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PORTFOLIO 2017

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## MAKE IT MATTER

**A brand should be more than just a brand.  
It should be a part of our lives.  
It becomes part of who we are.  
Brands have to have meaning.  
We believe in making brands matter.**

## Who is MADE?

### MArketing & DEsign

Your one-stop team. With a combination of experienced marketers and designers, we bring together the necessary skills to deliver all your brand management and creative needs.

*Design informs strategy, and strategy informs design.*

### Creative. Branding. Strategy.

We use a combination of these to define what is unique about your brand and how to communicate that importance to the right people – in the most engaging way.

### Tailoring creative solutions.

We're a flexible, cost-effective and highly responsive resource that can be brought on board for a matter of weeks or months, depending on your requirements.





What does MADE do?

**Creative. Branding. Strategy.**

**Creative services:**

COPYWRITING  
GRAPHIC DESIGN  
WEB DESIGN  
PHOTOGRAPHY  
PRODUCTION  
ADVERTISING CAMPAIGNS

**Branding services:**

LOGO  
TAGLINE  
TONALITY  
CORPORATE IDENTITY  
PACKAGING

**Strategy services:**

MARKETING CONSULTANCY  
BRAND DIRECTION  
PROMOTIONAL STRATEGY  
DIGITAL PLANNING  
PR & MEDIA MANAGEMENT  
EVENTS





## When to use MADE?

### **1 You're a startup or small business with limited or no in-house marketing resources**

We take care of all your brand management needs, from developing your brand identity and defining your marketing strategy, to creating and executing all your marketing and advertising activity.

### **2 You're an established brand with a marketing plan**

You're struggling to come up with new concepts. We bring a fresh perspective and work alongside your teams to ensure you meet all your brand or project goals on schedule.

### **3 You want to explore a different creative or strategic viewpoint.**

We can come on board as marketing consultants, collaborating with your team to come up with original and engaging ideas.

MADE caters to brands both based in or looking to expand out to Hong Kong. With offices in both Hong Kong and London, we're here to help companies plan their launch in Asia and provide full-service marketing and creative support once in-market.



## Why use MADE?

### **MADE WITH LOVE, MADE TO LAST.**

#### **We're a small, dynamic and passionate team.**

We're good at what we do, fun to work with and get things turned around quickly.

#### **Whatever your budget, we'll help you optimise it.**

Our flexible fee structure means you only pay for the services that you require – and we can scale up or prune back according to your specific needs.

#### **We will only prescribe marketing channels that we are confident will deliver against your objectives (and your budget).**

We use a combination of online and offline, traditional and modern marketing methods, and do not prioritise one over the other. In a world of ever-expanding communication channels, finding the right channel to use is paramount.

#### **We consider ourselves an extension of your team.**

We believe we can deliver the best of both worlds: the passion and commitment of a dedicated brand management team combined with the dynamism and objectivity of a full-service creative agency.

#### **We know how precious your brand is to you.**

We work with companies every step of the way, whether you are big or small, established or new, and across various industries – to build a meaningful brand identity that speaks volumes. From conceptualisation to the final product. We bring creative ideas to life.



  
**WORLD CLASS™**  
COMPETITION

  
**WORLD CLASS™**  
COMPETITION

**CAMPAIGN  
+  
CONTENT**

**PROJECT SCOPE:**

- Campaign Creative Direction
- Video
- Photography
- Graphic Design
- Illustration
- Production, Sourcing and Print

HONG KONG & MACAU  
FINALS 2017



For the fourth Year in a row we have teamed up with Diageo to represent the Hong Kong & Macau World Class competition.





## PROJECT SCOPE:

- Campaign Direction and development of the story in both English and Mandarin, used throughout all materials using the over arching Tagline 'Natural Beauty, Distinguished Provenance'.
- Creation of a campaign image library used at all touch points
- Logo creation and graphic design for campaign branding including an Authenticity Mark and certification for proof of the Diamonds origin
- Brochure
- Poster series for trade and retail used in print and OOH
- Sales training manual and Sell sheet
- Multi media presentation
- Retail toolkit for trade partners
- POS displays
- Video editing

AUSTRALIAN  
DIAMONDS  
NATURAL BEAUTY. DISTINGUISHED PROVENANCE.

RioTinto







## PROJECT SCOPE:

- Creative direction
- Visual Identity
- Layout of brochure design
- Product Photography
- Production, Sourcing and Print

- 
- ## PROJECT SCOPE:
- Creative direction
  - Visual Identity
  - Layout of brochure design
  - Product Photography
  - Production, Sourcing and Print

**BIONERGY**

[illegible][illegible][illegible]

A photograph of a pile of dried, brown, segmented worm-like objects, possibly a type of fungus or insect, against a white background. A green wireframe overlay is applied to the objects, and a diagonal green line runs across the image from the bottom left to the top right.





## GRAPHIC DESIGN + PATTERN DESIGN



Kiehl's asked us to design a pattern that encompassed the Kiehl's brand. It was created for multiple uses including on Tote bags, umbrellas and instore design.

### PROJECT SCOPE:

- Packaging Design
- Graphic Design
  - Illustration
- Pattern Design







The brand presents collaborations between artist and vineyards. We were asked to recreate their website to have a sense of luxury and craftsmanship while acting as both a gallery and an e-commerce portal.

