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**PETER GI  
PORTFOLIO**

2024



“  
**creative thinker at heart  
with a focus on  
captivating storytelling  
and dynamic visuals**

Having a professional creative career spanning the United States and China, Peter's extensive experience has provided him with a deep understanding of both Western and Eastern design sensibilities and creative insight.

Over the past decade, Peter has focused on the advertising / marketing industry in China. During this time, he has worked with a wide range of clients, including renowned fashion brands like Gap and Descente, leading beauty / cosmetics companies such as Estée Lauder and L'Oréal, luxury brands like Gucci and Hennessy, consumer electronics giants like OPPO and Sony Playstation, and multinational conglomerates like ExxonMobil.

This industry-wide experience has provided him with a profound understanding of consumer insight and trends. He has a keen ability to analyze market dynamics and anticipate consumer behavior, allowing him to effectively strategize and develop successful advertising and marketing campaigns.

Peter's skill set is as diverse as his industry experience. He is adept at storytelling and leading the art direction for commercial films, effectively capturing the essence of brands and their voice. Additionally, he excels in conceptualizing and planning engaging social media campaigns that resonate with target audiences. Peter's multifaceted expertise enables him to seamlessly navigate various aspects of the advertising and marketing landscape, delivering impactful results for his clients.

**Columbus College of Art & Design - Columbus, Ohio, USA**

(August 2001 – May 2005)

- Bachelor of Fine Arts in Advertising & Graphic Design (May 2005)

**Orès Group - Shanghai, China**

(March 2023 – Present)

*Creative Director*

- Creative Director of the Shanghai office, working on film and creative campaigns for luxury clients including Gucci, Hennessy, Johnnie Walker and Chow Tai Fook. Also, for sportswear brand Decathlon, beauty cosmetics brands including L'Oréal and Schwarzkopf, and led the marketing creative content plan for 3CE Stylenanda.

**Freelance Creative Director - Shanghai, China**

(November 2022 – February 2023)

*Agencies worked for: Wunderman Thompson and Grey*

**Wunderman Thompson:**

- Led a team of creatives working on the TCL account, which included the brand, mobile and electronics division. The role required bilingual expertise and insight for the North America social media market (Instagram, Facebook and Twitter)

**Grey:**

- Worked on Red Bull China's upcoming spring / summer campaign, and General Motors The Durant Guild social media platform (Instagram)

**Match (马马也) - Shanghai, China**

(April 2021 – October 2022)

*Creative Director*

- Clients include Estée Lauder, Oppo, Descente, Mengniu (蒙牛)
- Our team was the primary pitch team at Match. As the lead art creative we successfully won numerous pitches, including clients like Estée Lauder, Descente, Mengniu (蒙牛), Budweiser, Lenovo and Yuebao (余额宝)

**Freelance Associate Creative Director - Shanghai, China**

(November 2019 – April 2021)

*Agencies worked for: DDB Shanghai and BangX*

**DDB Shanghai:**

- Worked on multi-channel campaigns for clients, including Hennessy, Sony Playstation, Pizza Hut, Wusu Beer and Cornetto Ice Cream.

**BangX:**

- Managed a team of five creatives and led projects for clients, including Midea, HSBC, Wang Lao Ji, and Zhong Hong Insurance.

**Dentsu Aegis Network - Shanghai, China**

(August 2018 – October 2019)

*Associate Creative Director*

- Clients include Kentucky Fried Chicken, Pizza Hut, Pocky, Pejoy, Pretz

**Freelance Associate Creative Director - Shanghai, China**

(November 2017 – August 2018)

*Agencies worked for: BBDO Proximity Worldwide and Sand Future*

**BBDO Proximity Worldwide:**

- Lead creative for ExxonMobil Chemical website design at BBDO Proximity Worldwide. Having years of client facing roles with bilingual expertise, was also responsible for successfully pitching the project to the client in the very first round of presentations.
- Also, while at BBDO Proximity Worldwide, was the lead creative for the Mobil Oil e-com website redesign.

**Sand Future:**

- Sand Future is a Danish developer and manufacturer of high pressure washers. As lead creative, I successfully refreshed their packaging and print collateral for their entire line of high pressure washers.

**Y&R (Young & Rubicam) - Shanghai, China**

(June 2015 – September 2017)

*Head of Design*

- Clients include Gap, Old Navy and Belcube Cheese. Y&R was the leading agency for Gap and Old Navy in the greater China market, which includes Hong Kong and Taiwan. I was tasked with managing and art directing campaign photoshoots, print / post production, campaign / brand guidelines, and multi-channel projects that included OOH advertising, TVC and digital activation / integration.

**Equancy China - Shanghai, China**

(July 2014 – April 2015)

*Senior Art Director*

- Equancy is a Paris based commercial strategy and brand consultancy firm. Clients I worked on include Bacardi, Martini, Grey Goose, Kerrygold and Lesaffre.

**Advancement Creative - Columbus, Ohio, USA**

(April 2008 – February 2014)

*Founder and Creative Director*

- Founded and managed my own creative agency: Advancement Creative
- Successfully helped businesses create or refresh their visual identity and brand. The project begins with an initial consultation to gain insight and understand the client's business goals. Further market analysis and brand research is then conducted, followed by the creative and design process. Creative services involved in projects like this include logo, VI guideline, print / marketing collateral, and website design.

**Interbrand - Cincinnati, Ohio, USA**

(July 2005 – January 2008)

*Graphic Designer*

- Integral member of the consumer branding and retail teams that specialized in brand strategy, consumer marketing, visual identity and package design.
- Worked on brand strategy and package design for regional clients like Wrigley, to the largest supermarket retailer in the U.S., Kroger, and Cincinnati based multinational consumer goods corporation, P&G.

**Skim Productions - Columbus, Ohio, USA**

(July 2002 – May 2005)

*Art Director*

- Skim Productions specialized in event creation and marketing. As art director I was in charge of managing brand aesthetics and VI guidelines for clients across all events. I also led the design of marketing and event related print collateral.
- Projects worked on were held at high profile events, like the Columbus International Auto Show, to long-standing local institutions, like the Columbus Museum of Art, and also at major sporting events, including the Columbus Crew of the MLS and Columbus Blue Jackets of the NHL.



# SELECTED WORKS



JOHNNIE WALKER x JCT





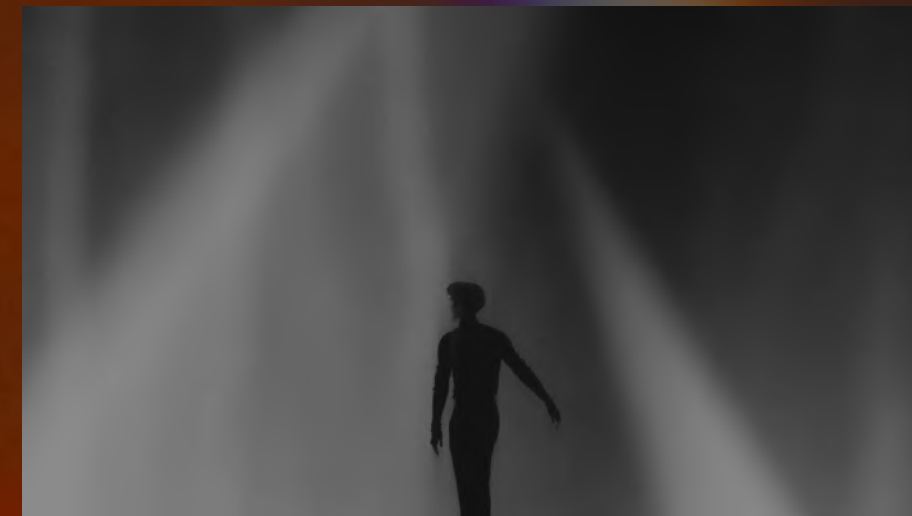




**HENNESSY X.O x JACKSON WANG**

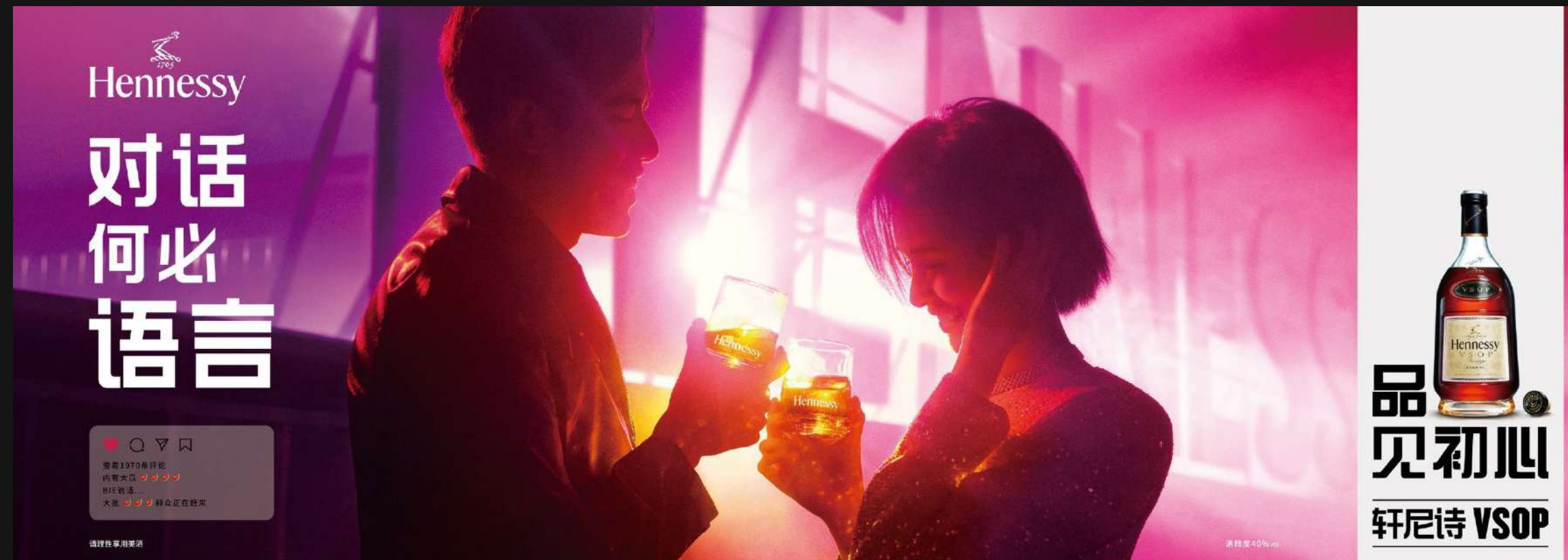


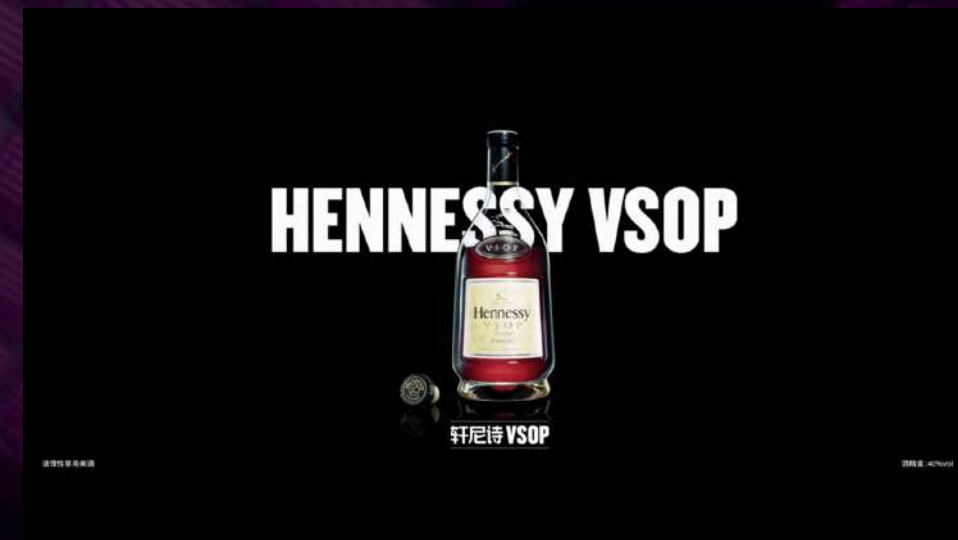






**HENNESSY FIND WHAT MATTERS**





Hennessy

美好皆偶遇

品见初心

轩尼诗 VSOP

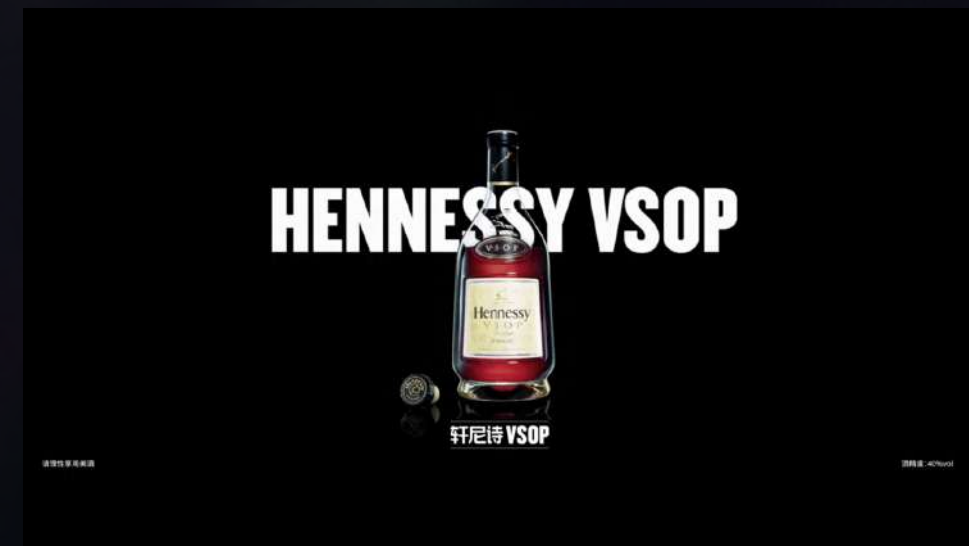
酒精度40%vol.

请理性享用美酒

查看2011条评论  
这就是传说中的「朋友在一起，意外变闺蜜」  
舍不得朋友，戒不掉晚睡  
不是说要带我一个??







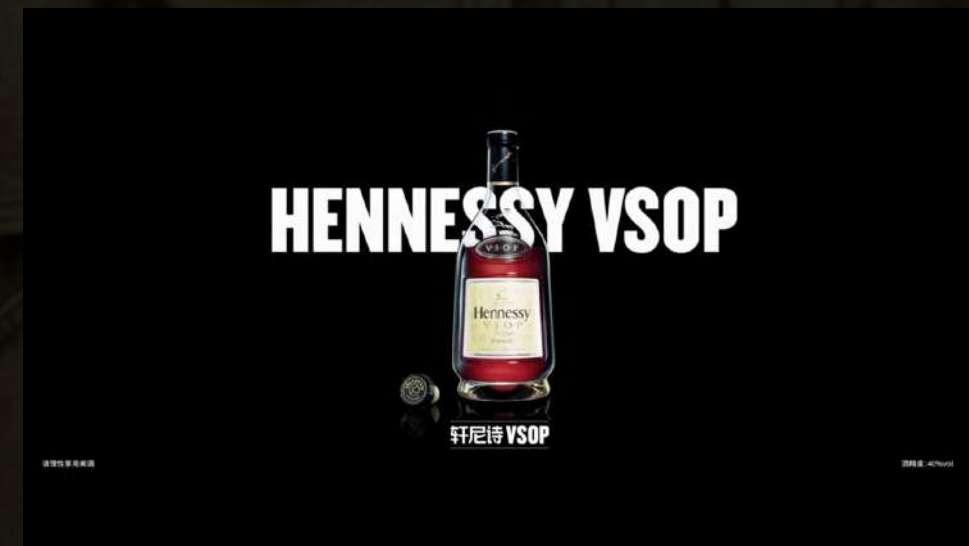
**Hennessy**
  
**对话**
  
**何必**
  
**语言**

点赞 1970 条评论  
 内容大瓜 🍉🍉🍉  
 815 评论...  
 大家 🍉🍉🍉 群众正在赶来

**品**
  
**见初心**
  
**轩尼诗 VSOP**

酒精度 40% vol.

请理性享用美酒



Hennessy

良辰  
美景  
我们

♥ 🔍 📌

查看1017条评论  
点赞1111  
美赞+1  
度爱+2

请理性享用美酒

品见初心

轩尼诗 VSOP

酒精度40%vol.

Chris Lee is not only a talented singer, but she is also considered a fashion icon, representing many notable fashion labels. This limited edition VSOP packaging is inspired by the many trendsetting looks of Chris Lee.

