibition at Times Square in 2016.

#App #Exhibition #CreativeConcept
#Innovation #iPad #SMS #Tracking
#Reporting

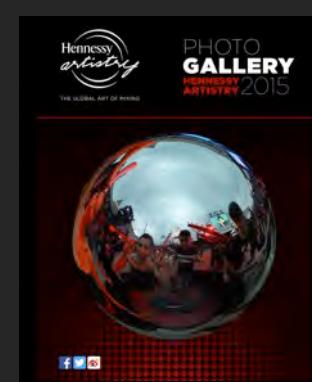
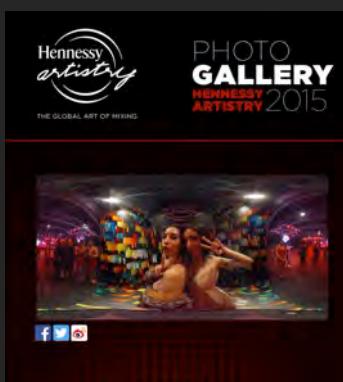


HENNESSY ARTISTRY

An interactive photo booth for use across Asia markets that takes 360° panorama photos using Ricoh Theta and collects mobile number from guests via iPad.

SMS blasting with a 360° photo link given to guest immediately for guest to share on social media.

#App #Panorama #PhotoBooth #SMS
#iPad #SNS #GlobalStrategyAdaptation



A P E X M A N U A L

Cross-platform mobile app creation
that retrieves the latest luxury
articles from amstyle.com (a CMS site
we created for client).

#App #iOS #Android #CMS

The screenshots demonstrate a cross-platform mobile application built for the AmStyle website. The left screenshot shows a navigation menu with a red 'Brands' bar at the top, followed by a list of luxury brands. The right screenshot shows a product detail page for a Cartier Ballon Bleu watch, featuring a large image, a detailed description in Chinese, and purchase information.

CARTIER

Internal iPad app creation for
Cartier's High End Jewelry team to
showcase its jewelry offering to VIP
clients as an iPad Catalogue.

The image displays two screenshots of the Cartier iPad app. The left screenshot shows a 'Clients' screen with a red overlay for saving client names. The right screenshot shows a detailed product page for the ATHENA necklace.

ATHENA
HP701088 VQ0908

- 1 颗梨形切割钻石 0.51 克拉 E VVS1
- 1 颗圆形切割钻石 0.51 克拉 E VVS1
- 1 颗梨形切割钻石 1.02 克拉 E IF
- 1 颗梨形切割钻石 0.62 克拉 D VVS1
- 1 颗梨形切割钻石 1.02 克拉 F VS1
- 1 颗枕形切割钻石 2.26 克拉 D VS2
- 1 颗枕形切割钻石 5.11 克拉 E VFS2
- 2 颗长阶梯形切割钻石 0.41 克拉
- 18 颗梨形切割钻石 0.41 克拉
- 227 颗圆形切割钻石 48.55 克拉

