BRAND

CAMPAIGN

EXPERIENCE

TIGGER HO

Ideas brought to life through distinctive brands and real-world experiences.

Ideas Are Never Just Ideas

I turn brand ideas into distinctive visual worlds.

For more than 15 years, I have developed brand ideas across identity, packaging, campaigns and physical experiences — from early creative exploration through refinement, production and real-world delivery.

My focus is creating work that feels distinctive at its core, while staying recognisable as it moves across formats, environments and audiences.

Because great ideas should never stay as ideas.

They should be brought to life.

PHYTO-C — From Clinical Science To Contemporary Beauty

Balancing Clinical Precision With Organic Beauty.

- Brand Reframing
- Visual Identity
- Packaging System
- Campaign

PHYTO-C

From Clinical Science to Contemporary Beauty.

Brand Reframing & Visual System

As Senior Designer and Creative Lead, I shaped PHYTO-C’s evolving brand world across identity, packaging, campaign and digital — from early visual exploration through to real-world application.

Reframing a science-led skincare brand into a more desirable, coherent and scalable clinical beauty experience.

Science builds trust.
Experience builds value.



THE CHALLENGE

The science was credible. The brand experience wasn’t keeping up.

PHYTO-C had built its reputation around patented formulations, Vitamin C research and dermatologist-led skincare.

But as the brand expanded, its identity had become fragmented across products, packaging and communications — making a credible scientific brand feel more technical than desirable.

THE OPPORTUNITY

Rather than move away from science, we saw an opportunity to make the brand feel more human, premium and relevant to modern skincare — without losing the credibility it had already earned.

THE REFRAME

FROM

- Scientific
- Technical
- Product-led
- Fragmented

TO

- Clinical + Natural
- Premium
- Experience-led
- Connected

















Not less science. A better experience of science.

BRAND WORLD EXPLORATION

What could clinical beauty actually feel like?

There wasn’t one obvious answer.

I explored different visual territories around science, nature, ingredients and beauty — testing how far PHYTO-C could evolve from its clinical heritage without losing credibility.







CREATIVE TERRITORIES

- **SCIENCE**
  Precision · Efficacy · Expertise
- **NATURE**
  Ingredients · Origin · Botanical knowledge
- **BEAUTY**
  Skin · Emotion · Desirability











The goal wasn’t simply to modernise the look.
It was to find a world the brand could grow into.

Science, rooted in nature.



DEFINING THE WORLD

Science, rooted in nature.

As O-Live became a stronger focus for the brand, a new territory began to emerge — one that could connect PHYTO-C's scientific authority with the natural origin of its ingredients.

Instead of choosing between clinical and natural, the opportunity was to make both feel part of the same story.

BRAND WORLD PRINCIPLES

- **Natural — but not organic.**
- **Clinical — but not cold.**
- **Premium — but still credible.**

Nature became the source.
Science remained the proof.





DEFINING THE WORLD

Turning Science + Nature into a visual system

The direction became a set of simple visual principles —
balancing botanical imagery with clinical clarity, rich natural tones
with controlled layouts, and product authority with a more tactile sense of beauty.

Different expressions.
One recognisable world.







CONCEPT DEVELOPMENT

Could the idea live beyond the product?

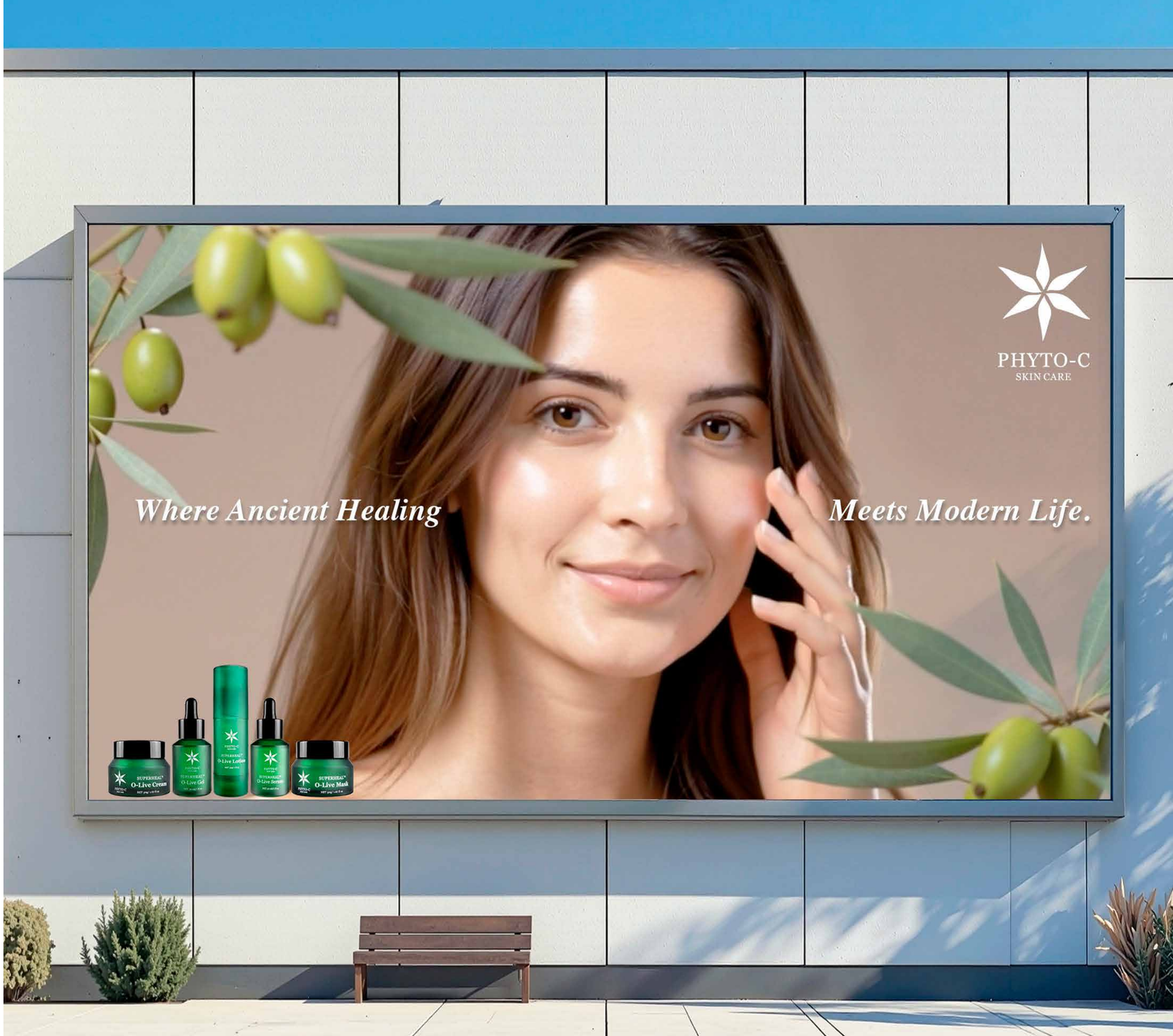
I explored how the emerging visual language could move beyond packaging into a more human, consumer-facing expression.

By bringing together botanical origin, clinical efficacy and contemporary beauty, the concept tested how PHYTO-C could feel across larger brand moments.

Where Ancient Healing
Meets Modern Life.

Concept exploration — not launched.





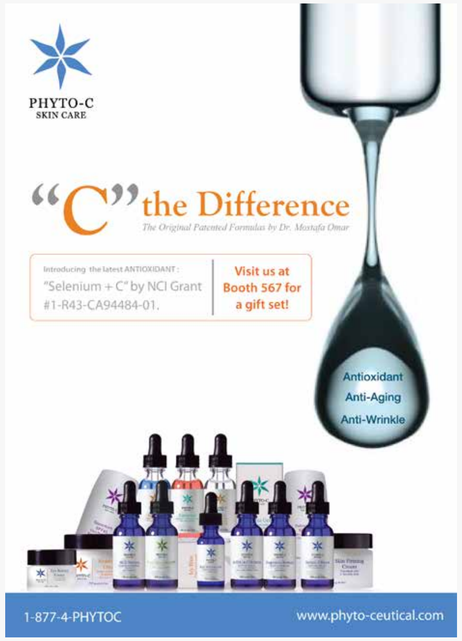
THE WORLD WE INHERITED

BEFORE

Strong science.

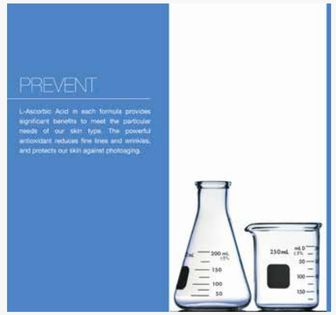
Many visual voices.















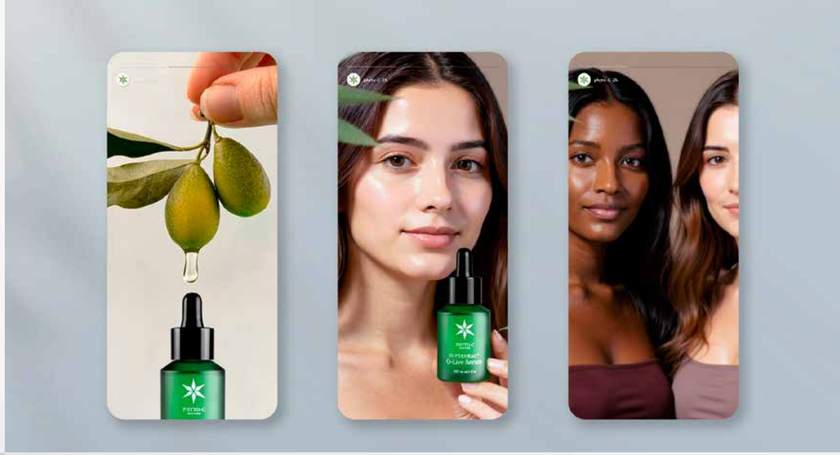


THE NEW BRAND WORLD

One recognisable language. Different ways to express it.

