



Chill Creative Portfolio

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點只淨係
沙律汁
百搭食法 由您變革



Dressing Campaign 2018

Promoting salad dressing with different creative strategies for print and online media.

Client

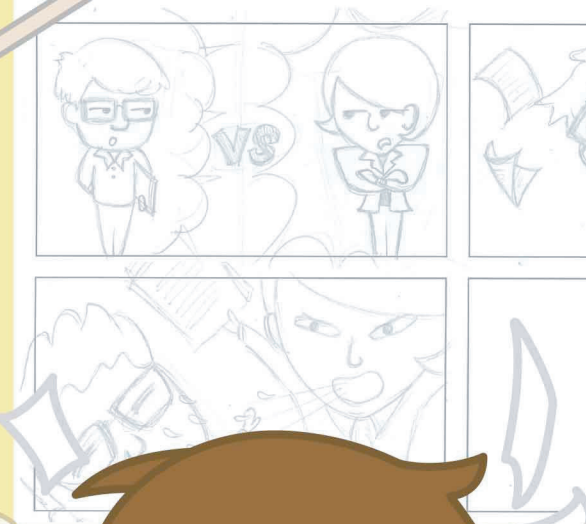
Lee Kum Kee (Hong Kong) Ltd.

Scope

- Marketing campaigns
- Social media campaigns
- Digital marketing
- Story board creation
- Content development and script writing
- Motion graphics video animation
- Voice talent recording and sound editing

Background

Lee Kum Kee is well known for their range of Asian sauces and seasonings, but this was their first time releasing a product primarily used in western cuisine: salad dressing, albeit with Asian flavours. To show the multiple usages of the product, Chill created visuals for print and digital advertising campaigns. The print design directly depicts how the dressing can pair with different kinds of food, but we went in a different direction for the online version.



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Dressing Up Motion Graphics

In order to appeal to an audience of young professionals, we created stories that would resonate with their daily lives in the office. We produced three brief episodes of motion graphics that depicted relatable aspects of work life, such as office gossip, and incorporated Lee Kum Kee's dressing as a tasty respite. The exaggeration and humour in the videos makes them more fun and engaging to young people.



Enquiry:
info@chillcreativeco.com / +852 3695 0642

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