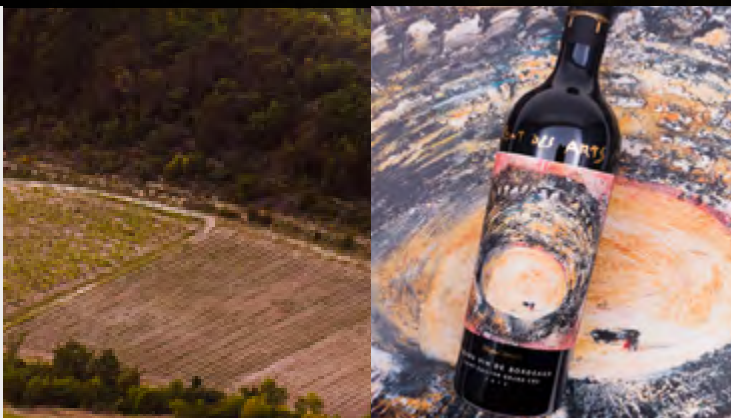
A key part of the project was making the content more streamlined and easily navigable which was achieved through a series of interlinked channels linking the artists and their collection of works with the wine, therefore allowing each element to be viewed in their own merit while also celebrating the collaborations.



## WEBSITE DESIGN + BRANDING

### PROJECT SCOPE:

- Creation and development of website to improve brand messaging
- Redevelopment of company's branding to reflect brand image





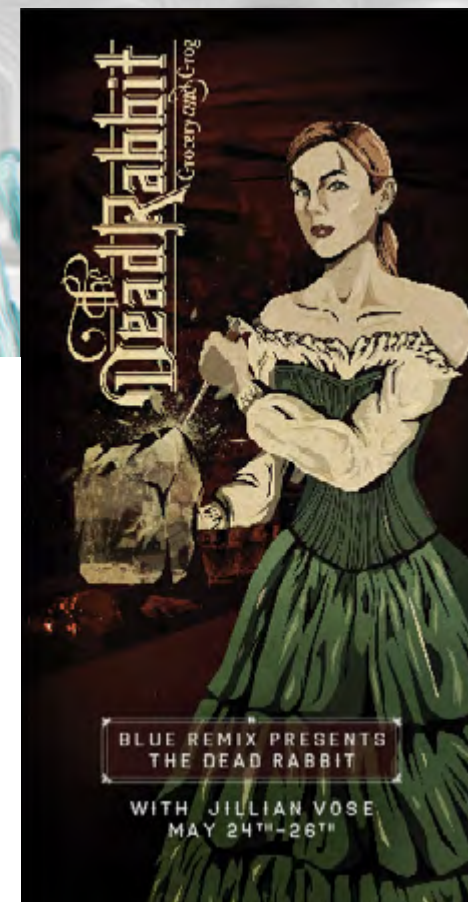


**FOUR SEASONS**  
*Hotels and Resorts*



We helped the Four Seasons marketing team create a series of promos for their F&B events including guest bar take-overs and introducing new chefs.

## ILLUSTRATION + DESIGN



### PROJECT SCOPE:

- Illustration
- Graphic Design
- Copywriting



# 悦荟 MOSAIC



## PROJECT SCOPE:

- Redevelopment of the company's branding and visual identity
- Design and print of marketing collaterals including brochures and OOH
- Development of brand guidelines to include typography, usage of colours, image selection, graphic and icons.

## REBRANDING + COMMUNICATION STRATEGY

## PRADERA RETAIL ASIA



Pradera Retail Asia had taken Mosaic Malls China as an asset to manage. We worked closely with them and the BWP group to redevelop the visual identity of the Mosaic brand, bringing new life, energy and optimism into the chain of Malls marketing materials, both B2B and B2C, the latter predominantly in Mandarin.

The initial work focused on 5 cities across China starting with Shanghai and continues to develop.





STRATEGY  
+  
BRANDING  
+  
PRODUCT  
DEVELOPMENT



—  
SIJAHTRA



[Click here to view website](#)

#### PROJECT SCOPE:

- Planning and execution of route to market
- Distribution, marketing, promotional strategy and planning
- Development and communication of brand values and identity – through education and storytelling.
- Design and production of packaging, marketing collateral and point of sale material
- Website creation - first stage
- PR and media support



A full spectrum of  
strategic marketing and  
creative direction.



THE NO.1  
KOPI LUWAK  
BRAND  
—  
THE RAREST  
COFFEE IN THE  
WORLD.



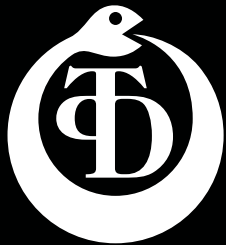


#### PROJECT SCOPE:

- Creative direction layout of recipe booklet design
- Selection of paper materials for printing production
- Print production of recipe booklet with long term quality printer

## ART DIRECTION + PRINT

"PLEASE  
DON'T TELL"



—  
PDT

PDT is a world's top best bar from New York City and their pop up bar has appeared in many cities before and an irresistible cocktails made by world renounce bartenders Jim Meehan and Nick Brown who won the title WORLD CLASS USA Bartender. We were approached to develop an irresistible cocktail recipe booklet exclusively given to Guests in the Hong Kong pop up.







—  
SUMAC

AUTHENTIC  
LEBANESE  
CUISINE

PHOTOGRAPHY  
+  
COPYWRITING  
+  
WEBSITE

Redesign of the  
restaurant's website,  
drawing on the  
historic influences of  
authentic Lebanese  
cuisine and culture.

#### PROJECT SCOPE:

- Creative direction and design
- Photography
- Website redesign
- Copywriting



[Click here to view website](#)



ART DIRECTION  
+  
PRINT  
+  
DIGITAL



#### PROJECT SCOPE:

- Present the limited edition collection through exclusive personal invitations from the Johnnie Walker house, to their targeted VIP client-base
- Design of luxury printed material
- Creation of ultra-luxurious direct mail, followed up with an EDM

## THE MASTER BLENDERS COLLECTION



JOHNNIE WALKER HOUSE



Proudly presenting  
a momentous tribute  
to the six visionary  
master blenders of  
John Walker & Sons.