铂金 95.7g
人民币 17,660,000

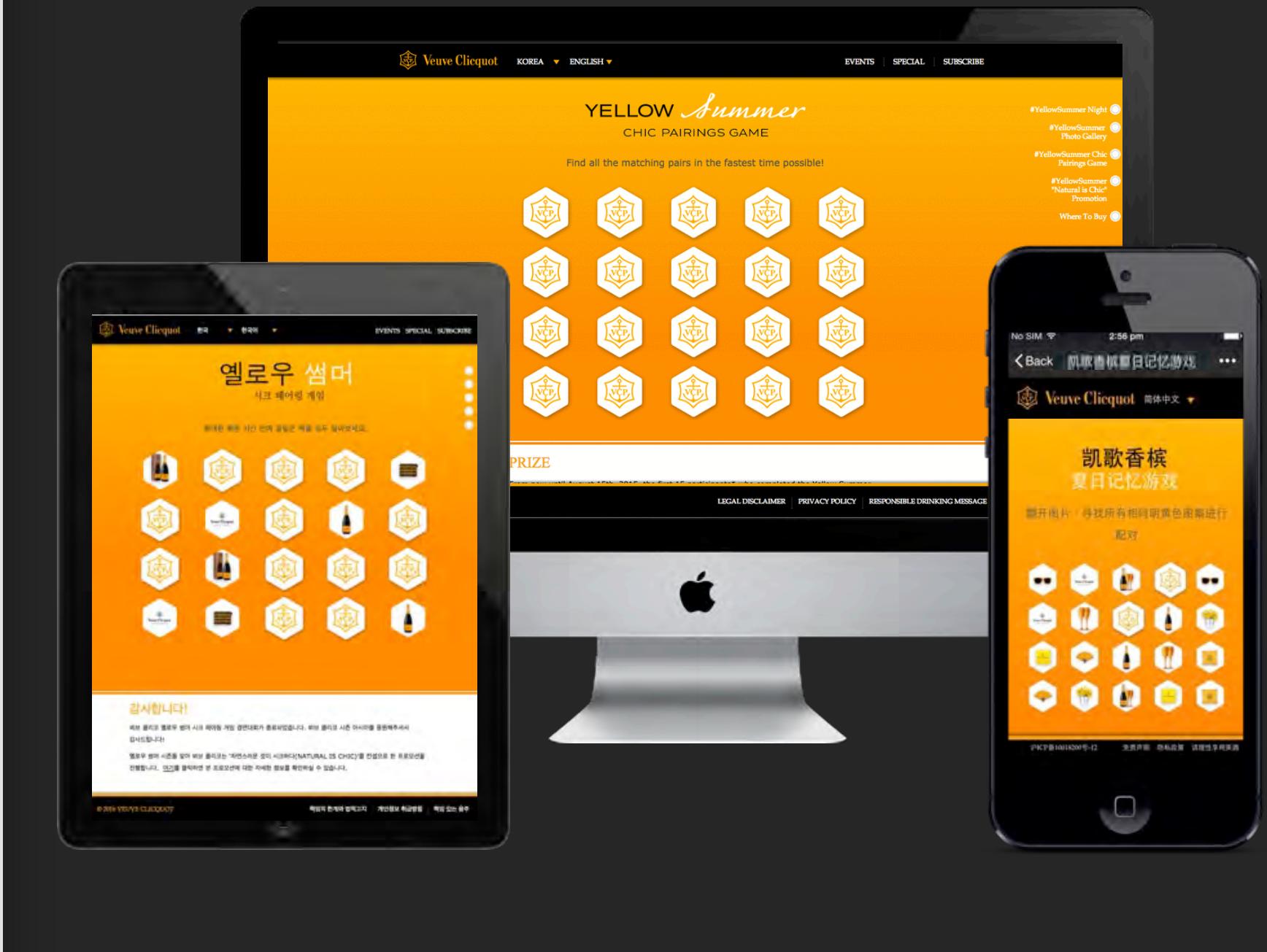
Cartier

#app #iPad #GlobalStrategyAdaptation

VEUVE CLICQUOT

Develop innovation and digital tools in multi-languages for regional so that it can be adapted across markets and various devices for online & on-trade engagement and data acquisition