Across every touchpoint.

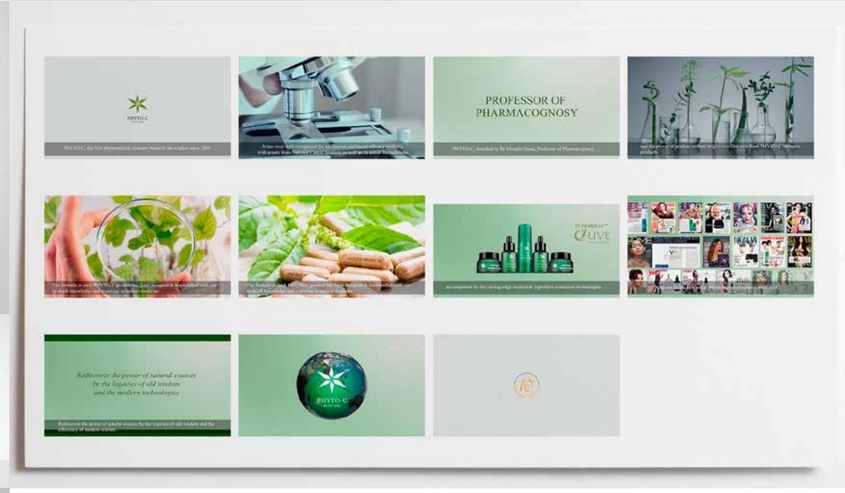


















Reflection

Evolution doesn’t mean leaving the past behind.

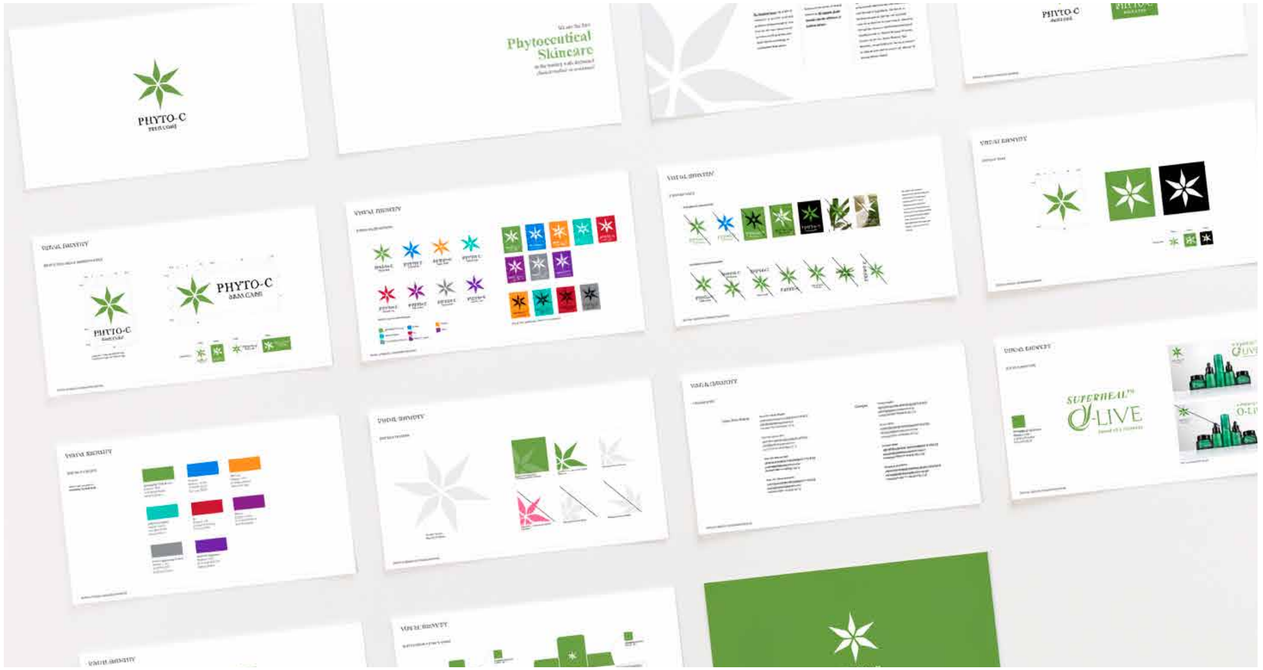
It means knowing what’s worth carrying forward.

What stayed with me from PHYTO-C was the importance of distinguishing brand equity from visual habit.

The science was never the problem. It was what made the brand credible.

My role was to explore how that credibility could become a more coherent, desirable and flexible brand experience — then translate the direction into a visual language that could work across product, packaging, campaign and digital.

It shaped how I approach brand evolution today:



Understand what people already trust.

Then build a world that gives it somewhere new to go.

MAGIT UK

Turning Two Tensions Into A Distinctive Visual World.

- Brand Strategy
- Brand Identity
- Art Direction
- Digital Experience

Building A Brand From The Inside Out

MAGIT UK

A self-initiated luxury leather brand created to explore how a brand can grow as one connected world — from philosophy and identity to product, art direction and experience.

MAGIT began with two names:

MAG + TIG

and became something neither could have created alone.



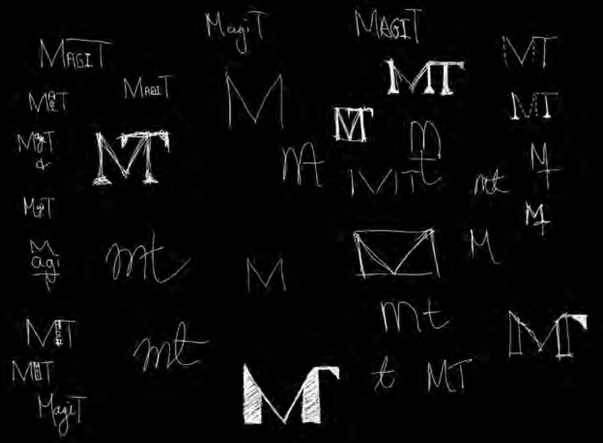
What Happens When

Two Different Personalities Become One Brand?

The challenge

M and T didn't naturally belong together.

- **Different proportions.**
- **Different visual weight.**
- **Different rhythm.**



▪ Precision · Order · Refinement

▪ Freedom · Instinct · Character

I Don't Design Logos.

I Design Relationships.

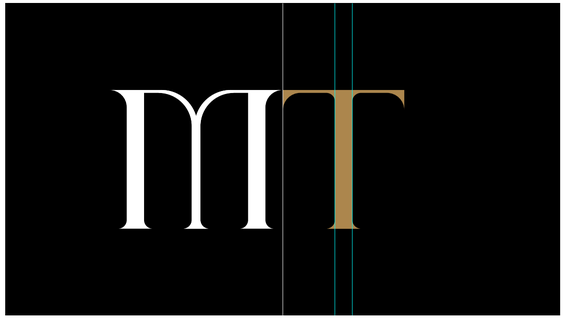
Great design doesn't happen by choosing one side.

It happens when different qualities come together naturally.

I looked for the point where they could become one form.

