

# Agency Credentials

# Why work with Shampoo Creative?

- 01: We pride ourselves on our pro-active approach and the ability to offer innovative solutions
- 02: We work with our clients as one marketing team, helping to determine the strategic and tactical direction
- 03: As an extension of your marketing team, we will act as a sounding board for any ideas, challenges or provide insight into new initiatives... offering expertise on tap when you need it
- 04: We have a proven track record of delivering innovative, successful marketing solutions
- 05: A growing client list across a range of industry sectors is a testament to our abilities
- 06: We passionately believe in what we do but never forget to have fun while we do it

# Our Services

As an integrated marketing agency, we offer our clients the complete range of marketing services, including:

## Design

- Brand and Corporate Identity
- Brochure
- e-Book
- Powerpoint Beautification
- Infographic
- Event & Exhibition
- Product Packaging

## Content Marketing

- Copywriting
- Technical Writing
- Localization

## Digital

- Website Development
- Email Marketing
- eNewsletter
- Social Media Promotion

## Marketing Consulting

- Marketing Planning
- Brand Awareness Program
- Demands Generation Program
- Project Management



Digital Works



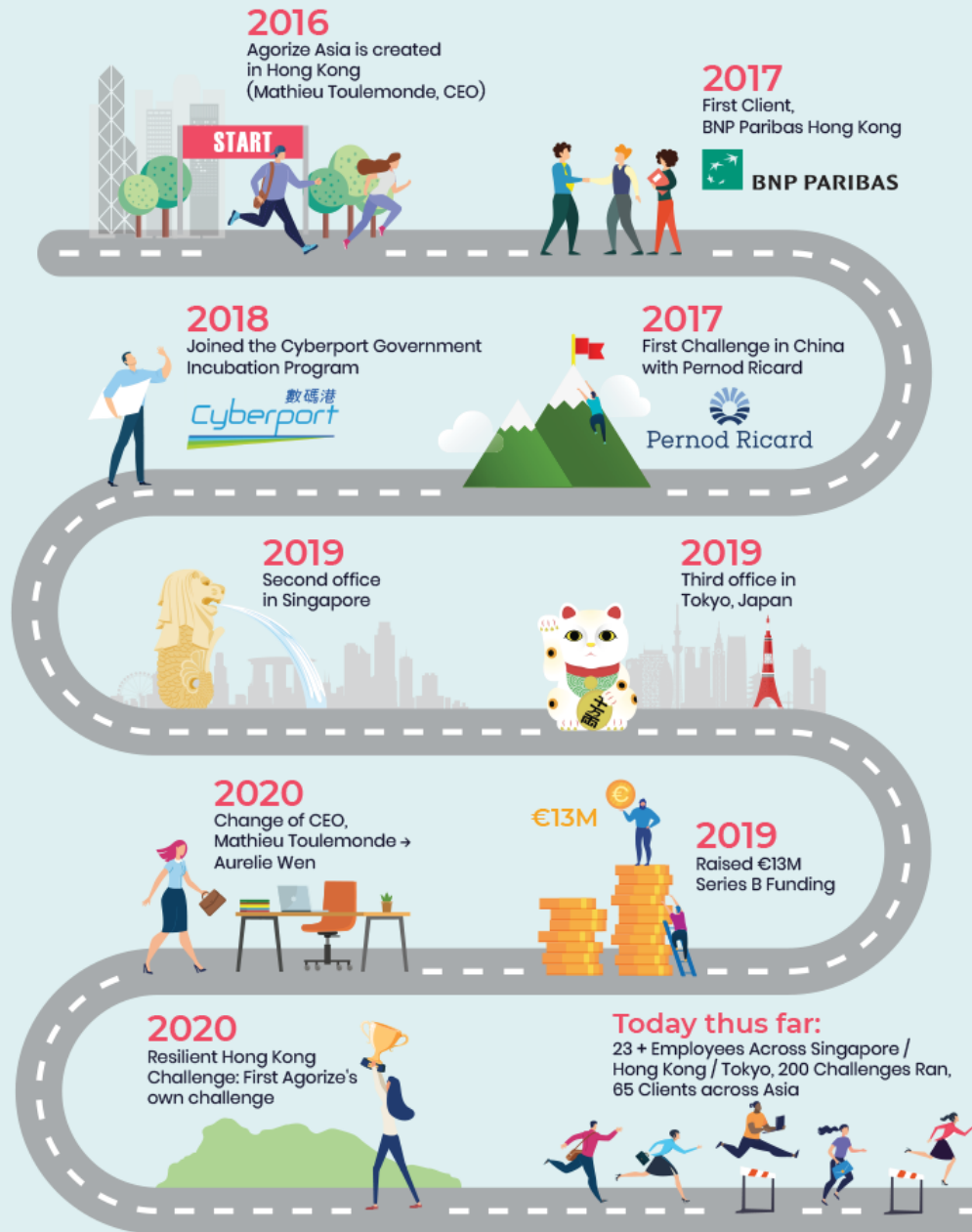
# Agorize Key Milestones Design

Agorize is a start-up platform provider specializing in O2O (Online to Offline) open innovation challenges organization. Originated from France and rapidly expanded across the globe, Agorize was looking to develop a leaflet to promote its presence in Asia. With a limited budget at hand, Agorize wanted the leaflet to be re-used in different marketing or sales tactics where applicable.

Shampoo Creative proposed to develop an infographic to illustrate the major events and achievements. Since the majority of the target audience was students and young developers, a fun approach was adopted with the use of colorful illustrations across a timeline assimilated to a marathon runway. The finished artwork could be adapted in different forms such as PPT for a sales pitch, PDF for company brochure production, image for online and social media promotion.

