



Chill Creative Portfolio

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LKK Tram Box

Commemorating brand history with a memorable gift.

Client

Lee Kum Kee International Holdings Ltd

Scope

- Brand logo design
- Brand identity and style guides
- Brand activation
- Interactive sales kits
- Brochure and leaflet design
- Packaging design

Timeless Flavour

To celebrate Lee Kum Kee's 130th anniversary, we designed a special-edition metal gift box that contains four of the iconic brand's popular products. The designs on either side of the gift box depict Hong Kong's distinctive trams and passengers of the past and the present, showing how Lee Kum Kee has guided the city through changes in tradition and modernity.

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