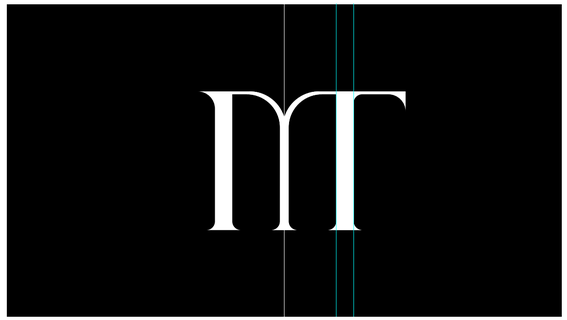




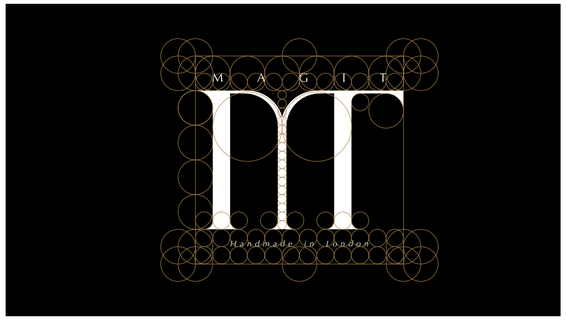




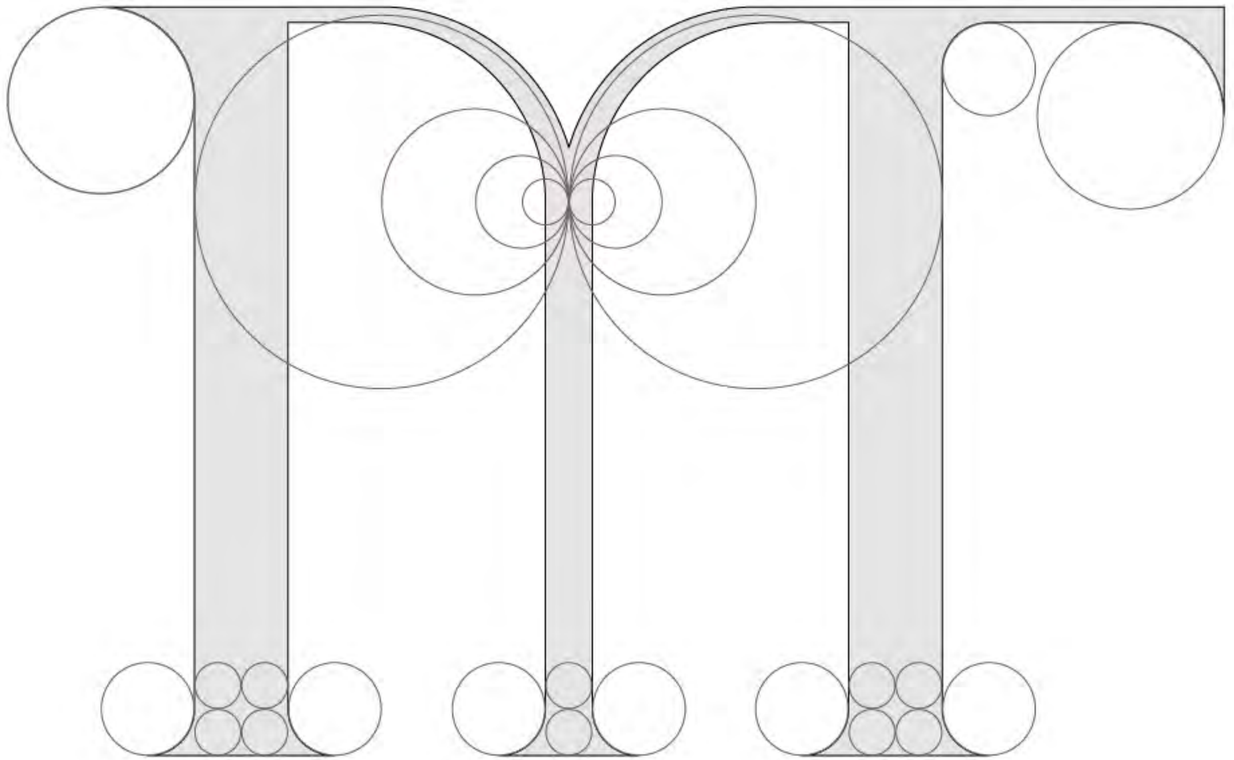








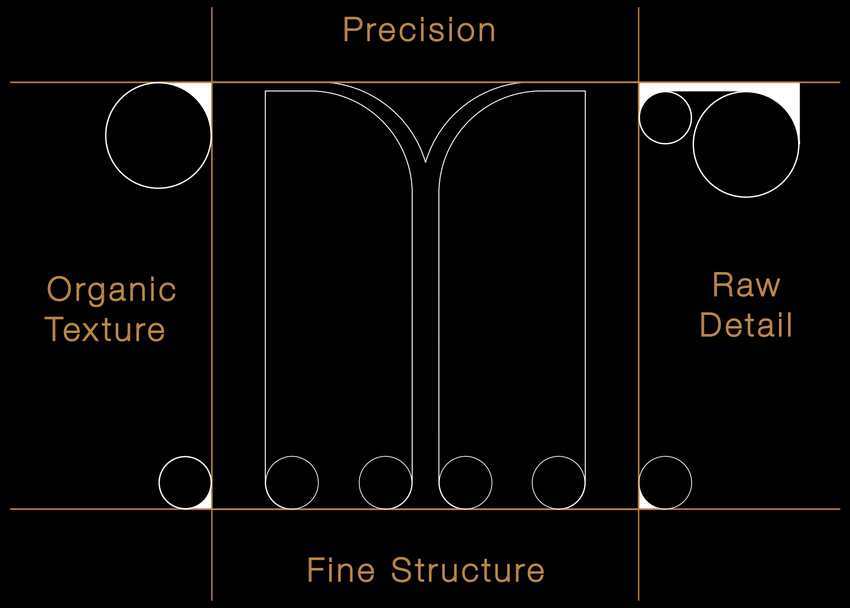
Making two proportions belong together.



Design Language

How can different qualities belong together?

MAGIT's visual language grew through the relationship between things that normally feel apart.









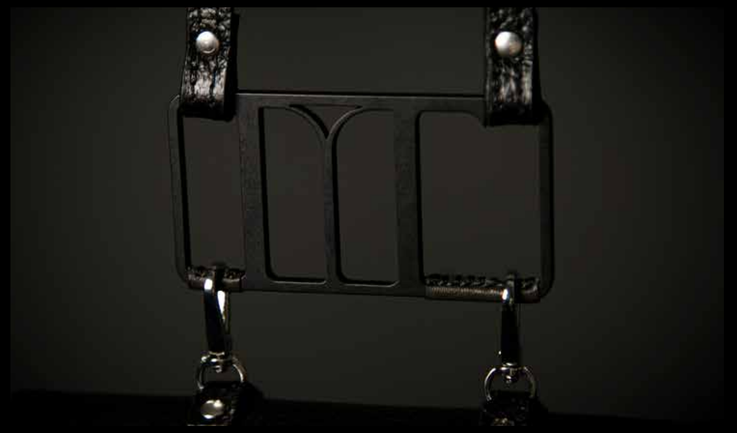
To transform different qualities into one harmonious experience.

The intention was never to make these qualities compete.

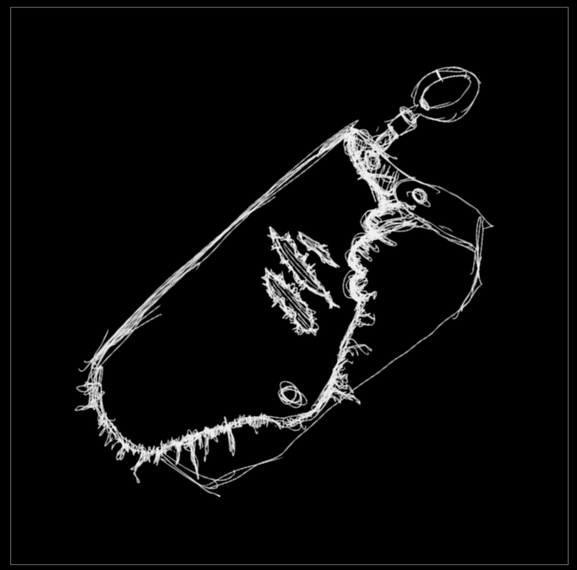
Product Exploration

How Does The Philosophy Appear In The Product?

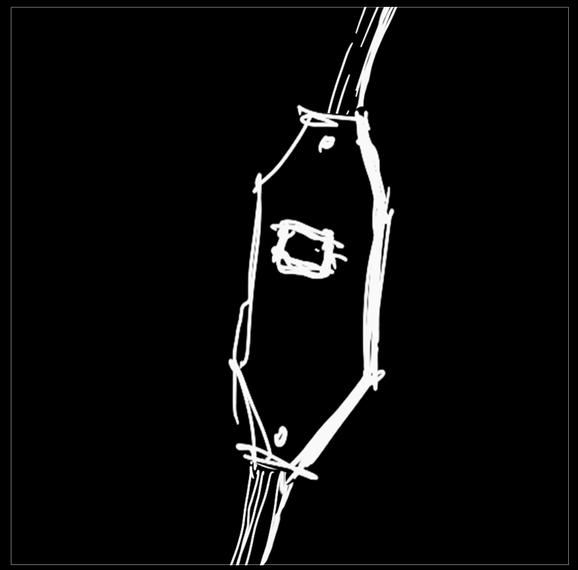
From accessories and attachments to the MT Ring, the relationship between MAG + TIG gradually became part of the product itself.



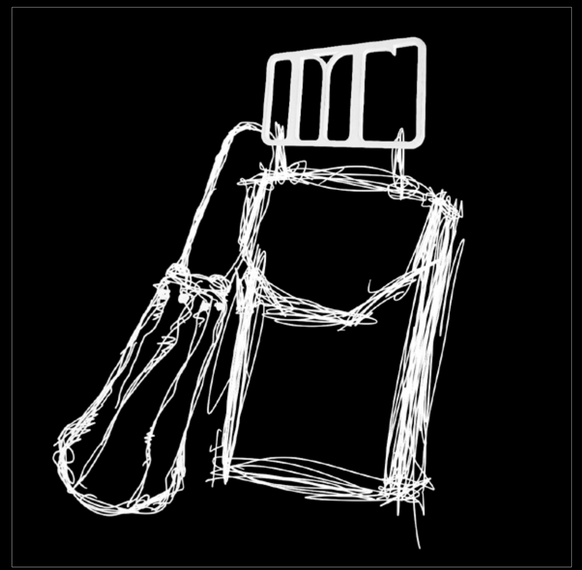
One Idea. Many Expressions.



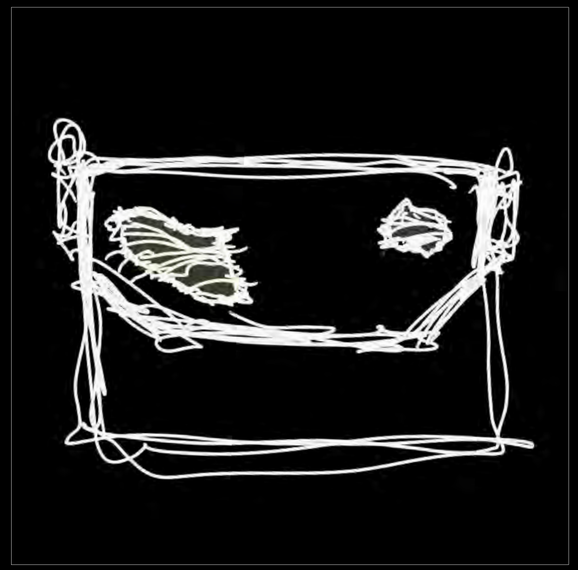
- **Different Accessories**
  Exploring how different elements could coexist.