#app #tablet #mobile #webapp
#mini-game #GlobalStrategyAdaptation



E-Commerce

BERRY BROS. & RUDD

MOËT HENNESSY DIEGO

MOËT HENNESSY ASIA PACIFIC

CLINIQUE

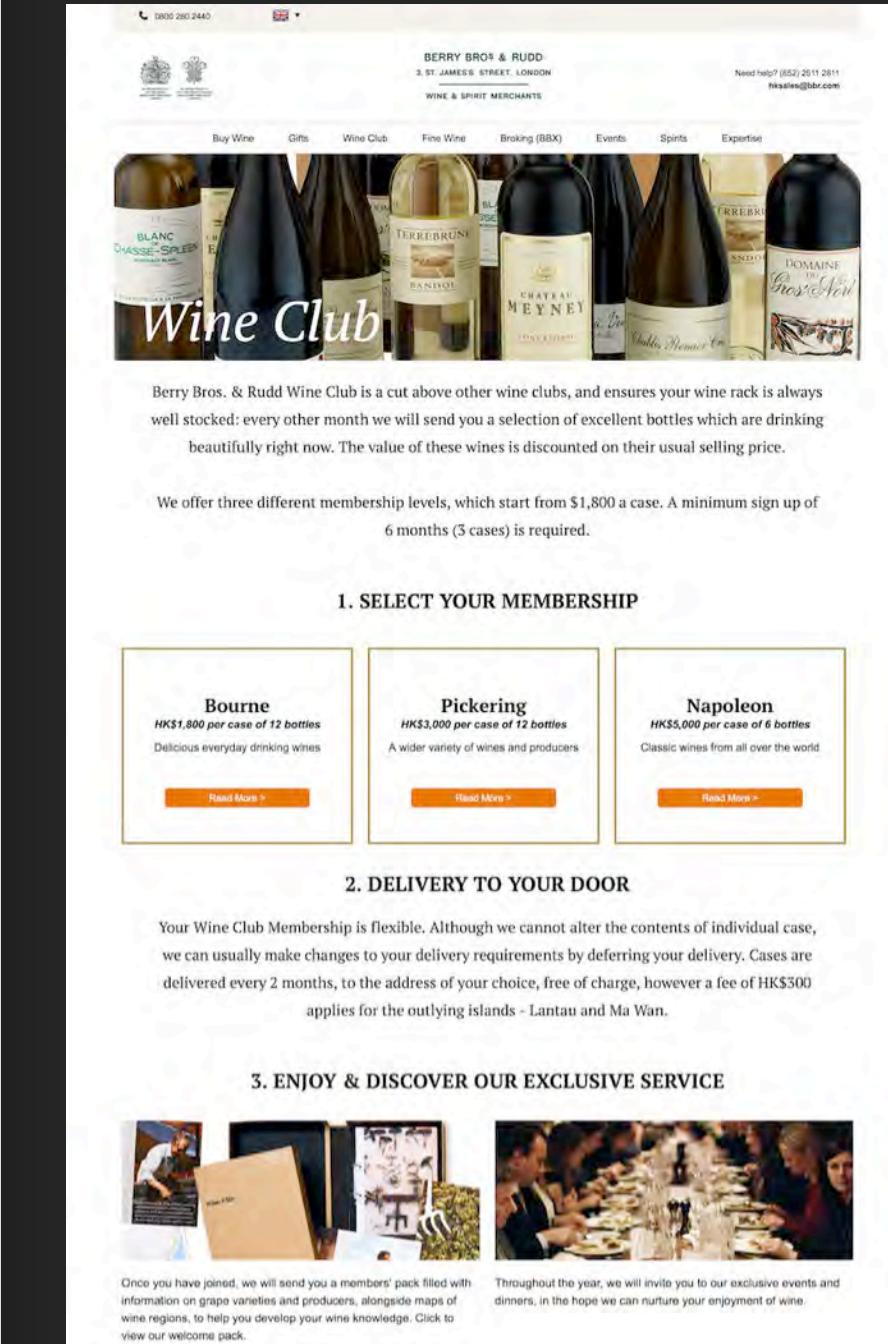
COWiSE

IDEA LAB

B E R R Y
B R O S . &
R U D D
H O N G K O N G

Facilitate sales team with offline to online wine sales support via a custom made CMS, including online & offline marketing & communication material designs, programming for online order & booking, consumers data management & CRM, new consumer acquisition and tasting event technology support.

#CMS #CRM #GoogleAnalytics
#Reporting #ResponsiveWebDesign



BERRY BROS. & RUDD HONG KONG

Design, develop and maintenance the
Shopify storefront.

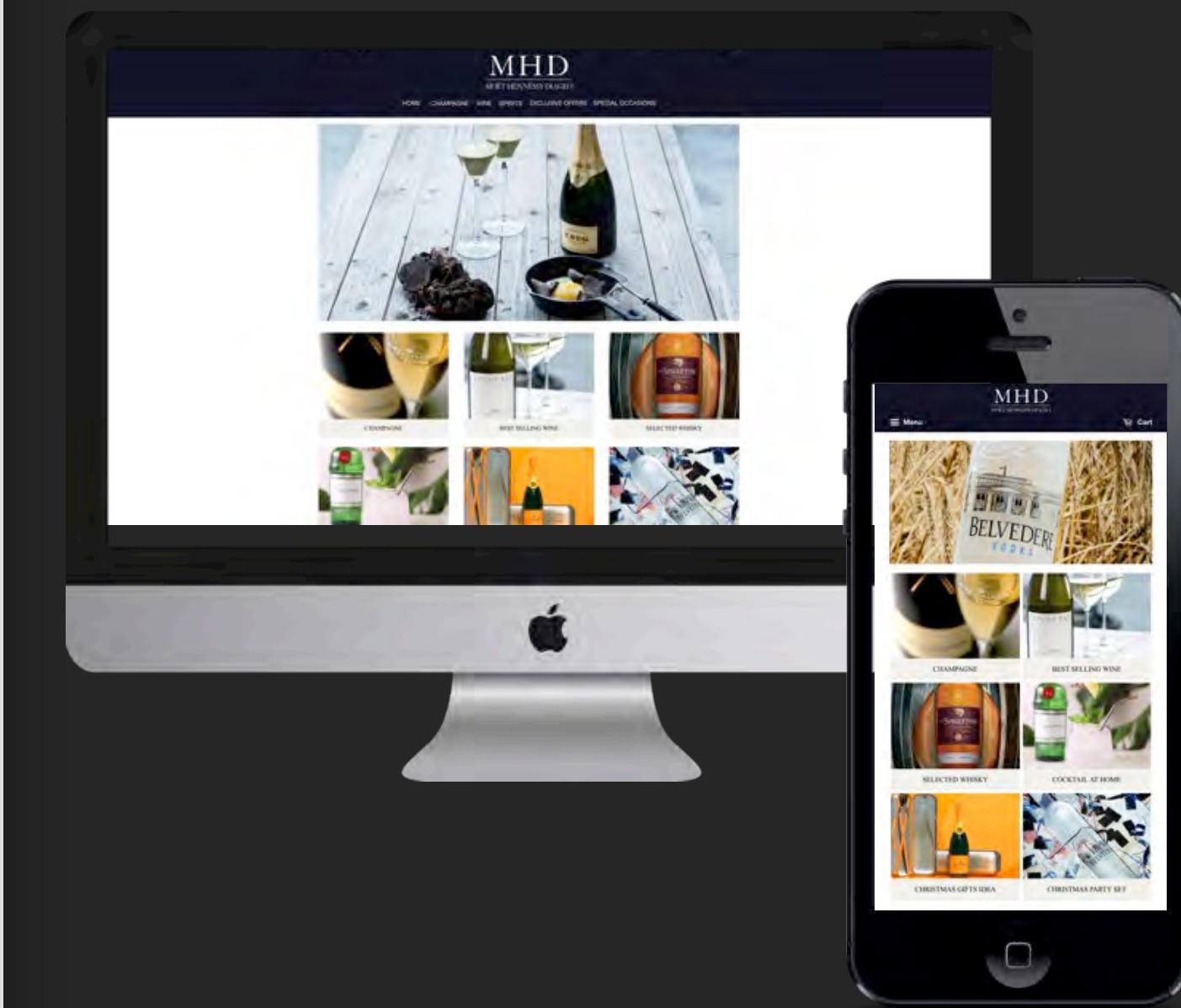
#Shopify #eshop #Integration
#ResponsiveWebDesign
#GlobalStrategyAdaptation

