

# About Huí//Lüè

April 3, 2025 | Falk Fuhrmann | Consultancy Credentials





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## Our Story

# Shanghai Huí//Lüè Business Consulting Co. Ltd.

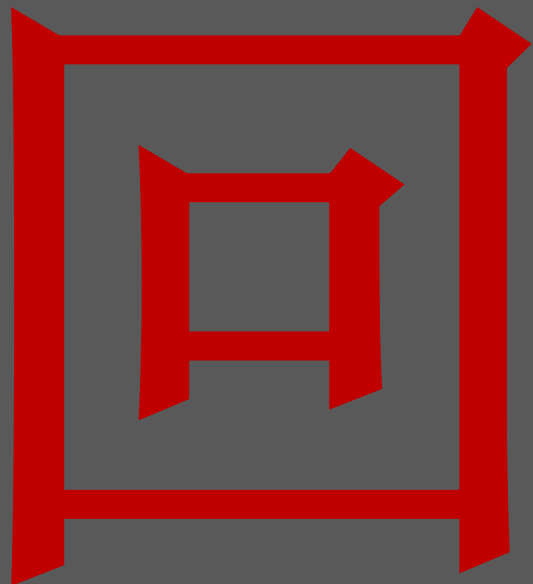
**Founded by Falk Fuhrmann in 2021.**

Falk is visiting professor teaching Entrepreneurship, Customer Experience, International Brand Communication & Innovation, Consumer Behavior & Insights, and International Marketing Research at the China Academy of Art, Hangzhou, since 2020.

He also is an award-winning creative strategist with more than 25 years of experience in growing businesses, building strategy teams, and developing connected marketing, brand & communication strategies of local, regional or global scale.

Born & raised in Germany, he led the strategic planning department of TBWA when they opened their Berlin office with clients like Philip Morris International and Kawasaki motorbikes. Later as head of strategy with DDB, he developed & championed the agency's philosophy of creative business solutions and paved the way for major service innovations with blue chip clients like Henkel. From 2013 to 2021 with Saatchi's in London, Singapore and Shanghai, Falk led the strategy development for P&G's baby care business in CEEMEA, APAC & Greater China, as well as for their feminine, oral, personal care, laundry, dish care & male grooming business in Greater China.





# 01

Liquid  
Collaboration

# 02

Evidence-based  
Creativity

# 03

Diversity  
in Practice



## Huí//Lüè

In literal translation Huí//Lüè stands for Turn-around (huí) Strategies (lüè).

Thanks to the rich beauty of the Chinese language, it can also mean “taking a different approach to reach one’s goals”.

The different approach manifest itself in three working principles.