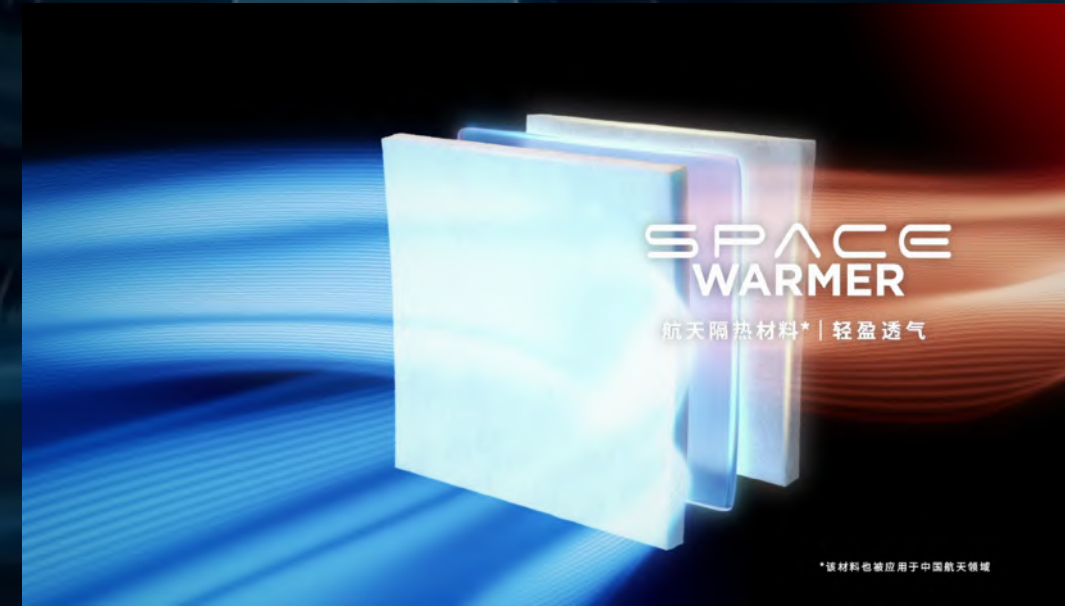




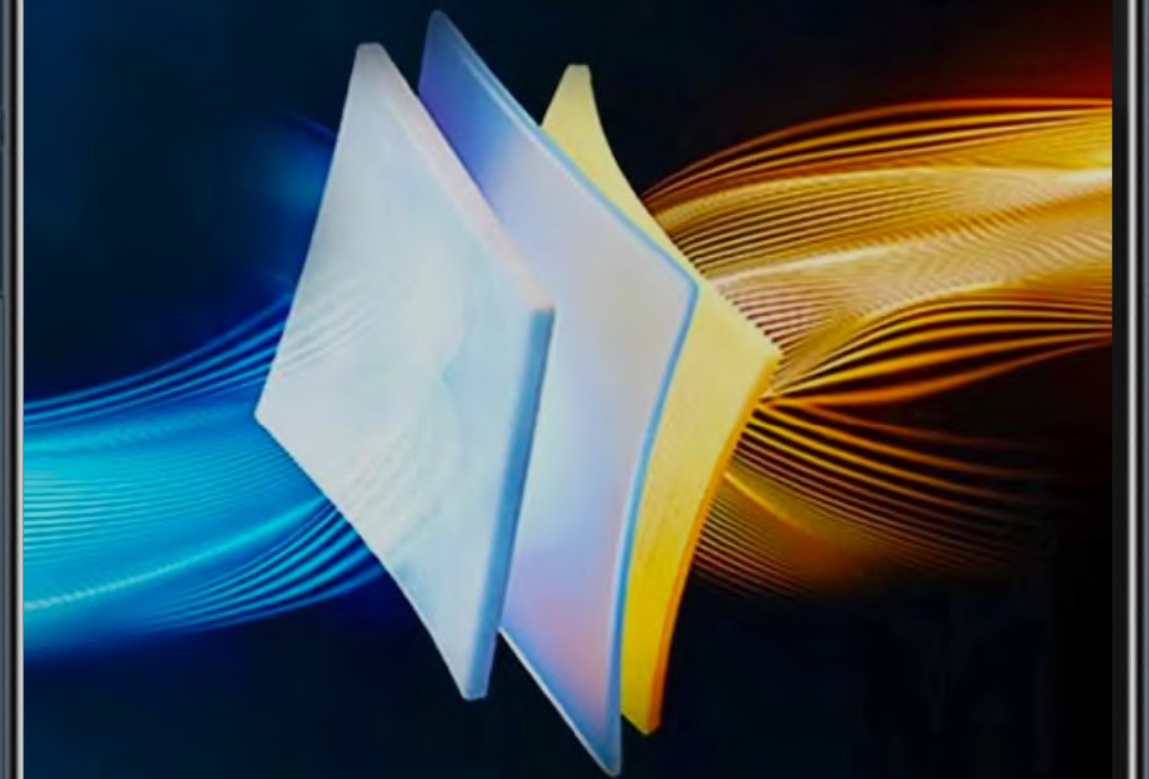
**DESCENTE FALL / WINTER**







再融合HEAT NAVI。  
双科技叠加形成  
SPACE WARMER with HEAT NAVI。  
轻盈锁温的同时，持续提供热能

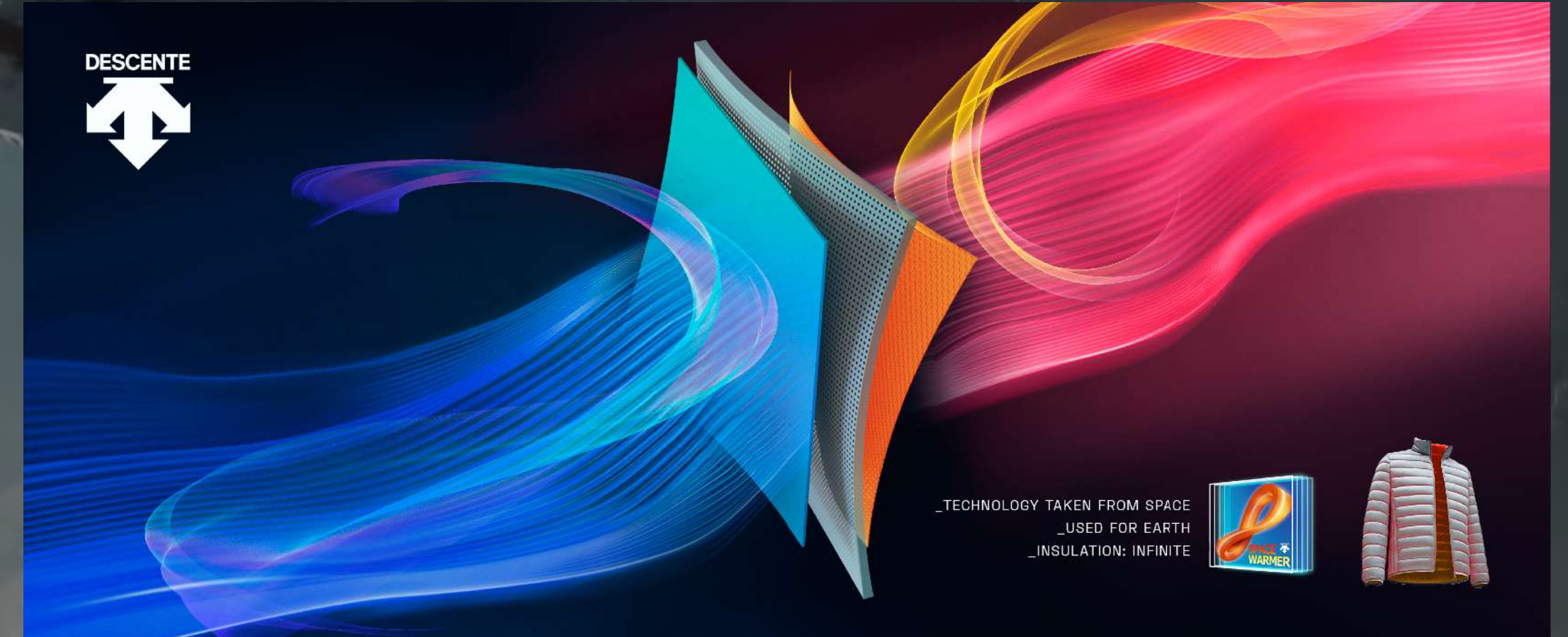


**发热黑科技 HEAT CONTROL**

内置纳米碳发热布  
连接外置电源，高效制热

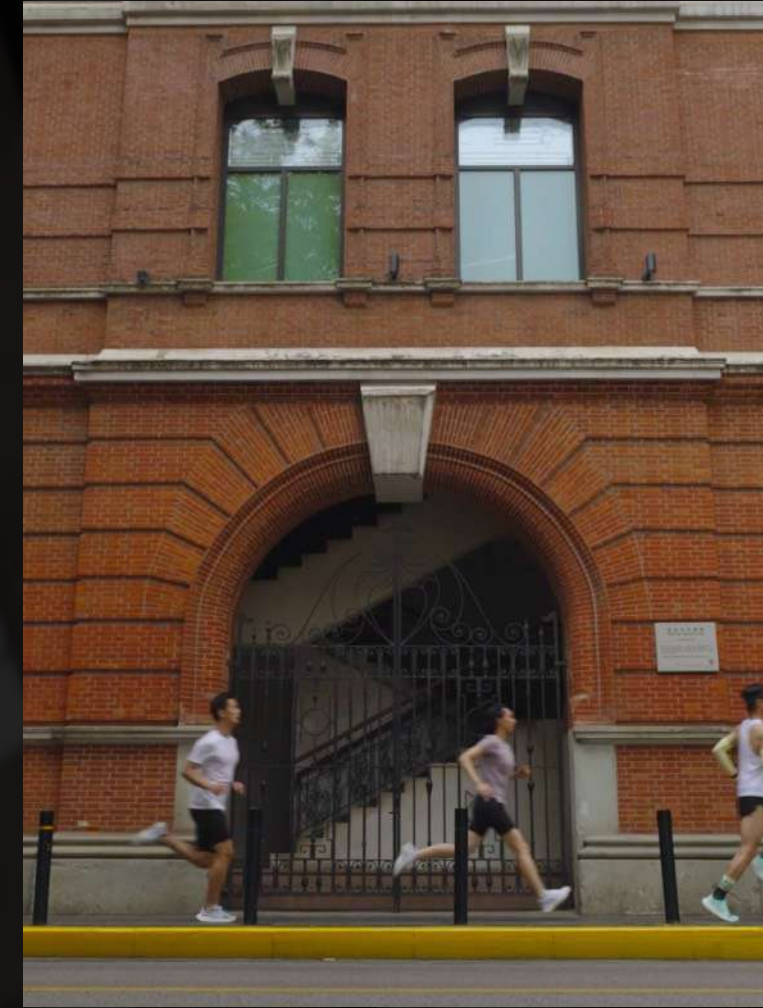
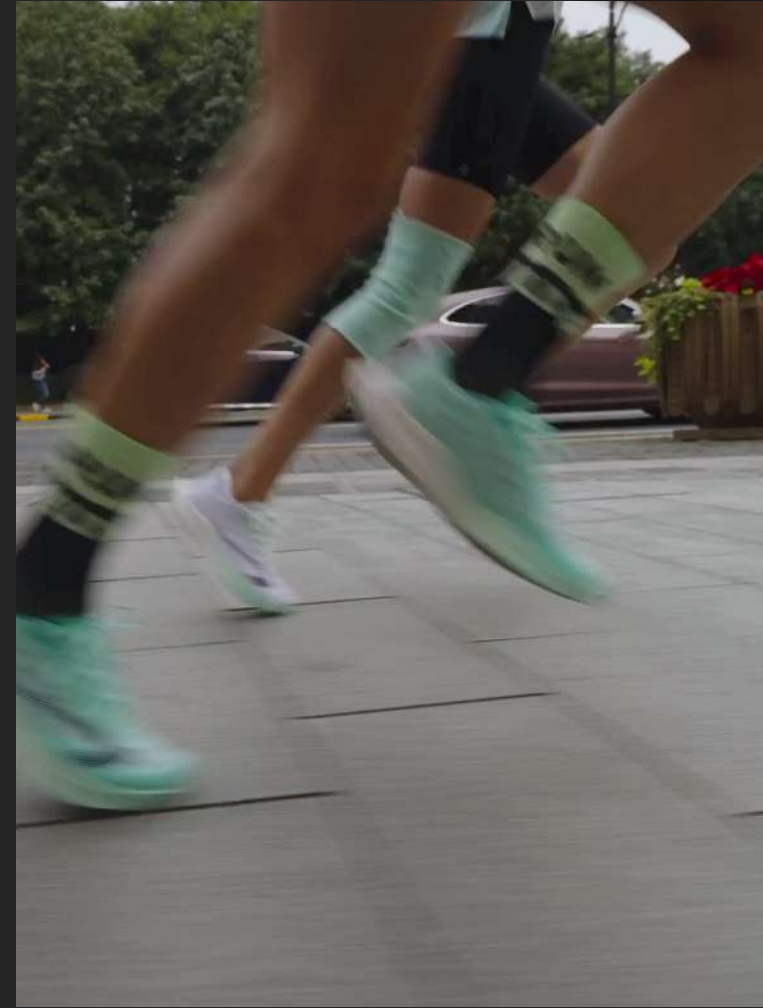








**DECATHLON SPRING / SUMMER**



VFOAM中底新科技  
100%Pebax®超临界发泡



VFOAM中底新科技  
100%Pebax®超临界发泡



1000公里  
90% 性能保持

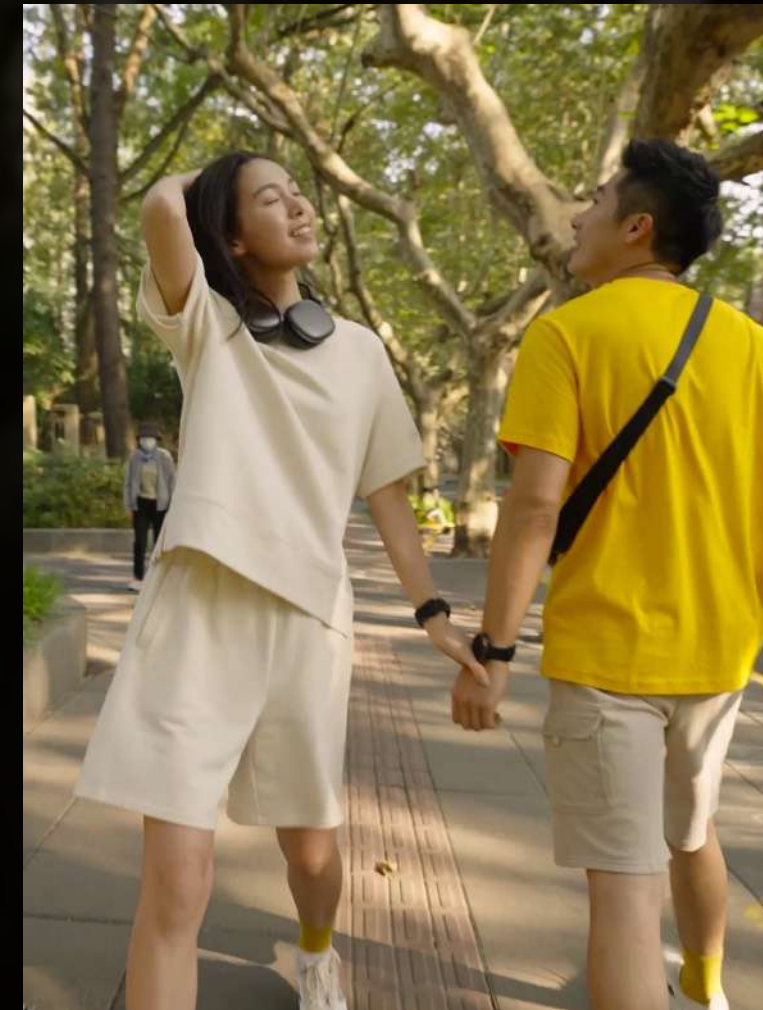


1000公里 80% 能量回弹

DECATHLON 迪卡侬



经典拼接设计  
踏进复古潮流



X步钉鞋底设计  
稳稳抓地力



MFOAM缓震中底  
床垫般软弹踏感



不惧天气  
舒适漫步城市每个角落



针织袜套型内衬  
细腻包裹又柔软透气

DECATHLON 迪卡侬

A man in silhouette stands in profile, looking out a large window. The scene is bathed in a deep red light, creating a dramatic and moody atmosphere. The window behind him shows a bright, hazy outdoor scene, contrasting with the dark interior.

**ESTÉE LAUDER 520**







# ESTÉE LAUDER x DISCOVERY CASE STUDY



Re-Nutriv  
雅诗兰黛 冻龄白金<sup>I</sup>

近10,000小时<sup>II</sup>蕴能凝炼  
塑紧眼袋 抚褪泪沟  
黑钻松露精华眼霜<sup>III</sup>

I 为雅诗兰黛品牌旗下针对肌肤老化问题的高端护肤系列，有助于改善纹路、松弛，维持肌肤年轻状态  
II 指黑钻松露成分从生长到埋藏，至少需要8760小时的生长和约744小时的埋藏，历经近10,000小时  
III 为产品昵称，产品注册名为雅诗兰黛白金级蕴能黑钻菁华眼部精华，国投网备进字（沪）202000725

Re-Nutriv  
雅诗兰黛 冻龄白金

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## Narrative:

**黑钻松露，餐桌上的稀世珍馐，美食皇冠上的珠宝  
却鲜有人知，稀有而神秘的黑钻松露，同样蕴含着抵御岁月的年轻能量**

The black diamond truffle is most well known for its use in cuisine.  
But something this rare and enchanting, also holds anti-aging properties.

**这将是一趟无与伦比的探索之旅，我们将见证黑钻松露，如何从无人知晓的  
地底，经历漫长岁月，终被我们寻获，化为我们眼中的璀璨光芒**

The journey which the black diamond truffle goes through, from the depths  
of the unknown to the surface of discovery, is truly one of a kind.

**这犹如大自然的炼金术般的诞生之旅，恰如我们自己的生命历程，那些在不  
被人看到的时刻，蕴积于内心的力量，驱使着我们，走向光，成为光！**

Greek philosophers theorized that truffles were created by a sort of alchemy  
of the Earth. Their unique journey to discovery, in many ways, mirrors our  
own passage through life. The inner drive in us all eventually becomes the  
light that leads us on the path of creating a life that is truly one of a kind.

ESTÉE LAUDER × Discovery

# 【1万小时地下探索之旅】

Journey of the Hidden Gems

模拟黑松露从地下到地上的诞生过程  
一场从“地下”到“地上”的互动探索式展览

From the depths of the unknown, to the surface of discovery.

ONLINE / OFFLINE EVENT IDEA

ESTÉE LAUDER × **Discovery**

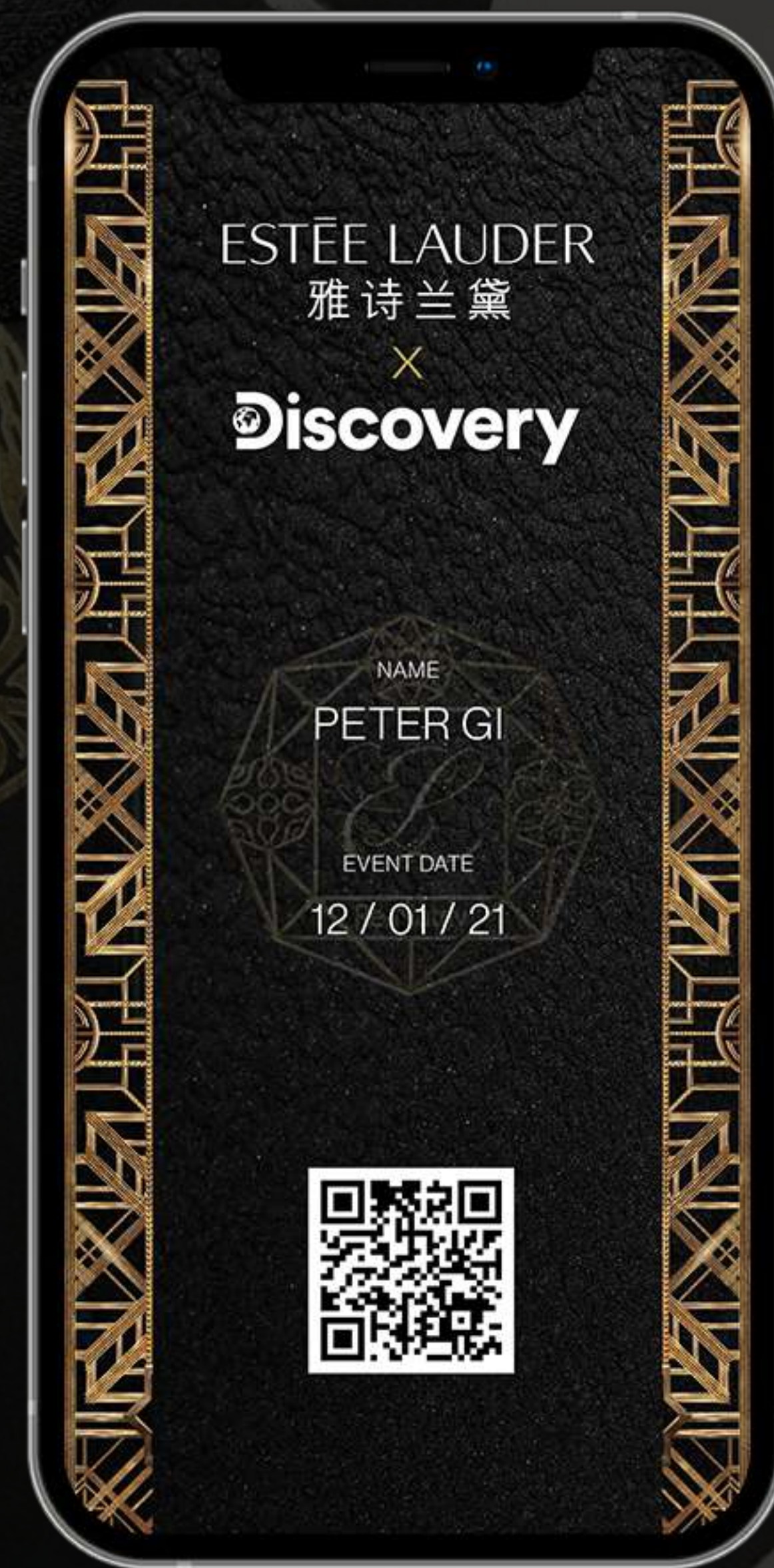
**Journey of the Hidden Gems**

From the depths of the unknown, to the surface of discovery.