- **Attached Chain**
  Turning function into part of the expression.



- **MT Ring**
  Bringing the MAG + TIG relationship into the product.



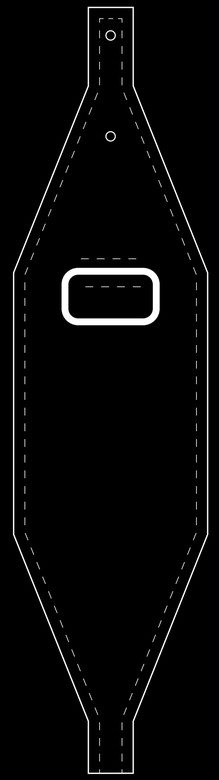
- **MAGIT Bag**
  Bringing Fine Structure, Precision, Raw Detail and Organic Texture together in one object.

We Don't Remove Differences.
We Don't Force Sameness.

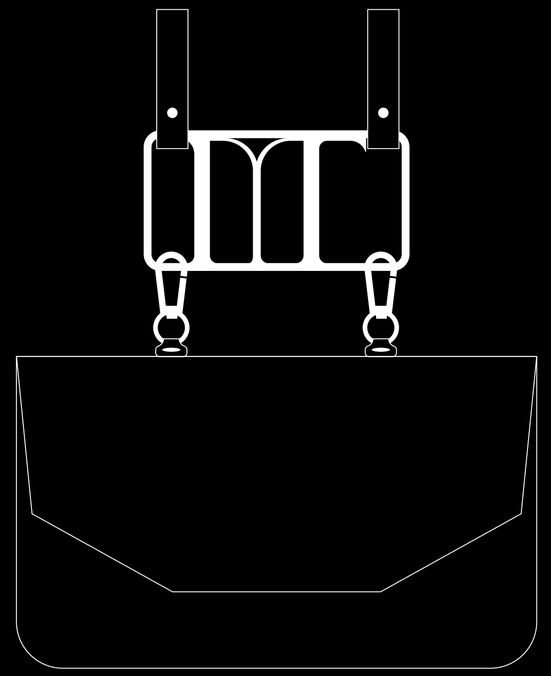
We Transform Them Into Harmony.

Different forms, materials and details come together to create different expressions of the same idea.

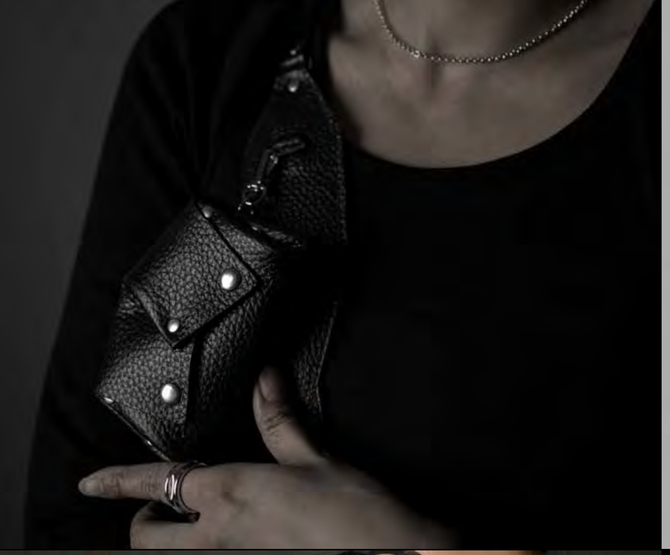















What Happens Beyond The Product?

Creating a MAGIT World







Explore the MAGIT World

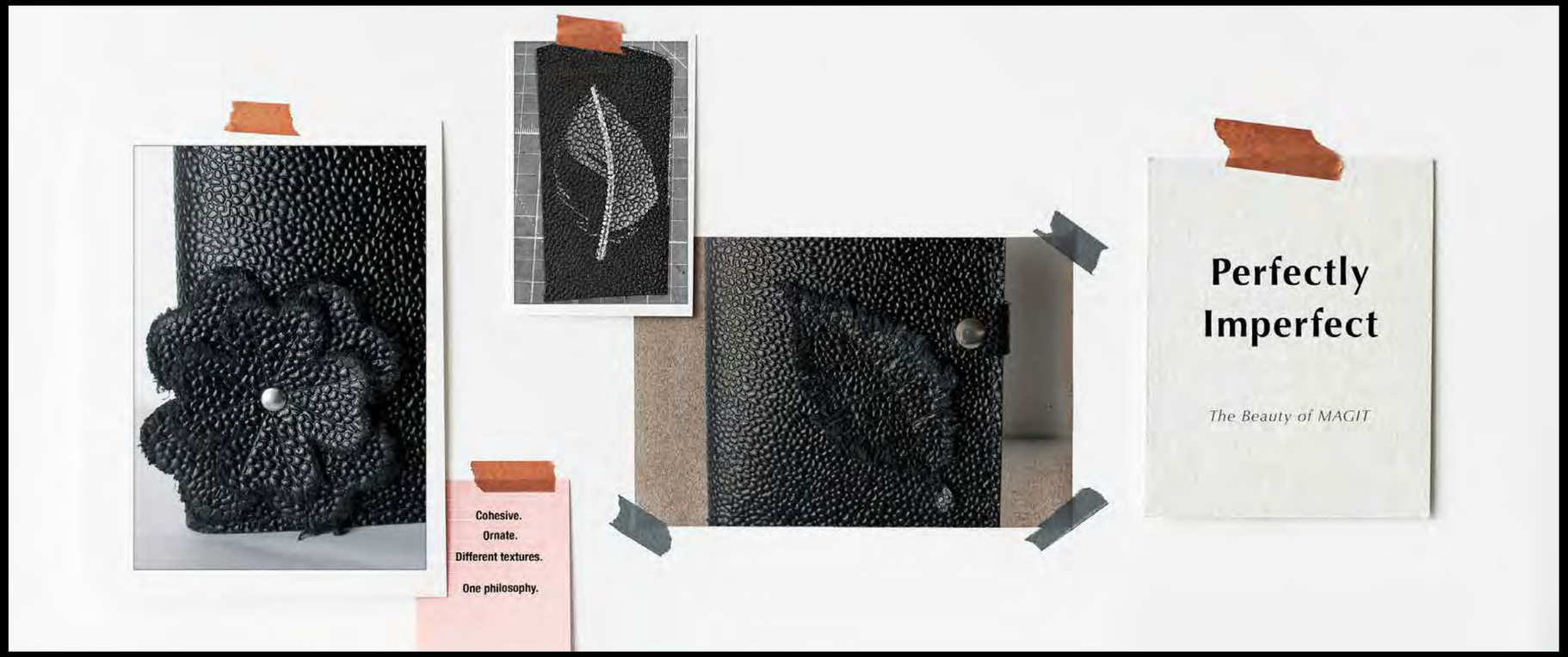
We started with a question.

What is the MAGIT of…?

Exploring the MAGIT through texture, contrast and imperfection.

Finding harmony where different qualities meet.





One expression of the world

PERFECTLY IMPERFECT



MAGIT finds beauty in the tension between precision and imperfection.

Refined structure meets raw texture, while considered design meets instinct.

Nothing needs to be perfectly uniform — the contrast is what gives MAGIT its character.