The screenshot displays the Berry Bros. & Rudd Hong Kong website. At the top, there is a legal notice: "Under the law of Hong Kong, intoxicating liquor must not be sold or supplied to a minor in the course of business." Below this, the header includes the phone number (852) 2511 2811 and email (bkenquiries@bbrr.com). The main navigation menu lists categories such as Mid-Autumn Festival Offer, Champagne, Our Own Selection, Bordeaux, Burgundy, Alsace, Rhône & Southern France, Spain and Portugal, Italy, South Africa, New Zealand, USA, Other Countries, Sake, Spirits, Case Offer, Fine Wines & Special Bottles, Last chance to buy, Accessories & Books, and Gift Cards. A search bar is also present. The central part of the page features a large image of red lanterns hanging from a tree at night, with the text "Mid-Autumn Festival Offer" overlaid. Below this are sections for "Our Favourites" (Champagne, Own Selection, USA), a "Last chance to buy" section, and a "Gift Cards" section. On the right, there is a detailed view of the "Champagne & Sparkling" collection, showing product cards for various brands like Krug Rosé and Dom Pérignon. The overall design is clean and professional, with a focus on high-quality wine photography.

MOËT HENNESSY DIEGO

An internal wine sales web platform for LVMH and Moët Hennessy staffs. For cost-effectiveness and easy-to-use, it is built on existing Shopify's e-commerce functions with newly add-on customized functions according to internal business rules.

#Shopify #ShoppingCart
#ResponsiveWebDesign



MOËT HENNESSY ASIA PACIFIC

A shopping site implementation with HK largest wine cellar Watson's Wine.

#ShoppingCart #RegionalAdaptation
#ShopInShop #ResponsiveWebDesign

Watson's Wine

Dom Pérignon | KRUG | MOËT & CHANDON | Veuve Clicquot | Ruinart

THE POWER OF CREATION

Dom Pérignon Champagne is committed to perfection, based upon a vision to create the best wine in the world. Always a vintage wine, the commitment to vintages is absolute: Dom Pérignon is made from only the best grapes and is declared only in the most exceptional years. The Champagne's intensity is based in precision, with a deeply distinctive style – so inviting yet so mysterious. Each Vintage has three Plénitudes, and embodies the Power of Creation that is constantly renewed by Chef de Cave Richard Geoffroy. Coupled with a bold sense of playfulness, Dom Pérignon inspires the greatest creators in the world.

The Brand | Video | Testing Notes

Dom Pérignon Vintage 2006

Rating: RP 96 WS 96
Size: 75CL
Regular Price: HK\$1,490.00
Offer Price: HK\$1,180.00

BUY NOW

Dom Pérignon Rosé Vintage 2003

Rating: RP 94 WS 96
Size: 75CL
Regular Price: HK\$2,680.00
Offer Price: HK\$2,290.00

BUY NOW

Dom Pérignon P2 Edition 1998

Rating: RP 96 WS 96
Size: 75CL
Regular Price: HK\$2,880.00
Offer Price: HK\$2,580.00

BUY NOW

Watson's Wine

Dom Pérignon | KRUG | MOËT & CHANDON | Veuve Clicquot | Ruinart | WHISKY COGNAC & SPIRITS

THE WORLD'S MOST LOVED CHAMPAGNE

Moët & Chandon is deservedly renowned as "the world's most loved Champagne", for this is the Champagne House that introduced Champagne to the world and turned it into the international icon of luxury and celebration that it is today.

In Moët & Chandon's annual tradition of celebrating the season,

R U I N A R T

Design and integration branded offer pages in avize.com.hk

#microsite #eshop #shopinshop
#GlobalStrategyAdaptation

COWISE
IDEA LAB

CLINIQUE

Clinique's Official e-commerce CMS site update for banners, menu, image, landing page, T&C and privacy pages in Thai language

The image shows a collage of screenshots from Clinique's official e-commerce website, demonstrating the results of a CMS update. The top left screenshot shows the homepage banner for 'Even Better™ Glow Light Reflecting Makeup SPF 15/ PA ++'. The middle section shows a product grid titled '10 อันดับผลิตภัณฑ์ชั้นขอบ' (Top 10 Products) featuring various Clinique skincare and makeup items. The right side shows a promotional section for 'BACK IN STOCK NOW' featuring 'Clinique Fresh Pressed'. All text and labels are in Thai.