**Estée Lauder X Discovery Event Passport**  
纪录片还没结束，下半段将由你来亲自走完！

**填写信息，收获一张Discovery地下1W小时探索之旅电子护照**

H5交互式记录片的最终，用户将收获填写注册信息之后，用户收获一张独一无二的passport，引导用户于12月10日前往5大城市Estée Lauder X Discovery线下特展，或者前往雅诗兰黛天猫品牌二楼，体验online版特展，收获Discovery定制小样礼盒。



## Estée Lauder X Discovery Event 10,000 Hour Timer

入口：

扫二维码登入之后，

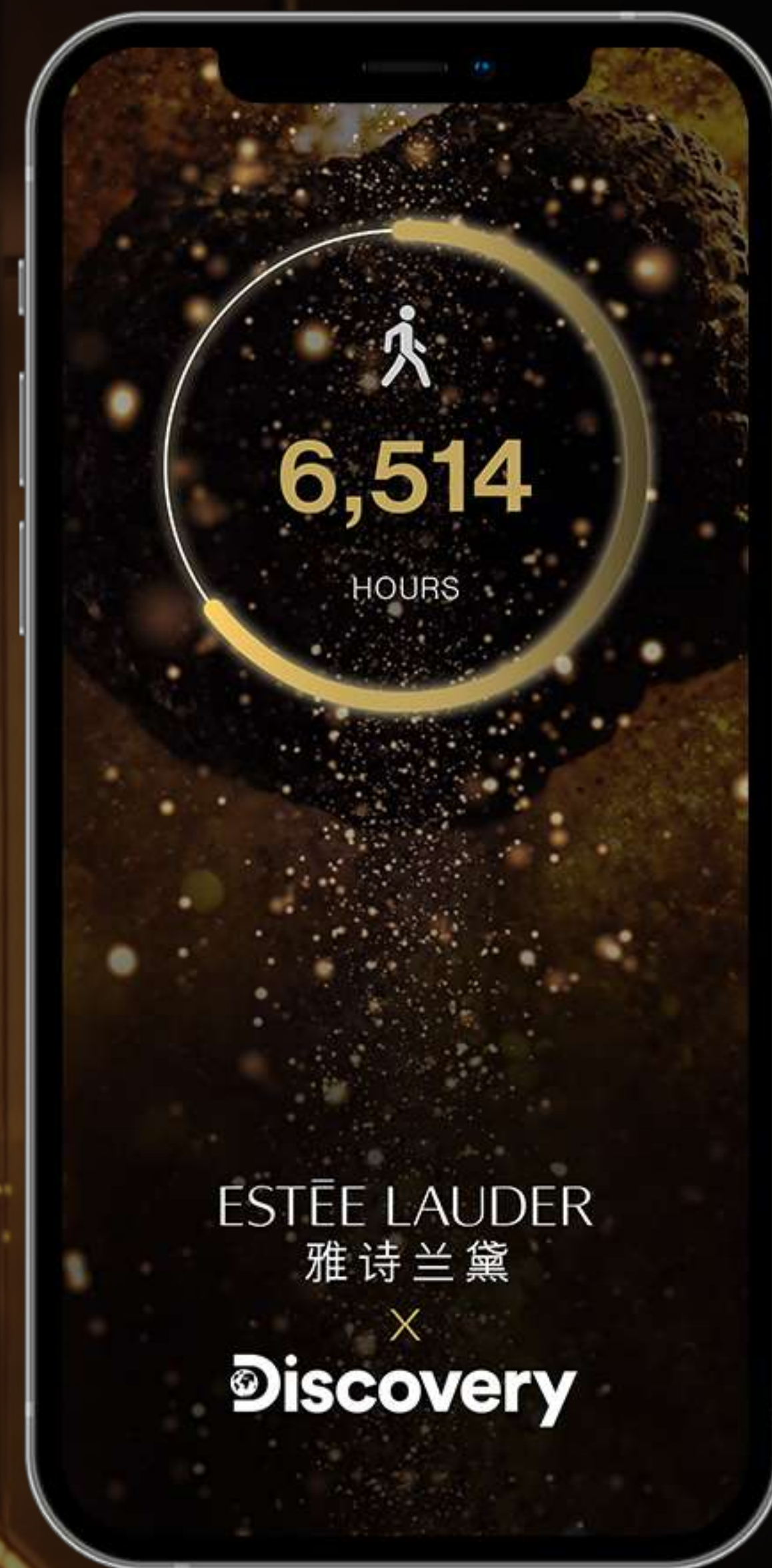
消费者将获得专有的地下护照编码。

在接下来的旅程中，累计1万小时的时间。

旅行结束后，在社交平台打卡分享1W旅行的，

还将获得额外惊喜。

实际操作上，其实是用记步的方式，按照一定比例，换算成时间，例如，探索者走完500步，计时器上就会显示5000小时，以此类推。)





#上海、杭州、北京出现神秘地下世界入口#





**Discovery & 五位明星 公开征集探索地下世界的旅伴**

入口处一个老式电梯，观众随明星的提示，进去后，  
电梯摇晃，坠入地下

电梯停下来，打开周围都是黑色的根系，

明星提示：向着有光的方向出发  
(在每一层找到有光的那扇门前往下一层)

# ESTÉE LAUDER X DISCOVERY EVENT FROM ONLINE TO OFFLINE

1

## **Create Buzz:**

Celebs / KOLs post an Estée Lauder X Discovery event digital passport on social media to notify about this upcoming online / offline event

2

## **Event Launch Day:**

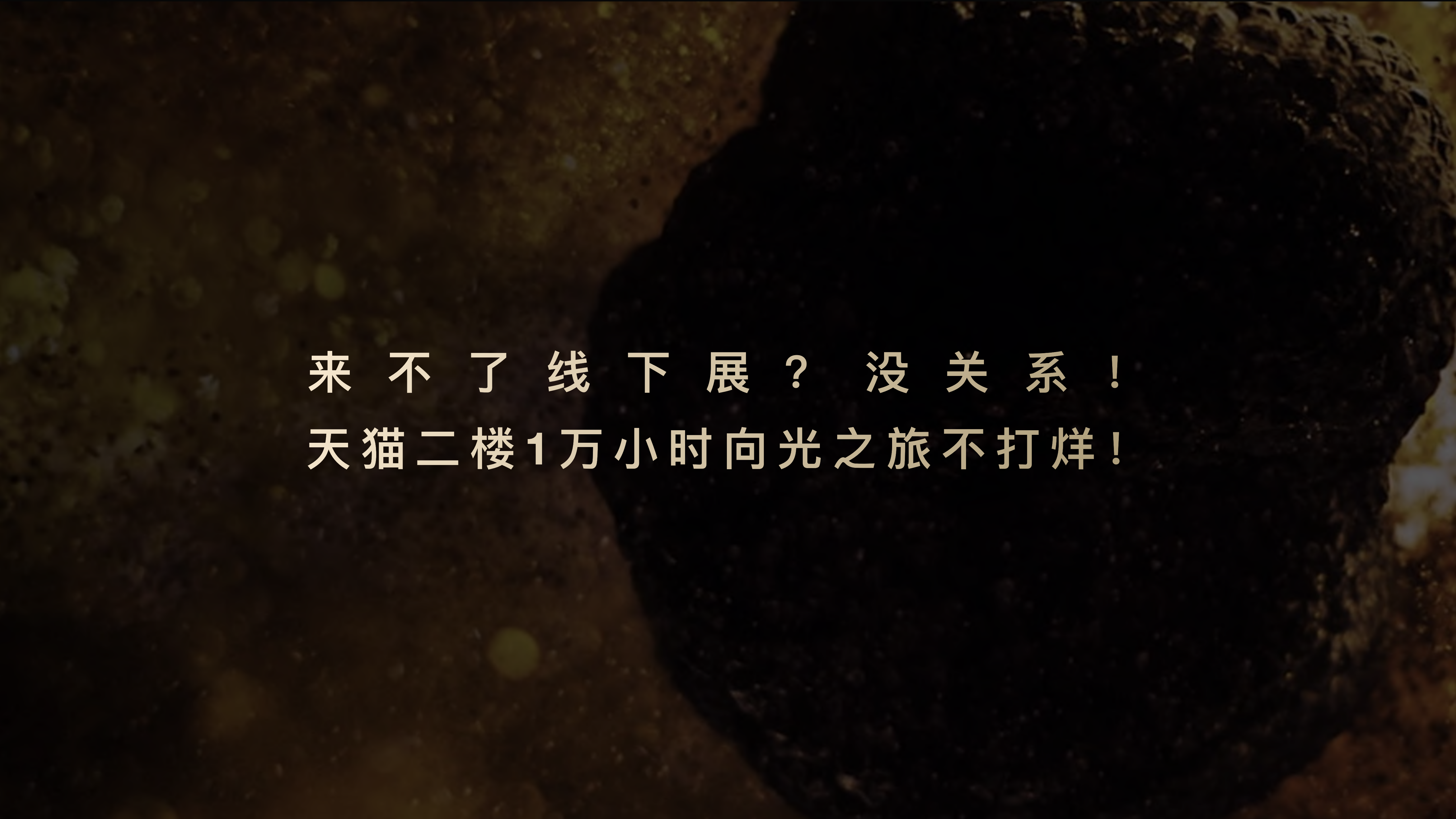
Simultaneous launch of offline underground event and 天猫二楼 online event experience

## **+ Social Media Engagement:**

Celebs / KOLs will include a link to register and receive notifications about the launch of the offline event and your own event passport, which allows you to claim a free gift after your journey through the underground experience

## **Extra Launch Day Events:**

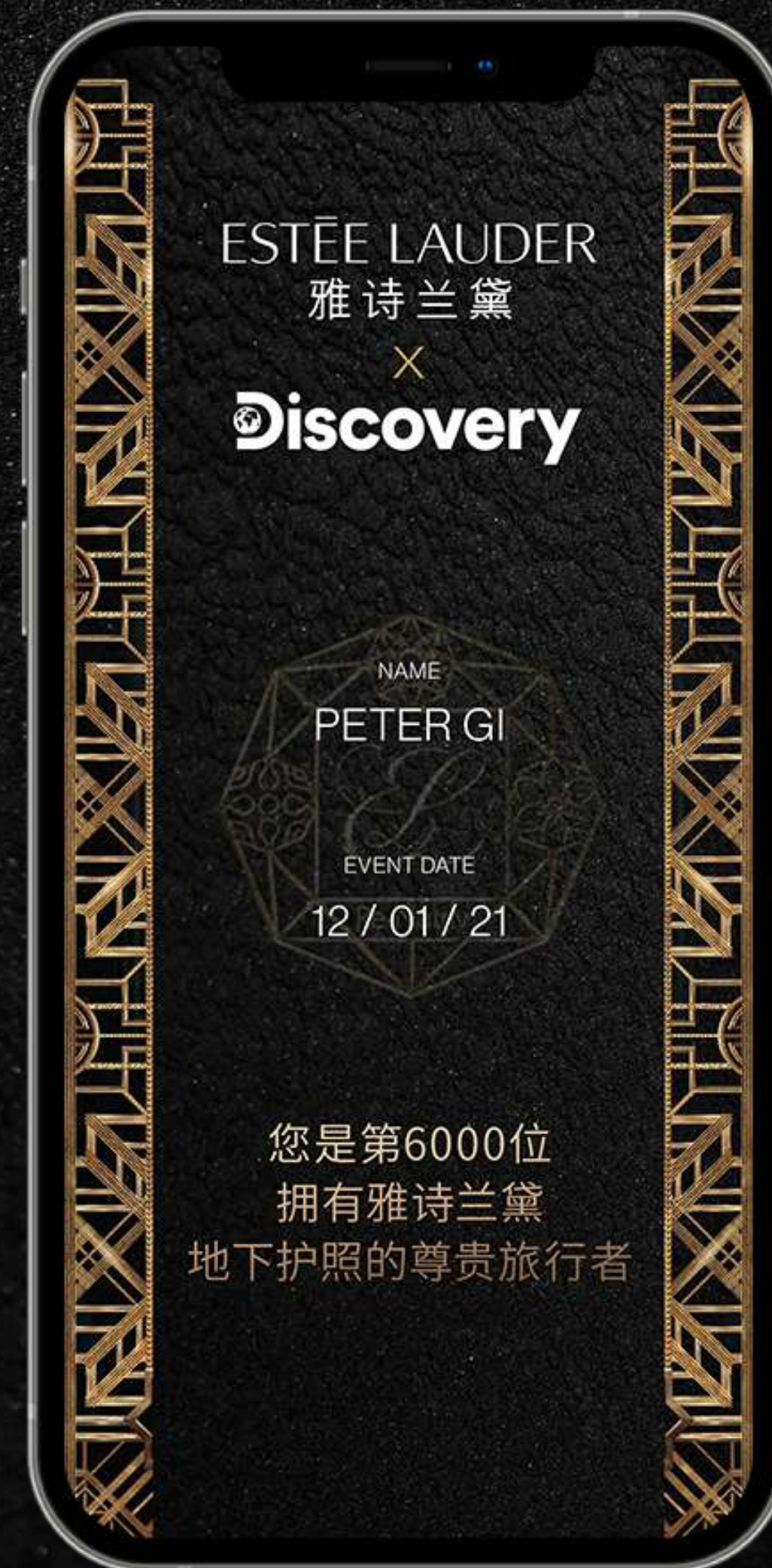
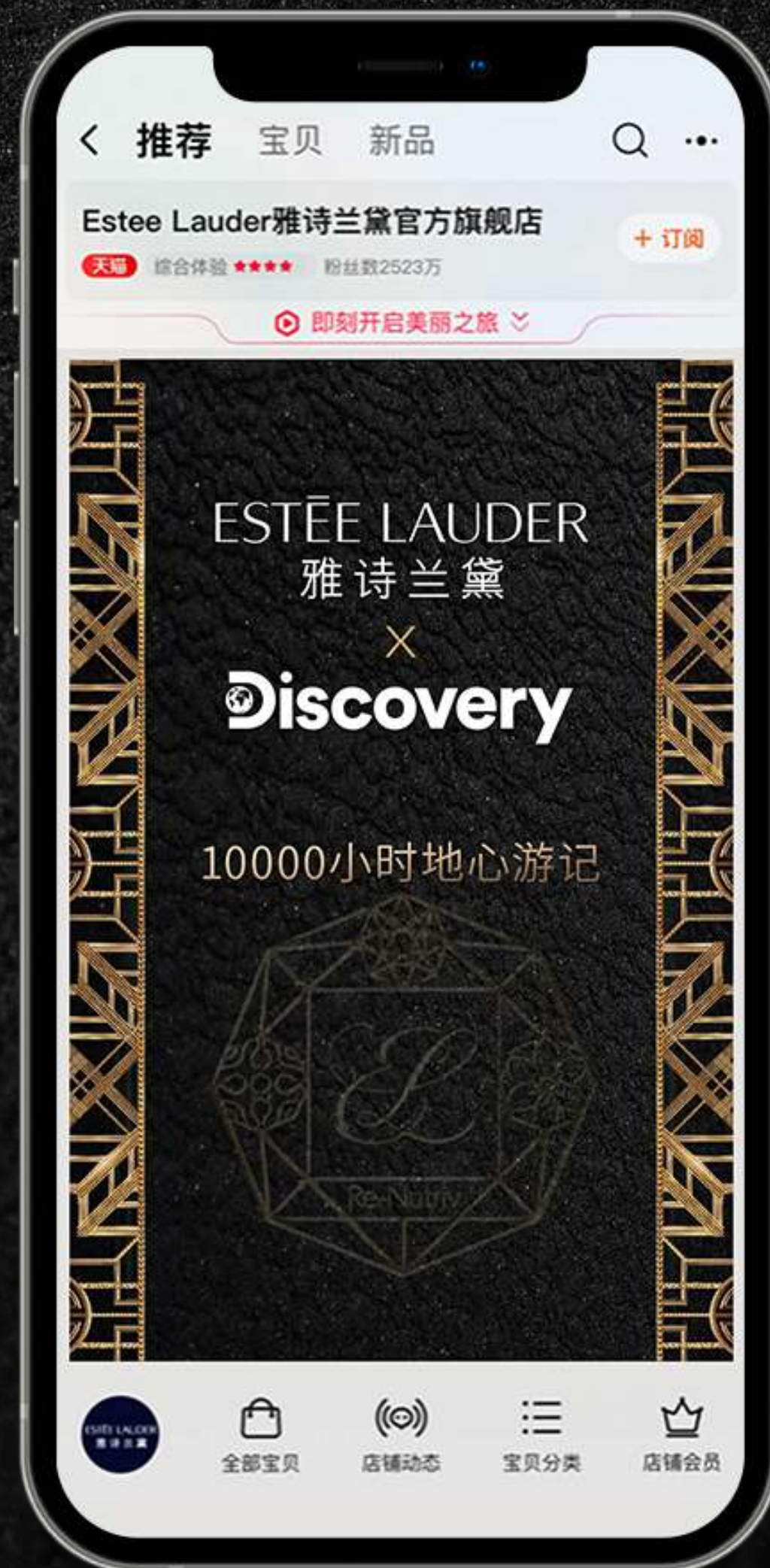
Special Estée Lauder X Discovery in-store displays / kiosks to promote Re-Nutriv Ultimate Diamond products



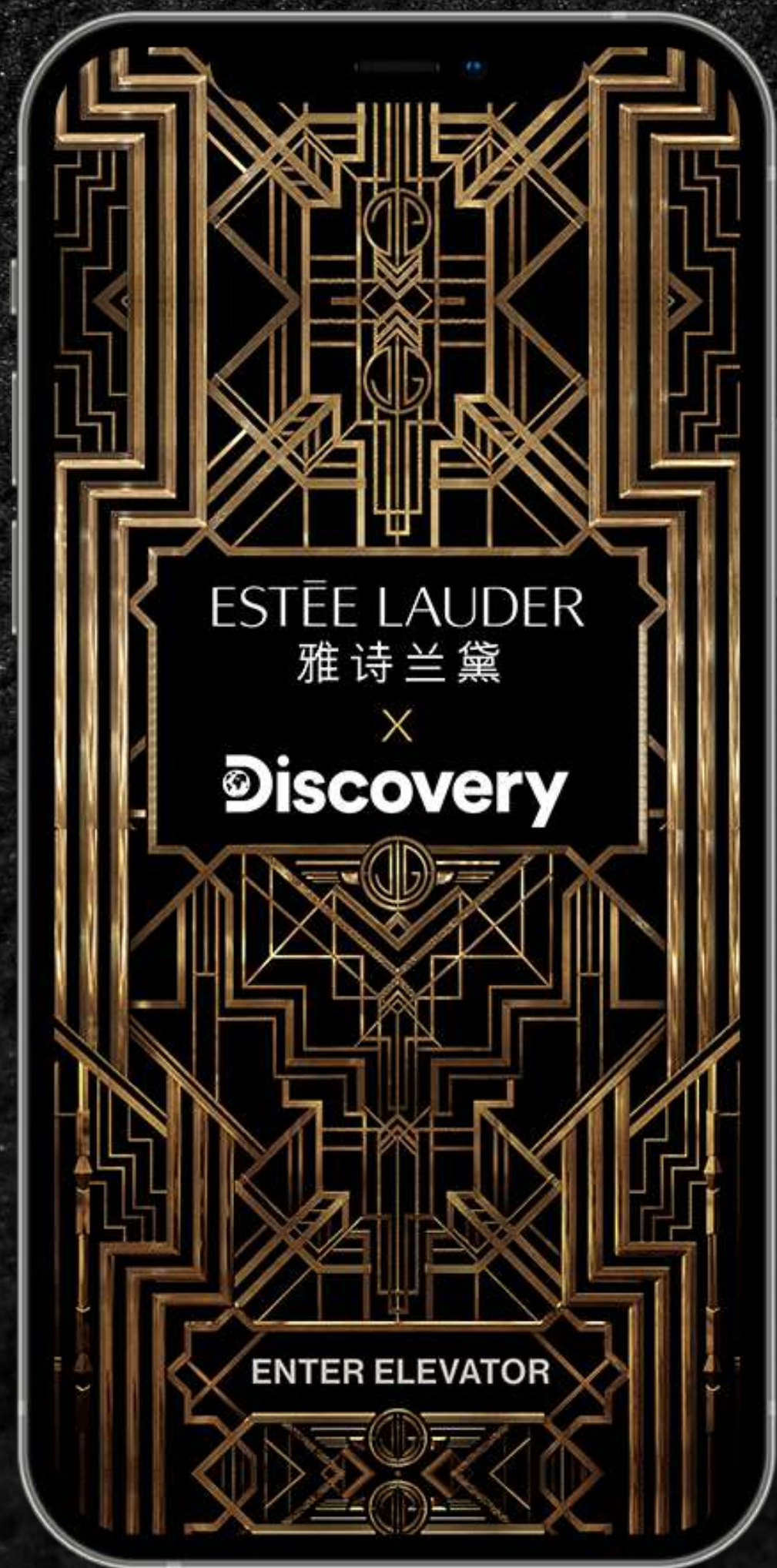
来不了线下展？没关系！  
天猫二楼1万小时向光之旅不打烊！

## Estée Lauder X Discovery 天猫二楼 互动展

作为线下【1万小时地下探索之旅】的online版本，我们落地在天猫二楼，以声音和画面为主，结合360度AR体验，还原线下展览所有的核心信息以及视频物料。最终，在完成旅程之后，也将为探索者发放Discovery限定版小样礼盒。