Six visionary craftsmen.  
Six eras that redefined the world.  
Six exquisite 30-year-old scotch whiskies.



GIORGIO ARMANI

GIORGIO ARMANI

CAMPAIGN  
INNOVATION  
+  
P.O.S

—  
GIORGIO ARMANI



PROJECT SCOPE:

- Tailor international campaigns to the local APAC market
- Ideation of a sampling campaign to launch and attract consumers to a new fragrance
- Development of new point of sale materials and visual merchandising including bespoke training tools
- Develop tailored collateral to suit the travel retail locations across airports and landside duty-free stores



DISCOVER  
THE CODE

Chris Pine

unforgettable





*Kiehl's*  
SINCE 1851

—  
KIEHL'S

#### PROJECT SCOPE:

- Art direction for a refreshed twist within Kiehl's brand identity and style
- Creative design of Kiehl's printed materials across various themes
- Development of five luxury cards to personalise gifts

## ART DIRECTION + COPYWRITING



## THEMED IN-STORE POSTCARDS



Design a series of postcards to celebrate various occasions through bold and playful designs with a nod to Kiehl's unique heritage and style.



# Discovery STRATEGY + CAMPAIGN + WEBSITE



[Click here to view website](#)

## Discovery

YBERA  
PROFESSIONAL

### PROJECT SCOPE:

- Development and execution of a marketing and promotional plan, media plan and trade marketing
- Co-host and co-design a press launch at the Mandarin Oriental hotel
- Creation of point of sale in-salon merchandising collateral
- Design and production of marketing material
- Website design and creation
- Copywriting
- Creation and maintenance of social media platforms
- Search Engine Optimisation (SEO)

## BRAZIL'S BEST KEPT SECRET, NOW IN ASIA!

YBERA  
PROFESSIONAL

YBERA PROFESSIONAL

Full spectrum of  
strategic marketing and  
brand management to  
launch and build a  
Brazil-based haircare  
brand in Hong Kong,  
Macau and Greater China.



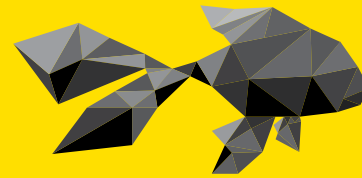


51°54'55.9"N  
0°27'27.2"E

Springfield  
Chelmer Village  
Roxwell  
Margaretting  
Broomfield  
Hawes Green  
Great Burghow  
Good Easter



Developed brand identity  
and web presence.



—  
BLACKFISH

BRANDING  
+  
WEBSITE  
+  
PRINT



#### PROJECT SCOPE:

- Redevelopment of the company logo and corporate materials
- Creative direction for corporate website, including tilt-shift photography; bold colours and typeface; and retro mixed-media representations
- Design and production of assorted corporate materials

A CLEAR  
DIFFERENCE







GIORGIO ARMANI

—  
GIORGIO ARMANI

ACQUA

#### PROJECT SCOPE:

- Tailor international campaigns to the local APAC market
- Ideation of a sampling campaign to launch and attract consumers to a new fragrance
- Development of new point of sale materials and visual merchandising including bespoke training tools
- Develop tailored collateral to suit the travel retail locations across airports and landside duty-free stores



Assistance with local activation of global animation initiatives – developed concept ideas for new fragrance launches in 2013 and 2014.

CAMPAIGN  
INNOVATION  
+  
P.O.S





#### PROJECT SCOPE:

- Planning and execution of route to market through workshops, market research and analysis
- Creation of brand identity and visual guidelines (including concept, logo, tagline and graphics)
- Website design and creation
- Copywriting
- Social media setup and management
- Search Engine Optimisation (SEO)



[Click here to view website](#)

## FULL BRAND DEVELOPMENT PROJECT

TAKE CONTROL.  
BEAT THE CLUTTER.

STRATEGY  
+  
BRANDING  
+  
WEBSITE  
+  
DIGITAL  
+  
COPYWRITING



REDBOX STORAGE

A full-service  
creative & marketing project  
to brand and launch  
a unique, new  
self-storage company







RALPH LAUREN

HOW DO  
YOU RIDE...?

RALPH LAUREN  
THE BIG PONY FRAGRANCE COLLECTION  
*For Women*



#### PROJECT SCOPE:

- Conceptualisation of a “World of Surfing” campaign theme using imagery and new point of sale animation
- Development of a range of point of sales materials - including an original twist on product sleeves, product glorifiers and shelf talkers
- Design of new travel exclusive sets and printed collateral

CAMPAIGN  
INNOVATION  
+  
P.O.S

A new Asia-specific campaign for Ralph Lauren to anniversary the highly successful launch of The Big Pony Women's Collection in 2012.