Client: Agorize  
 Location: Hong Kong  
 Language: English

## We're Four Years Old...



# AWS eNewsletter Template Design and Copywriting

Amazon Web Services (AWS), the world's leading cloud provider, found their main website was with too much content and the local audience had difficulty navigating what they wanted. They decided to develop a local newsletter to address what's important and relevant to the Hong Kong audience and aimed to keep potential and existing customers to be in the know on a regular basis.

In order to build a consistent brand image towards the audience, a newsletter template with visual elements highlighting Hong Kong and aligning with the Corporate branding guidelines was developed. The tone of copywriting was remained brief and concise, with A/B testing of creative email subject and preview lines targeted to technical/non-technical audience for open rate optimization.

Client: AWS  
Location: Hong Kong  
Language: English



The newsletter template features a dark blue header with the AWS logo, 'AWS Newsletter', and 'OCTOBER 2020'. The main content area has a Halloween theme with a 'Hello! Hong Kong' graphic, a 'Treats are Awaiting You. Visit AWS Hong Kong Now.' call to action, and a 'Visit Now' button. Below this is a section for 'Empowering Customer Success' featuring a 'Whoscall Developer Achieves All-round Improvements with AWS' article, a 'Gogolook' logo, and a 'Learn More' button. The next section is 'Tech Buzz for Developers' with a 'New Feature: AWS Cost Anomaly Detection' article, a '\$!' icon, and a 'Find Out More' button. The final section is 'Amazon Forecast: Cantonese On-demand Workshop' with a 'Register now' call to action, a 'Find Out More' button, and a bar chart icon.



This block contains the content for the newsletter, including a 'Learn More' link, an 'Executive Insights Series: Sustainability in the Cloud' section with a 'To Join' button, an 'Events & Offers of the Month' section featuring an 'Offer of the month: SAP Business One SQL for SMEs' and a 'Get the Offer' button, and a section for 'AWS Virtual Container & Serverless Day 2020 on Nov 11' with a 'Learn More' button. The footer includes a contact email 'aws-hk@amazon.com', 'Best Regards, Amazon Web Services', and 'Monthly Newsletter'.

# AWS eNewsletter Template Design and Copywriting

Amazon Web Services (AWS), the world's leading cloud provider, found their main website was with too much content and the local audience had difficulty navigating what they wanted. They decided to develop a local newsletter to address what's important and relevant to the Hong Kong audience and aimed to keep potential and existing customers to be in the know on a regular basis.

In order to build a consistent brand image towards the audience, a newsletter template with visual elements highlighting Hong Kong and aligning with the Corporate branding guidelines was developed. The tone of copywriting was remained brief and concise, with A/B testing of creative email subject and preview lines targeted to technical/non-technical audience for open rate optimization.

Client: AWS  
Location: Hong Kong  
Language: English



The screenshot shows the top half of an AWS newsletter for May 2021. It features the AWS logo, the title 'AWS Newsletter | May 2021', and a vibrant graphic with 'HELLO! HONG KONG' in neon-style text. Below the graphic, there is a 'Why you must join' section, a 'Register Today' button, and a 'Sneak Peek' section titled 'Some of the Customer Stories at the Summit'. This section includes three featured stories: 'Data Analytics' for Disneyland Hong Kong, 'Security' for Crypto.com, and 'AI and Machine Learning' for Lalamove.


aws  
AWS Newsletter | May 2021

HELLO! HONG KONG

**Why you must join:** This is a great opportunity for you to learn from AWS customers how they have made effective use of technologies such as AI and data analytics to meet changing needs, improve operation, and accelerate growth.

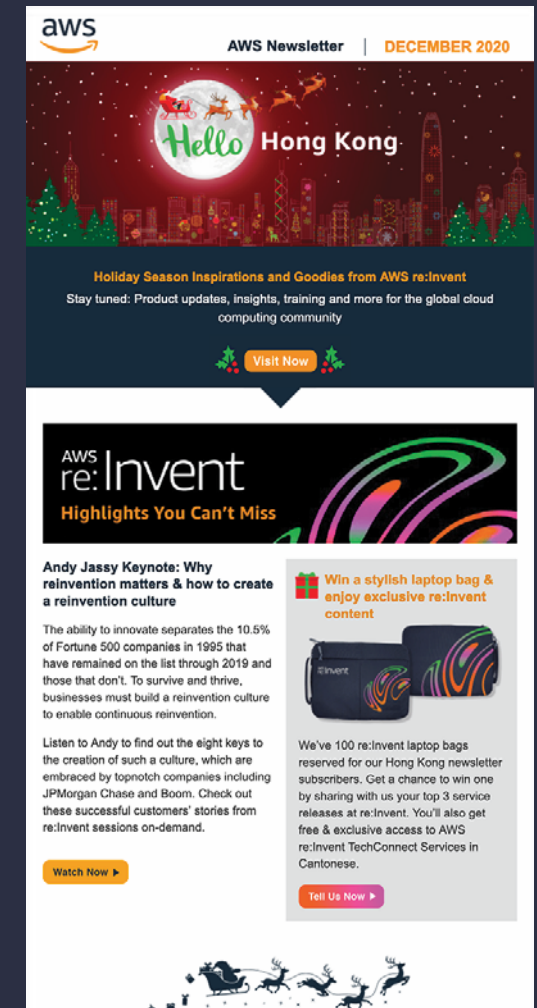
aws SUMMIT ONLINE HONG KONG 27 May 2021 | 9:00 am - 4:00 pm  
[Register Today](#)

**Sneak Peek:**  
Some of the Customer Stories at the Summit

**Data Analytics**  
  
**Disneyland Hong Kong: How we Modernize Data ETL Pipelines**  
At the Summit, Disneyland Hong Kong will walk you through how the company leverages AWS data services to reduce data latency and evolve on-premise data analytics stack to a cloud-native one to enable future innovations.