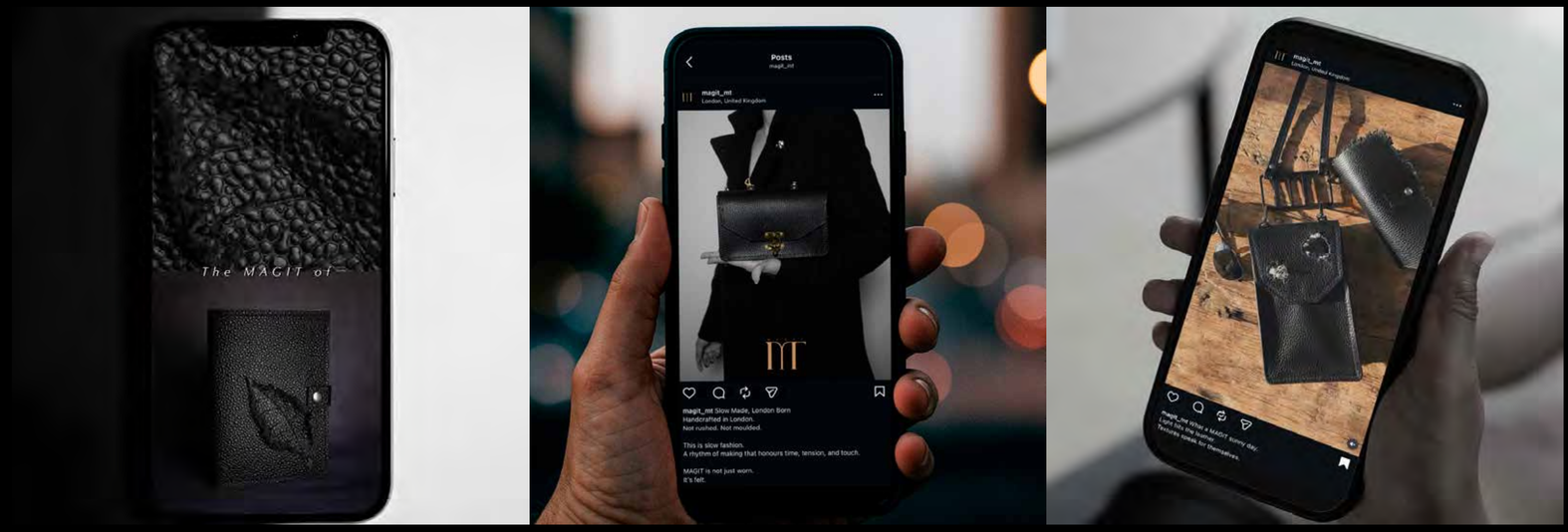

Perfectly
Imperfect
MAGIT
The Beauty of Contradiction

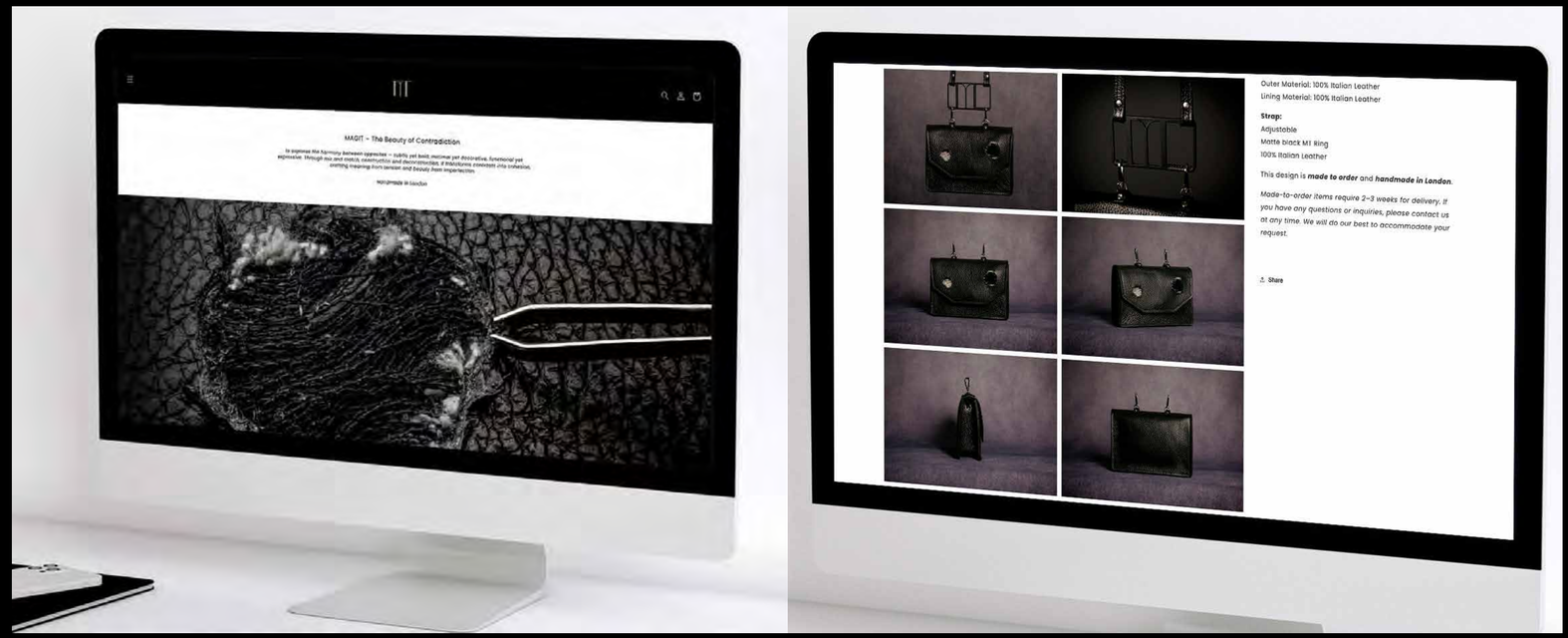
The MAGIT World Keeps Evolving.

Built through relationships, MAGIT can continue to connect with different people, objects and ideas — creating new expressions while remaining recognisably MAGIT.

- *The MAGIT of Imperfection*
- *The MAGIT of Contradiction*
- *The MAGIT of Breaking & Rebuilding*







From One Idea To A Brand System

MAGIT began with a relationship between two different personalities.

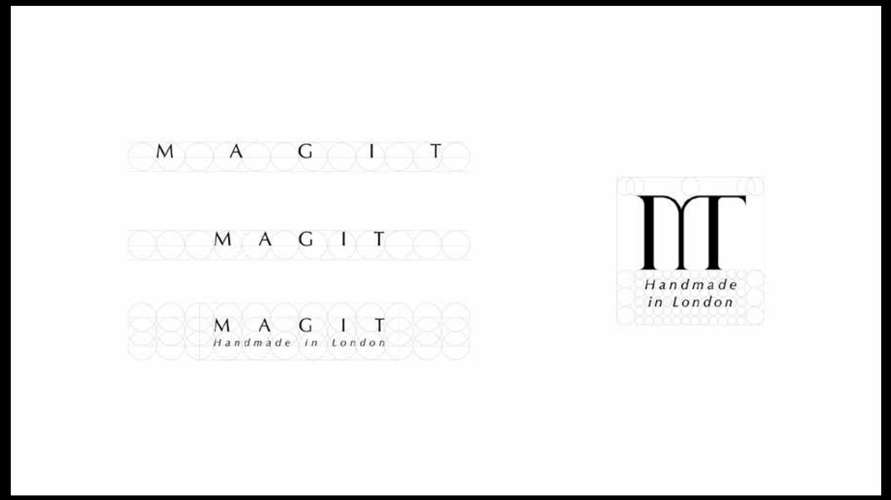
- **One idea**
  A clear relationship at the heart of the brand.
- **Many expressions**
  Product, image, social and digital — connected by the same language.
- **One evolving world**
  A brand designed to grow without losing its character.

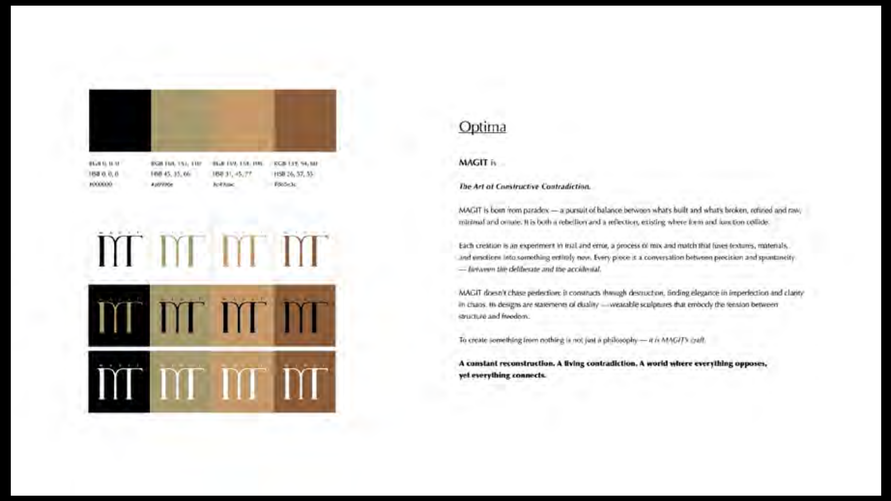
My Role In Building MAGIT

I shaped MAGIT from the original idea into a connected brand world — from identity and visual language to product, art direction, social and digital.

Rather than developing each expression independently, I looked for the relationships between them — allowing the same thinking to move from the brand identity into the product, and from the product into the wider MAGIT world.

This project reflects how I approach brand building: connecting strategy, design and execution into one evolving system.





HKJEBN — OX New Year Pistachio Campaign

Turning New Year Tradition Into A Shareable Brand World.

- Creative Concept
- Character Design
- Campaign System
- Packaging

TURNING BRAND DNA INTO CHARACTER

HKJEBN — Year of the Ox Pistachio Packaging

The challenge wasn't simply to make the everyday pack feel festive. It was to evolve HKJEBN's established visual DNA into a Year of the Ox character — keeping the brand recognisable while giving its familiar assets a new storytelling role.

EVERYDAY BRAND DNA

RAINBOW COLOUR-BOX BAR

Established HKJEBN brand device

PURPLE TRIANGULAR BRAND MARK

Core brand signature



BRAND DNA REIMAGINED



RAINBOW — FESTIVE HAT

The familiar colour-box pattern becomes part of the Ox's Chinese New Year headwear.

BRAND MARK — EAR TAG

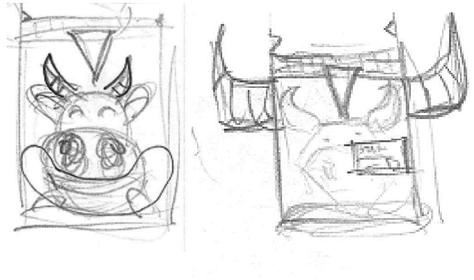
The purple brand signature moves from a fixed graphic position into the character itself.

PRODUCT WINDOW — CHARACTER MOUTH

The transparent pistachio window becomes the Ox's mouth, making the product itself part of the character.

FROM BRAND IDEA TO REAL PACK

Working with the HKJEBN design team, I led the development from visual exploration through refinement and production — balancing character expression, brand recognition, product visibility and the practical requirements of a resealable retail pack.



▪ Creative Exploration





▪ Production Detail

size: 175mmw x 251mmh + 40mm(底)

Pantone 7670C · 4C · Pantone 7621C · Pantone 871C · 托白 · Transparency



Pantone / CMYK · White · Transparency · Zipper · Gusset

THE CHARACTER DIDN'T STOP AT THE PACK.

It became the creative asset for a wider New Year campaign.

