

Brand: Magnum
Creative: Graphic and Traditional Illustration
Channel: Facebook and Instagram

Challenge:

Magnum wanted to connect with their online fans on a more intimate level. There were also several campaigns, which included new ice-cream flavours, launched during the period. The challenge was to build online presence on the new campaigns and flavours whilst connecting with the current and new fans of Magnum. How could we increase fan engagement and the brand's online presence whilst at the same time introducing new ice-cream flavours?

Strategy:

We came up with a 'Magnum Lovers' series - Part 1) A fashion inspired illustration style to first capture the target audience's attention. Part 2) A series of customised portrait illustrations were then crafted for the Magnum lovers (consumers and online fans) from the online polls created. Focusing primarily on our female target audience aged 30-40, polls/trivia posts were created on facebook and instagram for fans to comment or share. Winners would then be selected for a customised portrait illustration together with their favourite Magnum ice-cream; publicly posted on Magnum's page.

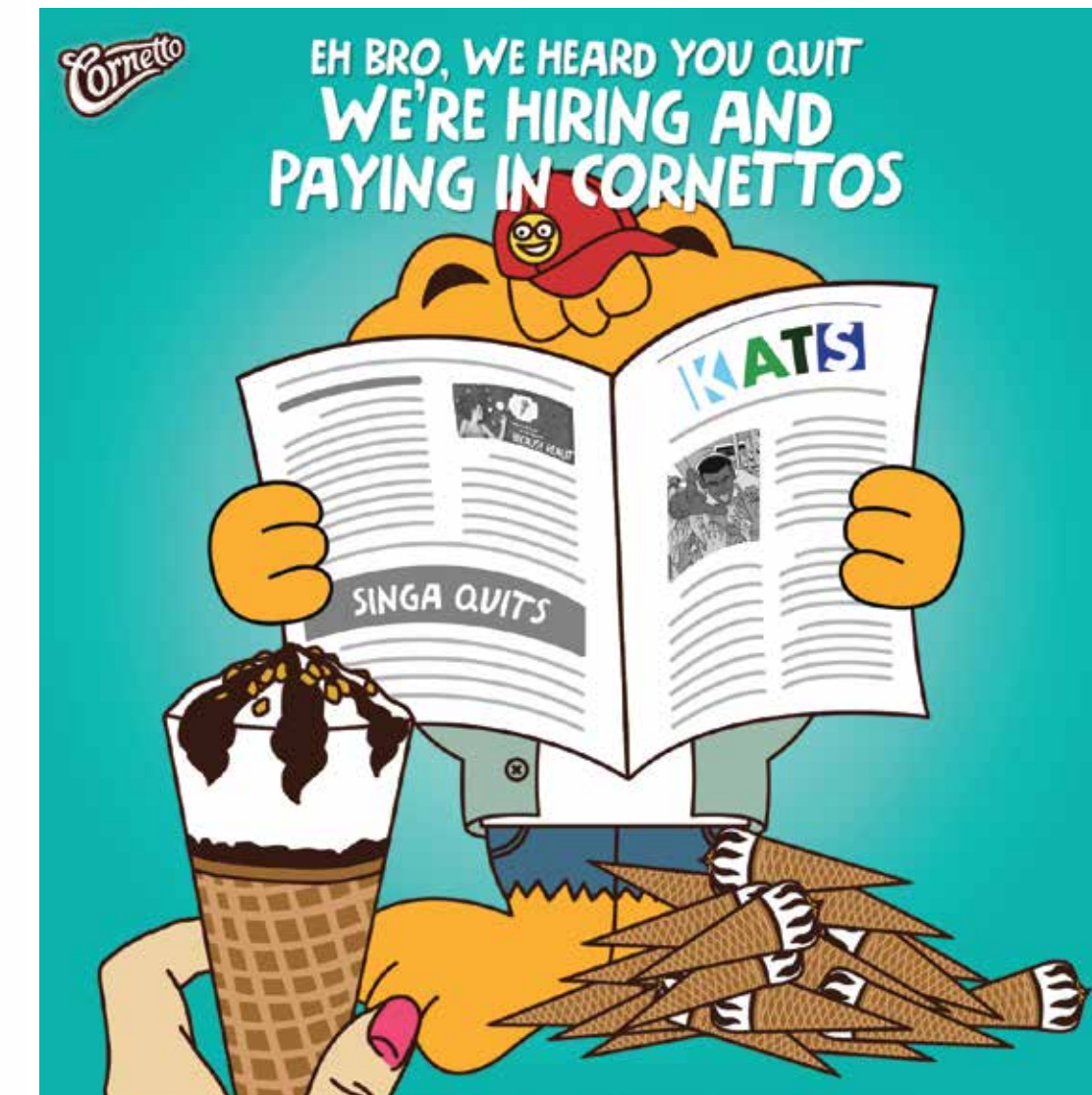
The 'Magnum Lovers' series not only was well received by the current online fans but also saw an increase in numbers for lovers of the decadent ice-cream!

