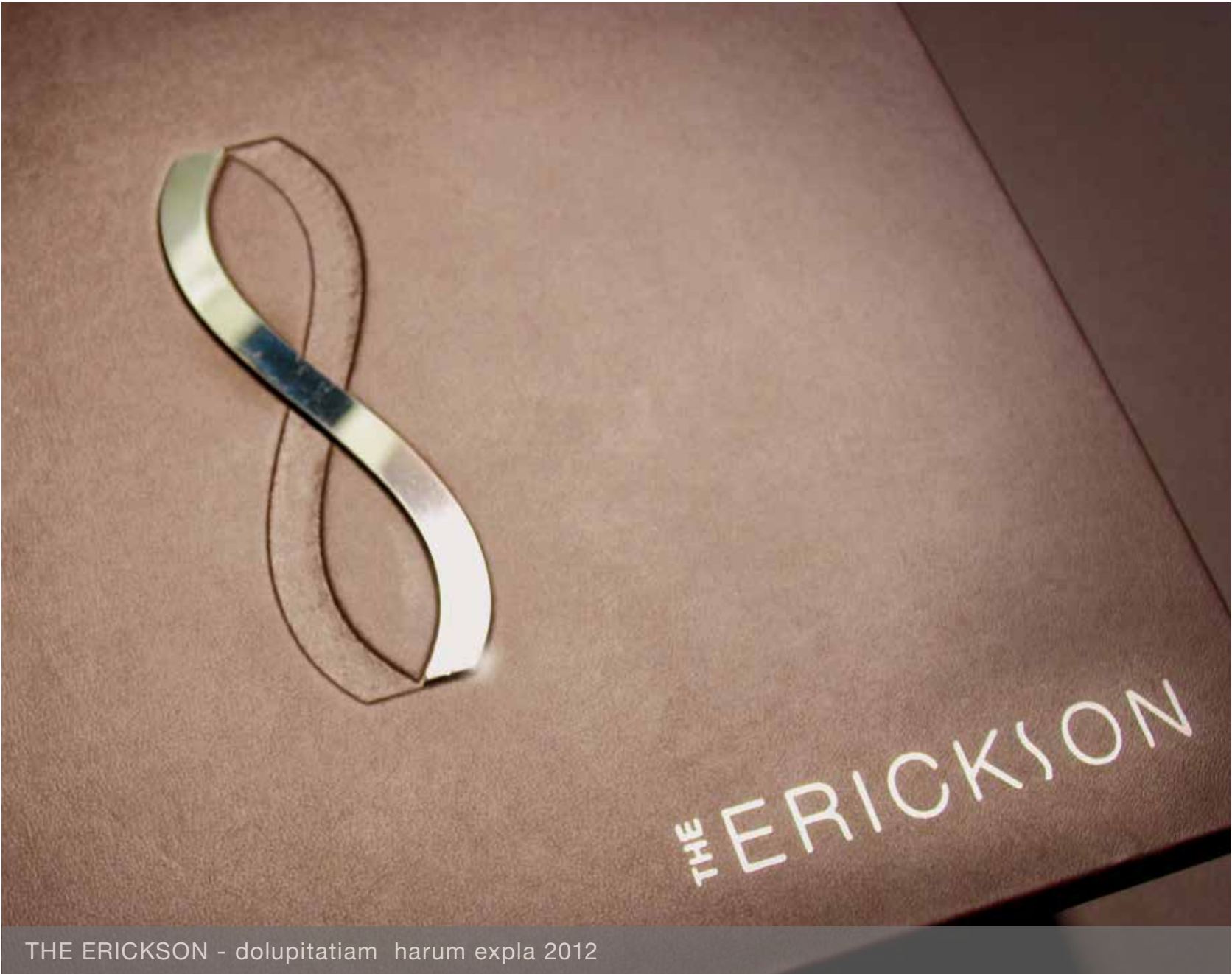




ANSWER



**YOUR
CALLING**



THE ERICKSON - dolupitiam harum expla 2012



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From strategic development to creative expression to brand management, we specialize in the creation of full spectrum brand experiences.