Retail · Social · Digital · Customer Engagement



HKJEBN

New Year Pistachio Campaign

How do two designers keep a two-month campaign fresh — without repeating the same idea?

As Lead Designer, I shaped the campaign concept and creative direction, working closely with a Digital Designer and the Marketing Team to build and evolve the character-led visual system across the two-month campaign.



THE CHALLENGE

EXPLAIN

A new reservation service.

ENGAGE

Turn functional benefits into stories people want to follow.

EVOLVE

Keep two months of communication fresh without repeating the same execution.

THE CREATIVE QUESTION

It’s the Year of the Ox —

why not reimagine The Three Little Pigs with three little calves?

The Three Little Calves

Working closely with the Digital Marketing team, I developed a **character-led** creative direction that turned a functional reservation service into stories people could follow.

Three distinct personalities gave the campaign a flexible cast for service education, promotional updates and evolving campaign messages.



Guaranteed Availability

Busy Calf (Big Brother)

Organised, efficient, never missing an update.

Priority Redemption

Lazy Calf (Second Brother)

Slow, relaxed, always joining at the last minute.

Campaign Host & Storyteller

Joyful Calf (Young Brother)

Playful, impulsive, loves festive surprises.

TURNING SERVICE BENEFITS INTO STORIES

FROM FUNCTION TO STORY

Making a reservation service feel human.

Guaranteed Availability

Reserve online and collect with confidence.

Priority Redemption

Registered customers receive priority when redeeming their pistachios.

Instead of communicating these benefits as instructions,
I turned them into character behaviour, personality and story.





▪ **Busy Calf story - Guaranteed Availability Video**



▪ **Lazy Calf story - Priority Redemption Video**

THE CREATIVE ENGINE

HOW MANY STORIES COULD THREE CHARACTERS TELL?

Each campaign message became a new scenario to explore — rather than another variation of the same template.



ONE CAMPAIGN • TWO DESIGNERS

THREE CHARACTERS

34 DIFFERENT EXECUTIONS

CONSISTENCY WITHOUT REPETITION.

























LIVE CAMPAIGN TURNING POINT

The campaign was live.

So the creative had to be too.

How do you keep customers informed when the promotion keeps changing?

Designing for what happens next.

As demand changed, the communication changed with it — from registration reminders and availability updates to fully booked notices and the next opportunity to reserve.



▪ REMIND



▪ NEXT







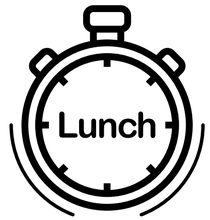




▪ REMIND



▪ NEXT



A FAMILIAR CAMPAIGN RHYTHM

Key updates appeared at familiar lunchtime moments, turning the calves into recurring campaign hosts audiences could recognise and return to.

FROM PLANNED PROMOTION

TO LIVE COMMUNICATION

CAMPAIGN RHYTHM · 8 DEC 2020 — 12 FEB 2021

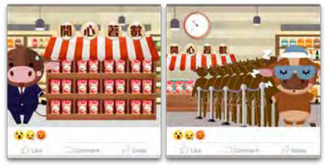
One character system flexed across launch, education, reservation, reminders and live campaign updates.

8 - 13 Dec

Super Early Bird

Teaser & Launch

Introducing the characters and reservation service.



14 Dec - 20 Jan

Super Early Bird Promotion

Building familiarity and driving reservations.



21 Jan - 5 Feb

Early Bird Promotion

Maintaining momentum through reminders and priority redemption.

9 Feb - 12 Feb

Promotion News

Live Updates

Responding to availability, demand and changing campaign conditions.



Pistachio Reservation Service



THE PAYOFF

ONE SIMPLE IDEA.

BUILT TO KEEP EVOLVING.

COMMERCIAL IMPACT

- **£8M revenue**
  approx., converted from HKD $80M
- **1.8M units sold**
- **Record-breaking seasonal performance**

ENGAGEMENT

- **231K total organic reach**
- **31K comments + shares**
- **30–60K reach per post**
- **Peak reach: 62.5K**
- **Average 1,500 interactions per post**

AUDIENCE

- **Strongest engagement: Women 25–44**
- **100% organic · Zero paid media**









A strong idea shouldn't just launch a campaign.

It should give the campaign somewhere to go.

Reflection

What stayed with me wasn't just the number of executions, but how much mileage one simple idea could have.

The characters became a shared creative language — flexible enough to explain, entertain, promote and respond as the campaign changed.

It shaped how I still approach brand design today: **build something recognisable, then give it enough flexibility to stay alive.**

EXTENSION

Taking the Campaign Beyond Social

Translating Behaviour into DOOH & Spatial

AI-Assisted DOOH Extension Concepts

To extend the campaign beyond social, I explored how its character-led system could work in physical spaces — turning the same behaviour loop into public-space triggers for discovery, reservation and participation.

- **Extended the existing character system into large-format DOOH**
- **Explored dynamic visual variations for different environments**
- **Connected physical media back to the reservation journey**
- **Used AI-assisted workflows to rapidly prototype creative directions**
- **Tested how the campaign idea could adapt to real-world contexts**
- **Established a repeatable framework for exploring further channels**

Source files



AI Generated Image



Ai-assisted Workflows







No. 50 Stanley Village Road — Lifestyle Brand Expression

Turning Coastal Character Into A Lifestyle World.

- Brand Strategy
- Art Direction
- Lifestyle Storytelling
- Brand Experience

THE CREATIVE PROPOSITION

NO. 50 STANLEY VILLAGE ROAD

MEET LUXURY. LIVE ITALIAN.

Creative proposition by the Creative Director

As Art Director, I led the visual development of the Creative Director's proposition — shaping the campaign's art direction through visual research, storytelling, casting, styling, storyboards and production.







INTERPRETING THE IDEA

WHAT DOES LIVE ITALIAN LOOK LIKE?





STANLEY provided the setting.

ITALY provided the attitude.

The creative opportunity was to bring the two together through a distinctive lifestyle language.

STANLEY HK

Coastal · Secluded · Residential





ITALIAN COAST

Style · Leisure · Mediterranean living









FROM PROPOSITION TO VISUAL LANGUAGE

ITALIAN STYLE, MADE DISTINCTIVE.

I translated the proposition into a visual language rooted in Italian style and luxury. The silk scarf became the signature device — bringing together fashion, movement and Mediterranean elegance.

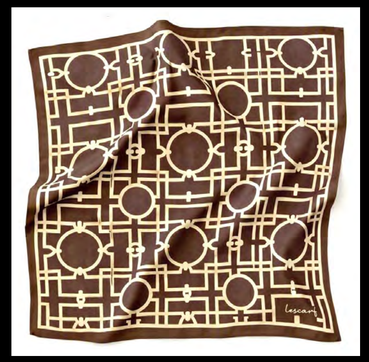


ITALIAN STYLE — SILK SCARF — SIGNATURE PATTERN — BRAND DEVICE

FROM FASHION OBJECT TO VISUAL LANGUAGE

ABSTRACTING THE IDEA
Italian fashion translated into form.



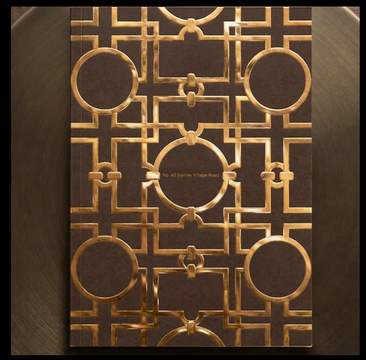


CREATING THE SIGNATURE
Pattern, movement and personal style.





BUILDING THE LANGUAGE
One device, extended across the brand.





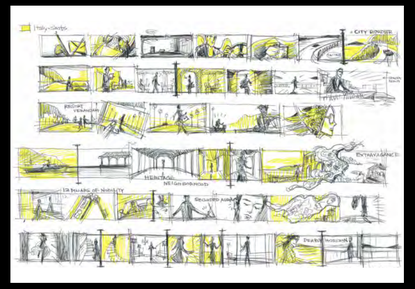
ART DIRECTION

Building the campaign world through casting, styling, storyboards and production.

MAKING LIVE ITALIAN FEEL REAL.

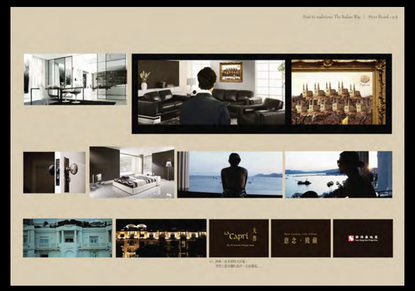
STORYBOARDING

Turning the visual world into a production-ready narrative.