—  
SWAROVSKI

STRATEGY  
+  
BRANDING  
+  
PRODUCT  
DEVELOPMENT

CORPORATE  
GIFT IDEAS  
WITH A TOUCH  
OF GLAMOUR  
AND LUXURY

#### PROJECT SCOPE:

- Creative development and production of printed materials
- Photography and retouching of existing photographic assets

Marketing collateral to  
support launch of the 2013  
seasonal gifting guide

Series of seasonal  
catalogues and brochures

DSE

A WORLD OF GIFTS &  
PERSONALIZATION  
FOUR SEASONS  
SPRING/SUMMER 2014

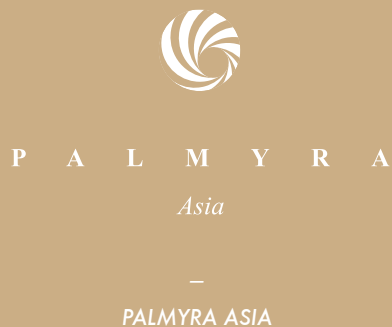


BRANDING  
+  
WEBSITE  
+  
COPYWRITING

## *Building Brands In Asia And The Middle East*



[Click here to view website](#)



HK-BASED  
BRAND  
CONSULTANCY  
AND  
BUSINESS  
DEVELOPMENT

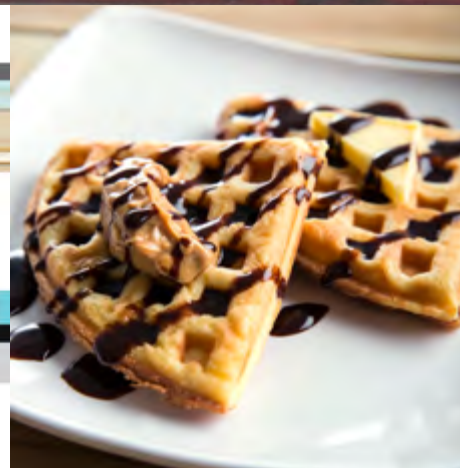
### PROJECT SCOPE:

- Marketing consultancy to identify objectives and strategy
- Rebrand project to include copywriting corporate communications and art direction
- Website creation - first stage

Develop the brand identity  
and create a new company  
website.



STRATEGY  
+  
BRANDING  
+  
ONLINE



PROJECT SCOPE:

- Development of new brand guidelines and marketing strategy
- Design and production of marketing, promotional and point of sale collateral
- In-store signage
- Photography
- Website redesign
- Social media management
- PR and media management
- Campaign innovation

A full strategic rebrand to support 5 new restaurant openings in 2014.



A MODERN TWIST  
ON THE HK  
CHA CHAAN TENG.

HOKKAIDO DAIRY FARM  
RESTAURANT  
北海道牧場餐廳

HOKKAIDO DAIRY FARM RESTAURANT





# L'ORÉAL LUXE Travel Retail Asia Pacific

L'OREAL TRAVEL RETAIL ASIA PACIFIC

L'Oreal Travel Retail Asia Pacific hosts an annual themed conference in Singapore, to which all their key clients and retailers are invited.



PRINT  
+  
DIGITAL

1001 ARABIAN  
NIGHTS  
&  
AN  
ENCHANTING  
JOURNEY

## PROJECT SCOPE:

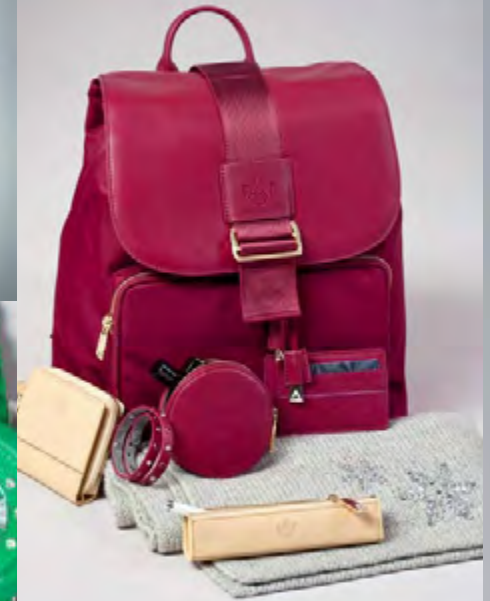
- 2013 : Art direction and production of a luxury invitation and 'lucky charm' to gain access to the event
- 2014 : Design of an exclusive invitation and series of EDMs







—  
SWAROVSKI



Throughout 2014 we have photographed the newly launched products for the upcoming season's leather goods, jewellery and premium collections.



PRODUCT  
PHOTOGRAPHY

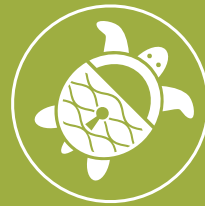


## ART DIRECTION + PRINT

## SMART TRAVEL GEAR

### PROJECT SCOPE:

- Creative design and production of four product catalogues
- Development of new brand image library
- Translation into 4 different languages and featured globally
- Ongoing branding support



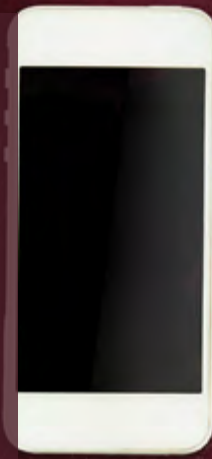
PACSAFE

Graphic design and  
artwork direction  
for a series of  
product catalogues  
- communicating the  
enjoyment of travel and  
importance of safety.



## "IMMERSE YOURSELF IN ADVENTURE"

As a continuation of the work we did for the Pacsafe 2015 Catalogues, we shot and retouched the cover images and refreshed the catalogues to represent the year ahead.



# explore

### Project scope:

- Photography and retouching of cover images
- Creation of a series of layouts that work across the 3 lifestyle segments (Adventure; Leisure & Urban; Travel accessories)
- Providing art direction for all templates & pages
- Building the imagery to help define each lifestyle segment





# CELEBRATING A JOURNEY SHARED

## COPYWRITING + PRINT

### PROJECT SCOPE:

- Assistance with local Hong Kong activation of global and regional initiatives
- Copywriting
- Design and production of luxury printed materials
- Launch of event invitations
- Creation of an EDM



LONDON

Click here to see  
the campaign video

## CELEBRATING A JOURNEY SHARED



JOHNNIE WALKER BLUE LABEL

Local activation of the  
global campaign to  
celebrate the collaboration  
between Alfred Dunhill  
and Johnnie Walker Blue  
Label.