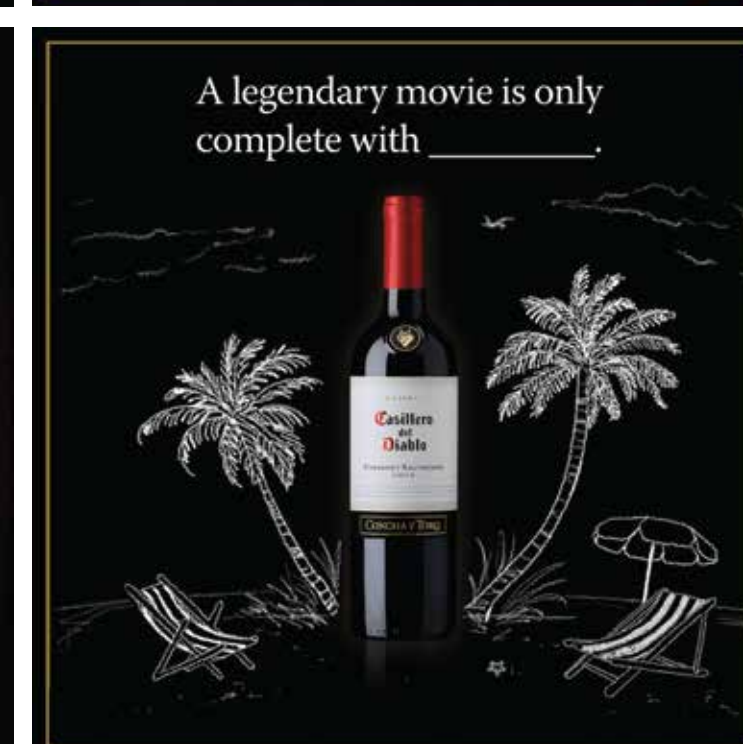
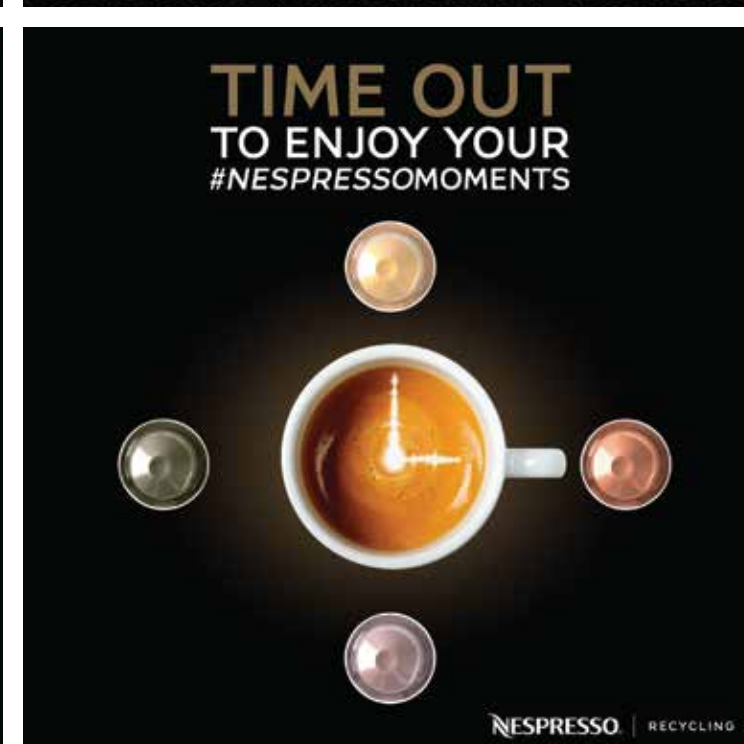
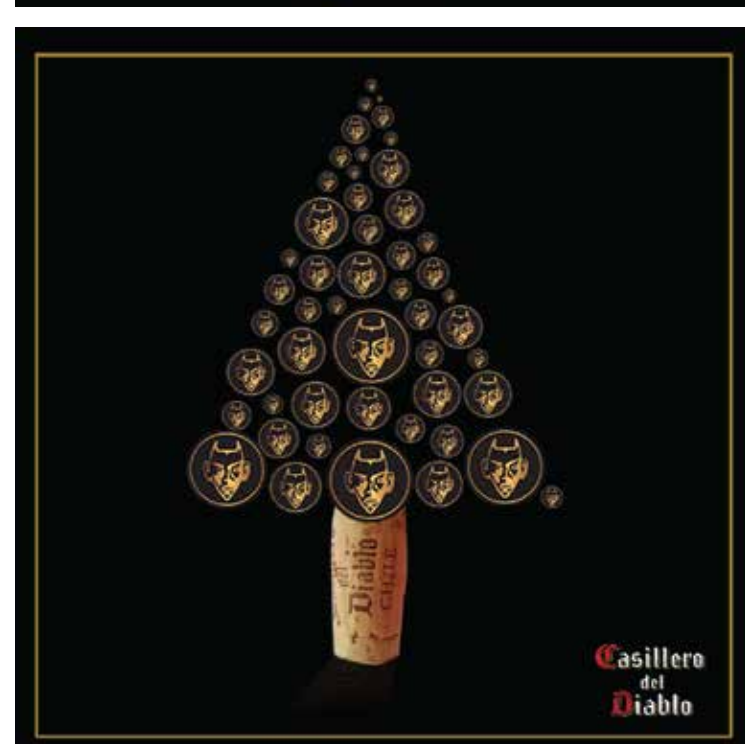