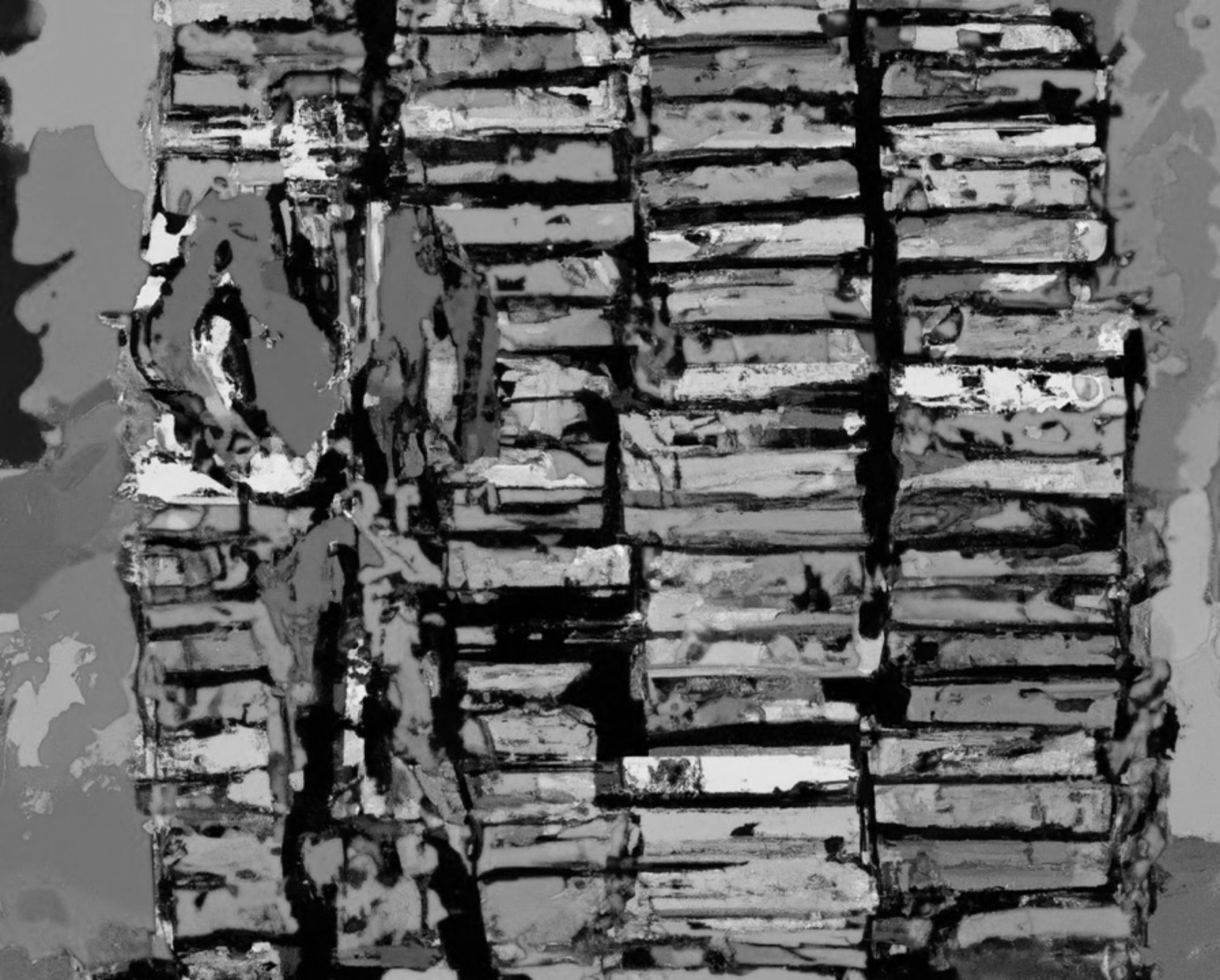
## Liquid Collaboration

We build bespoke teams around unique projects. Collaboration is based on shared values and mutual trust. We grow together, and our business grows together with us.

Clients get access to a global pool of exceptional talent that you do not find in traditional agencies & consultancies anymore.







## Evidence-based Creativity

While we started out with the assumption that clients deserve a more creative consulting approach; we quickly found out that they also need one that is more evidence-based.

Instead of opinionated egos, we follow marketing science curious where it leads us.

## Diversity in Action

It's scientifically proven, groups of people who are unlike are better innovators than groups of people who are alike. That's why we've been building our collaboration network with people that are different from us and each other, not more of the same.





# Based on Those Three Principles, We've Built A Comprehensive Collaboration Network in China...



**Sami**  
**The Psychologist**

*MD 3Drips Research.*  
Always insightful, be it as psycho-therapist, qualitative researcher or intercultural communication expert.



**Perry**  
**The Numbers Guy**

*GM QuickDecision.*  
Changing the way quantitative market research has been done. AI- & Mobile-driven. As disruptive as reliable.



**Thomas**  
**The Data Wizzard**

*Co-Founder Inuit Research*  
Doing conjoint & discreet choice modelling studies from early in his career across all kind of categories.



**Ash**  
**Co-active Coach**

*Strategist & Artist at Large.*  
Hybrid thinker & culture enthusiast passionate to inspire & empower people, businesses, brands.



**Poppy**  
**The Engineer**

*Strategist at Large.*  
Reality checker. Obsessed with data & martech. Always an eye on feasibility. Also connects naturally to GenZ.



**Andrew**  
**Experience Designer**

*Co-Founder SanYang Design.*  
Specialized in innovative designs for exceptional healthcare experiences.