# BRANDING + WEBSITE

## TRAINER, NUTRITIONIST AND MEDIA PERSONALITY.

### PROJECT SCOPE:

- Development of brand identity
- Effective communication of her position as one of 'HK's 5 toughest trainers'
- Design of logo and business cards
- Website design and creation
- Guerilla marketing: street-events



ALEXA TOWERSEY



[Click here to view website](#)

Establish a complete brand identity for a leading Hong Kong & Sydney-based personal trainer.





P I M L I C O  
C A P I T A L

—  
PIMLICO CAPITAL



#### PROJECT SCOPE:

- Creation of brand logo and visual identity
- Design and develop website
- Art direction of corporate brochure, presentation and supporting collateral
- Copywriting

Develop core branding  
to build brand identity  
and online presence.

P I M L I C O  
C A P I T A L

BRANDING  
+  
WEBSITE  
+  
COPYWRITING

PRIVATE  
REAL ESTATE  
INVESTMENT



STRATEGY  
+  
CAMPAIGN  
+  
EVENTS

cameo

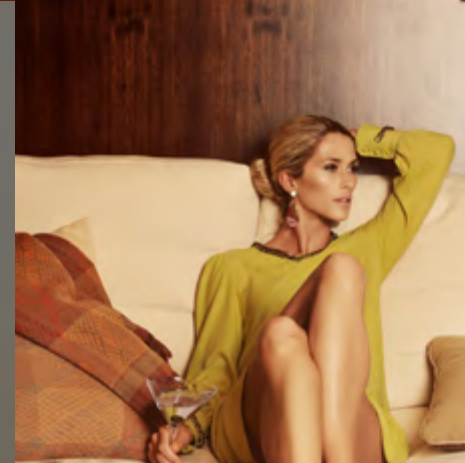
—  
CAMEO



Combine the sophisticated 'power-dressing' of the 70s with a contemporary twist, Cameo's philosophy is to create elegant clothing "with an edge".

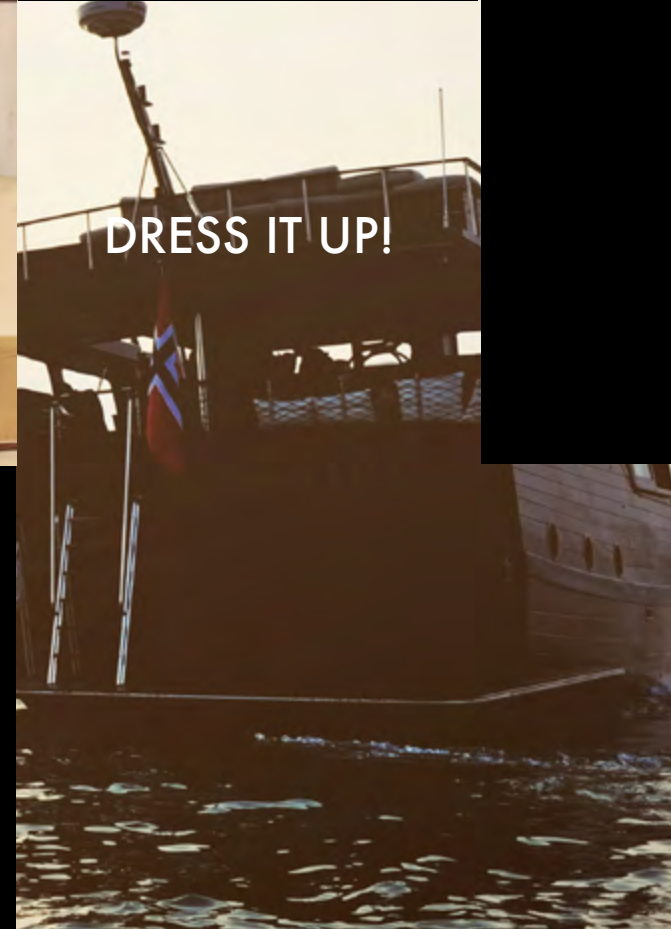
PROJECT SCOPE:

- Identification and development of strategic objectives, market positioning and creative direction
- Development of new offline distribution channels
- Direction of a photo-shoot for the SS 2013 collection on-board a luxury junk
- Design and production of a full set of new brand collateral
- Co-host a series of private sales and pop-up shops in Hong Kong
- Representation of the brand at the Blueprint fashion trade fair in Singapore



Full-spectrum strategic marketing and creative support for a HK-based fashion start-up.

DRESS IT UP!





# CAMPAIGN INNOVATION + PRINT



## PROJECT SCOPE:

- Creation of the campaign tagline to be used across all media: 'Measure Perfection'
- Development of a bespoke 'well-travelled' vintage suitcase for each bar, containing a series of personalised bar tools
- Design and production of a series of printed collateral including the invitation and participation guidelines
- Media management for a series of print-ads published in Time Out HK magazine

## A GLOBAL COMPETITION TO FIND THE BARTENDER OF THE YEAR

# DIAGEO

2014 WORLD CLASS COMPETITION

Full ideation of a campaign to inspire bartenders' participation & customer footfall.





## PRINT + DIGITAL

Following our work for World Class 2013 and 2014, we designed and produced a series of printed collateral from posters to menus and media invitations as well as developing a series of adverts for various magazines.