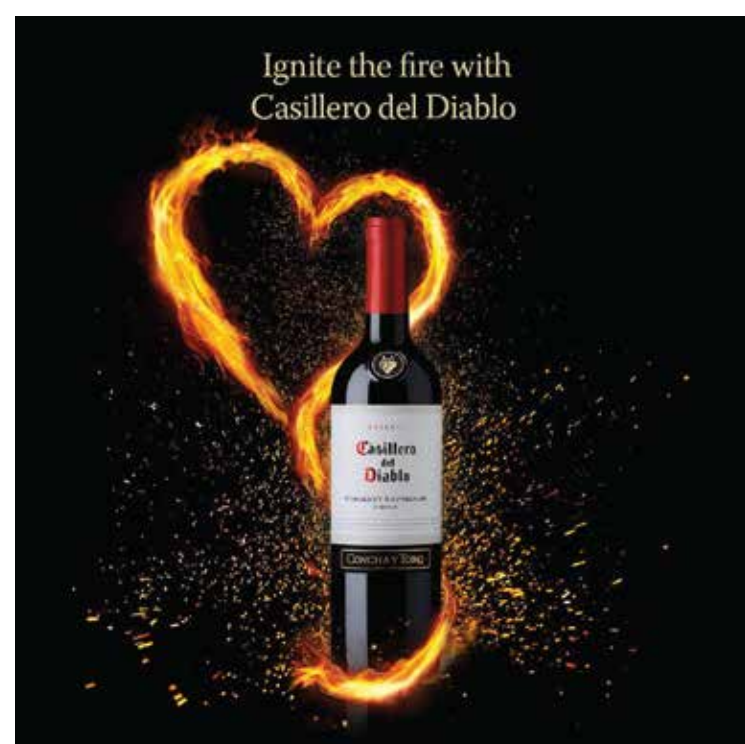
Brand: Cornetto
Creative: Digital Illustration; Digital and Print
Channel: Facebook and Instagram