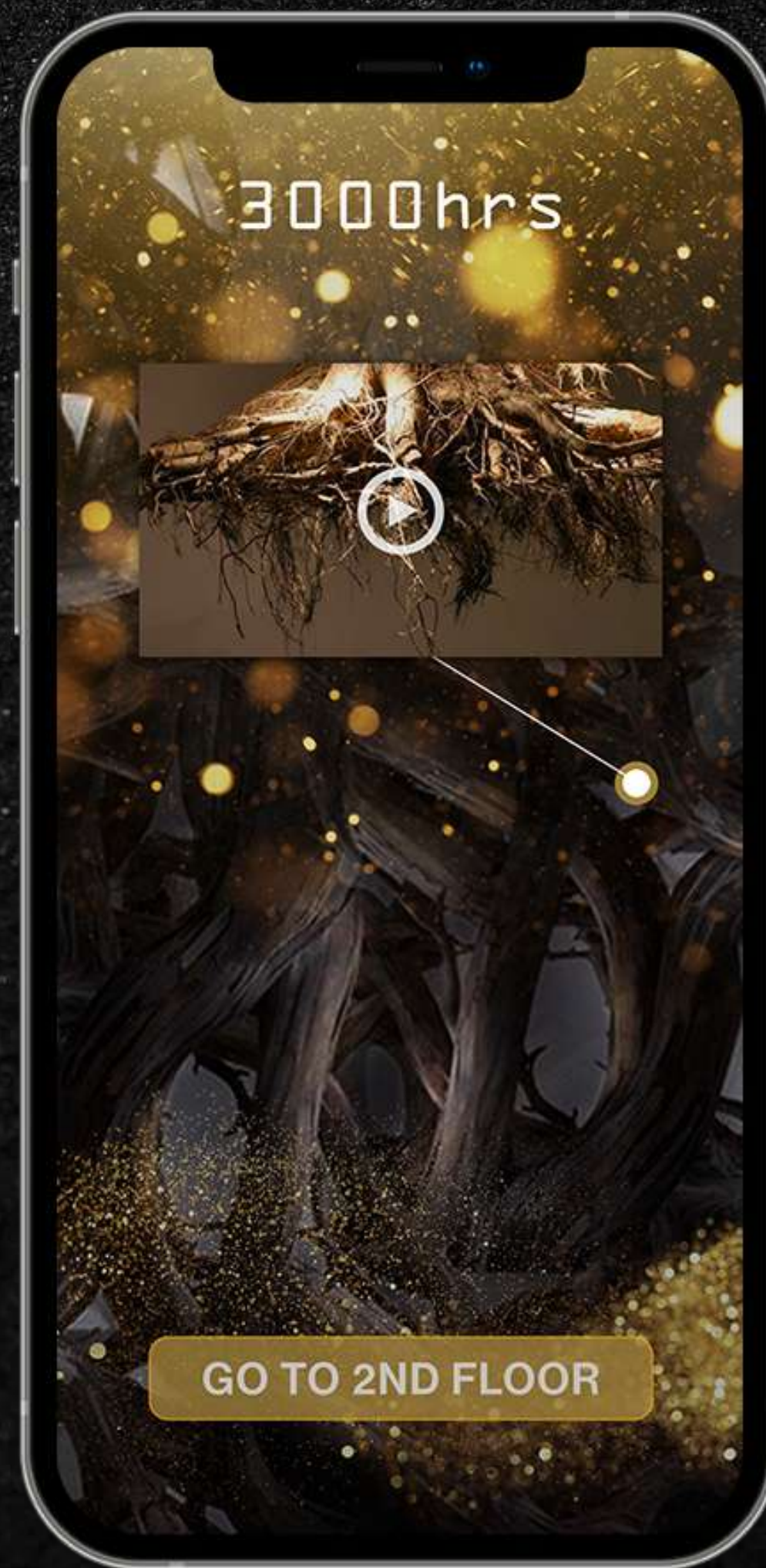
护照盖章通过，入口打开，  
进入电梯，开始从地下到地上的旅行



360度转动手机，  
向上的动作触发电梯向上进行，  
来到第一层地底。



来到第一层地底，  
寻找黑松露共生体：橡木根茎。  
点击根茎，共生成功，观看黑松露生长视频。



继续360度转动手机，  
触发电梯向上进行，  
进入第二层：南法密林。  
听觉瞬间被密林的ASMR包围。

跟随松露猎犬手工采集至臻至纯的松露  
诱人的香气扑面而来。  
观看成熟的黑松露破土而出。

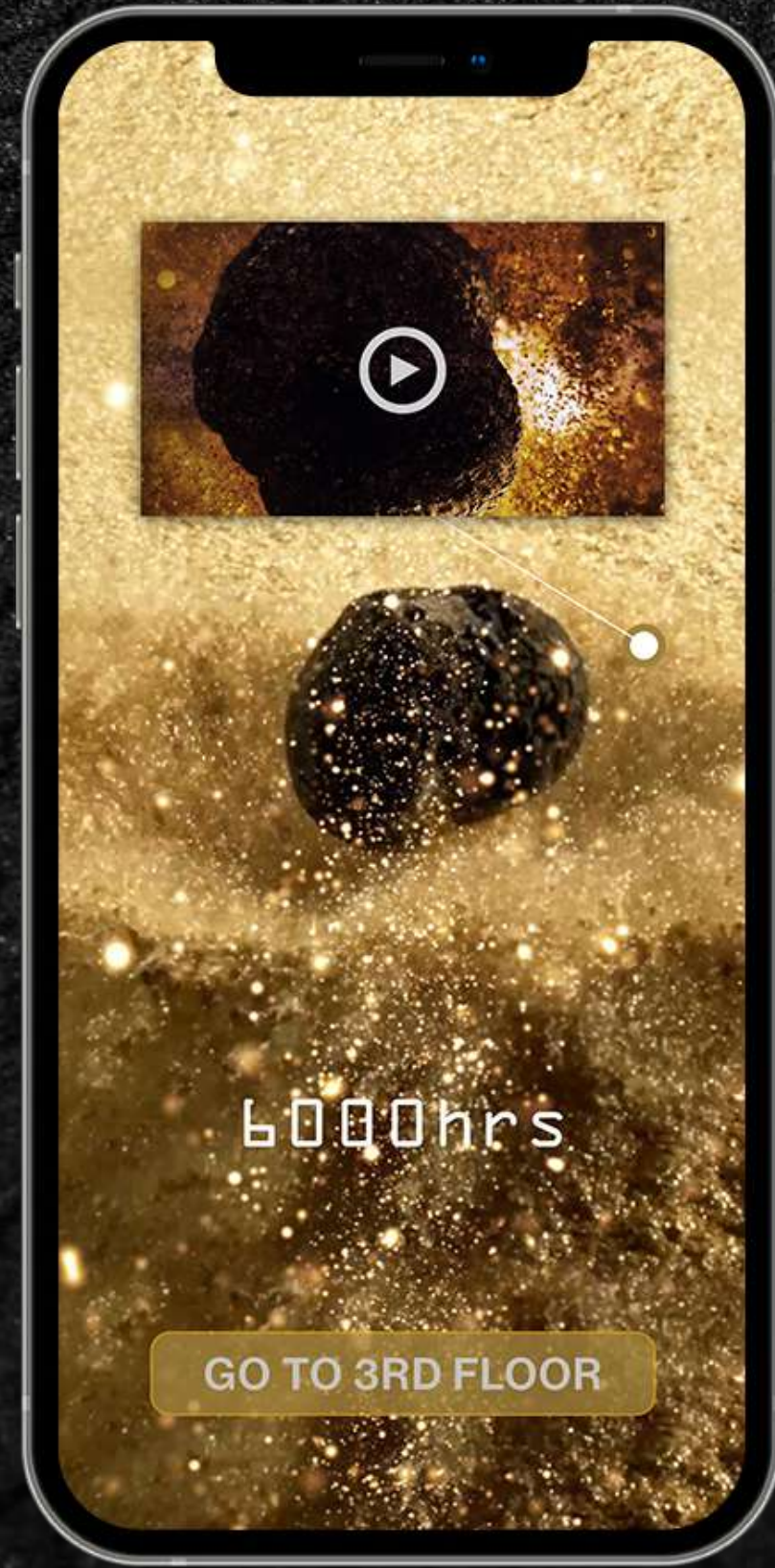
进入第三层：  
雅诗兰黛夏纳实验室

360度转动手机  
观看松露的提纯视频  
和SIRT科技视频

10000小时地下旅行结束  
领取旅行纪念品：黑松露小样试用装



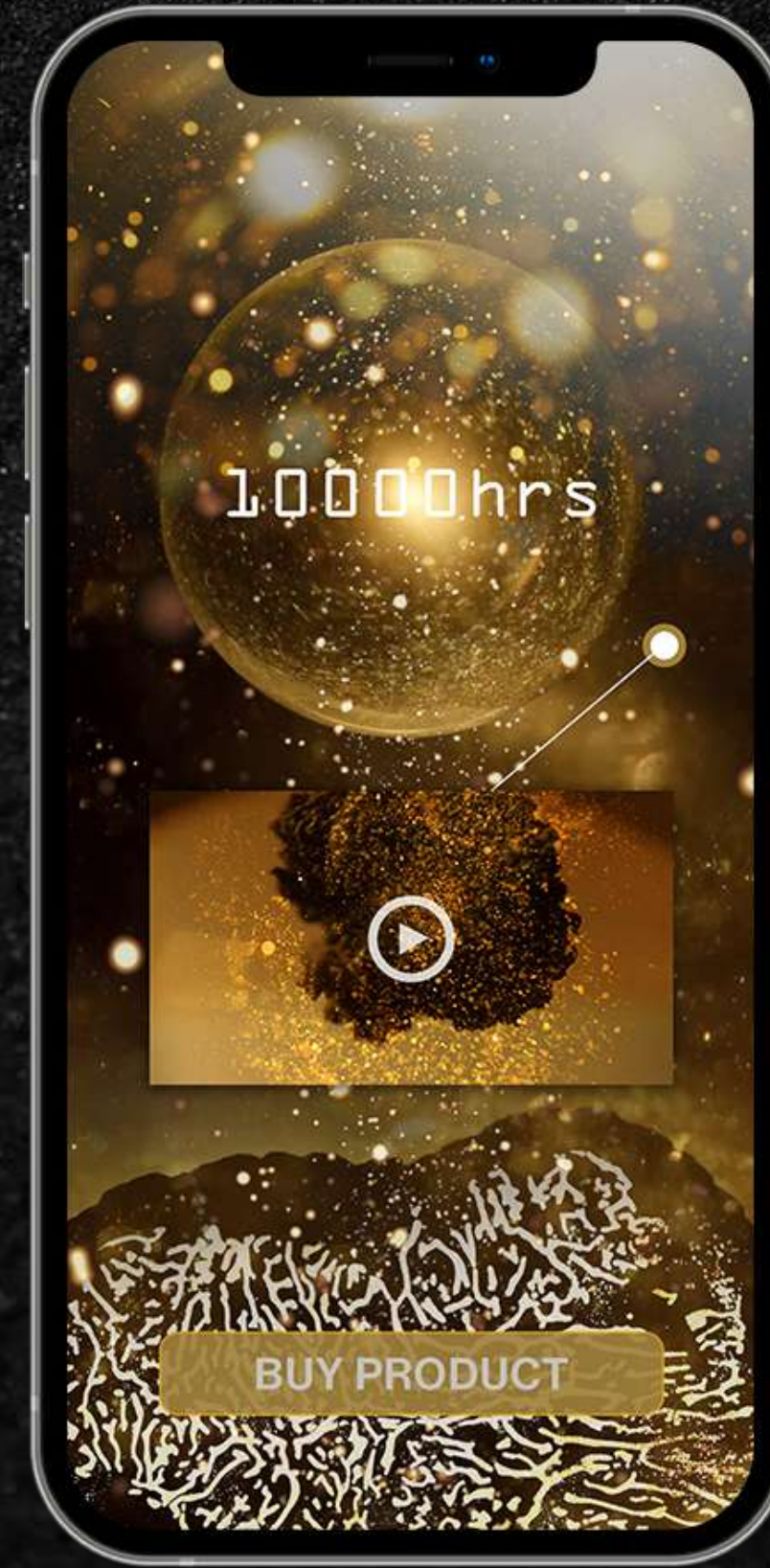
360°



360°



360°



360°





# OPPO x HASSELBLAD CASE STUDY



This moment will last forever

我想跟你的每一天都像电影

#你的首部电影由你亲自导演#

65:24 XPAN 宽画幅相机

OPPO | HASSELBLAD

照片拍出电影感

OPPO | HASSELBLAD

最佳导演奖 最佳构图奖 最佳男主角奖 最佳女主角奖

OPPO Find X5 三格电影小赛

奖项设置

最佳导演奖 1个 最佳男主角奖 1个 最佳女主角奖 1个  
最佳构图奖 1个 最佳参与奖 10个

奖品: OPPO Find X5 手机

搬好小板凳

自带花生啤酒小零食

我要看电影了

...

点击放映


我们的生活，总是充满仪式感和爱人吃一顿烛光晚餐  
用自己的第一份工资给父母买件礼物

我们想把所有的仪式感都拍下来，保存起来  
但随着照片的增多，我们总会忘记  
如果你问我怎么样才能记住  
我想。。。

那大概就是，把生活过得像电影一样让人记忆深刻吧。

CORE IDEA

我想跟你的每一天  
都像电影

A cinematic scene set in a vast, green field. On the left, a man in a dark brown suit is walking towards the right. On the right, a woman in a white, long-sleeved dress with a white headscarf is sitting on a green metal table, holding a bouquet of flowers. The background is a dense field of tall grasses under a soft, golden light, suggesting late afternoon or early morning. The overall mood is romantic and nostalgic.

XPAN宽画幅、哈苏经典的相机界面、相机快门声音、哈苏滤镜、负片效果  
哈苏加持的OPPO，让拍照本身也成为一种仪式感，也赋予照片电影感  
这一次，就把照片做成电影的形式，让我们的每一天都变得记忆深刻。

## 4.4

## 活动开启

OPPO双微官宣开启活动#我想跟你的每一天都像电影#并发布活动机制。

在微信小程序打开活动，通过拍照或者上传三张照片，生成关于亲情友情爱情的故事。用户可以把故事分享到小程序设置的「电影院」中，并且生成图片并保存发朋友圈。



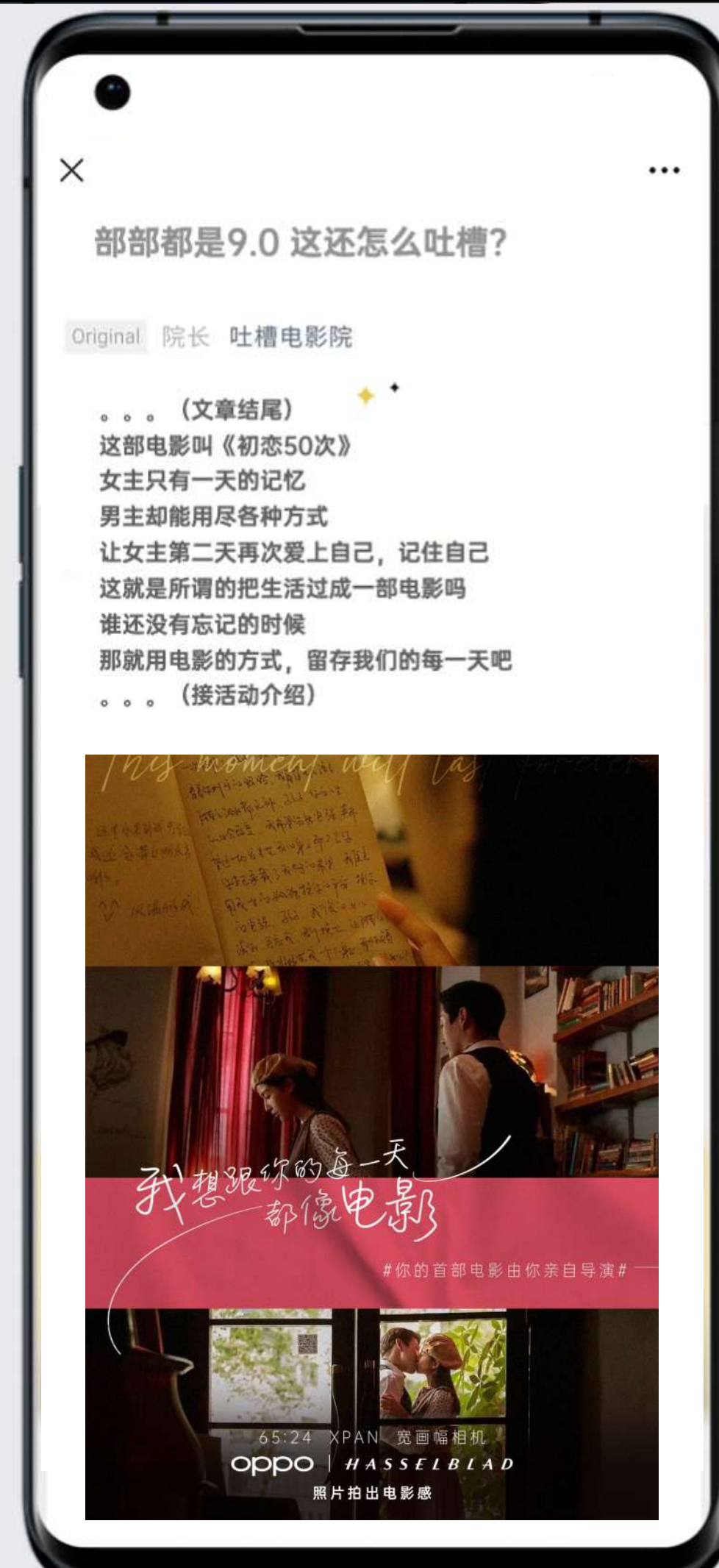
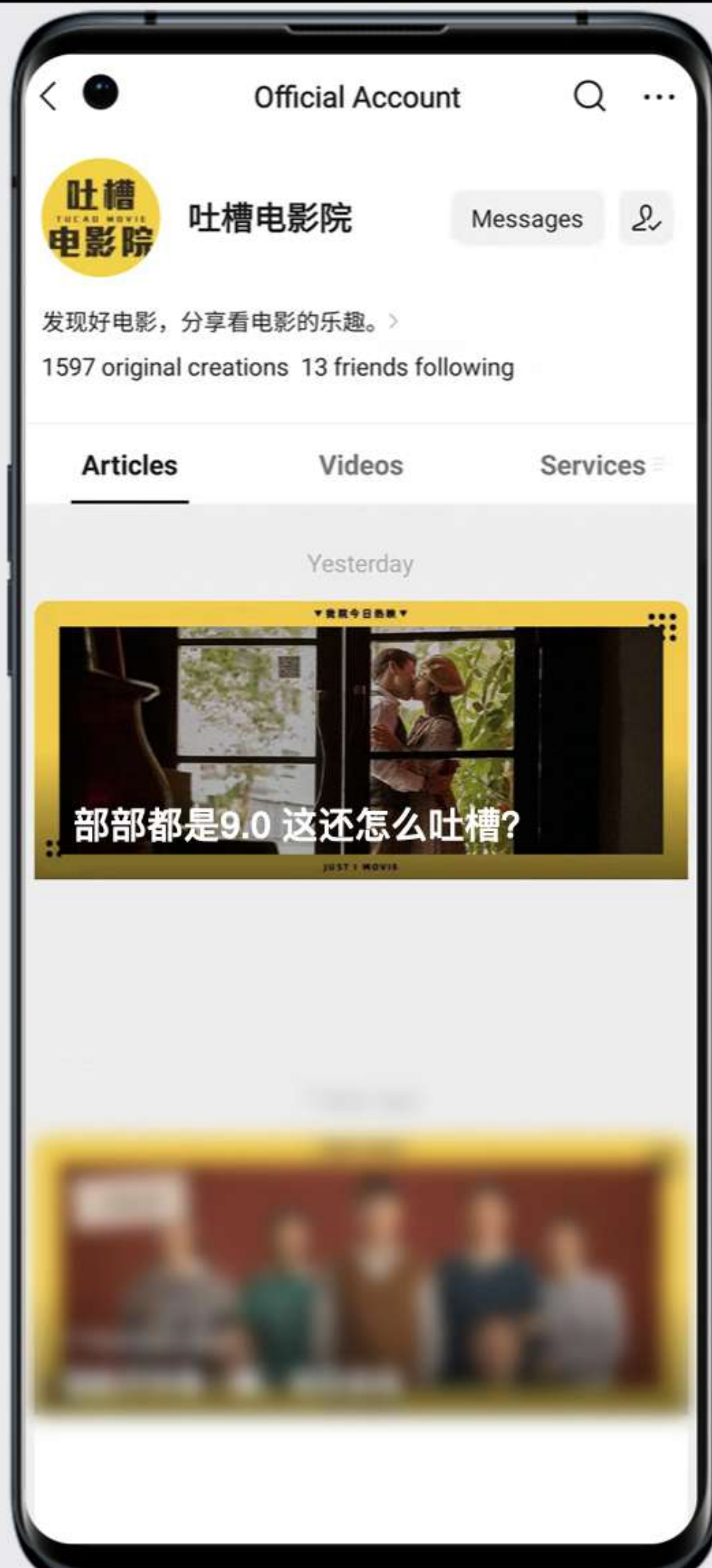
## 4.4