### PROJECT SCOPE:

- Design and production of a series of printed collateral from posters to menus to media invitations
- Development of a series of print ads for magazines including Tatler, HK Magazine and Tasting Kitchen
- Art direction for photography and retouching of images for print and digital
- Creation of invitation EDM

IT'S BACK





STRATEGY  
+  
WEBSITE  
+  
CRM

LUXURY HOME  
FRAGRANCE

PROJECT SCOPE :

- Redevelop and redesign the website
- Design of a range of EDM templates

Redesign the online presence to improve online sales and streamline the shopping process.



[Click here to view website](#)



  
COCHINE  
SAIGON  
—  
COCHINE



BRANDING  
+  
ONLINE  
MARKETING  
+  
PRINT

PRIVATE  
EQUITY FUND  
  
A PAN-ASIA  
PROFILE



[Click here to view website](#)

CASSIA  
INVESTMENTS

Faris Ayoub  
Managing Director

PROJECT SCOPE:

- Creation of the brand logo
- Design and production of corporate stationery
- Development of an informative online profile

CASSIA

—  
CASSIA INVESTMENTS

Develop a brand identity  
and web presence to  
communicate the diversity  
of the countries and  
companies in which they  
invest.



BRANDING  
+  
WEBSITE  
+  
ART DIRECTION



PROJECT SCOPE:

- Creation of brand identity
- Development of brand guidelines to include typography, usage of colours, graphic and stylistic elements
- Design and creation of website
- Implementation of photographic treatment style for print and online collateral
- In-house training for the team to implement the branding style consistently

MIXED MARTIAL  
ARTS CHARITY  
ORGANISATION



—  
WHITE COLLAR MMA

Marketing consultancy and  
development for a rebrand  
project.





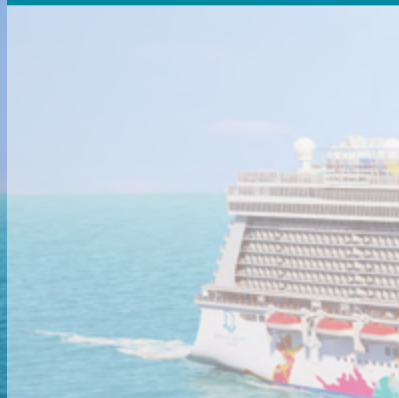


#### PROJECT SCOPE:

- Redevelopment of the company's B2B branding and visual identity
- Design and print of their annual company calendar
- Design of their corporate brochure, annual report and additional give aways

## REBRANDING + GRAPHIC DESIGN + PRINT

Genting asked us to revamp their corporate presentation and trade collaterals including their annual calendar which is distributed to thousands of travel representatives throughout Asia.





# BRANDING + CORPORATE IDENTITY



SYNO CAPITAL



“SCIENTIFIC,  
INNOVATIVE,  
RIGOROUS”

## PROJECT SCOPE:

- New logo creation
- Corporate identity
- Corporate communications



Creative direction to develop the core branding for a global life science and healthcare investment firm - to create logos for each entity, corporate identity and corporate communication complete with stylistic guide.



LANCÔME  
PARIS

LANCÔME



The French luxury perfumes and cosmetics brand, Lancome engaged MADE to design the 2014 Christmas card with a luxurious and creative 3D design.



THE **PHOENIX**  
BAR & KITCHEN SINCE 2000

—  
THE PHOENIX

“Bar & Kitchen”



After 15 years as the first Gastro pub here in the Fragrant Harbour, The Phoenix was born again! Together, we cooked up a recipe to re-launch the contemporary Bar & Kitchen. We designed, sourced and photographed for the new website, menus and point of sale materials.

PROJECT SCOPE:

- Creative direction
- New logo creation
- Website design
- Menu design
- Photography (in-house photographer)
- Copywriting
- Production and sourcing





A full spectrum of branding and marketing project for a health care management and consultancy company providing a wide range of special health care solutions and world-class services.



BRANDING  
+  
STRATEGY  
+  
WEBSITE



—  
NEO-HEALTH



#### PROJECT SCOPE:

- Marketing strategy
- Brand identity and creative direction
- Development of brand guidelines to include typography, usage of colours, image selection, graphic and icons.
- Logo creation
- Website design
- Corporate materials, eg. business cards and brochures
- Copywriting





steam  
HAIR CARE

—  
STEAM HAIR CARE

“STEP INTO THE  
SPOTLIGHT”

PROJECT SCOPE:

- Strategic planning of the brand proposition
- Creative direction of the brand identity
- Development and creation of brand story in dual languages
- Tagline creation
- Design development of logo, in store collateral designs, corporate materials including business cards, vip cards, invoices, in store tent card, pricing menu and welcome glass graphics
- Copywriting

STRATEGY  
+  
BRANDING  
+  
COPYWRITING

Steam is an everyday hair stylist salon started by celebrity hair stylist CK Wong in partnership with Watsons. The team was approached to develop the brand proposition and creative direction for the brand identity.



# BRANDING + CAMPAIGN



AXA Asia Regional Office is an essential operation to the AXA Group and involves overseeing the entire Asia region. We were approached to develop an internal branding and communications collateral that allows easier communication amongst the Group.



