



Chill Creative Portfolio

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Presenting the Next Generation of Medical Services

Branding for new preventative medical services with pull marketing strategy.

Client

Zentrogene / BGI

Scope

- Brand logo design
- Brand identity and style guides
- Brochure and leaflet design
- Packaging design
- User flow analysis
- Website UI (User Interface) design
- Experiential marketing

Zentrogene

BGI is one of the world's premier genome sequencing centres offering a wide range of genetics-based services. They engaged the Zentrogene Laboratory from Hong Kong as an authorised representative to build a new brand for preventative medical services, targeting customers in Asia. The objective was to create a westernised, professional image for a China-based brand to expand their market share internationally.

Presenting the Next Generation of Medical Services



Special Treatment

Unlike traditional medical services, preventative healthcare is consumer-driven. The business model requires user-friendly branding and professional endorsements. Doctors in Hong Kong are legally unable to advertise their services or products, and this pull marketing strategy helps transform people's impressions of the medical industry.



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