**Security**  
  
**Crypto.com: How We Secure Our Business & Use Case**  
Crypto.com is able to protect data at rest and in transit with encryption at the component level and achieve major compliance certifications. At the Summit, the company will share their successful use case and insights into cyber security challenges and priorities.

**AI and Machine Learning**  
  
**Lalamove: How We Automate Data Extraction and Analysis with AI**  
Join the Summit to learn how Lalamove uses AWS AI services to effectively automate data extraction and analysis and the benefits gained.



The screenshot shows the top half of an AWS newsletter for December 2020. It features the AWS logo, the title 'AWS Newsletter | DECEMBER 2020', and a festive graphic with 'Hello Hong Kong' and a city skyline. Below the graphic, there is a 'Holiday Season Inspirations and Goodies from AWS re:Invent' section, a 're:Invent Highlights You Can't Miss' section, and a 're:Invent Top Picks for Hong Kong' section. The 're:Invent Highlights' section includes a keynote by Andy Jassy and a contest to win a laptop bag.

aws  
AWS Newsletter | DECEMBER 2020

Hello Hong Kong

**Holiday Season Inspirations and Goodies from AWS re:Invent**  
Stay tuned: Product updates, insights, training and more for the global cloud computing community  
[Visit Now](#)

**AWS re:Invent Highlights You Can't Miss**

**Andy Jassy Keynote: Why reinvention matters & how to create a reinvention culture**  
The ability to innovate separates the 10.5% of Fortune 500 companies in 1995 that have remained on the list through 2019 and those that don't. To survive and thrive, businesses must build a reinvention culture to enable continuous reinvention.  
Listen to Andy to find out the eight keys to the creation of such a culture, which are embraced by topnotch companies including JPMorgan Chase and Boom. Check out these successful customers' stories from re:Invent sessions on-demand.  
[Watch Now >](#)

**Win a stylish laptop bag & enjoy exclusive re:Invent content**  
We've 100 re:Invent laptop bags reserved for our Hong Kong newsletter subscribers. Get a chance to win one by sharing with us your top 3 service releases at re:Invent. You'll also get free & exclusive access to AWS re:Invent TechConnect Services in Cantonese.  
[Tell Us Now >](#)

**re:Invent Top Picks for Hong Kong**

**Computing**  
Amazon EC2 Mac instances enable users to run on-demand macOS workloads in the cloud for the first time!  
[Learn More](#)

**Databases**  
Babelfish for Aurora PostgreSQL helps you run Microsoft SQL Server applications on PostgreSQL with little to no code change. Register for preview.  
[Register](#)

**Data Movement**  
AWS Glue Elastic Views combines and replicates data across multiple data stores using SQL. Register for preview.  
[Register](#)

**Machine Learning**  
AWS Panorama's capability benefits multiple industries including retail and manufacturing by bringing computer vision to on-premises cameras for making highly accurate predictions. Register for preview.  
[Register](#)



# Barracuda Infographic Design

To promote their local presence and bring awareness of the importance of adopting the right cybersecurity solutions, Barracuda Networks needed help to develop a visually appealing infographic to introduce their cybersecurity solution series to a non-technical audience.

Since the majority of the target audience was 35+ male, we then came up with the idea to develop a game-style infographic with vibrant color and cartoon characters resonating with Super Mario. Along with each level of the game, the main character would face different cybersecurity challenges and each could be tackled by the introduction of one Barracuda Cybersecurity solution. This was a great educational piece for a non-technical audience as many had voiced that it was fun to read and extremely easy to understand the concept behind. It was also localized in different languages for countries across Asia Pacific.