FEATURED PROJECTS

- The Erickson** - as mos peribere quaersp ellaut unte ea
- Inoherb** - dus.dolupitiam harum expla vellit re
- Namtai** - officid ucillendus.dolupita
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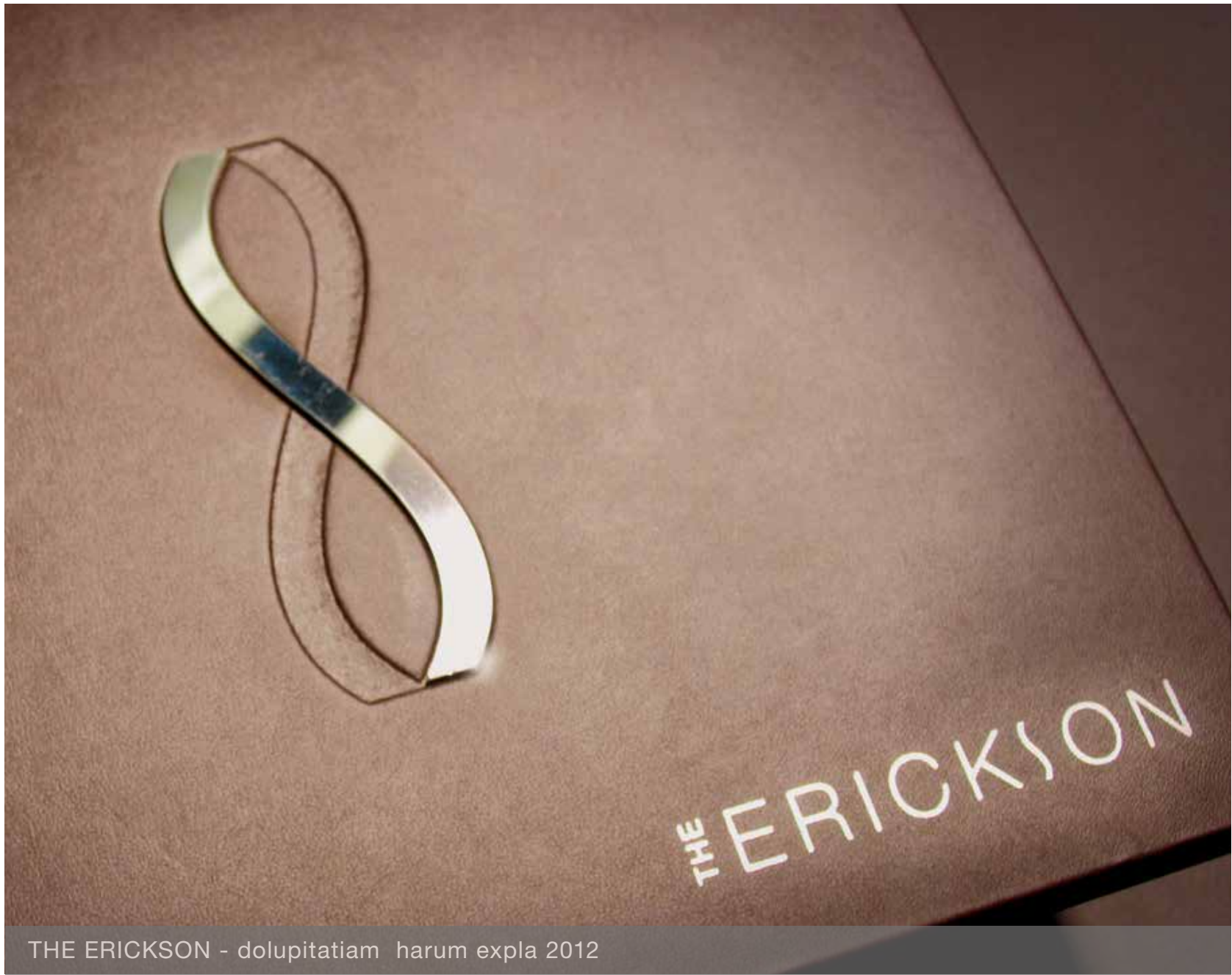
PORTFOLIO