#CMS #Integration #Translation
#ResponsiveWebDesign #eshop

Social Media Management & Online Advertising

LANDMARK

HENNESSY

MOËT & CHANDON

VEUVE CLICQUOT

TIMES SQUARE

CLOUDY BAY

TOWNGAS

COWiSE

IDEA LAB

LANDMARK's SANTA PAWS CHRISTMAS CAMPAIGN

Collaborated with SCMP on Landmark's Huggable Christmas Campaign in 2013 with responsibility in creating & designing a Facebook app with social sharing and data acquisition capabilities that allows participants to create their bear with customized personal message.

#FacebookApp #Innovation
#textToPrint

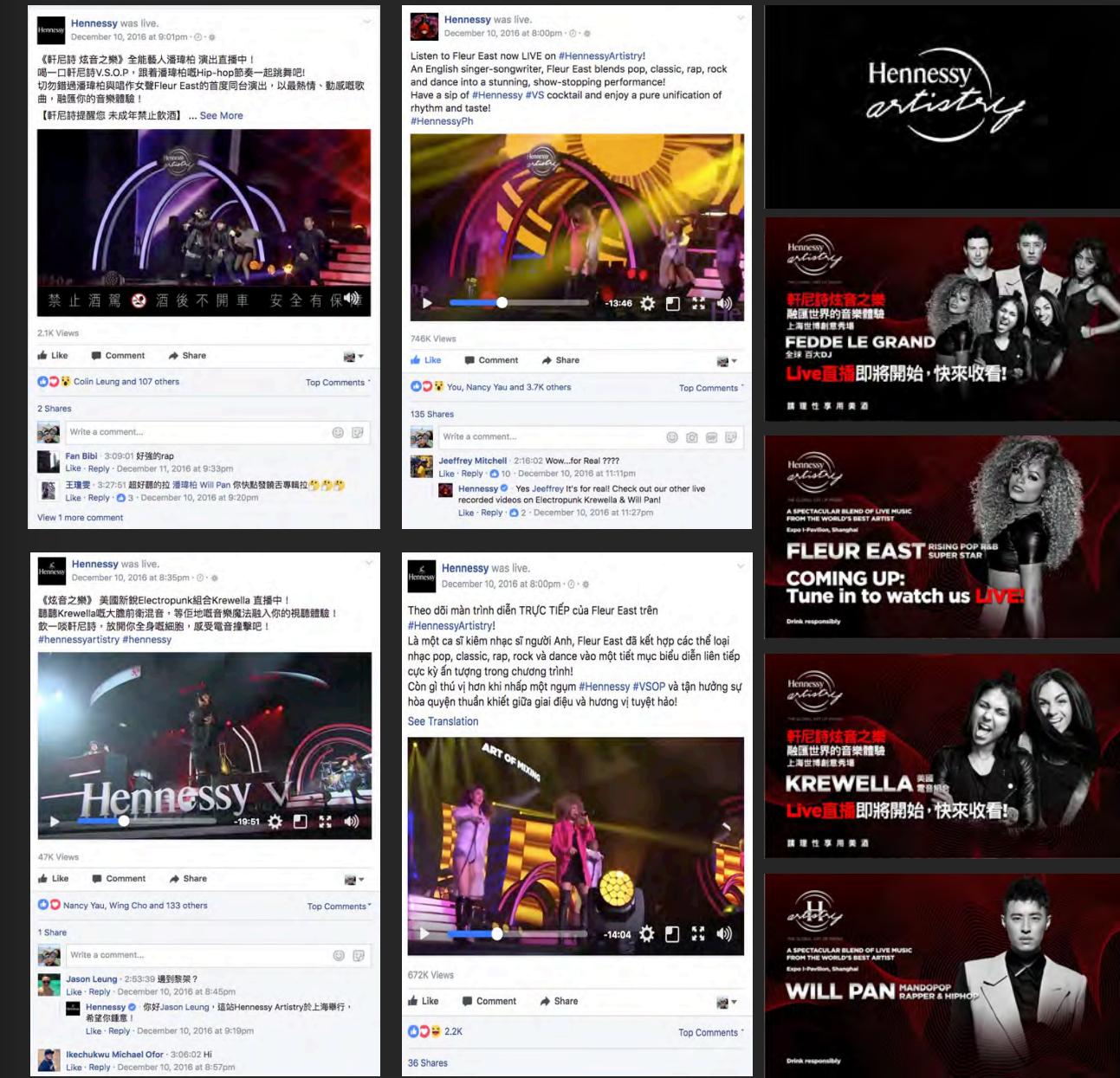
The screenshot shows a Facebook application window for 'LANDMARK Magazine' titled 'LANDMARK Huggable Christmas'. The main heading is 'SANTA PAWS Wishes'. Below it, a message says 'Your greeting has been sent – your bear awaits you!'. A note states: 'Now, if you want to take home your very own personalised teddy bear, simply register below, then visit LANDMARK and show your LANDMARK spending receipt of HK\$1,000 or more, with the special redemption code you will see on the next page.' A counter indicates '294 bears still waiting for adoption! Come to take your bear home!' Below the counter are fields for 'Salutation', 'First Name', 'Last Name', 'Email', 'Phone', and 'Gender'. A checkbox for 'I confirm that I have read, understood and agreed to be bound by the Terms and Conditions' is present, along with a 'Get redemption code' button. At the bottom, there's a text input field with placeholder 'Type here to change your message BEARY XMAS Only the first 50 letters valid for bear production' and a small note: 'Digitil Develop Page shared a link 29 minutes ago 4h'. Below this is a summary: 'Nothing says warmth and love more than a cuddly teddy bear. Share heartfelt greetings this Christmas, and adopt a personalised limited edition teddy bear. For every friend you send an e-card to, LANDMARK will donate HK\$5 to Make-A-Wish Hong Kong Programme to help realize the wishes of children with life-threatening medical condition.' A preview image of the teddy bear with the message 'BEARY XMAS LANDMARK' is shown, along with the URL 'SANTA PAWS Wishes www.landmarkmag.hk/life-life'.