Client: Agorize  
Location: Hong Kong  
Language: English, Traditional Chinese

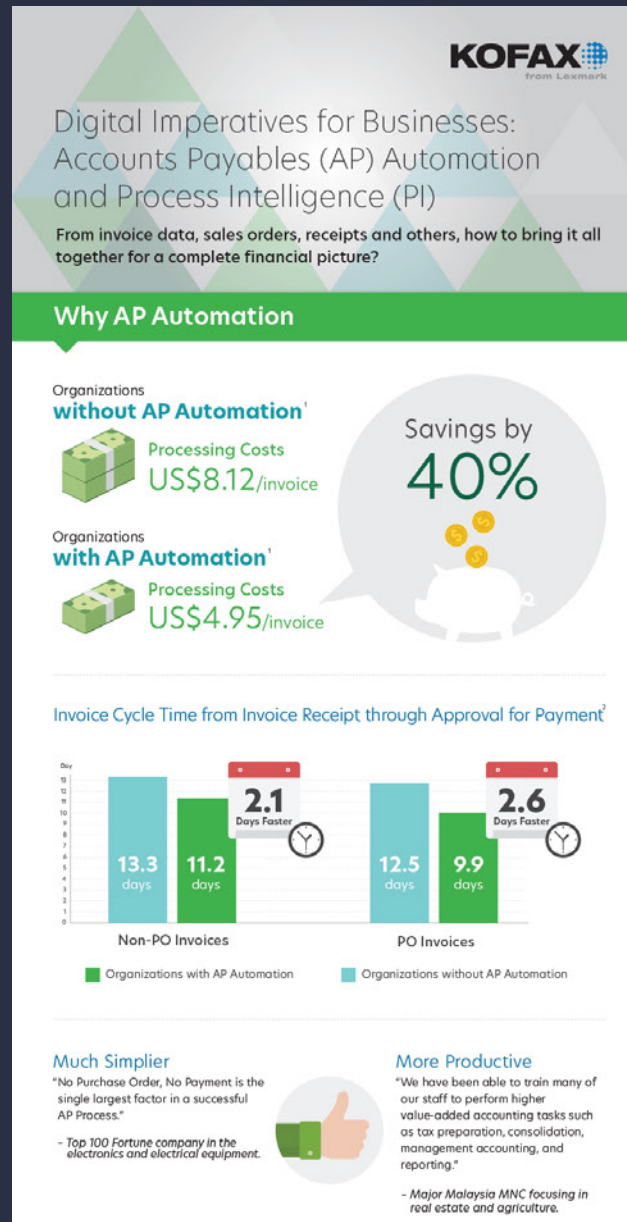


# Kofax Infographic Design

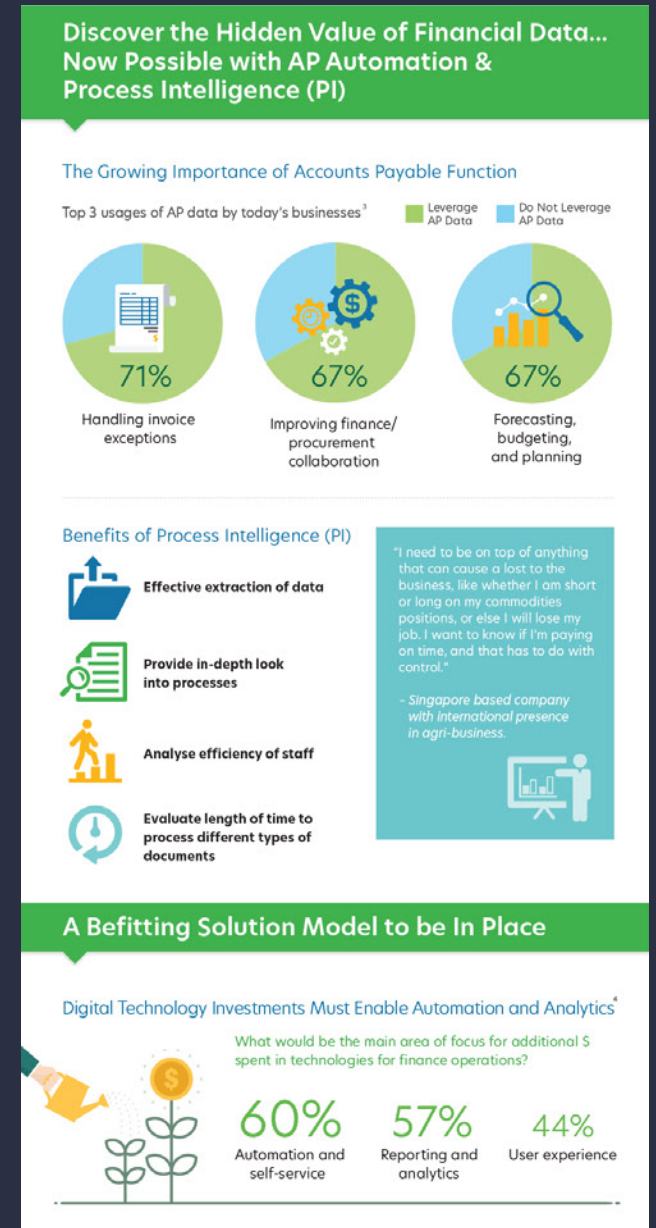
Infographics are powerful tools to convey complex concepts backed by simple wordings and enriched data visualization. Kofax had developed a research study focusing on Accounts Payable Automation and would like to turn all the key messages and findings into infographics.

After a thorough study of the report, we shortlisted all the key facts and figures for story outline development. Further to several rounds of facts trimming, we finalized our plot by addressing the WHY AP automation, WHO is affected, and HOW automation can really help. With minimal text, we developed a visually-driven infographic that could catch readers' attention, enrich their understanding of the concept, and encourage active sharing on social media (especially for mobile marketing).

Client: Kofax  
 Location: Singapore  
 Language: English



Infographic





# Kofax Infographic Design

Infographics are powerful tools to convey complex concepts backed by simple wordings and enriched data visualization. Kofax had developed a research study focusing on Accounts Payable Automation and would like to turn all the key messages and findings into infographics.

After a thorough study of the report, we shortlisted all the key facts and figures for story outline development. Further to several rounds of facts trimming, we finalized our plot by addressing the WHY AP automation, WHO is affected, and HOW automation can really help. With minimal text, we developed a visually-driven infographic that could catch readers' attention, enrich their understanding of the concept, and encourage active sharing on social media (especially for mobile marketing).

Client: Kofax  
 Location: Singapore  
 Language: English

**KOFAX**  
 Digital Transformation for Today's Businesses

Business as usual today means you'll have to go further to improve inefficiencies, while reducing costs and errors in current human-centric, analog business processes. You need to go beyond capture.

According to Gartner  
**50%**  
 of businesses intend to be digital in 24 months, which will result in high stresses on individuals in organizations.

**83%**  
 in three to five years

**Benefits of All-Digital Processes**

Going paperless is just the beginning. See how organizations that have gone end-to-end digital across their businesses are reaping the benefits.

What have been the biggest benefits from your paper-free processes?

- 56%** Faster customer response (internal/external)
- 43%** Reduced staff resource/higher productivity
- 33%** Better monitoring and visibility of status and workloads
- 33%** Improved remote/mobile accessibility
- 30%** Cleaner audit trail and regulatory compliance
- 22%** Visibility/access for other non-process staff

**What is Kofax TotalAgility?**

As an integrated platform, Kofax TotalAgility provides the most flexible and scalable way for businesses to transform manual tasks and paper resources into digital tasks and electronic resources that are faster and easier for everyone.

TotalAgility helps businesses handle their processes in a smarter, more accurate, more efficient and more effective way - saving organizations time and money.