# 活动开启

微信公共号发表文章开启活动（吐槽电影院）

以#我想跟你的每一天都像电影#的方式，讲述为什么生活需要仪式感。

并宣布活动开启且发布活动机制。



## 4.4

## 活动开启

微博KOL同步放出#我想跟你的每一天都像电影#照片故事，号召大家一起体验。

同步引流小程序。





我想跟你的每一天  
都像电影

你的首部电影由你亲自导演

CNU-blank 导演作品



65:24 XPAN 宽画幅相机

oppo | HASSELBLAD

照片拍出电影感

我想跟你的每一天  
都像电影

你的首部电影由你亲自导演

猫棵树 导演作品



65:24 XPAN 宽画幅相机

oppo | HASSELBLAD

照片拍出电影感

我想跟你的每一天  
都像电影

你的首部电影由你亲自导演

洛凡AdamEve 导演作品



65:24 XPAN 宽画幅相机

oppo | HASSELBLAD

照片拍出电影感

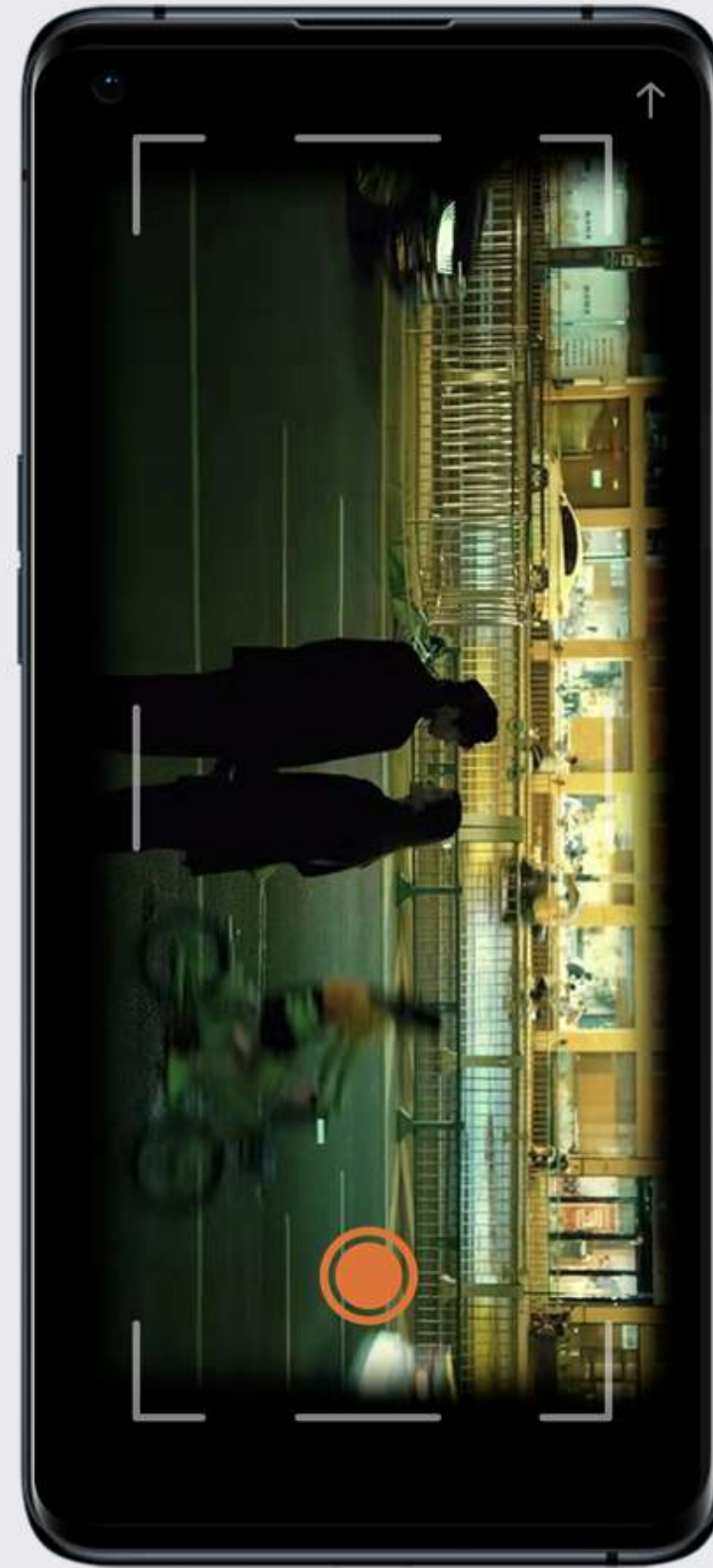
小程序互动步骤： 通过拍照或者上传三张照片，生成关于亲情友情爱情的故事。



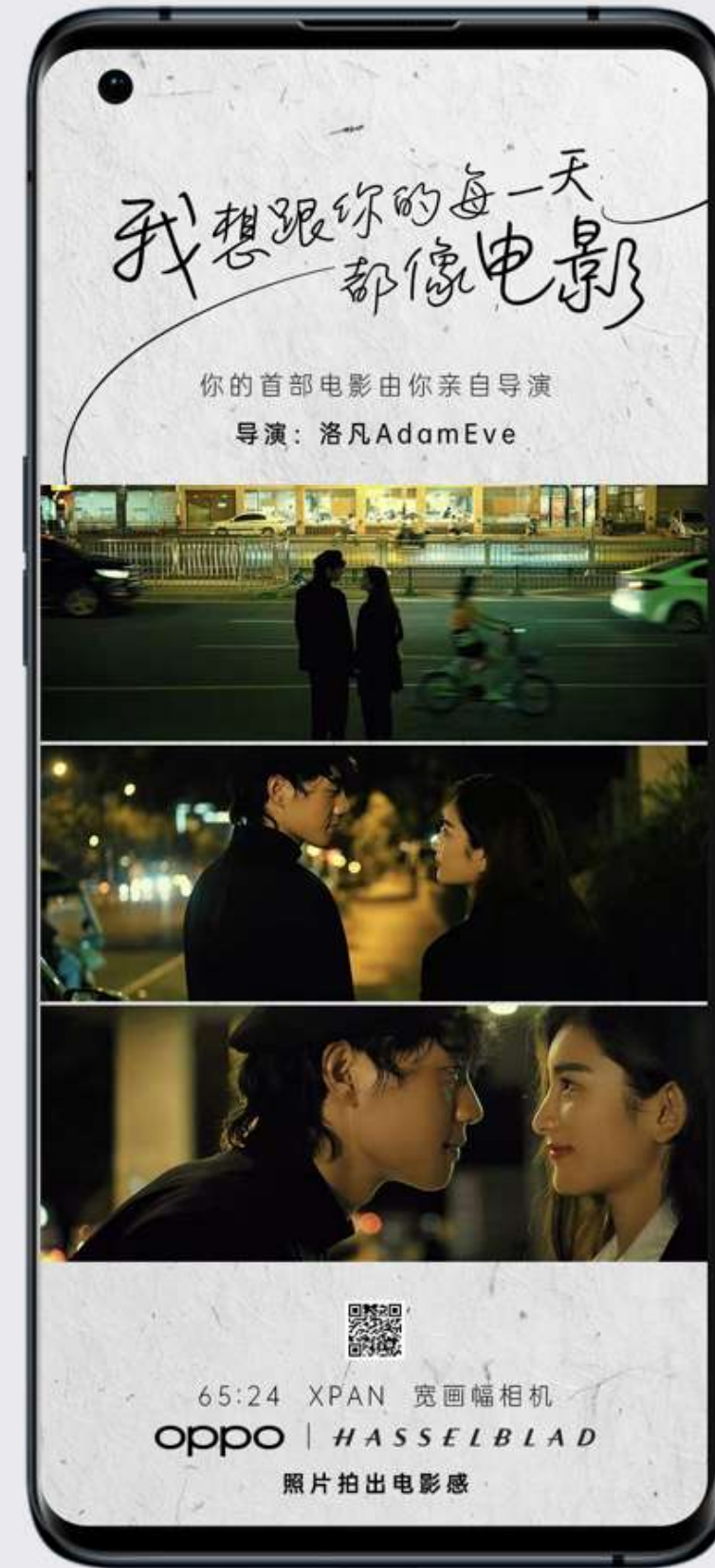
活动首页



进入故事format



点击相机对应相机ICON，进入XPAN拍照界面，拍照或上传照片



自动生成电影截图，用户可以点击分享



用户分享到朋友圈，附带活动二维码二次传播



4.9

## 活动结束

官方凭借小程序「电影院」中评选出，**最佳人像奖、最佳艺术奖、最佳编剧奖**三大类摄影与电影奖项。

在OPPO官方微博公布，并线下送出手机和证书。





GAP





*Showing off my  
Dance Moves*

—— 只秀独家舞步 ——



*Making  
the Party  
Merrier*

—— 让派对更嗨 ——



*Singing  
for the  
Family*

—— 为家人即兴演唱 ——



*Spreading  
the  
Joy*

—— 传递欢乐 ——



*Celebrating  
with  
Laughs*

—— 分享欢笑 ——



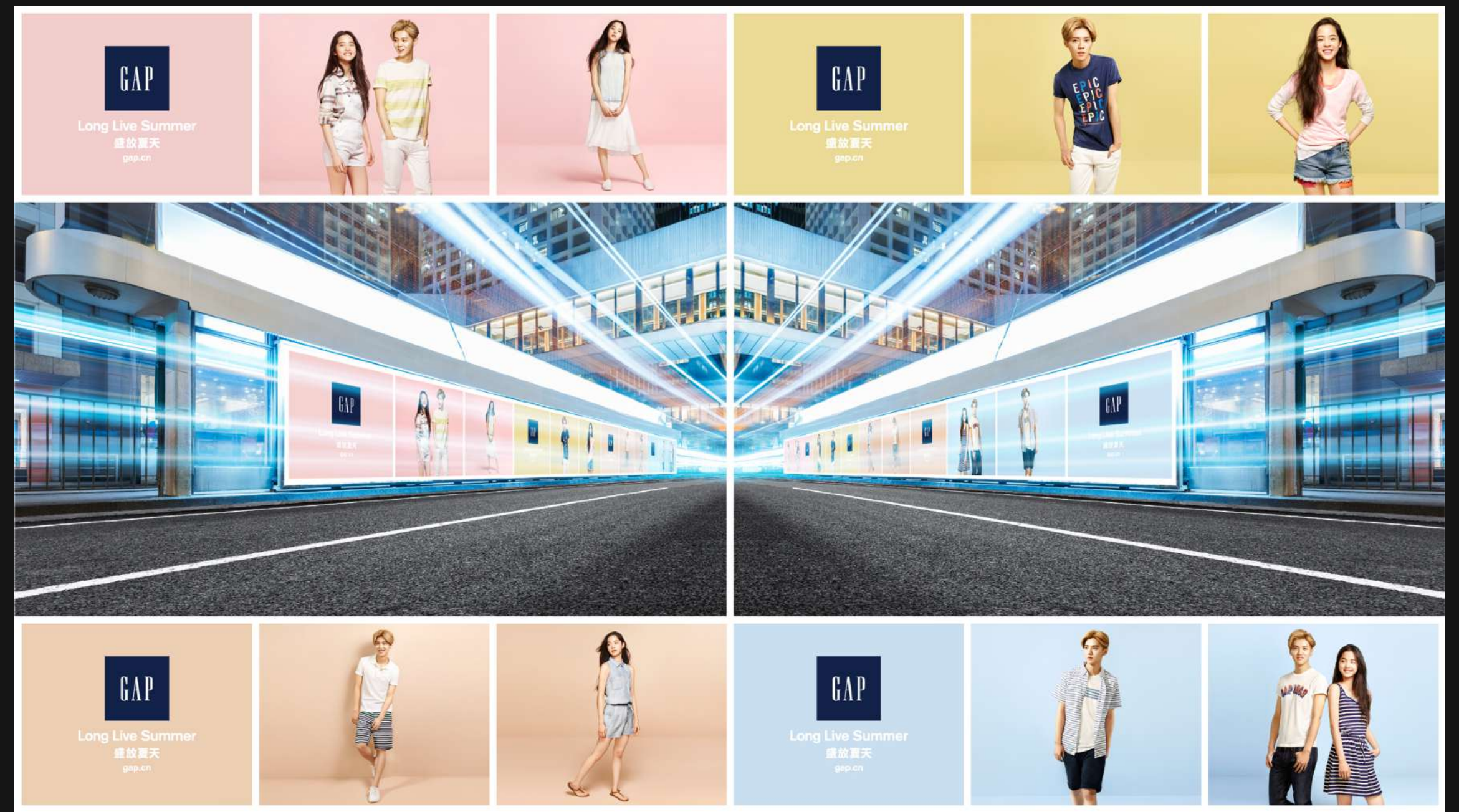
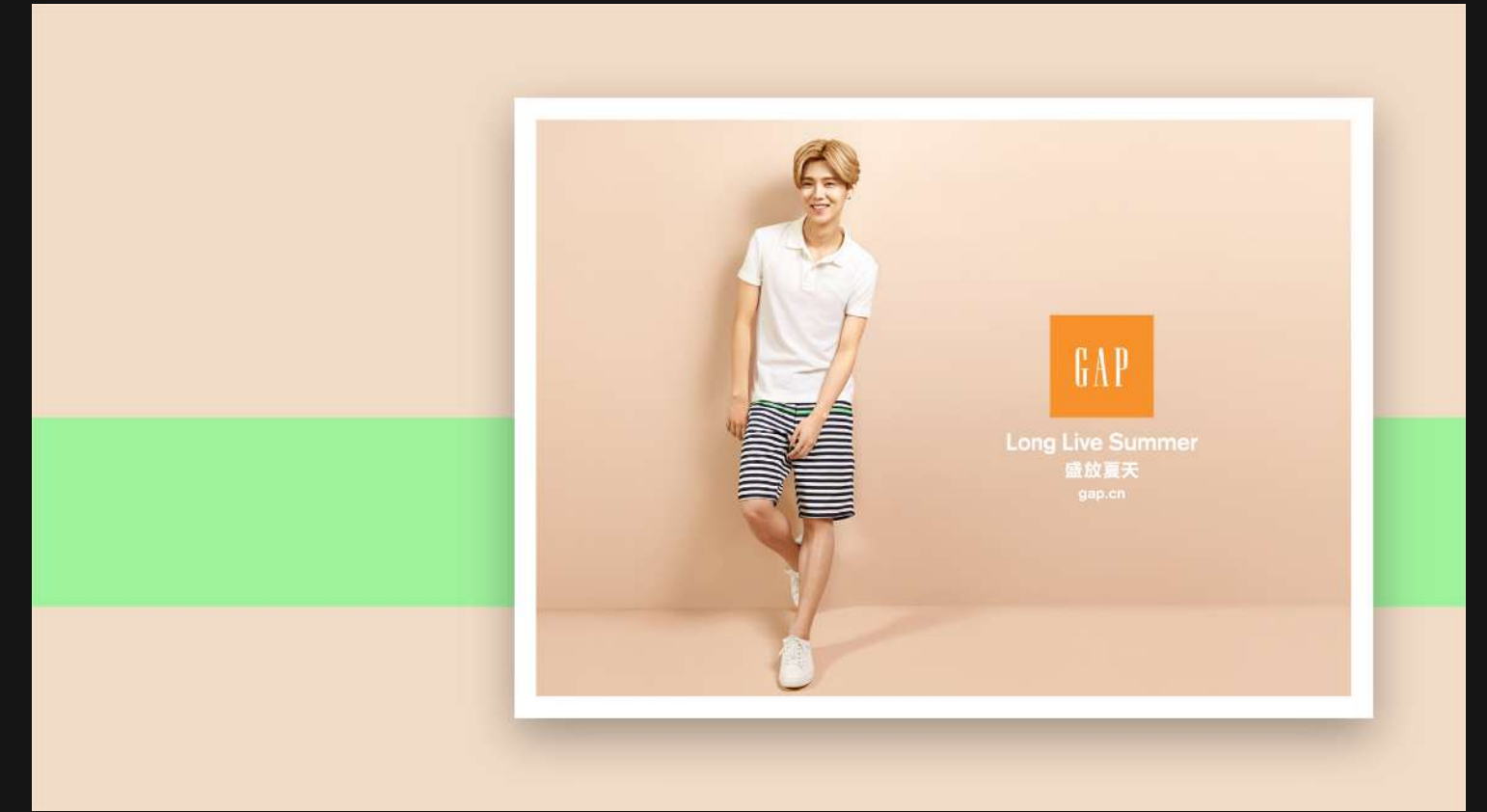
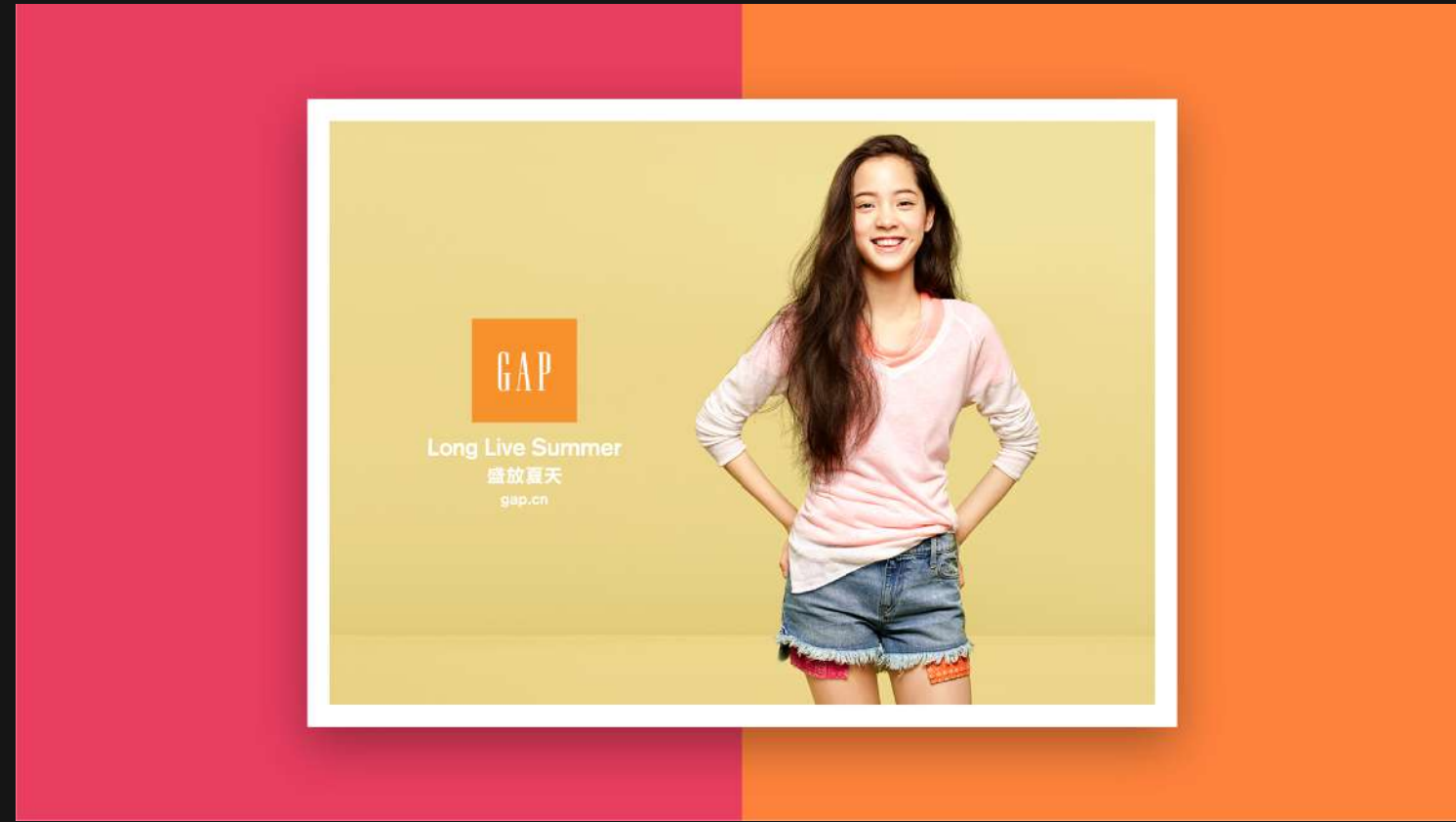
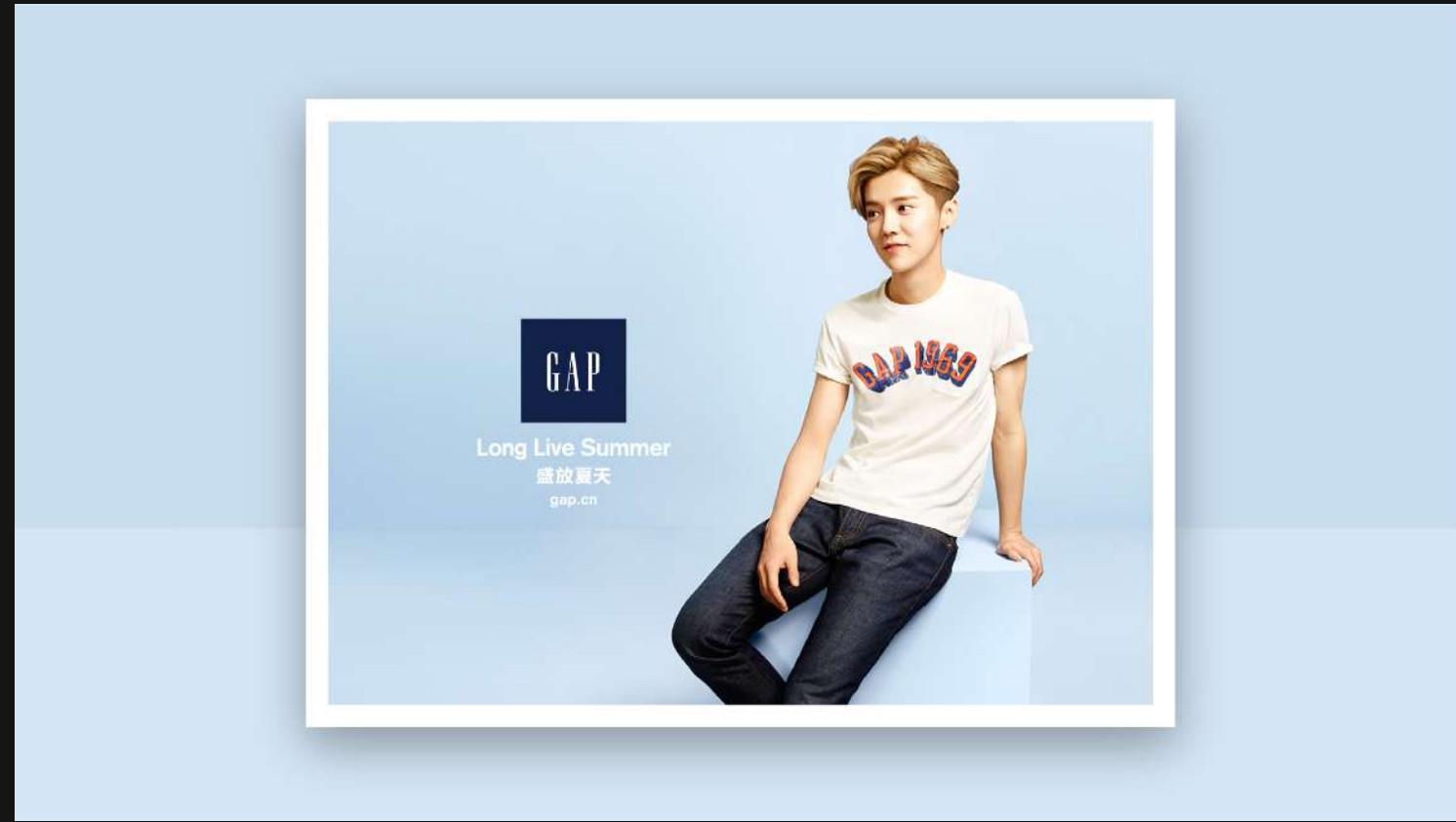