HENNESSY ARTISTRY

Facebook Live Broadcasting simultaneously for 4 markets (Hong Kong, Philippines, Taiwan & Vietnam) with LIVE video being captured in Shanghai and switched for Live Broadcast on Facebook.

```
#SocialMedia #LiveBroadcast  
#VideoOptimization #CountDown  
#SwitchFromPre-teaserToLive #OBS
```

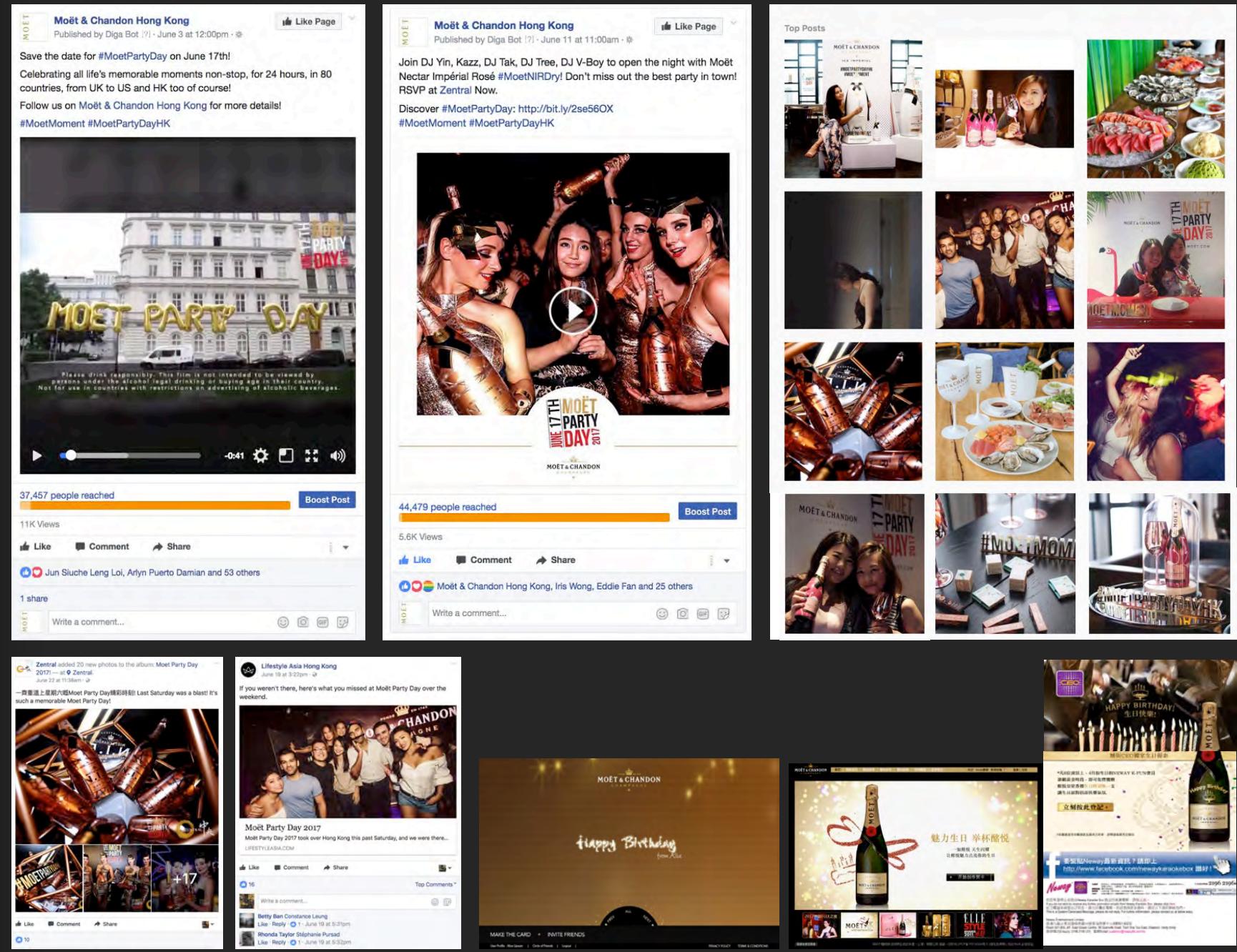


MOËT & CHANDON

Create online buzz for the 5 key Moët Party Day Moments via Facebook page, Facebook advertising, Instagram and User Generated Contents.