**TotalAgility helps you address four key business use cases:**

Multichannel Capture & Output  
 Adaptive Process Management  
 Collaboration  
 Actionable Insights  
**TotalAgility**

This unique combination of capabilities helps to simplify the business-critical First Mile of information-intensive customer interactions.

**Unified Platform for Better Efficiencies**

Your business needs a modern, unified platform that will effectively automate both predictable and dynamic work flows across your organization. With the technology, you can fully digitize your information-intensive business processes, engage your customers via smart mobile devices, analyze performance and integrate information seamlessly.

Insurance Financial Services Government Healthcare Retail Manufacturing Education Business Process Outsourcing

Multichannel Capture, Extraction & Verification, Case Management, Workflow & Process Automation, Content Management, Search, Customer Communication Management, eSignature & Signature Verification

Capture Information, Automate Processes, Manage Content, Transact Digitally

Mobile Analytics Integration

**Embedded Actionable Analytics**

Kofax TotalAgility analytics provide choices alongside business and process intelligence that provides vital context for the choice, resulting in more efficient recommendations over time.

# Splunk Digital Campaign Localization eBook, Banners, Landing Pages

Localization was often confused with translation. No matter how successful a global campaign was, marketers who did not understand the difference between translation and localization would risk aggravating a local campaign if the content could not be resonated with the local audience.

In this project, Splunk was looking for help to localize an online campaign consisting of deliverables including website landing pages, eDMs, and an 8,000-word eBook in Simplified Chinese for Mainland China, Traditional Chinese for Taiwan, and Korean. Such a content-rich campaign would require experienced translators who possessed excellent writing skills and technical understanding to ensure the terminologies were translated correctly and the localized content could be fully resonated by locals. So we decided to identify the translators based in each respective country rather than in Hong Kong, to assure the standard and quality could be met. We finally made the campaign localization in three languages within three weeks, and with less than three times of revisions.

Client: Splunk  
Location: Asia Pacific  
Language: English, Traditional Chinese, Simplified Chinese, Korean



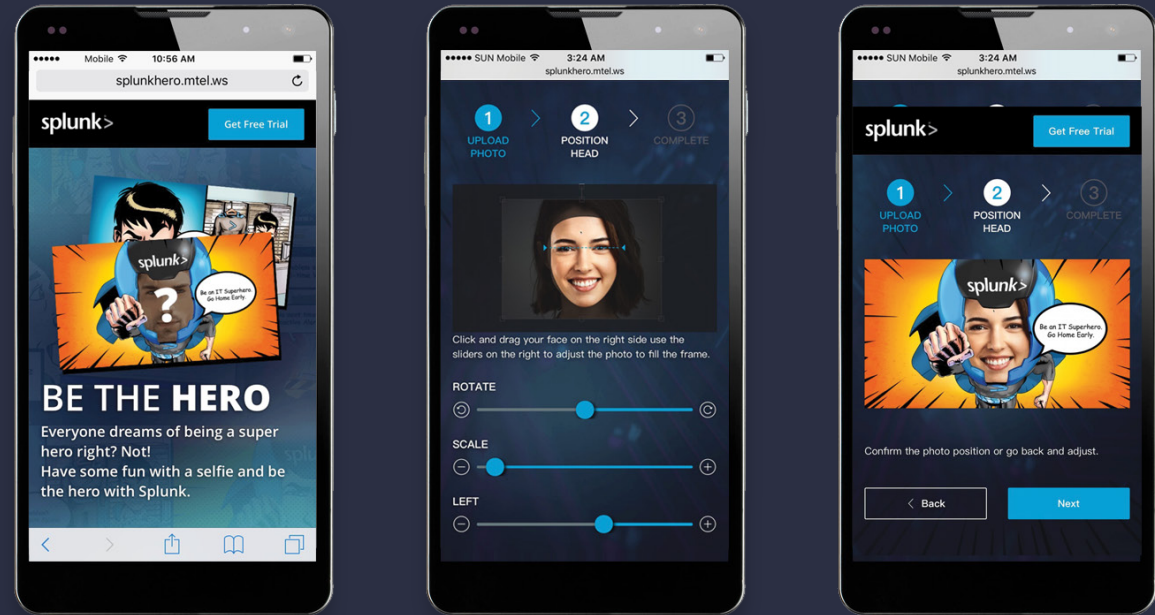


# Splunk Hero Campaign

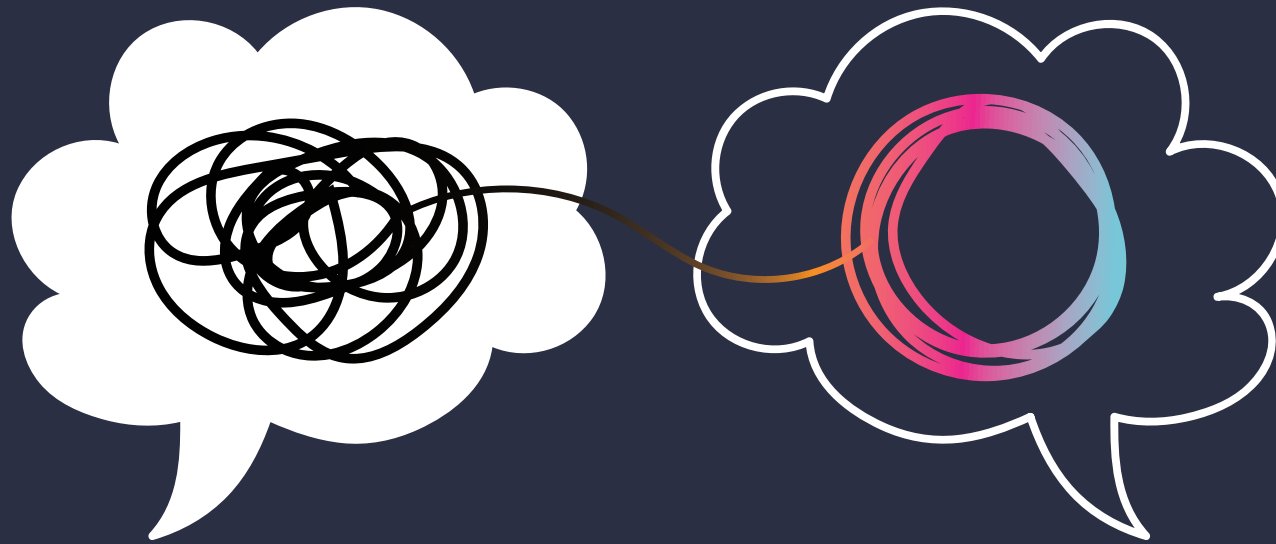
When the concept of Data Analytics and Machine Learning (ML) was still new to the market, Splunk wanted to use an easy-to-understand approach to introduce how ML could help businesses from all sizes to capture machine learning data, effectively analyze it and gain insights from the IT Operations, Security and Big Data perspectives.