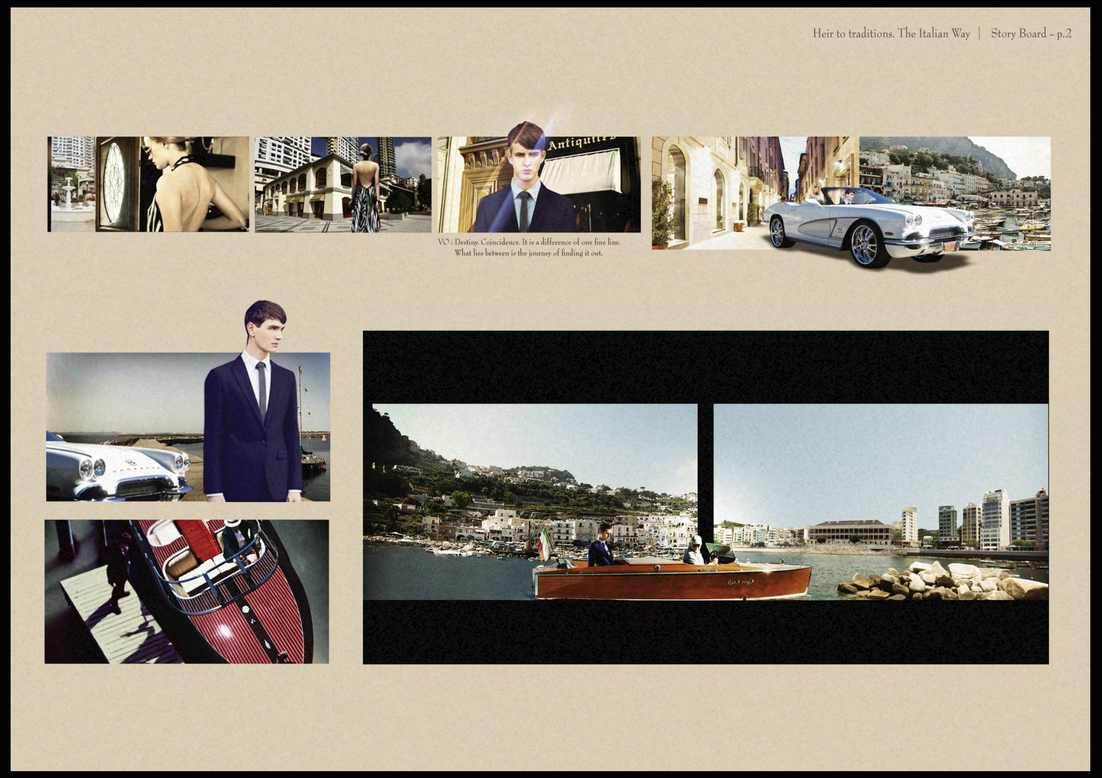




Men Styling



Lady Styling



CASTING & STYLING

Italian confidence, relaxed sophistication.



PROPS & LOCATIONS

Coastal living translated through cars, boats and architecture.



Boat

Alfa Romeo Giulia Spider



Stanley



Amalfi

Brand World Development

Art Direction • Photography • Lifestyle Storytelling

Bringing the brand proposition to life through art direction, photography and cinematic storytelling—creating a distinctive lifestyle world that could extend across every customer touchpoint.

























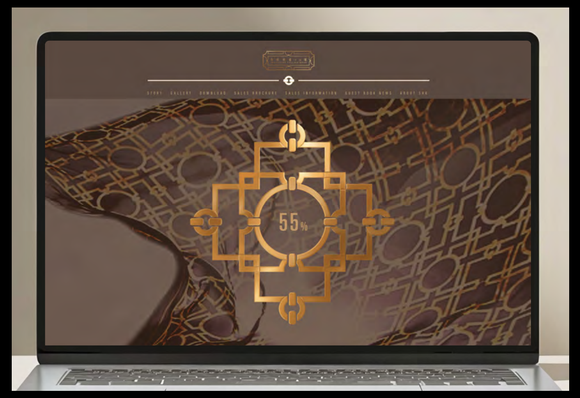
MAKING THE IDEA WORK

ONE IDEA. ACROSS EVERY TOUCHPOINT.

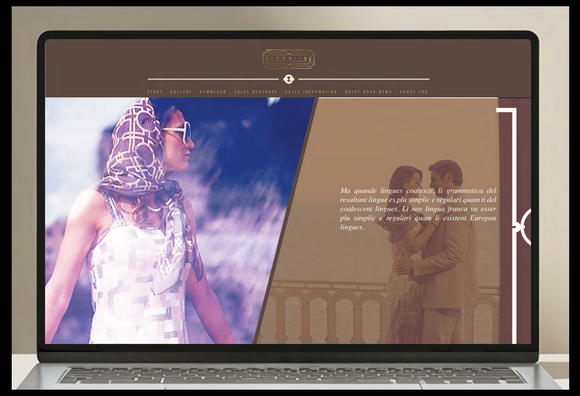
The visual language was designed to move consistently from cinematic storytelling to the practical tools of property sales.

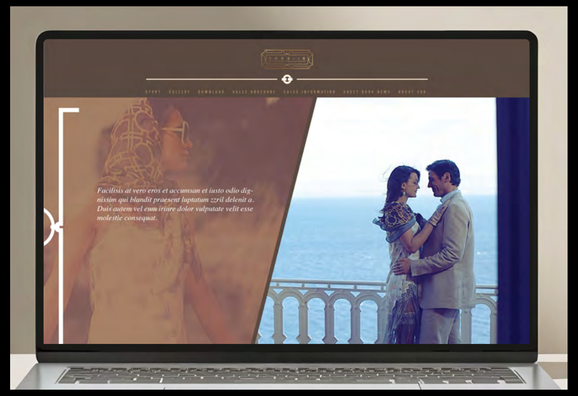
Film • Website • Brochure • Sales Communication











FROM BRAND WORLD TO SALES BROCHURE.

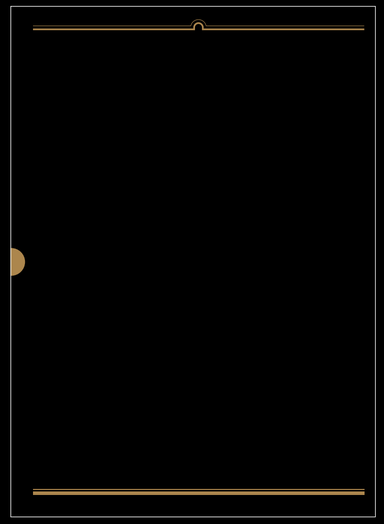


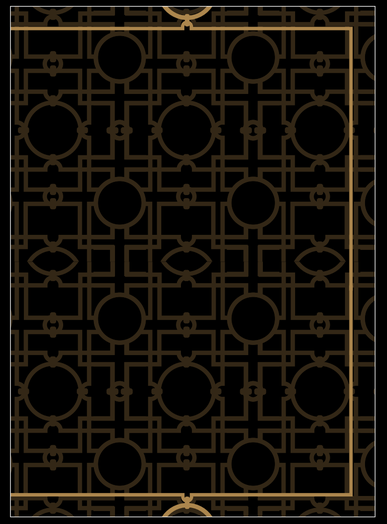
DESIGNING THE SYSTEM

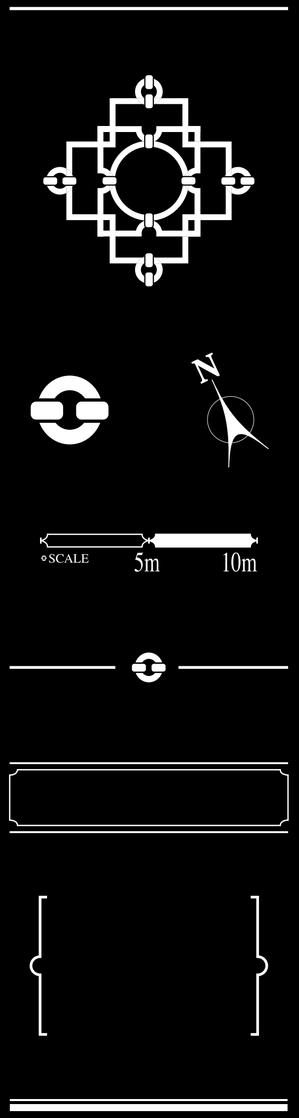
A visual language built for property sales.

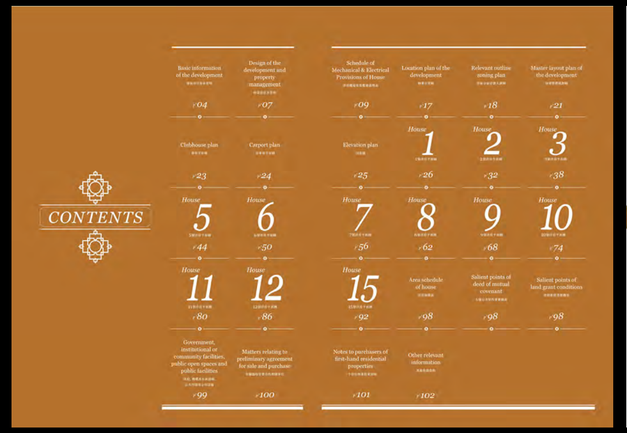
Extending the signature pattern across editorial layouts, technical plans and sales information.