BY INDUSTRY

-  Holistic Branding
- Corporate Identity
- Retail and Packaging
- Environmental Design
- Real Estate Marketing / Residential
- Real Estate Marketing / Retail
- Real Estate Marketing / Mixed-Land use
- Interative & Multimedia

BY DISCIPLINE

- Corporate
- Finance
- Fashion
- F&B
- Health & Beauty
- Hospitality
- Real Estate
- Industry & Technology



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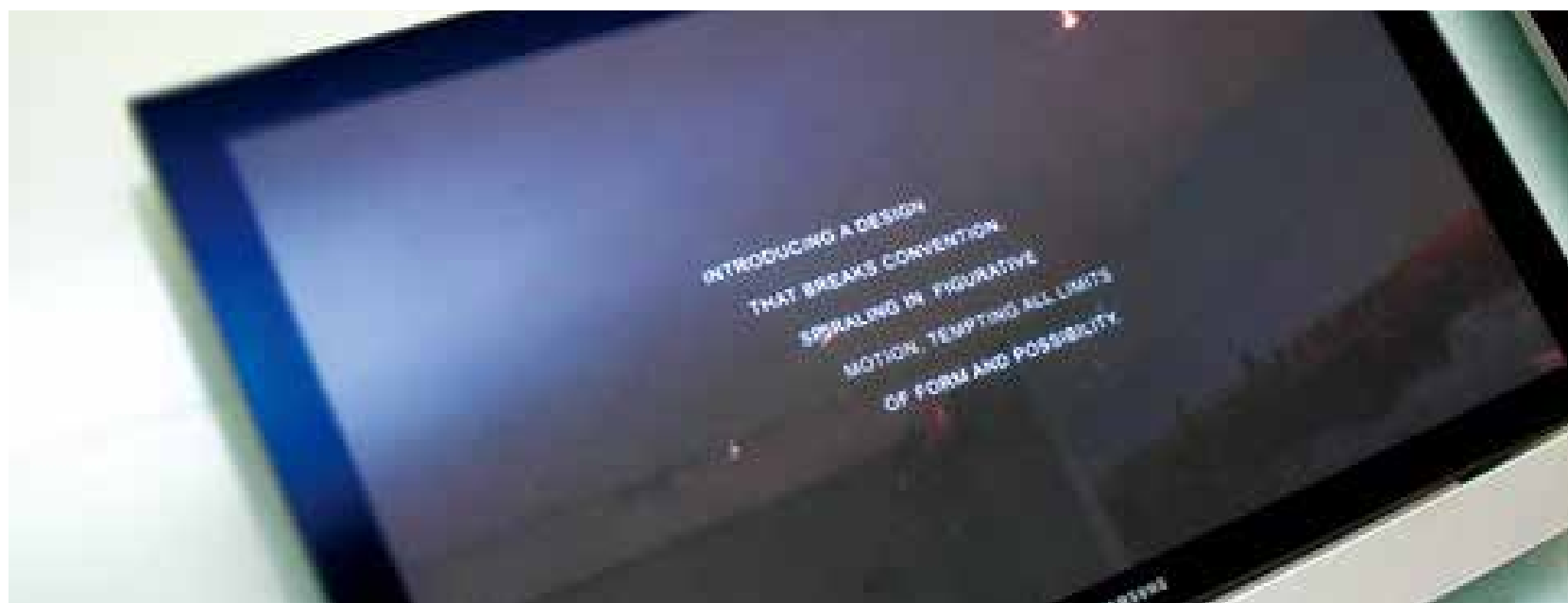
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PROJECTS

El Patio

DISCIPLINE

Branding & Identity

BACKGROUND / CHALLENGE

A high-end Spanish restaurant in Shanghai. Calling Brands developed the brand strategy and market positioning, as well as naming, VI creation, design applications (e.g., stationery, menus, dining accessories, uniforms) as well as interior and exterior design (including renovation liaison,

SOLUTION


The name “El Patio” is based on the vast patio space. The VI logo a stylized abstract of the “Spanish orange tree”, a symbol of Spain. In fact, the design of the patio is designed around a large Spanish “orange” tree. The design applications to all consumer touch points are based on an authentic “Spanish” expression, premium but earthy, refined but friendly.