Design various communication materials for Moët HK since 2012 incl. print, mini-site and eDM.

#SocialMediaManagement #Advertising #AdOptimization #SNS #UGC



VEUVE CLICQUOT

Develop creative and copy for brand's campaign and upload to social media, as well as advertising on Facebook and Instagram for both Hong Kong and Korea

#SocialMediaManagement #Advertising
#AdOptimization

Veuve Clicquot (Default) at Assouline Lounge. Sponsored (demo) Like Page

뵈브 클리코가 7월 4일부터 8일까지, 신사동 애슐린 라운지에서 클리코 저니(Clicquot Journey) 팝업 스토어를 오픈합니다. 뷔브 클리코의 삼진적인 인물 마담 클리코의 혁신적인 도전과 브랜드의 혜리티지, 그리고 뷔브 클리코 엘로 레이브 샴페인과 어메리티프를 즐길 수 있는 복합 공간으로 운영됩니다. 사진 방문 등록하시는 분들께 선착순으로 뷔브 클리코 엘로 레이브 샴페인 시음 기회를 제공하니 지금 참여하세요! 사진 등록 및 내용 확인 하기 > <http://vcp.news/bn2> #뷔브클리코 #클리코저니 #상페인 #팝업스토어 #VeuveClicquot #ClicquotJourney

See Translation

Veuve Clicquot SEOUL REIMS - 9 462 KM #CLICQUOTJOURNEY POP-UP STORE IS COMING TO SEOUL!

20,546 views 3w veuveclicquot.hk Fizz. Fries. Yum! 🍻🍟😊 Enjoy this unexpected delicious pairing with an Asian twist during #YellowHour @bibnhops @kokohk @baobeihk. #HappyHour #Champagne #Fries arpzsav @ssavlanı itsminimal Ill take one of everything! mattarusin @anneberry

Follow veuveclicquot.hk Like Page

We had a blast last Sunday at #ClicquotJourney SOHO. Who's up for another street party? We're headed to Sai Ying Pun High Street this Sunday! TicketFlap: bit.ly/2aZ5H0V Enjoy Clicquot responsibly!

127 Likes 5 Comments Like Comment Share

TIMES SQUARE + BATMAN 75 TH ANNIVERSARY

Create an engaging digital innovation, Bat-signal.com, to promote HK Times Square x Batman 75th Anniversary Celebration in 2014, plus extend HK Times Square's level of awareness online and among younger audience.

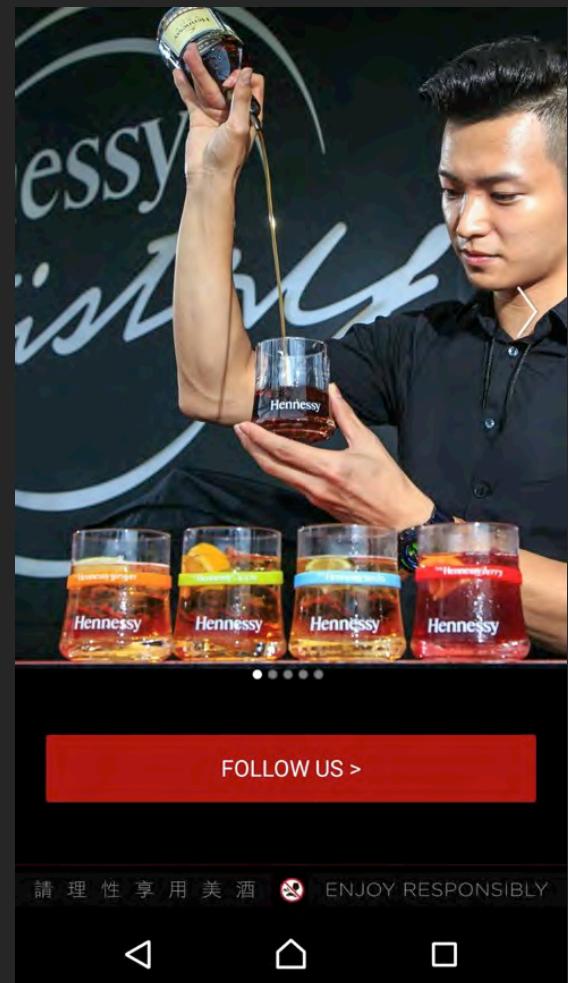
#CreativeConcept #Innovation
#SocialMedia #KOL #FacebookAds
#GoogleAnalytics #Tracking #Reporting
#ResponsiveWebDesign

The collage illustrates the integrated marketing campaign. At the top left is a photograph of a physical exhibition at Times Square featuring a large-scale Bat-signal prop and a QR code for users to scan. To its right are several screenshots of the mobile application interface, which features a QR code for reporting crimes, a game where users can tap on Batman to respond to crime reports, and various promotional graphics for the 'Gotham City Police Department SOS Hotline'. Below these are two screenshots of social media posts from the 'Hong Kong Times Square' Facebook page, showing images of Batman and promotional messages related to the campaign. The bottom section of the collage shows a screenshot of a news article from 'MARKETING' magazine's website, dated October 30, 2014, detailing the campaign's success in promoting awareness and engagement.