## PROJECT SCOPE:

- Creative direction of the internal communication branding
- Development of AARO's new logo and internal programmes logos
- Creation of internal communications and promotional collaterals



AXA ASIA REGIONAL OFFICE



**ASK ME  
ANYTHING**

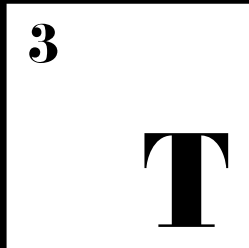


**DIALOGUE  
SESSION**



**EXECUTIVE  
SESSION**





TUTE ONLINE

## BRANDING + WEBSITE

### PROJECT SCOPE:

- Redevelopment of company's logo to reflect brand image
- Development of stationery & marketing collaterals
- Creation and development of website to improve brand messaging



"SMART  
LEARNING  
FOR  
TODAY'S BUSY  
WORLD"

Tute Online is an elite tutoring community that bring together top educated tutors to teach students online.

We assisted with creative direction of stationery & marketing collaterals and website development.



#### PROJECT SCOPE:

- Creative direction for marketing and P.O.S collateral designs
- Print production for P.O.S. collaterals including roll banner, give away promotional card
- Design and production for instore retail signage
- Bottle packaging designs development



"RARE TEA  
FOR THE FINEST  
SPIRITS"

BENJAMIN  
& BLUM



Rare Tea  
for the Finest Spirits



Benjamin & Blum is a luxury beverage brand that launched a delicate tea collection that complement with the finest whiskies, cognacs, and armagnacs. We assist with the creative designs of the P.O.S collateral, bottle packaging, and print.

P.O.S.  
+  
PRINT





DESIGN  
+  
TAGLINE  
CREATION

*Kiehl's*  
SINCE 1851

—  
KIEHL'S

“GO BIG!”

Project scope:

- Tagline creation
- Create a series of instore promotional signage





—  
JOHNNIE WALKER HOUSE

JOHNNIE WALKER  
HOUSE  
尊邸

#### PROJECT SCOPE:

- Design a welcome pack for new members of the Johnnie Walker House in Beijing, Seoul and Shanghai
- 40 page Booklet introducing the story of JW
- Broze foil illustration reminiscent of the House interior design and broze members card were included

## THE JOHNNIE WALKER HOUSE

## DESIGN + PRINT



JOHNNIE WALKER  
HOUSE  
尊邸

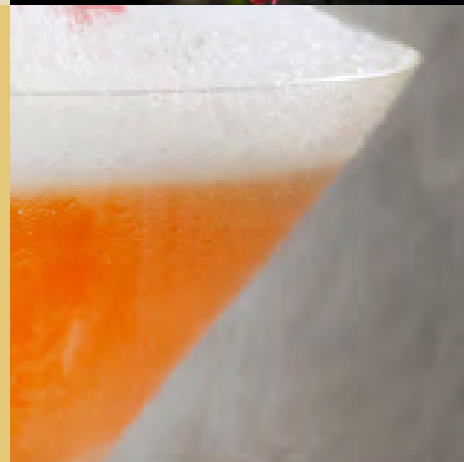
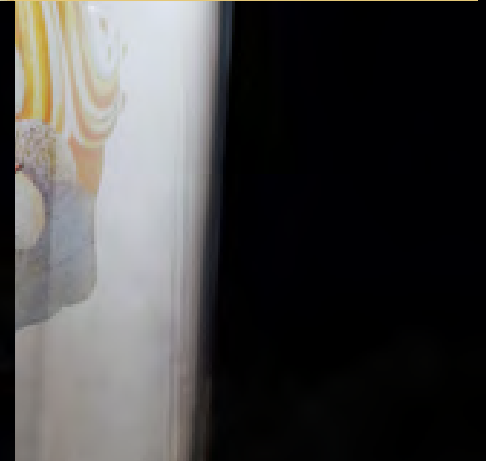
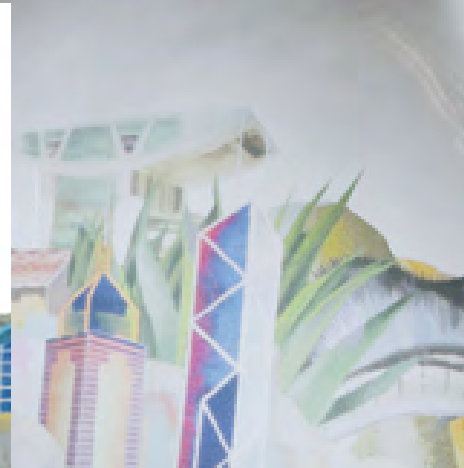


## ILLUSTRATION + PRODUCTION

The Ozone bar of the The Ritz Carlton asked us to create a series of 20 individual illustrations to be printed on the side of glass cloches which would encase their new house cocktail, "HK Skyline" made with 23 year old Zacapa Rum. We adapted the global illustrative style to incorporate iconic figures from the Hong Kong Skyline, arguably one of the main attractors to appreciate from the worlds highest bar.

### PROJECT SCOPE:

- Illustration
- Production, Sourcing and Print







# RioTinto



## "BORN OUT OF BEAUTY"

As a continuation from the work we did for Australian Diamonds, the same company also asked us to brand their Canadian Diamond mine in the same fashion.

The purpose was to develop a comprehensive range of brand assets packaged into a toolkit. The key message was that the Canadian diamonds are representative of the awe-inspiring natural landscape above. The task - to embody all of that visually into a communications suite to bring the story to life.

## PROJECT SCOPE:

- Campaign Direction and development of the story
- Creation of a campaign image library used at all touch points
- Logo creation and graphic design for campaign branding including an Authenticity Mark and certification for proof of the Diamonds origin
- Brochure
- Poster series for trade and retail used in print and OOH
- Sales training manual and Sell sheet
- Retail toolkit for trade partners
- POS displays





BNP PARIBAS

GRAPHIC DESIGN  
+  
PRINT LAYOUT  
+  
PHOTO EDITING



We helped the BNP team create a summary publication of their 2016 Sustainable Future Forum. The summit saw key note speakers from the Yannick Glenmarec and Elliott Harris from the United Nations, Cherie Blair and others, came together to discuss how finance and improved business practices can help the United Nations Sustainable Development Goals in Equality, Clean energy, Hunger and Sustainable cities, Climate Action, Health and Education.