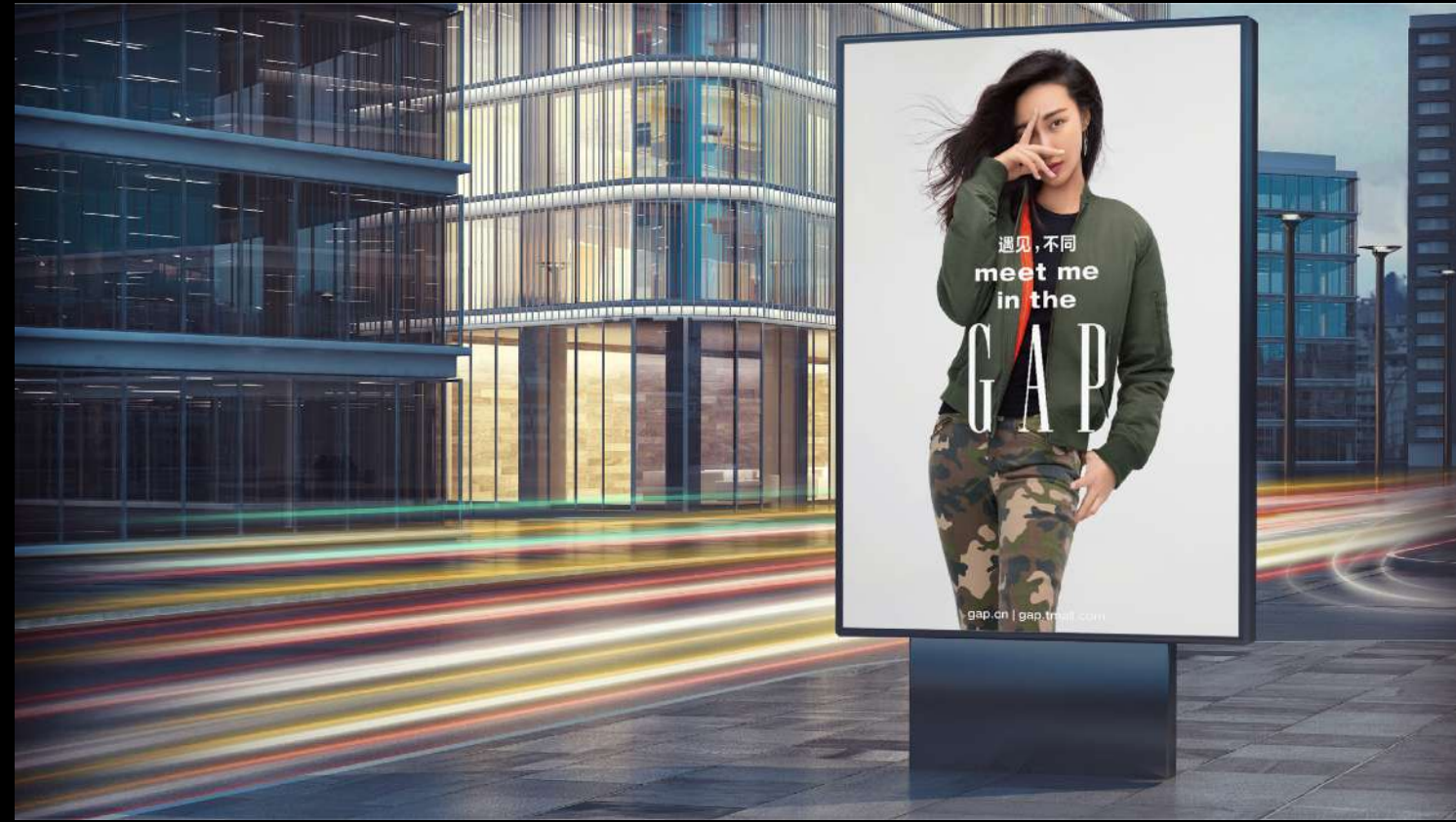
Showing off my  
Dance Moves

—— 只秀独家舞步 ——











# DIGITAL & KEY VISUALS

## FEBRUARY 10 VIDEO SCRIPT

### “Caring Is Love” *Rabbit Hole Video*

Nothing says “I love you” like showing that you really care about the person. Organize an in-home workout or yoga session where you can assist and help each other improve. A healthy relationship is a loving relationship. With a **TCL Air Conditioner**, a refreshing and relaxing spa atmosphere can be achieved. Video shows a TCL AC that transports your senses into the ultimate state of relaxation and comfort.

### Video Script

Video opens with a relaxing living room view of a couple doing yoga meditation together.

There’s a TCL air conditioner visible in the background.

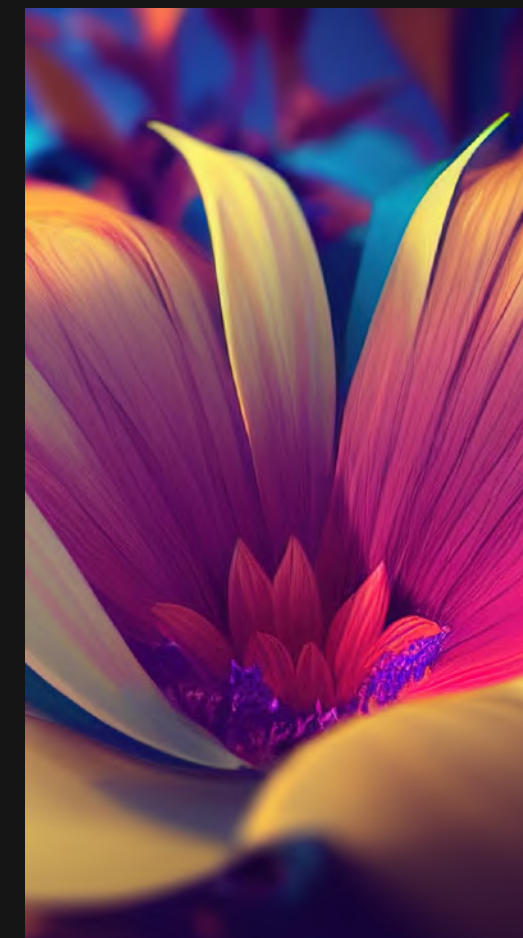
The camera pans closer into the air conditioner and gradually enters through the air ducts.

Inside the air ducts we’re transported into this magnificent rainforest scene.

The camera continues to pan forward, zooms in on one of the leaves in the rainforest, and gradually onto the water droplets on the leaf.

Zooming in on the water droplet we’re transported even deeper into the forest where we see tropical birds and the silhouettes of a man and woman.

The camera continues to pan forward and gradually fades to black with the super and TCL logo:  
**“Caring Is Love on Valentine’s Day”**



Final Video:

(<https://www.facebook.com/reel/5775971525772057>)

## FEBRUARY 12 VIDEO SCRIPT

### “Love Through Music” *Graphic / Illustrative Video*

We all have favorite songs that we cherish during Valentine’s Day, or songs that define our relationship. We can hear it, but what if we can visualize it as well. Video of graphics and colors that dance to the rhythm from a **TCL Soundbar**.

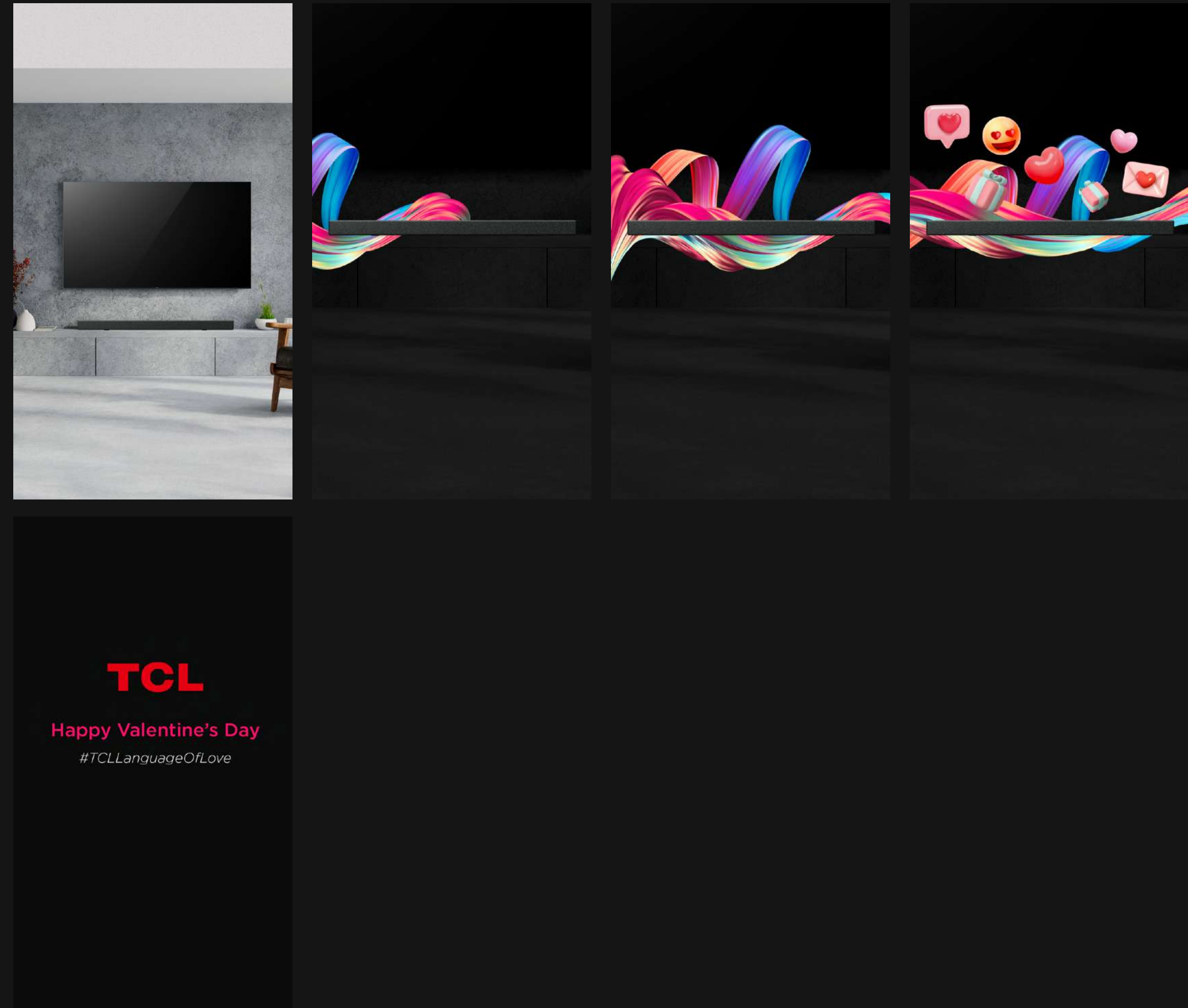
### Video Script

Video opens with a living room view of a TCL TV and Soundbar setup.

Camera pans forward, zooms in on the Soundbar and the ambience dims as music is playing.

Graphics and illustrative lines start emanating from the Soundbar, dancing to the rhythm of the music.

This goes on for about 15 seconds until the video gradually fades to black with the super and TCL logo:  
“**Love Through Music on Valentine’s Day**”



Final Video:

(<https://www.facebook.com/reel/1371531843607897>)

## FEBRUARY 14 VIDEO SCRIPT

### “Celebrate Being Together” *Parallax Photo Effect*

It's officially Valentine's Day. With a **TCL TV**, celebrate the relationship the two of you covet by displaying vacation photos or other memories you two shared. The extraordinary picture quality allows every memory to come alive right in front of your eyes.

### Video Script

Video opens with a living room view of a TCL TV.

Camera pans closer into the TV screen and it turns on.

We see a beautiful photo of a couple on vacation.

They're at a stunning waterfall view and the parallax effect shows the waterfall come alive like if it was an actual video instead of a still photo.

The next photo that appears on the screen is the couple on a cloud filled mountain. The clouds are moving and gliding across the horizon.

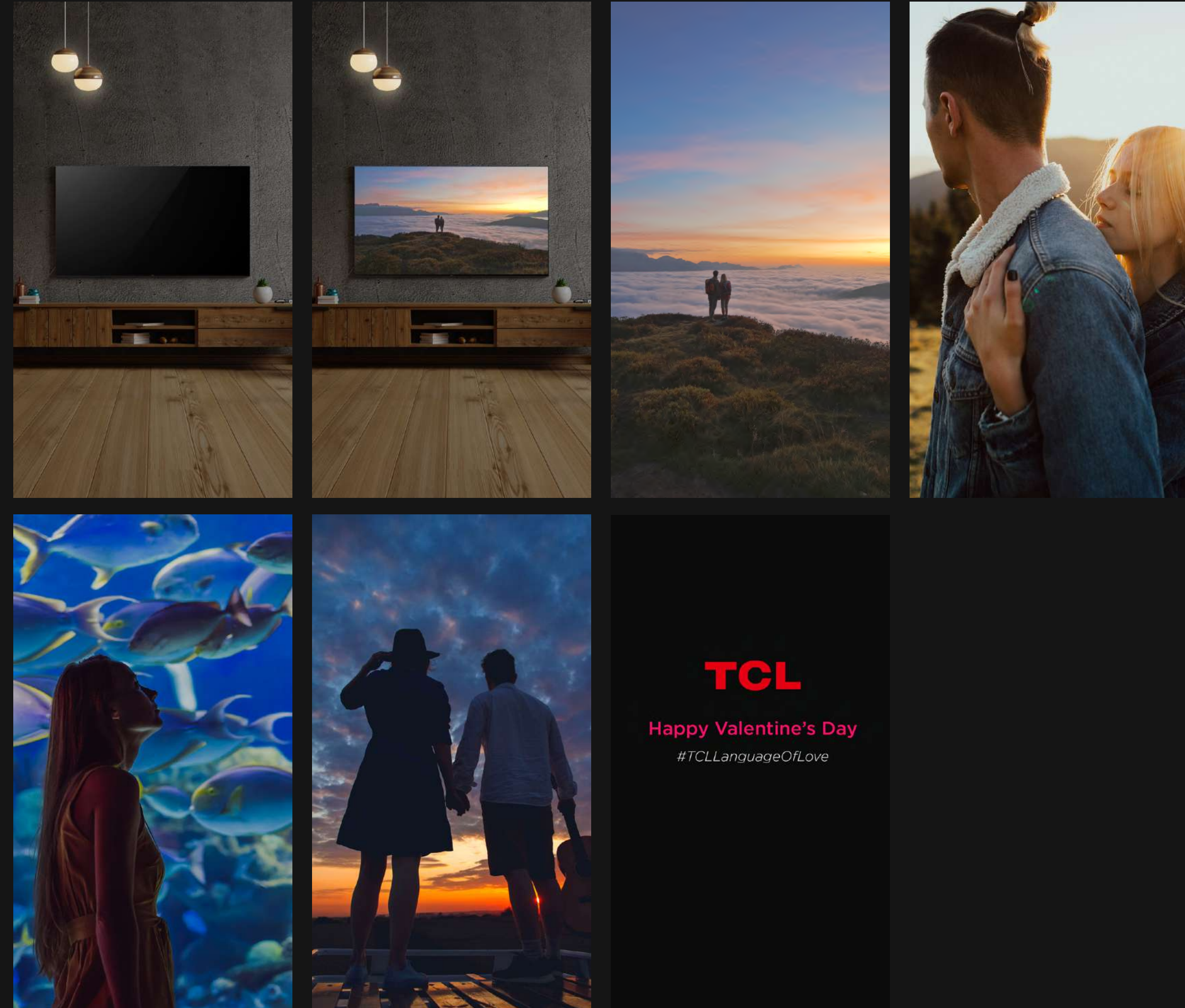
Next photo is a close up shot of the couple hugging. The parallax effect shows them embrace each other.

Next we see a photo of the girlfriend at an aquarium with the fish coming alive, swimming around in the water.

In the final photo, the couple is sitting on the hood of their car watching the sunset. The parallax effect shows the colors of the sky slightly change, while the clouds glide across the horizon.