Challenge:
 The brief was to engage with the consumers of Cornetto; to create content on facebook and instagram that resonated well with the target audience (teens and young adults). At the same time communicating with them the new campaigns and ice-cream flavours that were released. Could we leverage on social media to connect the brand with our youthful audience?

Strategy:
 A series of illustrated posts were created for the brand, which depicts frivolous and wacky possible real-life situations, memes or even parodies of current trending topics on Singapore or around the world. We also had limited edition printed tote bags as giveaway prizes (together with the ice-cream of course!) during the campaign promotion period.

One of the posts was directed at the Singapore Kindness Movement in 2013, in which Singapore's Courtesy Lion 'retires'. The post was picked up by The New Paper and it received thousand of likes, comments and shares on Facebook.





Brands: Casillero del Diablo, Guinness and Nespresso
Creative: Graphic, Digital Illustration & Video
Channel: Facebook and Instagram

Challenge:

Content creation has been an integral marketing strategy for brands on social media platforms such as Facebook and Instagram. How could we captivate our audience with visuals that speak about not just the brand messages themselves, but also how it is relevant to the consumers and fans of the brands?

Strategy:

We created a series of content to excite and allow our audience to be curious about what the brand is about to offer. We used visuals that would disrupt the audience's attention and playfully written Call-To-Actions to get them to engage with the brand via likes, comments and shares. We also thought about how these visuals would appear on their mobiles and were constantly finding interesting and unique ways to execute the content.

Brand: McDonald's
Creative: Graphic and Digital Illustration; Digital and Print
Platform: Magazines, Decals, Traymats and Blogposts