One of the requirements for this project was to drive engagements between readers and Splunk, we proposed to develop an interactive microsite where readers could personalize some of the content and refer others to check out this microsite. Riding on the superhero theme, three comic stories were developed, illustrating the challenges the main character - IT manager was facing, how Splunk could help to tackle these challenges, and finally led a frustrating IT manager to become an IT hero. At the end of each story, there was a screenshot where participants could customize the IT hero's headshot with their own picture and share it directly from social media for viral marketing. It turned out to be a great success as the audience got to learn a complex concept in a fun manner and the marketing update opt-in rate was significantly increased.

Client: Motorola Solutions  
Location: Singapore  
Language: English







# PowerPoint Presentation

# Motorola Solutions PPT Beautification

A well-crafted presentation should be engaging, persuasive, and compelling. When marketers received a huge amount of raw data and messages for presentation development, it was never an easy task to turn it into an understandable context backed with great visuals.

For this presentation, the most challenging part was time as we were only given 2 working days to design the whole PPT deck from scratch. All given materials were raw figures or bullet points, it was important to have a throughout understanding of how the data should be interpreted. The process of understanding figures from different stakeholders could be timely, but it's worth it as it helped drive down the number of revisions significantly. In two working days, we were able to deliver a 30-page deck mix with workflow diagrams, charts, and iconographic with minimal number of revisions.

Client: Motorola Solutions  
Location: Singapore  
Language: English



**ACCELERATE SOLUTIONS**

**NEW APAC Vertical Solutions Team**

- Public Safety
- Natural Resources & Energy
- Telecommunications
- Transportation

**PRODUCTS** → **SOLUTIONS**

- Selling
- MSI
- Features
- Market Leaders
- Customer Outcomes
- Thought-leader

**EXPANDED PORTFOLIO:**

- Gridstone
- OVIGILON
- VaaS
- KODIAK
- WAVE ONCLOUD

**DEVELOP COMMERCIAL MARKETS**

**Go-to-market Focus**

- ASIA**: NEW Enterprise Account Manager (EAM) Team
- ANZ**: Energy & Natural Resource Team
- CHINA**: Vertical Team

**NEW APAC Vertical Solutions Team**

- Vertical Playbooks
- Domain Experts
- Best Practice Sharing

**DOUBLE DIGIT GROWTH!**

**DRIVE CHANNEL GROWTH & EXCELLENCE**

**Data-driven Channel Management**

- Coverage
- Forecasting
- Tiering
- Attachment Rates

**Customer Outcome Focused**

- Enabling
- Solutions
- Services

**MAJOR 2018 ACHIEVEMENTS**

- 4 YEARS GROWTH IN ANZ**: 8% CC growth. First ANPR solution, VicPol - \$13M. NSW TA North Coast \$35M. NSW RFS \$100M. ESTA MDN extension \$19M.
- BREAK-THROUGH STRATEGIC WINS**: HK CC4 \$40m. Thailand CAT \$24m. SOLAS \$3M. Korea Fire \$4M. Hebei PDT 17K units.
- CHANNEL EXCELLENCE**: First Capmax with Services win for Taiwan Freeway \$1.6M. Increased self-through 30% by 16% (record 1M units). WOI from 23 weeks to 18.
- SOFTWARE & SERVICES GROWTH**: Sales 10% YoY growth. Margin improvement, 14%. Go-to-market optimisation.
- INVESTING IN OUR PEOPLE**: New or expanded roles for 90% of Senior Leadership Team. 82 new hires, 25 expanded roles, 80 role changes and rotations.

# Cooperate Overview

PowerPoint presentations make it easier to engage with the audience. Striking images can hold an audience's attention, while clear bullet points or summary text helps the audience follows the logic of a presentation.

Client: Fujitsu  
Location: Asia Pacific  
Language: English



### Product

**Storage ETERNUS**

FUJITSU Storage ETERNUS is comprised of compelling solutions for all tasks ranging from applications that demand ultra-fast response times, consolidation of different types of data in a single system, and deployment of hyper-scale, software-defined storage to extremely powerful data protection solutions that can be managed very easily and efficiently.