TV screen fades to black with the super and TCL logo:

**“Celebrate Being Together on Valentine's Day”**



Final Video:

(<https://www.facebook.com/reel/2242441559270754>)

[Link to Facebook Post](#)

[Link to Facebook Post](#)

[Link to Facebook Post](#)

**TCL Brand** Jan 24 · 🌐

#GreenistheNewBeauty means healthy living to keep Mother Earth 🌍 healthy and happy 😊 too.... See more

**TCL**

*Green is the New Beauty*  
Redefining Beauty and inspire change for our planet.

You and 25 others · 2 comments · 1 share

Like Comment Share

**TCL Brand** Jan 27 · 🌐

#GreenistheNewBeauty means greener living 🌿 to keep our planet 🌍 clean.... See more

**TCL**

*Green is the New Beauty*  
Redefining Beauty and inspire change for our planet.

You and 18 others · 2 comments

Like Comment Share

**TCL Brand** Jan 31 · 🌐

#GreenistheNewBeauty means healthy living to keep Mother Earth 🌍 healthy and happy 😊 too.... See more

**TCL**

*Green is the New Beauty*  
Redefining Beauty and inspire change for our planet.

You and 20 others · 1 comment

Like Comment Share



我对世界有点想法



Lenovo 联想

王一博  
联想品牌代言人

联想小新 Pad Pro 12.6  
随身携带 启发灵感



我对世界有点想法



Lenovo 联想

王一博  
联想品牌代言人

联想 YOGA Air 14s  
珠宝光泽 时尚闪亮





Lenovo 联想

—— 语音智控 ——



联想 T500智能投影仪  
#我对这个世界有点想法#

Lenovo 联想

—— 处理器强大性能120fps高刷新率 ——



联想小新 Pad Pro 12.6  
#我对这个世界有点想法#

Lenovo 联想

—— 大屏游戏操作 ——



联想小新 Pad Pro 12.6  
#我对这个世界有点想法#

Lenovo 联想

—— 180度躺平 ——



联想 YOGA Air 14s  
#我对这个世界有点想法#







Midea

# AirFeel Tower

COOL NEW SHAPE RESHAPE COMFORT

*Immersive Cooling that Reshapes the Space*



Midea  
AirFeel Tower  
COOL NEW SHAPE | RESHAPE COMFORT

110°  
AIRFLOW  
ANGLE

RESHAPE THE SPEED

0.1mm thickness fan speed control, providing the 138W temperature, while the narrow air outlet generates greater airflow and faster cooling work for large spaces.

895 x 125 mm  
vertical air outlet

7200 w  
cooling capacity

1300 m<sup>2</sup>/h  
air flow volume

RESHAPE THE SENSES

Vertical air outlet outputs greater airflow, more widely, with low components resistance and noise.

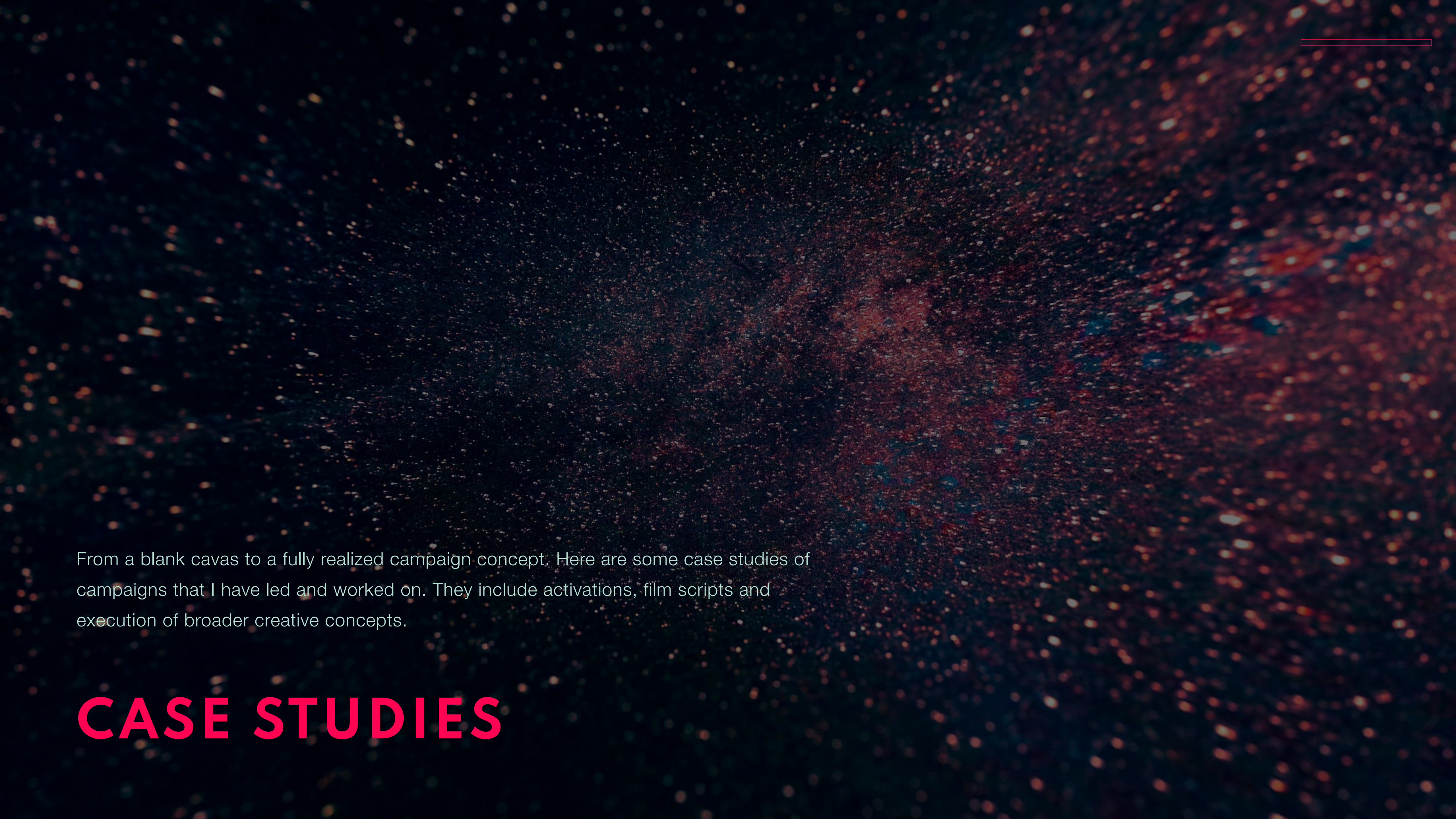


COMFORT & STYLE

Bring function and style to your home with the slim touch, programmable A.E.S. display that is detachable to match your home lighting.

Patented air-flow control technology that caters to your diverse cooling needs.





From a blank canvas to a fully realized campaign concept. Here are some case studies of campaigns that I have led and worked on. They include activations, film scripts and execution of broader creative concepts.

# CASE STUDIES

# CHOW TAI FOOK

2024 Roadmap

Key Initiatives Topline Proposal



CHOW TAI FOOK



## KEY OBJECTIVES

**#1**

**How to consistently communicate Chow Tai Fook's vision?**



**Recommend the creative platform for 2024.**

**#2**

**How to capture the revitalized brand in partnerships & collaborations?**



**Identify key initiatives & partnerships to reflect new brand expression.**

**#3**

**How to connect with younger consumers when the current consumer base is aging ?**



**Illustrate the New Brand Positioning Within Assets.**

CHOW TAI FOOK

**CREATIVE TAGLINE**

CHOW TAI FOOK

To be able to inspire others to  
appreciate the past,  
embrace the present,  
and create for the future...

is the true **art of being timeless.**



CHOW TAI FOOK

In harmony with Chow Tai Fook's dedication to its **Chinese heritage** and the crafting of jewelry influenced by **China's rich cultural and artistic history**, we aspire to awaken a similar **sense of inspiration** among our audience, **celebrating this allure of being timeless.**

CHOW TAI FOOK

The cultural and artistic influences of the **China of today** is vast with **endless possibilities**. The younger generation seek inspiration from everything and everywhere.

Along with Chow Tai Fook, we are **creating a new expression of timelessness**; one that taps into **the culture of now**, but also points **towards to what's to come**.

CHOW TAI FOOK

**CAMPAIGN TAGLINE OPTION 1**  
**(OUR RECOMMENDATION)**

Being in the moment, inspired to create, and the excitement for the possibilities of what's ahead, is...

**Your Timeless Now**

CHOW TAI FOOK

**Timeless** hearkens back to  
heritage and tradition.

# Your Timeless Now

**Your** is one of a kind, and staying true  
to one's aspirations.

**Now** is a mindset / attitude and also,  
a memorable moment in time.

CHOW TAI FOOK

CAMPAIGN TAGLINE **OPTION 2**

Inspired by tradition and heritage, so you can be an icon that is true to your aspirations, is...

**Chinese Allure, Timelessly You**



# Your Timeless Now

*Extending the creative theme throughout all campaign touchpoints.*

## Product Amplification

Chow Tai Fook diamonds and jewelry are **suitable for timeless moments or occasions** in line with the life stages of the Chinese generation of now.

**Example:**

**Self-gifting for achieving a goal or milestone in life.**

## Online Amplification

Use product engagement to allow consumers and KOLs to **create their own storytelling based on the campaign theme.**

**Example:**

**#WhatsYourTimelessNow**

## Offline Amplification

Curate pop-ups and collab with brands that extend the campaign message of being in the moment, **embracing the present, and inspired to create a new expression of timelessness.**

**Example:**

**Be a pillar in the fashion and creative culture that resonates with the Chinese generation of now.**

CHOW TAI FOOK

**ROLLOUT &  
ACTIVATIONS**

## CAMPAIGN OVERVIEW

**We capitalize on the flagship store launch in October as our focus moments in 2024.**

### PHASE 1

APRIL 2024

### A New Language Is Spoken

Brand will launch the new **Visual language and codes for the future**. We will take this moment to leverage key announcements and activate some key initiatives.

### PHASE 2

OCTOBER 2024

### A Statement Is Made

With a **key flagship retail launch in Shanghai**, this will be our primary activation period to announce **deeper engagements and brand-driven programs** to drive resonance in the market.

# PHASE I

**APRIL 2024**

## KEY INITIATIVES

- **#1 Celebrity Ambassador Announcement.**
- **#2 Collaboration Partnership.**
- **#3 Pop-up Store Experience.**

KEY INITIATIVE

## #2 Collaboration Partnership.

# Fashion Incubator & Curators of Chinese Culture. The Pulse of China's Next 'Big-thing'.

Labelhood is a community that seeks to curate interactions between Chinese consumers and young designers thorough; events, retail and pop-up experiences. They have become the key drivers for the acknowledgement and global recognition of Chinese fashion designers and their timeless craft. Even incubating new talent and taking them to market with international B2B and B2C partners such as; Pitti Uomo, Tomorrow Group and Machine-A.



KEY INITIATIVE

## #3 Pop-up Store Experience

# A Curation of Iconic Chow Tai Fook Pieces Paired With Cutting-edge Fashion Looks Curated by LABELHOOD.

To support the launch of two stores in Central, Hong Kong.

We will have a pop-up experience of select Chow Tai Fook pieces paired with multibrands curated by the fashion incubator - with young designers and pieces to showcase the timeless attributes of products.

### CELEBRITY ENGAGEMENT

Media Tour can be arranged with Celebrity attendance and dressage.



**PHASE II**  
**OCTOBER 2024**

**KEY INITIATIVES**

- **#4 Flagship Store Event.**
- **#5 Collaboration Partnership Program.**
- **#6 A Theatre Sponsorship.**

KEY INITIATIVE

## #4 Flagship Store Event.

# A Show Stopping Runway For A Historical Flagship Launch In The Heart of Shanghai.

The collaboration with LABELHOOD crescendos with a fashion walk, held within the new retail store - once again showcasing key pieces from the brand.

### CELEBRITY ENGAGEMENT

To walk out at the final stage with CFT pieces.





KEY INITIATIVE

## #5 Collaboration Partnership Program.

# Hunting For The Next Young Chinese Jewellery Designers. Setting Future Trends Today.

A program that will actively encourage the development of local talent in China. With a potential to build this into an annual special Capsule Collection released through Chow Tai Fook - cementing its fashion edge to recruit with young consumers.



KEY INITIATIVE

## #6 A Theatre Sponsorship.

# Becoming a Pillar Within Local Arts & Creative Culture. Resonating With The Chinese Generation of Now.

The art of being timeless is to also inspire to create for the future. The China Shanghai International Arts Festival is a platform for cultural exchange and one of the leading arts festivals in the world. From performing arts to exhibitions, CSIAF curates creative originals from home and abroad.

During the festival, Chow Tai Fook can host exhibitions for their product collections or collab with a contemporary theater production with narrative themes that align with the campaign.



CHOW TAI FOOK

# VISUAL ASSETS

**“Your Timeless Now”**

## Film Intention

We want to create a **manifesto film** that captures the attitude, emotions, vibe and visuals of “**Your Timeless Now**”.

The tonality will be **chic, artistic and modern**, but also feel inspired by the **Chinese tradition and heritage** of Chow Tai Fook.

CHOW TAI FOOK

# Expressing Timeless



Film opens with Chow Tai Fook collection of jewelry.  
Using **moving light and shadows** to convey the passing of time...  
but the **brilliance of the jewelry stays the same**, not affected by the passage of time.

**Super: The true art of being timeless is...**



CHOW TAI FOOK

# Expressing Timeless



Film opens with Chow Tai Fook collection of jewelry.  
Using **moving light and shadows** to convey the passing of time...  
but the **brilliance of the jewelry stays the same**, not affected by the passage of time.

**Super: The true art of being timeless is...**



CHOW TAI FOOK

# Expressing Chinese Heritage & Tradition



Film then transitions to a model admiring the allure of the heritage and tradition of the brand.

Set design, color and lighting will use **traditional Chinese aesthetics**, but presented in a **modern and chic** way.



We then see the model walking towards the camera, interspersed with shots of jewelry from the collection.

**Super: Appreciating the past.**



CHOW TAI FOOK

# Expressing Now



We see more shots of the brilliance of the jewelry collection as the model **continues to walk forward**, then passes through a series of red fabric, **looking to what's ahead.**

**Super: Embracing the present.**



Beautiful shots of the model and jewelry then **transitions out to a camera screen**, revealing the set design as the model walks forward off screen.

**Super: And creating for the future.**  
**Logo + Slogan: *Your Timeless Now***



CHOW TAI FOOK

# Expressing Now



We see more shots of the brilliance of the jewelry collection as the model **continues to walk forward**, then passes through a series of red fabric, **looking to what's ahead.**

**Super: Embracing the present.**



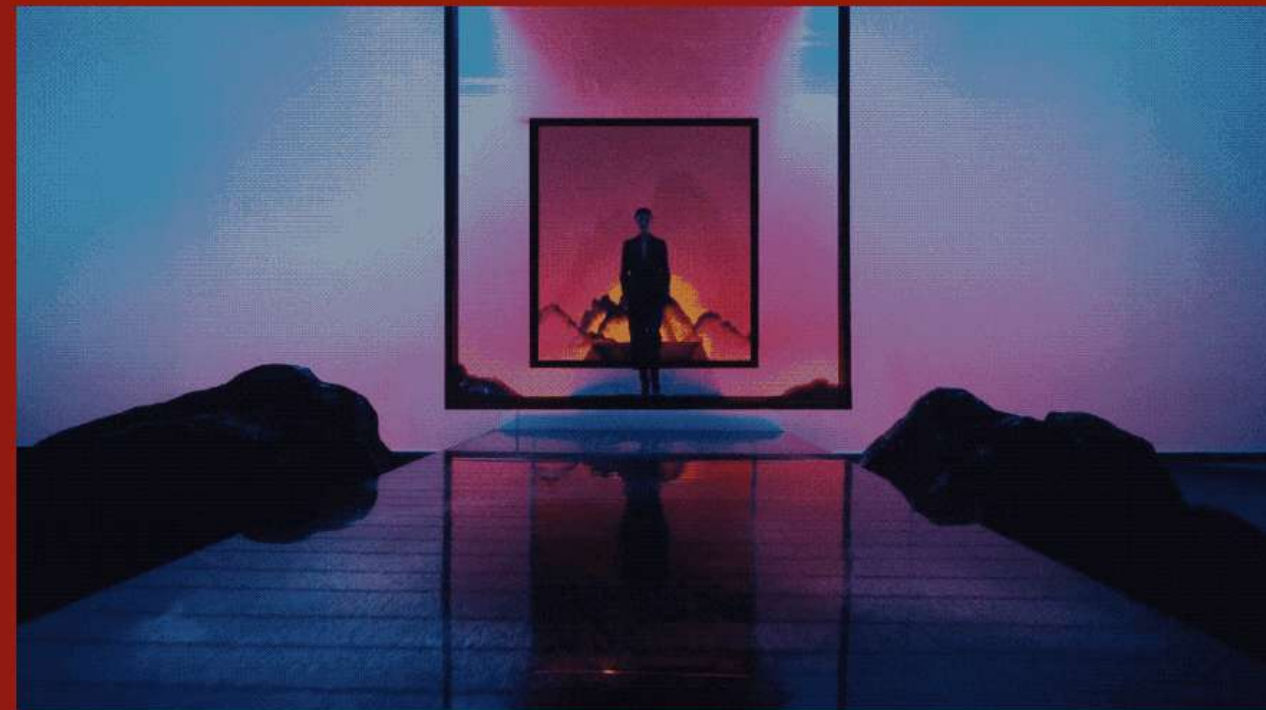
Beautiful shots of the model and jewelry then **transitions out to a camera screen**, revealing the set design as the model walks forward off screen.

**Super: And creating for the future.**  
**Logo + Slogan: *Your Timeless Now***



CHOW TAI FOOK

# Film Structure



The true art of being timeless is...  
Appreciating the past.  
Embracing the present.  
And creating for the future.  
*"Your Timeless Now"*



CHOW TAI FOOK

# Visual Expression

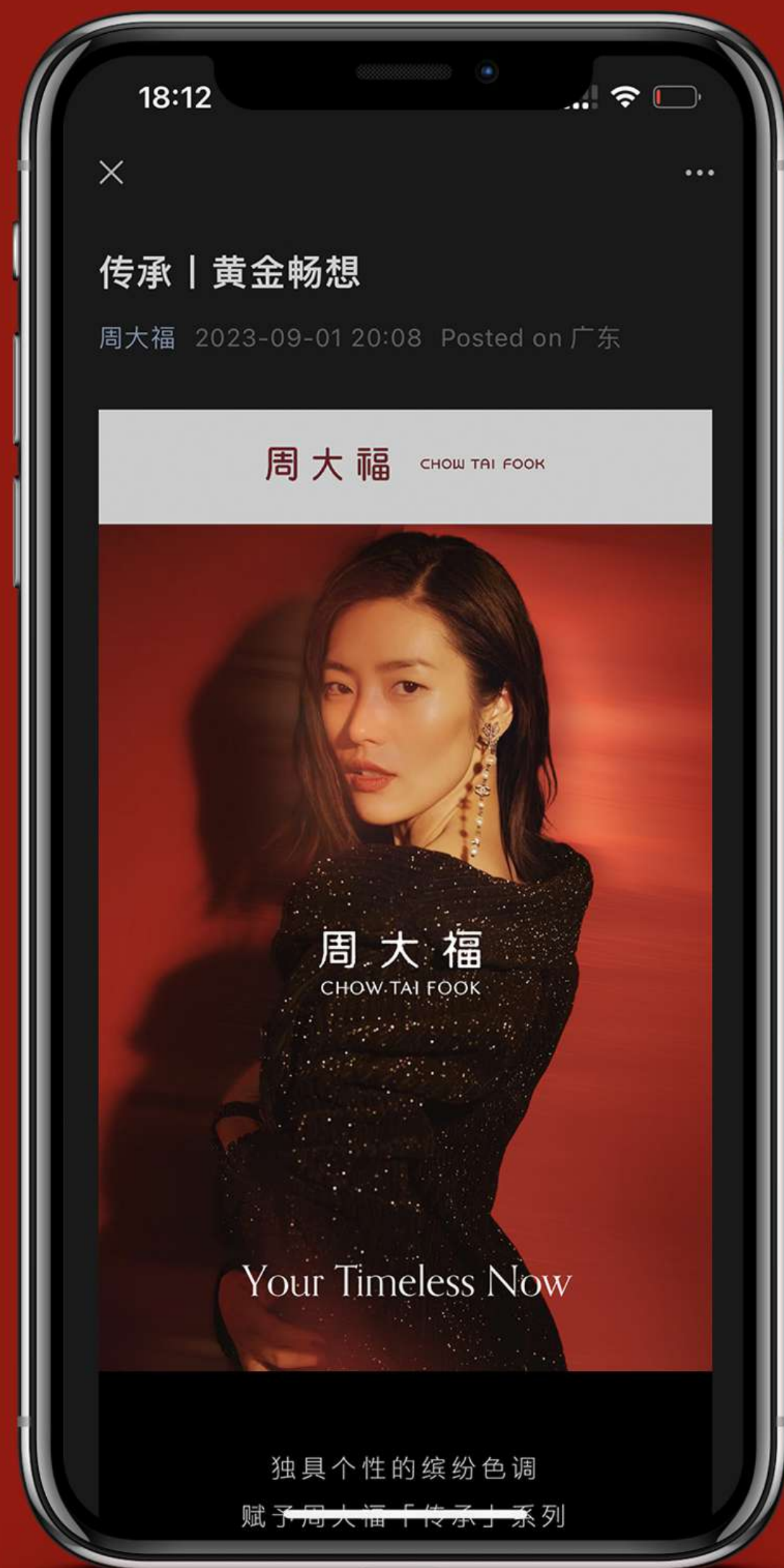


*Chic timelessness, inspiring endless possibilities.*



CAMPAIGN KEY VISUAL

CHOW TAI FOOK



CHOW TAI FOOK

THANK YOU





ESTÉE LAUDER

ADVANCED NIGHT REPAIR

RELAUNCH CAMPAIGN

FILM SCRIPTS

CONCEPT

# 修护年轻 争分夺秒

一瓶修护十大年轻维度

争分夺秒，乍听上去非常激进与咄咄逼人。

可我们转念一想：

「敢争，恰恰不正是年轻的底色吗？」

向外说：年轻，才敢去跟世界争个输赢；

向内说：年轻，才会跟上一秒的自己争个高下。

这次我们的目标，在当下的语境传播环境，

为雅诗兰黛争分夺秒修护年轻创造正面的社交意义。

**因为小棕瓶，一直用争分夺秒的修护，为年轻赢得胜利。**



■ 雅诗兰黛小棕瓶 X 10位代言人

# 面对时间的10场胜利

淡纹 维稳

匀·亮·细·透·滑·嫩·弹·润·稳·净 弹

待确认年轻维度，摘自高能小棕瓶公关稿

关于时间，我们总有冗长的道理要讲  
但偏偏年轻人就是不爱听道理  
围绕此次战役的招新任务  
我们决定废话不多说，以面对时间的胜利哲学  
把修护的10个年轻维度讲明白。

An aerial photograph of a coastline, showing a blue sea on the left and a sandy beach on the right. The beach is bordered by a line of trees and buildings. The overall scene is captured from a high angle, looking down at the landscape.