IMPACT

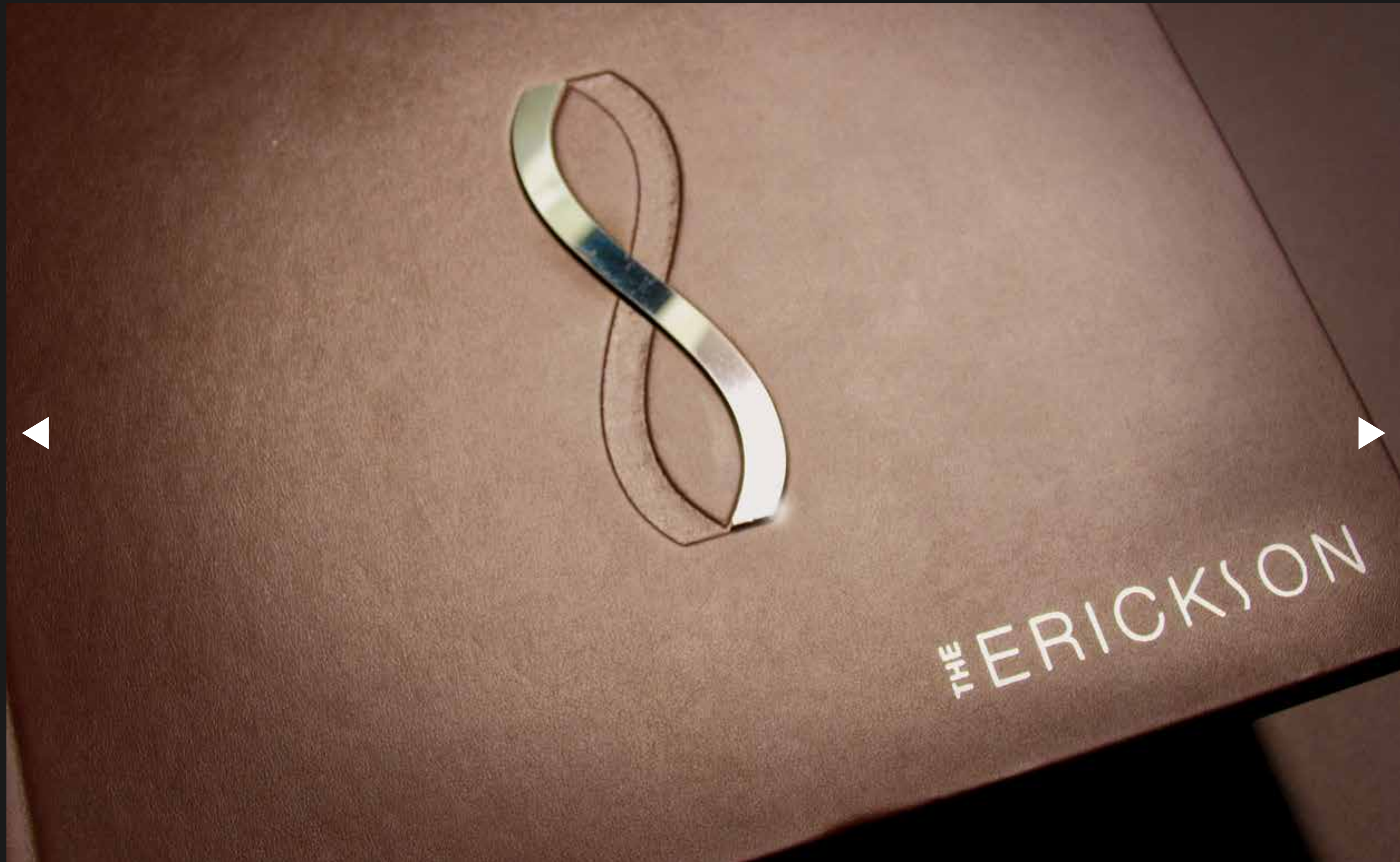
El patio is highly successful, and is viewed by many as the most premium Spanish restaurant in Shanghai. Last year it was voted the best new foreign restaurant from Shanghai's F&B authority “That's Shanghai” magazine.