### Case Study (Hong Kong)

**ThyssenKrupp Elevator Asia Pacific**

Software as a Service – Private cloud hosted for on-demand SAP services

- ThyssenKrupp Elevator's in-house IT infrastructure was becoming overwhelmed by an influx of data due to system expansion. Additional investment on infrastructure was made but the old environment was unable to adapt and optimize performance. It became overloaded to support around 800 users in China and Korea. A combination of slow SAP system response and poor storage performance also contributed to the low user satisfaction.
- Fujitsu was able to clearly identify the issues that customer faced and provided bespoke solutions. By migrating the SAP database and application environment to Fujitsu's system platform, customer experienced an unparalleled performance improvement by 30 to 50%. This also led to enhanced reliability, availability, service quality and user experience.
- "We were impressed by the comprehensive, responsiveness and attention to detail demonstrated by Fujitsu services team. We are confident that we are in capable hands." Fergus Toher, COO, ThyssenKrupp Elevator

### We Build Technology for a TRUSTED Futures – Innovative Business Solution

**Robotic Process Automation**

- Our Solution to Automate ANY business activity involving Users, Data and Systems
- Automating Functions in Business Environment: HR Services, Finance and Accounting, IT Services, Supply Chain



# Print Collaterals



# YORK Air-Con Advertising Campaign

YORK had come to us for an integrated advertising campaign to promote the latest inverter air-conditioner. The campaign consisted of various above and below-the-line deliverables including the design of the print ads, brochures, flyers, billboards, and on-site POPs.

Since the brand image of YORK was not the first-tier air-con brand in the market, it was expected that the print ad could convey the messages of lifestyle, comfort, and middle-class. We then proposed to use a visual with a young woman practicing yoga calmly and comfortably indoors, implying consumers rest assured the indoor temperature was intelligently monitored with the air-con enabled with inverter technologies.

Client: Johnson Control  
 Location: Hong Kong  
 Language: Traditional Chinese



### 舒適 Comfort

**Follow Me追蹤模式\* 均勻送風 Effective Cooling with Follow Me Mode\***

遙控器內置獨特Follow Me追蹤功能，當「Follow Me追蹤模式」開啓時，可感應遙控器附近的溫度，從而更精確調節至設定溫度。出色的送風功能配合自動搖擺送風功能令送風範圍更廣、更均勻，保持室內溫度一致，冷氣或暖氣不會只集中在機身四周，即使遠離機口位置，亦同樣感覺舒適。

\*Follow Me is a unique built-in feature in the remote controller. When activated, the indoor unit will sense the setting temperature according to where the remote controller is placed, resulting in a more precise and comfortable cooling.

**睡眠模式\* 安睡舒適 Comfortable Sleep Mode\***

睡眠模式會於開機後的首兩個小時，每小時自動將室溫調高一度，其餘時間會恆溫至關掉空調機，讓您安睡之餘，也可達至最高的能源效益。

The Sleep Mode feature increases the room temperature setting automatically by 1°C after the first and second hour, maintaining a steady set temperature for remaining hours before switching off, providing you with a comfortable sleep while ensuring maximum energy efficiency.

**冷氣 Cooling**

設定溫度 Preset Temp. 預設溫度

1 2 3 4 5 6 7 OFF

睡眠模式下5小時安睡溫度 Sleep Ready for next 5 hours

**窗式分體空調機 寧靜穩位易安裝 User-friendly Window Split Type Air-Conditioner**

窗式分體空調機的室外機，尺寸與一般窗式空調機相若，能安裝於傳統窗式空調機機位，無須於外牆搭枱安裝，讓您免卻煩惱，卻能同時享受分體機的寧靜操作，擁有安靜舒適的環境。

The size of window split type air conditioner outdoor unit is as big as normal window type air conditioner, which can be installed in conventional window easily, bringing you a calm and quiet environment.

### 健康 Health

**多重過濾 保護健康 Health Protection via Filtering System**

**負離子淨化空氣\* 保持家居衛生 Purifying Ionizer\***

離子淨化器釋出負離子，結合空氣中的塵埃及細菌，然後帶到過濾系統，有效潔淨空氣。而且負離子能刺激血液循環系統，改善心肺功能，及預防呼吸道疾病(如哮喘、肺炎等)，有助健康。

Ionizer can refresh the air and protect the breathing environment efficiently through releasing anions. Anion is highly effective in stimulating blood circulation, improving lung function and preventing respiratory passage illness such as asthma and pneumonia.

**生物過濾網\* 有效殺菌 Sterilizing Bio-filter\***

生物過濾網內的HEPA過濾網及生物酶，可阻截細菌的灰塵、細菌、真菌和微生物，有效去除細菌及阻擋塵埃達99%。

Bio filter consists of Biological enzyme and HEPA filter which catches tiny dust particles and inactivate bacteria, fungi and microbe. It kills bacteria efficiently and collects up to 99% dust.

**自動清潔\* 防霉防菌 Self-Cleaning Anti-Mold & Bacteria\***

當關掉空調機時，乾燥功能會自動啓動，將機盤及空調機內部表面風乾，有助預防霉菌生長及減少空調機內滋生細菌的機會。

When the unit is switched off, the drying operation will be automatically activated to dry out the coils and internal surfaces. This drying out process helps prevent the growth of molds and minimize the bacterial cultivation within the indoor unit.

\*適用於掛牆式變頻分體機系列的機種。 Applicable to wall-mounted Inverter Reverse Cycle Split Type air conditioner series.  
 ▲適用於掛牆式變頻分體機及分體式及掛牆式分體機系列機種。 Applicable to wall-mounted Inverter Reverse Cycle Split Type air conditioner series and wall-mounted Split Type air conditioners series.

# ARROW LINE Promotion Print Ad for Taiwan

With stringent Corporate branding guidelines and the use of photos, local marketers always faced the dilemma (option: sacrifices) between brand compliance and creativity. This print ad was developed purely for Taiwan, our design team found that creating an ad by strictly following the brand guidelines might not be the best approach. Therefore, we came up with two options – one aligned with the brand guidelines, an ‘out of the box’ one that would be of the local audience’s favor. The decision was always up to the client, but we strived to make our client’s life easier with valid options to choose from.