# 创意方向二

An aerial photograph of a coastline. The sea is a deep, vibrant blue, with white foam from waves breaking against the shore. The land is dark, almost black, suggesting dense forest or a rugged terrain. The coastline is irregular, with several bays and peninsulas. The overall mood is serene and natural.

# 视频参考



FILM REF



<https://youtu.be/QrsI79bMQUs>



面对时间的胜利法则之《淡纹》篇

# 淡纹

他们说

人生的裂痕终将变成故事的花纹

但我的故事

需要别人见证吗？

淡纹修护，争分夺秒

雅诗兰黛小棕瓶 修护年轻十大维度之「淡纹」



# 《淡纹》 篇脚本



画面：远景镜头中出现超现实的纹理场景

Scene opens with shots of a surreal landscape with "wrinkles"

## 《淡纹》 篇脚本



画面：特写镜头给到明星身上，镜头拉开，她在看外面的超现实纹理风景。身上的条纹服装呼应外面的景观。

VO：他们说，人生的裂纹终将变成故事的花纹

Close up shot of celebrity talent, camera then pans out revealing her looking outside at the landscape with "wrinkles" - her striped outfit reflects the wrinkles of the landscape

## 《淡纹》 篇脚本



画面：日蚀出现，标志着时间开始转变。

A solar eclipse occurs, signifying a shift in time



画面：日蚀之下，明星抬头仰望着，一道强光投在了TA的脸上。

VO：但我的故事

Celebrity talent looks up at the solar eclipse, casting a very noticeable glare of light on her face

## 《淡纹》 篇脚本



画面：镜头移开，日蚀现象正在充满“皱纹”的景观当中进行着。进一步表示时间正在发生变化。

VO： 需要别人见证吗

Camera pans out, showing the solar eclipse moving across the sky above the landscape with “wrinkles” - again, signifying a shift in time



画面：镜头拉近并绕着小棕瓶四周移动，特写给到瓶内充满活力的精华液。

Close up shot of the hero product as the camera pans around; the serum inside the bottle glows with vitality

## 《淡纹》 篇脚本



画面：明星把小棕瓶拿近自己的脸

Celebrity talent is seen holding the product close to her face



画面：另一个场景也正在随着时间变化，瓶内的精华液在抚平大自然中的“皱纹”，大地被逐渐染成了雅诗兰黛的蓝色。

Another scene that shows a shift in time, as the serum inside the product is changing the form of the landscape, smoothing out the “wrinkles” and also changing its color to Estée Lauder blue

## 《淡纹》 篇脚本



画面：当巨变完成，镜头拉开，只见平滑的风景和漫山遍野的雅诗兰黛蓝。

Camera pans out, revealing the now smooth landscape, devoid of "wrinkles" - the landscape is also entirely in the hue of Estée Lauder blue



画面：镜头移向风景中间那个神秘的球形物体，画面过渡到这位名人她没有穿衣服，只露出了光滑的皮肤和脸。

VO：淡纹修护，争分夺秒

The camera pans in on the mysterious sphere-like object in the middle of the landscape as the scene transitions to a shot of the celebrity - now, without clothes, revealing her smooth skin and face

An aerial photograph of a mountain range, likely in the Himalayas, with a blue-tinted sky and a winding road. The mountains are rugged and covered in snow or light-colored rock. The sky is a deep, vibrant blue, and the overall scene is serene and majestic.

# 面对时间的胜利法则之《维稳》篇

# 维稳

你问我为什么每天都行色匆匆？  
不过是为了从时间手里抢下点时间。  
多积攒些底气，获得稳赢的筹码。  
维稳修护，争分夺秒。

雅诗兰黛小棕瓶 修护年轻十大维度之「维稳」



## 《维稳》 篇脚本



画面： 开场， 近景给到一尊铜雕像——象征着“稳”。

Scene opens with a close up shot of a bronze statue, signifying stability (稳)



画面： 镜头移到明星， 夕阳的余晖在她的身体和脸上投下淡淡的光芒

VO： 你问我为什么每天都行色匆匆？

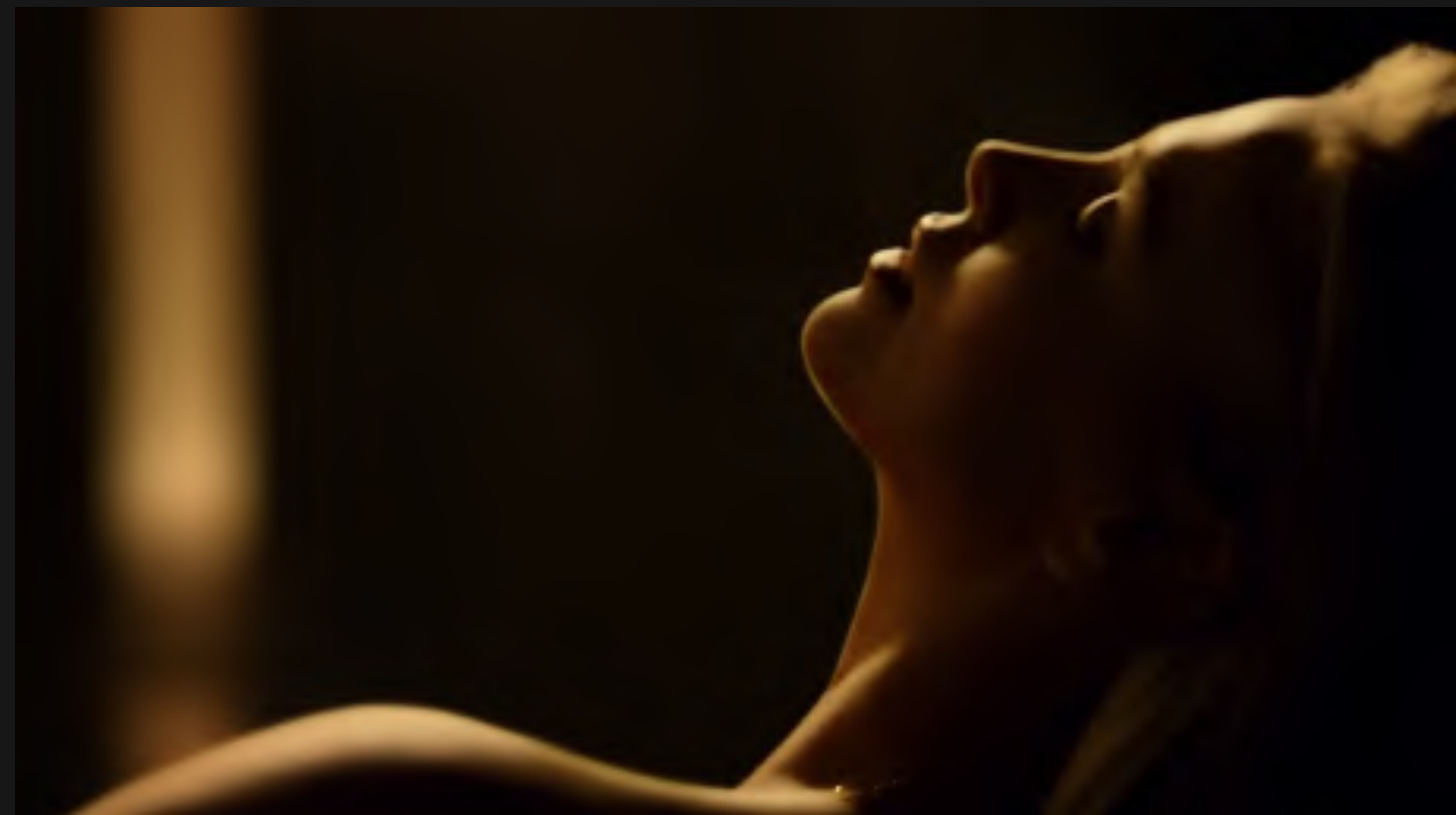
Camera pans to celebrity talent, with the glow of the sunset casting a slight glare on her body and face

## 《维稳》篇脚本



画面：镜头在房间内移动，看出来是一个雕像大厅——再一次指代“稳”。

Camera pans around room, revealing a hall of statues - again, signifying stability (稳)



画面：镜头拉近到明星，她正沐浴在日落的阳光当中。

VO：不过是为了从时间手里抢下点时间

Close up shot of celebrity talent as she is basking under the glow of the sunset

## 《维稳》篇脚本



画面：镜头拉近并绕着小棕瓶四周移动，特写给到瓶内充满活力的精华液。

Close up shot of the hero product as the camera pans around; the serum inside the bottle glows with vitality



画面：镜头拉开，揭示了小棕瓶同样沐浴在日落的阳光中。

Camera zooms out, revealing the product basking under the glare of the sunset

## 《维稳》篇脚本



画面：镜头往上拉到天花板，阳光透过超现实的穹顶照射下来。

Camera pans to the ceiling, as the sun shines through this surreal looking dome



画面：其实穹顶下的光照在了一个日晷上，投出了时间象征着时间的变化。

The sunlight from the dome is actually casting a shadow on a sundial, signifying a shift in time

## 《维稳》 篇脚本



画面：场景过渡到明星，她被一群人抬了起来——象征着“稳”

VO：多积攒些底气

Scene transitions to celebrity talent as she is lifted upwards by a group of people  
- signifying stability (稳)



画面：场景过渡到超现实的罗马柱场景——象征着“稳”。

Scene transitions to a surreal landscape with Roman pillars - again, signifying stability (稳)

## 《维稳》篇脚本



画面：场景过渡到一个镀金大门的特写镜头，希腊神阿波罗在夕阳下闪闪发光——太阳神阿波罗在希腊神话中代表着“治愈”。

Scene transitions to a close up shot of a gilded gate with the Greek god, Apollo, glistening under the sunset - Apollo, the sun god, in Greek mythology represents "healing"



画面：场景过渡到明星，她现在在外面享受着夕阳的余晖。呈现出安稳的氛围和她“维稳”的精神。

VO： 获得稳赢的筹码

Scene transitions to celebrity talent, who is outside now, as she basks under the glow of the sunset, maintaining her 维稳 aura and spirit

# 《维稳》 篇脚本



画面：镜头移动到其它超现实的场景原来是日落下的希腊雕像。

Camera pans around to another shot of the surreal landscape, revealing Greek statues under the sunset

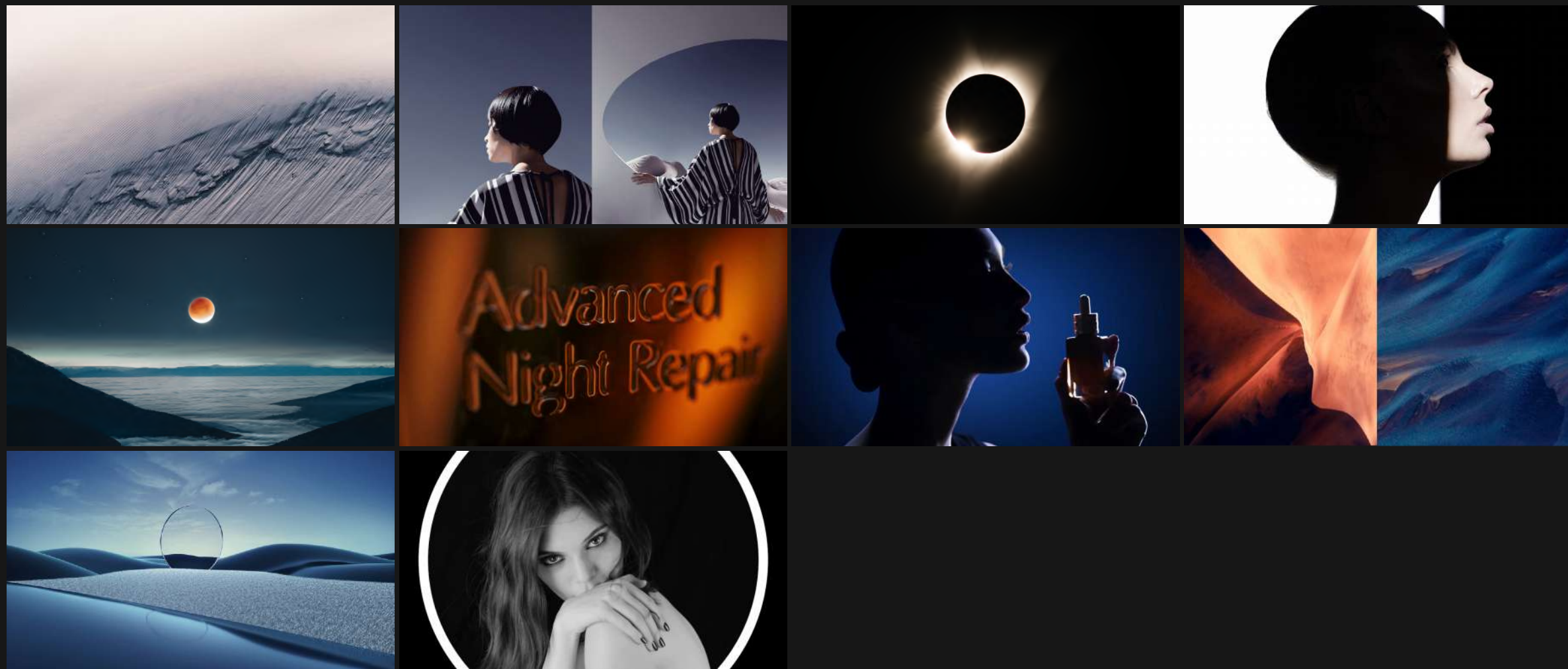


画面：明星沿着海岸线走向落下的太阳。

VO：维稳修护，争分夺秒

Scene closes with the celebrity talent walking along the coastline, towards the sunset

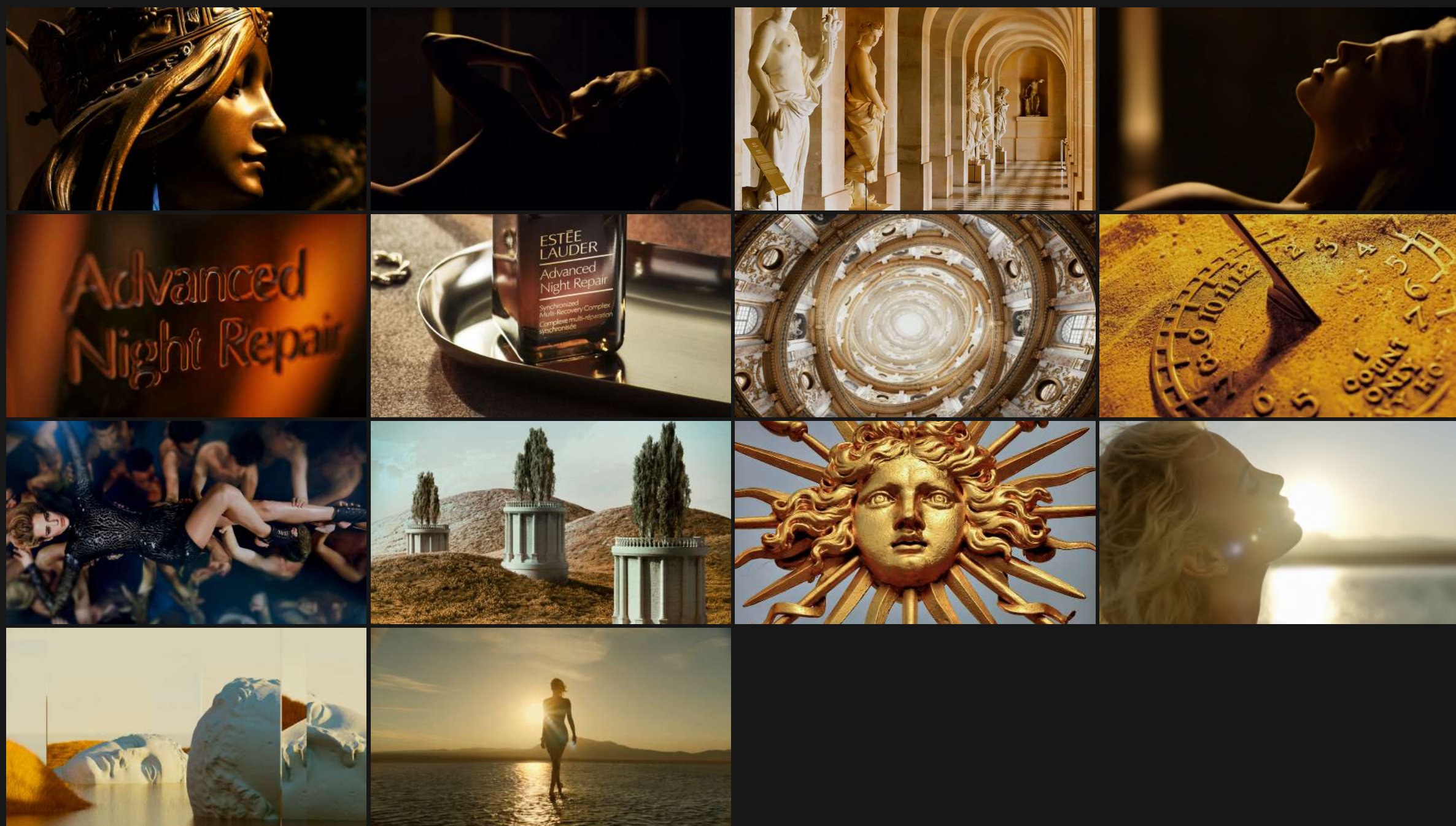
# TWO FILM CONCEPTS



## 淡纹

他们说  
人生的裂痕终将变成故事的花纹  
但我的故事  
需要别人见证吗？  
淡纹修护，争分夺秒

**雅诗兰黛小棕瓶**  
修护年轻十大维度之「淡纹」



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**THANKS**