<http://chanwendy9999.wix.com/chanwendy9999>

Wendy Chan started her career in Hong Kong and has 20 years of experience as a creative in advertising (14 years in China).  She has very solid experience in above-the-line, below-the-line and strategy.

    She has won more than 40 awards, both internationally and in China, including China’s 1st Cannes Lion, One Show, Spike, London International Advertising Award, Times, Long Xi, China Advertising Festival. In 2007 she was selected as China's top 10 Art Directors. In 2011 she was invited to be Jury in Cannes in Print category.

Achivement

96     Sheraton: One Show - Merit

98     A&M Year of Tiger Creative Challenge: First Runner Up

99     Emirates Airline: London Int Ad Awards - Finalist

01     H&S, Cross Full stop, Flags: 48th Cannes - Bronze, 02 Times - Silver,

         HK 4A's - 1  Merit, 2 Bronze, 3rd HK Long Xi - Bronze, AD Festival - Finalist

01     Daktarin, Robber, Foot Massage: HK 4A’s Best Single Print - Bronze

01     H&S Christmas Tree: 8th China Ad Festival - Merit

01     H&S Chinese New Year: 8th China Ad Festival - Merit

02     H&S Meteor:HK4A's - Bronze, Times - Finalist

02     H&S Brush: HK4A’s - Merit

05     H&S Tony in black: Guangdong Ad Awards - Finalist

06     H&S Metamorphosis: Guangdong Ad Awards - Finalist

07     H&S Reading your hair:14th China Adfest - Bronze, Times - Finalist

08     Ariel Red Wine, Chilli, Ketchup: Long Xi - Finalist , China Ad Festival - Silver

08     Ariel Crab, Chicken, Fish: London Int Ad Awards - Silver,China Ad Festival - Silver

08     China Art Director Top10

09     Ariel Defence: Cannes - Finalist

09     Ariel Light bulb:Cannes - Bronze, China 4A - 4 Silver, 1 Bronze, Long Xi - Finalist

         Spike - Finalist

11     Ariel Big Stain: Cannes - 1 Bronze + 4 Finalist, Spikes - 2 Gold, 1 Silver, 1 Bronze

         China Ad Festival - Grand Prix, Longxi - Best of Outdoor, Catch Award Gold

         China 4A - 2 Silver, One Show - Bronze

12    Cannes Press Lions Jury

Ariel - Big Stain

Originally, the client’s brief was to ask us to do a poster for an event to promote a new product, which could remove stain very easily. So easy that it made cleaning stain fun instead of a painful job. So we created this game of removing stain instead of just a poster to engage consumer.

Ariel - Stain Attack

TIDE - FOR A BRIGHTER WASH

HEAD & SHOULDERS  - DANDRUFF SURRERDER/REST IN PEACE/FULLSTOP

ARAWANA COOKING OIL – OLYMPICS

Arawana cooking oil was sponsoring 2008 China Olympics. The challenge was how to relate cooking oil to Olympic. We capitalised on the Chinese phase 'ADD OIL', which means 'keep going'. Different Chinese nations passing 'add oil'(encouragement) to one another using different language.

KFC - Vote

2012 KFC was flooded with negative news. In 2013 they decided to bring consumer attention back to their basics – the original taste chicken. Since the last launch of crispy chicken in the test market had brought a lot of noise of it replacing the original, we made use of this situation. We announced that we would have either original or crispy chicken to represent KFC and asked consumer to vote! This was the first time people in China could vote! It successfully create lots of noise which once again bring the focus is on the product.

Total Case

360. TVC, print, social, digital plateform, event, content.

Internet Fight

This is to help to raise the heat.

TVC Original Taste Chicken

Chen Kun representing original taste chicken.

TVC Crispy Taste Chicken

Ke Zhen Dong representing crispy chicken.

KFC  - Menu Revamp

To make a bold statement that they had changed, the first time in KFC history they launched a new menu with 15 new items!

To match with this boldness, the first time in history, we had 4 celebrities as spokespersons at the same time, each representing one category of food. To make use of their fans, they competed in who got more LIKE from fans. They also asked fans to vote which KFC shop they would actually visit.

Total Case

360. TVC, print, social, digital, event, content.

TVC Launch

I'm a description. Click to edit me

Internet

Snak & dessert celebrity Wu Mo Chou declaration.

Internet

Rice celebrity Zhang Liang declaration.

KFC - TASTING CHINA

KFC was bringing in a new flavour - Zanthoxylum Armatum藤椒 to the food menu. This is a spice often used in Si Chuan.

We used the style of a hot TV program  ‘Tasting  China’ to promote this new product.

KOTEX

Normally TVC in this catergory was blue & white with cheerful girls jumping around. Since their packaging was a black box which consumer love, we made the tone & manner of TVC stylish. Message was very simple: no compromise to only one texture.

HEAD & SHOULDERS METEOR

Head & Shoulders is famous of removing dandruff. This is a simple analogy to say H&S can remove any kind of white dot and make your wish of no dandruff comes true.

HEAD & SHOULDERS - COOL WAY

This TVC was for a menthol shampoo that targeted young people. How to remove dandruff in a cool way? H&S or no way. This campaign started in China and later also ran in Europe, Asia Pacific and USA.

CTI - HIT

Back in 1996 HK only had one telecom company, CSL. CTI wanted to give HK Government pressure to open up the telecom market in HK.

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