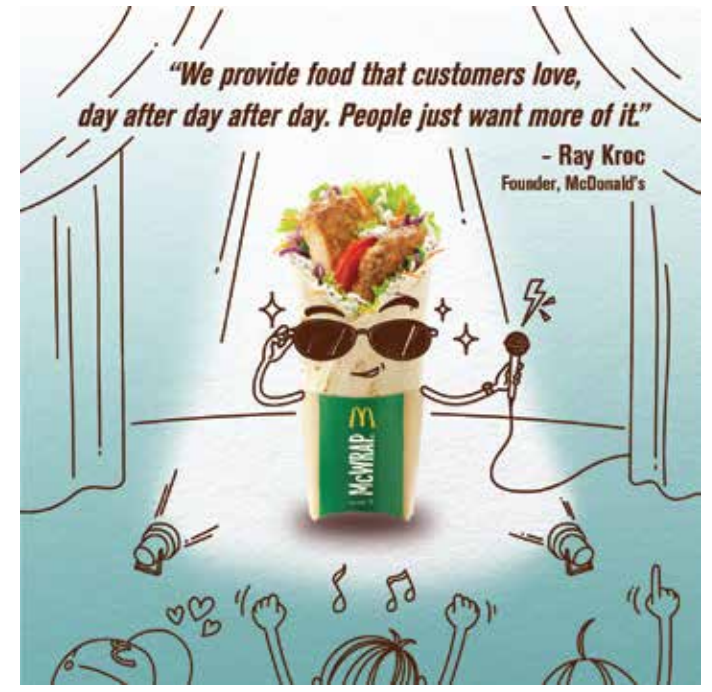
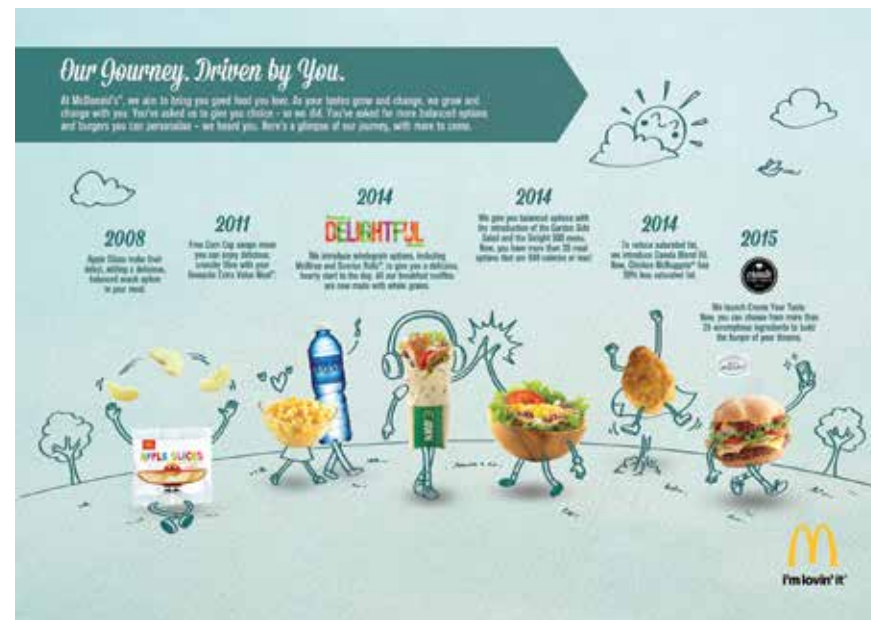
Challenge:

One of McDonald's hurdles was how consumers have been constantly depicting the brand as 'unhealthy'. They wanted to remove that stigma from the public and refresh their brand image. How could we come up with a fresh narrative and visual to give the brand a new tone of voice that guides the brand toward a more health-conscious path?

Strategy:

The concept of "Good Food" message was then introduced. It brought in more healthier food options, at the same time displaying more transparency and awareness to the consumers about how the food is made and handled. A series of traymats, social media content, truck decals, etc. were delivered with a whimsical and fun illustrative elements to invigorate the brand's visual communication.

With the rebirth of the fast-food giant's communication approach, McDonald's found a new brand voice that was lighthearted, welcoming, unpretentious and playful.



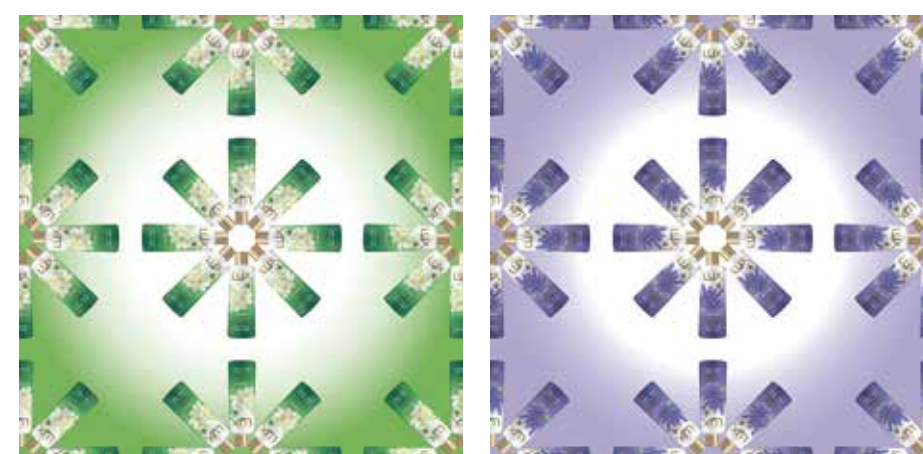


Brand: Lux
Creative: Digital Illustration, Graphic and Brochure Design
Platform: Facebook, Instagram, Brochures