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CALLING 中国 CHINA



Dave has joined forces with Engine's Asian brand consultancy and together we have launched Calling Brands. Calling Brands will start with offices in London, Shanghai and Hong Kong, and a total of 70 employees.

We're changing because the world is changing. From West to East. More connected, more complex. Less certain, less clear. Exhilarating and liberating.

Our clients need a brand consultancy that lives in the new world order. One that can help them discover where they fit, focus on what they're good at, define where they're going, and why they matter. One that can help define their Purpose.

In a world where narrow focus on shareholder value is bankrupt, Purpose guides long-term decisions. As everything speeds up, Purpose stabilises. When technology creates total transparency, Purpose keeps the whole business true. As your world becomes a tangled network of competitors, customer and collaborators, Purpose tells everyone where you fit.

Purpose is everything. If you've got it, you can change your world.



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BRAND DEVELOPMENT

- Research
- Brainstorming and workshops
- Brand audits
- Brand platform development, articulation and rationale
- Marketing strategy development
- Business planning

BRAND EXPRESSION

ENVIRONMENTAL

- Retail concepts
- Interior and exterior signage
- Point of sale materials
- Retail store displays
- Consumer/Trade show booth displays
- Staff uniforms

PACKAGING

- Package design
- Line extension
- Product naming

IDENTITY PLAYFORMS

- Brand books
- Name generation
- Logo/Wordmarks
- Brand guides/Graphic Standard Manuals
- Stationary packages
- Templates

COLLATERAL

- Catalogues
- Brochures
- Order forms
- Internal/External newsletter
- Point-of-purchase materials
- In-store merchandising

INTERACTIVE

- Localization
- Usability
- Strategy
- Design

BRAND MANAGEMENT

- Research
- Brainstorming and workshops
- Brand audits
- Brand platform development, articulation and rationale
- Marketing strategy development
- Business planning



KEN KOO
President



TERESA QIAN
Account Director



RACHEL XIA
Account



YUKI DAI
Account



C.K.YEN
Senior Designer



RICHARD BARNARD
Senior Designer



JANE CHEN
CGP



GENNA HONG
Designer



LEE LI
Designer



JEFF WU
Senior Designer



JULI GAO
Account Manager



SARAH ZHONG
Account Manager









CLIENT SERVICE TEAM

Teresa Qian
Sarah Zhong
Candace Poon(HK)
Rebecca Wong
Yuki Dai
Felix Wong

Richard Barnard
Audrey Wang
Julie Gao
Rachel Shi
Rachel Xia

CREATIVE TEAM

Ken Koo
Yen C.K.
Lee Li
Leslin Liu
Jeff Wu
Fever Xia
Ian Xu

Grace Bao
Francis Wang
Genna Hong
Mark Mou
Fiona Mao
Sam Ma

PRODUCTION TEAM

Steven Chen
Kevin Qu
Richard Liu

Tommy Xu
Jane Chen

ADMIN TEAM

Ealena Ling
James Zhao

Rainy Guan
Shang

CALLING 中国 CHINA



KEN KOO
President

ABOUT ME

Aside from running the business, I am also the executive creative director - I have been in this role for many years (too many to mention). I have immense passion to my profession. I love the marketing business because there is always something to learn... everyday.

HOBBIES

Does work count as a hobby? OK, then golf (though terrible at it), workout, drawing and painting, cooking.

SUMMER INTERNS WANTED

Calling China

Requirements and Qualifications include, but are not limited to:

- Must be enrolled in an accredited university as a rising Senior
- Must be proficient in Microsoft Office

[More](#)

BUSINESS/ACCOUNTING ANALYST

Calling China

- Liaison between Business Systems Team and Finance Team (including senior management) at each business unit
- Obtain requirements or Identify Opportunities, design and implement solutions

[More](#)

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