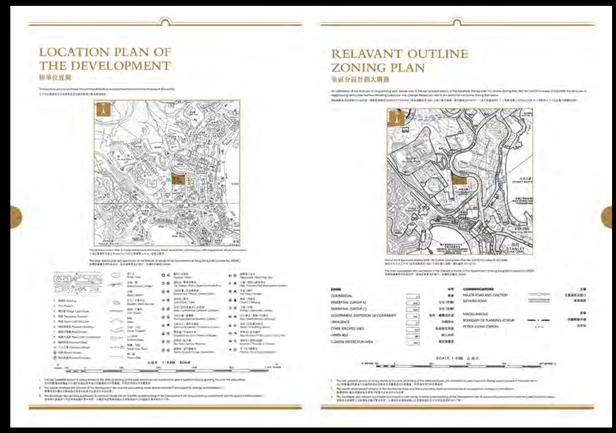


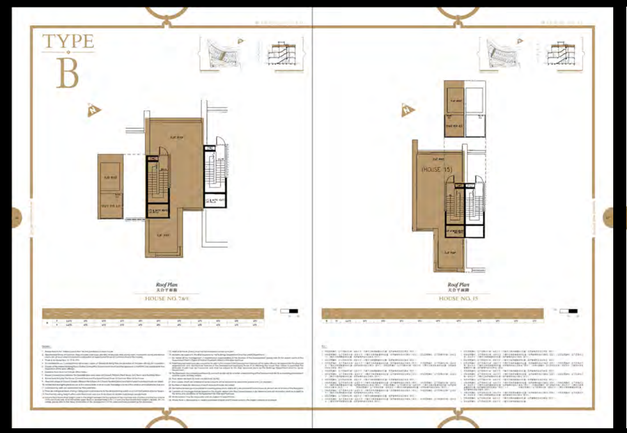


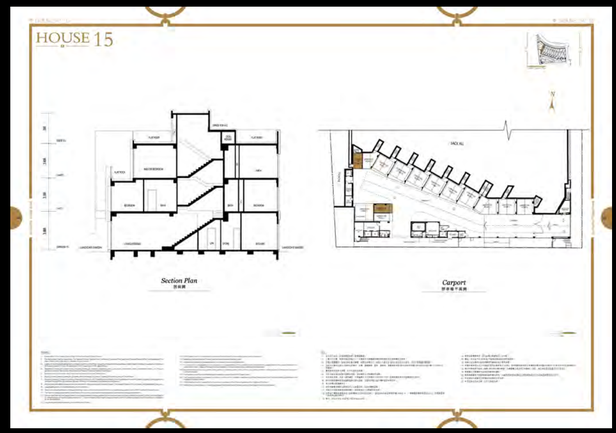


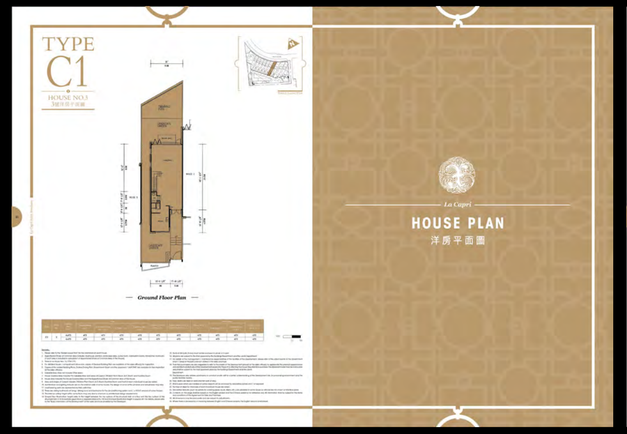


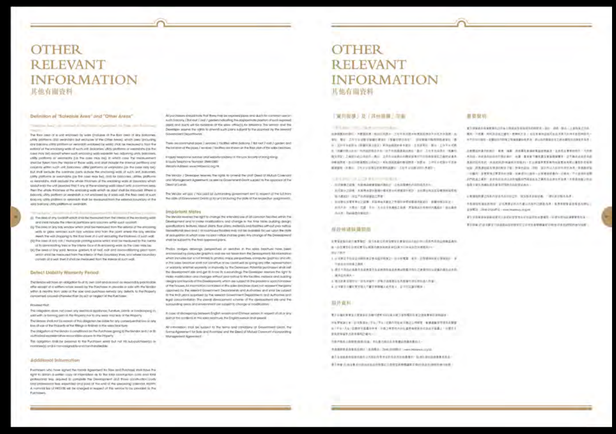













Two Lovers One Destiny



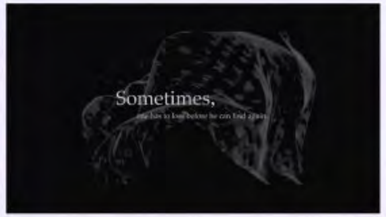











Sometimes,










A journey to find The One


the boathouse





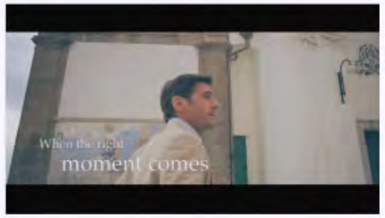











When the right
moment comes



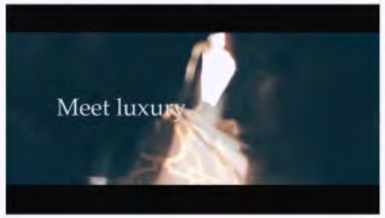





The unreachable
becomes reachable.






Meet luxury


Meet luxury Live Italian

THE IDEA, GROUNDED IN PLACE

A lifestyle proposition built around a real coastal property.

The final brand world connected the exclusivity of No. 50 Stanley Village Road with the attitude of Italian coastal living — creating a distinctive identity that could live across film, digital and sales communication.

STANLEY PROVIDED THE SETTING.

ITALY PROVIDED THE ATTITUDE.

THE CREATIVE WORLD BROUGHT THEM TOGETHER.







Hong Kong International Airport — To Be Admired

Turning Editorial Storytelling Into A Spatial Visual World.

- Brand Experience
- Editorial Design
- Spatial Design
- Digital Experience


admire
Hong Kong International Airport
Magazine for Shopping • Dining • Entertainment
Launch Edition!
E-version of admire | www.hongkongairport.com/admire
Take a free copy here!

Hong Kong International Airport

Launching HKIA's first lifestyle magazine.

Hong Kong International Airport set out to launch admire, its first lifestyle magazine, designed to reposition the airport as more than a place people travel through.

The Creative Director established the campaign platform:

To Be Admired

Working closely with the Creative Director, I translated this creative direction into a connected brand experience across photography, editorial, environmental graphics, digital media and on-site installations.





How do we turn “To Be Admired” into a visual experience?

Rather than treating admire as another airport publication, I looked to fashion magazines for a visual language built around aspiration and attention.

The idea was simple:

make the passenger the cover model — someone to be admired.

To be admired, passengers had to become part of the story.







Fashion Editorial Language

Fashion editorial photography and styling gave admire an aspirational visual language—turning the passenger into the campaign's cover model.



Transparent Tote Bag

The transparent tote kept admire visible throughout the journey—turning the magazine itself into a travelling campaign touchpoint.

How do we let passengers become part of the admire story?

I brought the magazine cover into the airport as an interactive experience.

A giant admire cover invited passengers to step inside the campaign and become the cover model themselves.

HKIA's signature roofline formed the backdrop, connecting the experience unmistakably to the airport.

Passengers didn't just see the campaign.
They became the people to be admired.



Editorial Cover

Fashion-inspired covers established the idea of the passenger as the hero of the admire experience.





A Recognisable Landmark

HKIA's signature roofline created an instantly recognisable backdrop, grounding the cover experience in its unique location.




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How do we make every touchpoint feel like one experience?

The admire idea extended across the passenger journey—from large-format graphics and digital panels to the interactive cover experience and online media.

Each touchpoint adapted to its environment while reinforcing one recognisable visual story.

One idea, experienced in different ways across the journey.



Environmental Graphics

Large-format graphics introduced admire throughout the airport environment.



Digital Panel

Digital panels extended the campaign language into moving, high-visibility touchpoints.



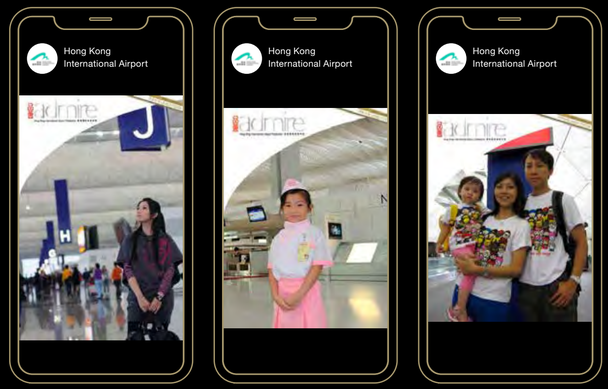
Interactive Cover Experience

Passengers could step into the admire cover and become part of the campaign themselves.



Mini Website

The online platform extended the admire experience beyond the physical airport.



Digital Media

Digital content carried the same campaign idea across online touchpoints.







Studio & Airport Shooting

HKIA restrictions prevented fashion model shoots inside the airport. We planned and shot the model poses in studio, then captured the airport environments separately.










Digital Panel Motion Graphic

The studio poses were planned specifically for motion, allowing the models and airport footage to be seamlessly combined into animated digital panels.

Overnight Setup

Airport operations limited installation time, so the physical rollout was carefully planned and installed overnight with minimal disruption.





Making Ideas Work in the Real World

Creative ideas don't always meet ideal production conditions.

When airport restrictions prevented fashion model shoots on location, I restructured the production—planning model poses in the studio, capturing airport environments separately, and bringing both together across static and motion executions.

The idea stayed consistent. The production method adapted.

Reflection

- Start with the core idea, then adapt the execution.
- Solve production problems without compromising creative intent.
- Design differently for static, motion and physical environments.
- Turn constraints into practical creative decisions.
- A strong idea should survive the real world.

Client Reflections

Kind words from those I've worked with.

Tigger has an exceptional eye for detail and a deep understanding of brand systems.

His work for PHYTO-C strengthened our global identity and set a new standard for visual consistency and premium expression.

Iris Wong, Former Marketing Director, PHYTO-C

Tigger's insight into social and digital engagement strategy fundamentally assists how we approach seasonal campaigns.

His creative concepts created organic traction and became a defining moment for our brand. His thinking is sharp, culturally aware, and commercially impactful.

Phyllis Chiu, Former Marketing Director, HKJEBN

BEYOND THE WORK

I’m always looking. And usually making something.



PHOTOGRAPHY

Observing people, places and the small details that often tell a bigger story.









LEATHER CRAFT

Making things by hand keeps me close to materials, construction and the satisfaction of turning ideas into something tangible.