Challenge:
 Lux is renowned for pioneering female celebrity endorsements. A brand that celebrates beauty, elegance, perfumes and femininity. How could the brand embrace all those qualities and at the same time empower women?

Strategy:
 We worked with celebrities, influencers and fashionistas to craft various content and ideas such as creative media kits, social media posts, beauty handouts, illustrations, etc. to inspire and empower the audience. One example was the 'floral petals' series where it had unique illustrations combined with flowers; to create an exclusive fusion of the product scent and content. Another example was a time-lapsed hand-painted canvas painting created with pure Lux soap and watercolour.

The creative content delivered has helped increase not only Lux's brand awareness but also the followers on social media.



Brand: UPS

Creative: Graphic and Video

Platform: Facebook, Instagram and LinkedIn

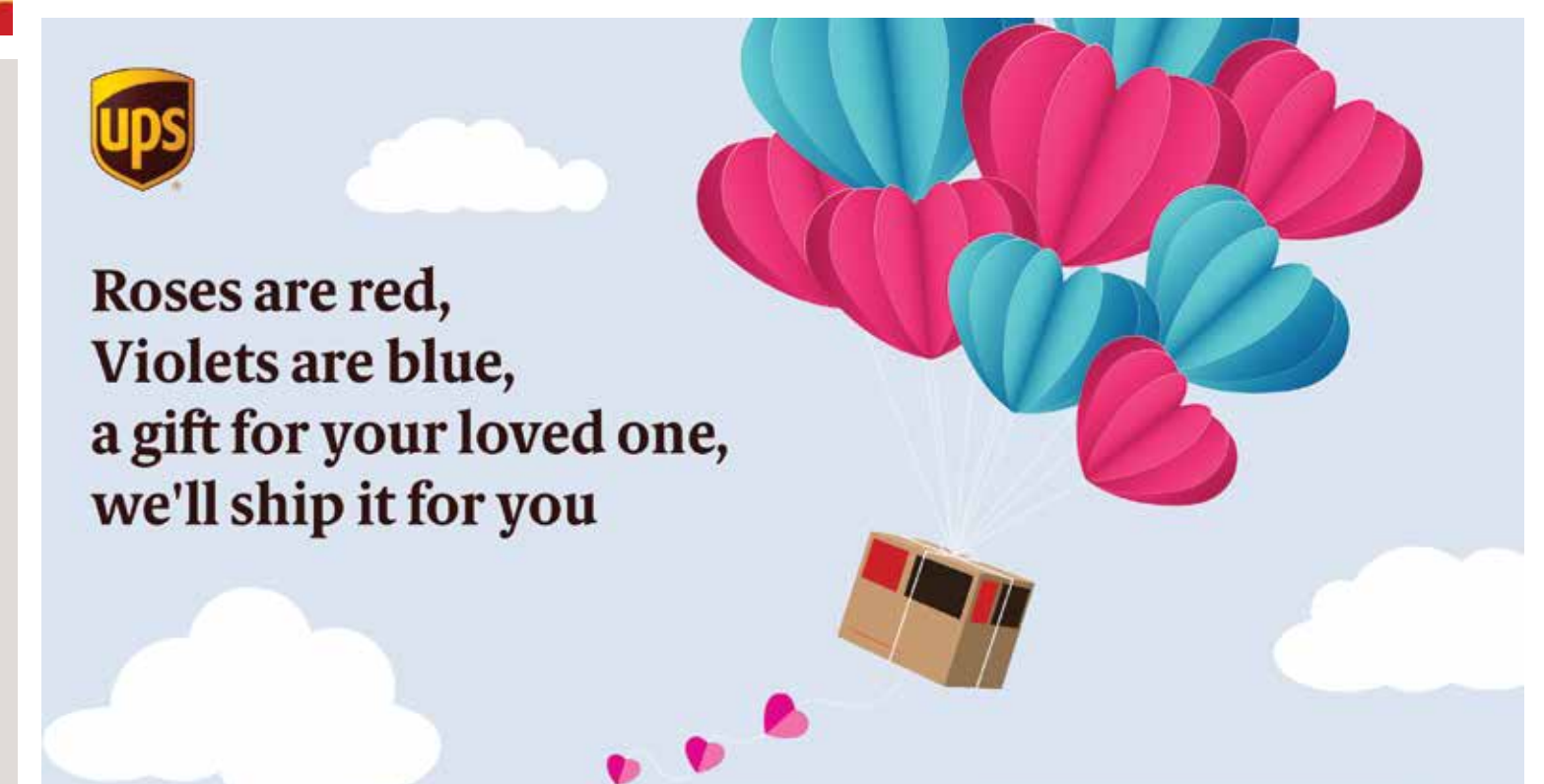