**"With political will, smart allocation of resources and innovation, trends can be broken."**

Yannick Glenmarec, Deputy Secretary General of UN Women





Wildbond is a charity foundation that aims to safeguard the future of wild animals for our children. They engaged MADE to assist their launch and create a brand identity.

Project scope:

- Logo Creation
- Website Design
- Location Photography
- Design and print of marketing collaterals, eg. brochures
- Creation of corporate materials including business cards



BRANDING  
+  
WEBSITE  
+  
PRINT  
+  
PHOTOGRAPHY





# BRANDING + WEBSITE DESIGN

## PROJECT SCOPE:

- Brand workshops
- Communication strategy
- Logo Design
- Branding and Visual Identity
- Website Design

Vitargent have pioneered a patented testing procedure using the eggs of fish to test consumer products including food, water, cooking oils and creams that would be applied to skin such as suncream. They test for toxicity levels in order to screen products before they reached human consumption.

We helped devise their communications strategy and worked on the initial branding and logo design before passing to their in-house team to develop in full.







HERMÈS

## GRAPHIC DESIGN + PHOTOGRAPHY + PRINT

DTZ Cushman & Wakefield had the task of selling the Hermes Flagship store in HK which stands in the coveted location of No. 9 Queen's Road. We were asked to create a dual language brochure in Mandarin and English to present the store to potential clients. We created a luxurious identity for the building befitting its current occupant and the potential future one. We also photographed the surrounding area and wider Hong Kong retail landscape.



### PROJECT SCOPE:

- Creation of a new visual identity for sales materials
- Design and print of marketing brochures
- Photography
- Print production



DTZ CUSHMAN & WAKEFIELD  
戴德梁行





GRAPHIC DESIGN  
+  
LOGO DESIGN  
+  
PRINT





# MADE & COMPANY

MADE BY OUR CLIENTS

Our success is ultimately measured by our clients' success. We're really proud of the company we keep and the differences we've made to their brands.



Kiehl's  
SINCE 1851

DIAGEO



FOUR SEASONS  
Hotels and Resorts



SWAROVSKI

L'ORÉAL  
LUXE  
Travel Retail  
Asia Pacific

RioTinto



cameo



COCHINE  
SAIGON

"I have worked closely with the team at MADE over the last year and I am constantly impressed. They deliver on everything. Not only is their design work and product development great, but their strategic thinking, business acumen and experience is also extensive... they are also great fun to work with!"

MATT ROSS, FOUNDER AND DIRECTOR  
SIJAHTRA

"MADE has helped us materialize some of our most ambitious animation plans for Ralph Lauren. Beanie and Joel are a great creative duo, with deep market understanding and very original retail solutions. Working with them has been a great experience! We're looking forward to working with MADE again for our forthcoming projects."

LUCIA LEE, SENIOR PRODUCT MANAGER  
L'OREAL LUXE TRAVEL RETAIL APAC

"A flexible and committed team who deliver high quality output and who aren't afraid to express an opinion. Exactly what our business needs from an agency partner."

DREW MILLS, MARKETING DIRECTOR - DIAGEO BRANDS  
MOËT HENNESSY DIAGEO

"When we launched the HK Dining Partners website MADE provided a great one-stop service that took care of all our logo, branding and copywriting quickly and professionally."

SIMON MILLER-JONES ACA, FOUNDER AND DIRECTOR  
HK DINING PARTNERS

"Combine creativity and energetic teamwork, a great understanding for brands and a complete can-do attitude and you get... MADE"

TALE ØVSTEBØ, DIRECTOR & MANAGING PARTNER  
CAMEO

# TRANSFORM AWARDS ASIA-PACIFIC 2014

## 3 Gold Award

—  
*Best use of copy style/tone of voice  
Best use of packaging  
Best strategic/creative  
development of a new brand*

International  
recognition

Excellence  
in branding

## Grand Prix Award

*'Represents the best of the best: the most outstanding work of all the outstanding winners from tonight. The ability to reposition a product with a poor reputation into a luxury brand, along with its attention to quality design and strategic approach make it this years Grand Prix winner. Judges say the rebrand was, 'Exemplary' and "Beautiful" and commented on the powerful impact it has on its audiences.'*





## Gold Award

Best strategic/creative  
development of a new  
brand

*"The strategic and creative development behind the brand worked to circumvent the three main challenges: competitors, whose ethical approach did not match up to Sijahtra's own, thus dragging down the overall reputation of the product; a high price point based on Sijahtra's production methods and shelf-life; and bad publicity that attacked all companies producing civet coffee, rather than distinguishing those who were responsible from those who weren't. "MADE was able to accentuate the great power of culture, ethics and rarity," said one judge.*

## Gold Award

Best use of packaging

*"Sijahtra's packaging pursues the brand objectives MADE clarified: to position the Civit coffee brand as a high-end, ethically responsible maker of excellent coffee. "The challenge was met incredibly well... and served the brand's luxurious purpose" said one judge."*

## Gold Award

Best use of copy style/  
tone of voice

*"The new tone of voice is seductive, compassionate and conveys the brand's personality as well as its conscience. It urges consumers to discover Sijahtra as a "Rare, Responsible, Redefined" producer of civet coffee."*