H E N N E S S Y

Facebook Canvas ad Design and Production

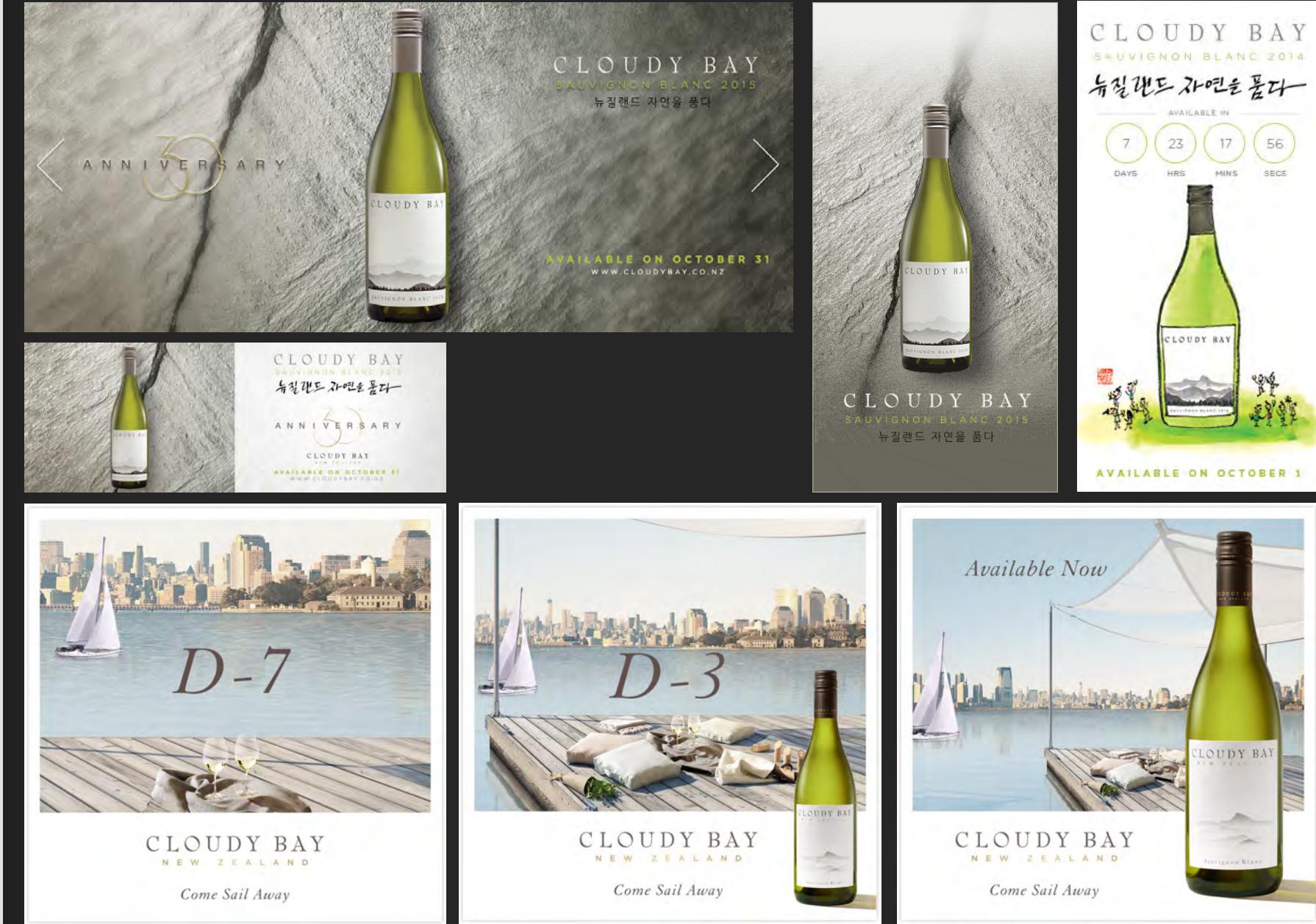
#SocialMedia #Advertising
#InteractiveAds



CLOUDY BAY

Design various communication online advertising material for Cloudy Bay Sauvignon Blanc since 2014. Including Banner Ad, animated GIF and video.

#korea #bannerAd #Instagram
#HTML5Ad #animation



TOWN GAS LOW CARBON ACTION!

Create an interactive pledge and calculator to help you reduce carbon footprint in 2009.

#FacebookCanvas #SNS #Interactive
#FacebookLogin

OTHER CLIENTS



Cartier



CLOUDY BAY
NEW ZEALAND

SCMP

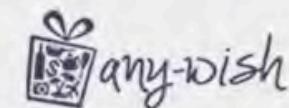
PHILIPS



富寧
天下

Apex Manual

monster®



CLP 中電



CYMA
Swiss 1862



FURYANIMALS®

GUY CARPENTER

HKC
Hong Kong Cafe

Hong Kong Mid-Levels
Property Letting Services



PACIFIC PLACE



SONY MUSIC

煤氣
Towngas

WELLS
FARGO
SECURITIES

THANK YOU!