Client: Arrow  
Location: Taiwan  
Language: Traditional Chinese

LINE POINTS  
萬點月月抽

加好友 送好禮  
\$720  
LINE POINTS  
x 180份

1/6/2021 - 31/8/2021

艾睿電子 官方帳號上線囉! arrow\_tw

- 1 掃碼看帖文
- 2 讚好帖文及加好友
- 3 進入聊天室填寫資料
- 4 得獎通知
- 5 線上兌換獎品

請密切留意官方帳號的信息，得獎名單會在帳號內公佈

管理員確認資料無誤後於聊天室提供點數給帳號好友

艾睿電子  
LINE 官方帳號上線囉!

@arrow\_tw

LINE POINTS  
萬點月月抽

加好友 送好禮  
\$720  
LINE POINTS x 180份

1/7/2021 - 30/9/2021

掃碼看玩法

ARROW  
Five Years Out

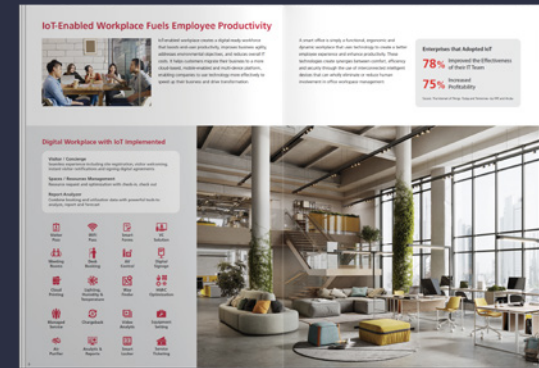


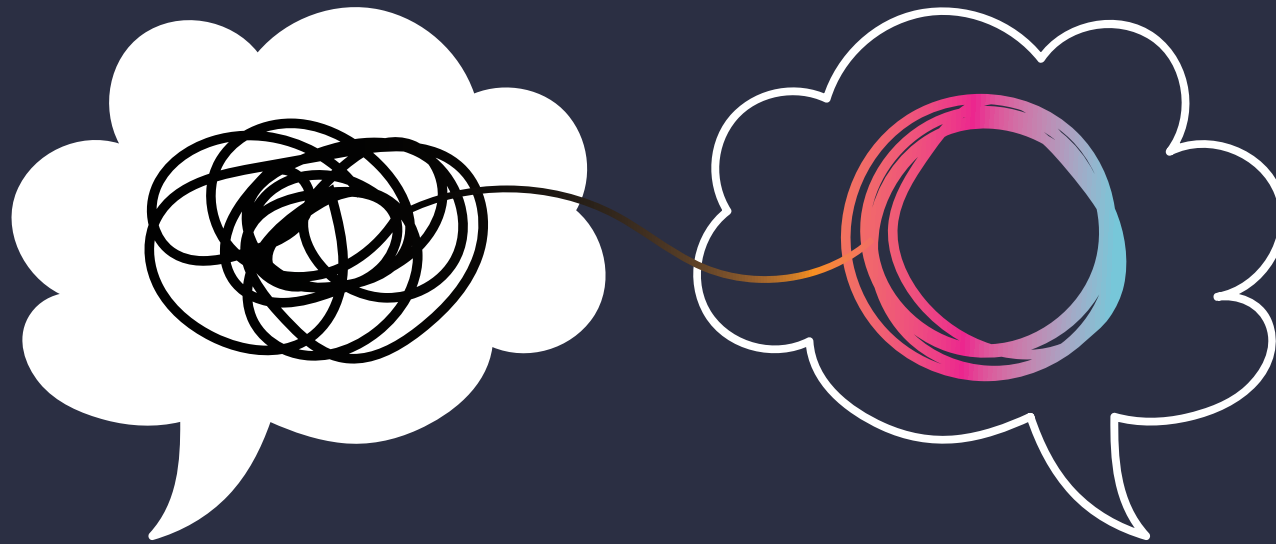
# Ricoh Digital Workplace Service Brochure

Ricoh Hong Kong, best known as the maker of printers and copiers, was slowly switching its business focus and positioned itself to be the leading provider in digital workplace solutions. Little known to the market of its offerings, Ricoh Hong Kong decided to develop a brochure and website to promote one of their workplace service offerings – Digital Workplace Services to be adapted in the sales pitch, social media promotion, and online campaigns.

To stay away from the image of a hardware provider, no product images were used in this campaign. The website/brochure was aimed to bring out professionalism and expertise, with contemporary design and minimum use of color. To simplify navigation, the website was broken down into four sections – Who We Are, Why Ricoh, Our Services, and Cases, supported with workflow diagrams to illustrate its work process and service offerings. All diagrams developed could be adapted for different sales/marketing means to maximize the marketing effort and budget spent.

Client: Ricoh  
 Location: Asia Pacific  
 Language: English





# Events and Exhibitions



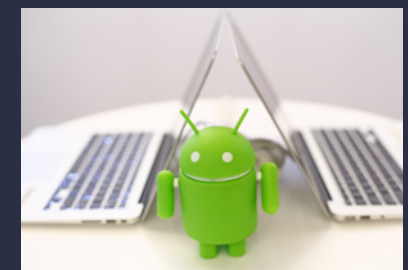
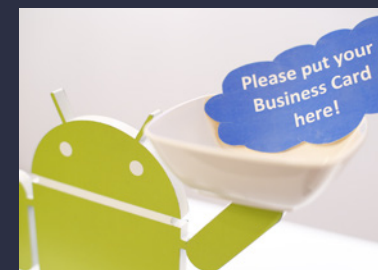
# Event Showcase – Fujitsu Technology Symposium

Client: Fujitsu  
Location: Hong Kong  
Language: English



# Event Showcase – Google Partner Event

Client: Google  
Location: Hong Kong  
Language: English





# Ted Talk Event – The Power of Simplicity

Client: PureStorage  
Location: Hong Kong  
Language: English