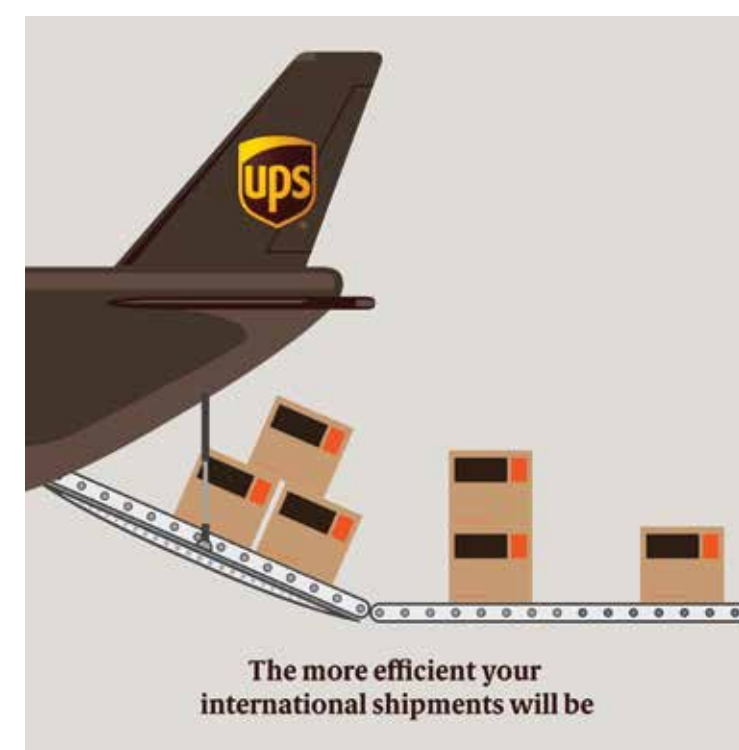
Challenge:

UPS wanted to improve their social media presence and connect better with their consumers. However budget was tight and they did not have various assets to work with. How could we make the social posts interesting enough for the audience to notice and excite them enough to want to engage with them?

Strategy:

We first looked at the brand's existing social media page and noticed that there were rather monotonous and simple, and that they lacked exciting visuals or messaging for the audience to want to engage with the brand. We brainstormed concepts and decide to work with stock graphics that are congruent to the brand's identity; we also came up with some video/GIFs to inject variety into the monthly content posts.

The posts were well received by the audience and our client and has seen an increase in brand engagement and followers from before.



BRANDS I HAVE WORKED WITH:



Panasonic



sunsilk



VOLVO