**Hash**  
**The Cross-Pollinator**

*Founder & Owner The Cooperative.*  
Adds new perspective to any problem, challenge, solution or execution.



**Judy**  
**The Wordsmith**

*Founder Chopword*  
Bring linguistic, cultural and creative perspectives to any branding challenges.



**Felipe**  
**The Visionaire**

*Founder ffand.co*  
Brazilian-German creative director who turns truthful insights into ideas that find their relevance in society

# ...and beyond:



**Dina Dastur Metha**  
India

*Founder Convo Research & Strategy.*  
As ethnographer, she creates immersive learning environments & develop deep insight to stimulate strategic conversations



**Abhijit Das**  
Vietnam

*Founder Narrative.Design*  
Indian by birth, Vietnamese by choice, Abhi is one of the most business-driven strategists in the region.



**Leonard Le**  
Japan

*Strategist-at-Large..*  
Born in Vietnam, raised in the U.S., working in Japan, Leonard is a expert for all things cultural anthropology.



**Markus Oelsner**  
Indonesia

*Co-founder of ASM Squared.*  
Jakarta-born German who found his way back to Indonesia after a sensational strategy career in Europe.



**Michelle Barretto**  
Philippines

*Founde3r of Vitamin B.*  
A brand consultancy that specializes in strategy, design and experience



**Nick Day**  
Thailand

*Independent Brand Strategist.*  
Bangkok-base with in-depth knowledge of the F&B and hospitality industry.



**Brian Kim**  
South Korea

*Independent Brand Strategist.*  
After having practiced his planning skills in NYC, back in Soul to marry Western methods with Korean culture.

# Expertise...

## Identifying Growth Opps

Before you start thinking about new products, services or business models, you should be clear where to look for innovations. We help identifying these innovation spaces and assess their attractiveness empirically or by expert evaluation.

## Re-inventing Products

Once it is clear which innovation spaces to explore, we help discovering insights in consumer tensions and unmet needs, come up with ideas to fill those gaps, conceptualise these offers and assess their relevance for the consumer empirically.

## Re-imagining Services

Today, every brand is in the business of providing services to their customers. Exploring the customer experiences provided and coming up with ideas how to improve it and test the relevance of those improvements - this where we can help.

## Re-visiting Business Models

We help exploring the potential of new technologies and respective changes in consumer expectations on how to deliver value to consumers in a new way for you to either disrupt a category or be prepared against those disruptions.

## Unlocking Brands' Potential

As much as we believe in the power of innovation, we believe in the power of brands. From brand positioning models, (portfolio) architecture, stories to verbal as well as visual brand identity - we help strengthening your brands differentiation and distinction.

## Growing Marketing Teams

We offer bespoke training & coaching on- & off-project on topics such as insight generation, ideation, concept development, stakeholder management, agency briefing etc. for your team to stay up-to-date with the latest in brand innovation.

# ... and Capabilities

## Insights & Analytics

From the examination of 1st and 3rd party data available to you, to the the analysis of public data and social listening, up to bespoke qualitative and quantitative research accompanied with sophisticated statistical analytics like concrete choice modelling or market simulations - we can cover all your research needs throughout our projects.

## Strategies & Plans

We know the importance of strategies as well as plans. And we know the differences between the two. As much as we are big picture thinkers with our heads in the clouds to see your future, we also are obsessed with the nitty-gritty details that you need us to get right to make things actionable.

## Ideation, Co-creation, Execution

We don't stop at the idea level but turn them into testable concepts if it is about innovation or visual & verbal identities when it is about brands. And as much as we aim for ideas that travel, we are very well aware of the power of local culture. That's why we don't adapt but co-create everything bilingual - from your final strategic deliverable to the final executions.

# Our Clients Are Big Believers in Our Unique Approach:



BLACKMORES®



**FERRERO**







## The Work





## AlUla

Positioning a new global luxury destination brand in a way it resonates with Chinese travelers and develop a matching platform idea





## Artistry

Development of business case, brand strategy, comms model and 3 years GTM plan as well as product/ service bundles for Artistry within the Amway business universe



## Blackmores

Ideation & Conceptualization of new products for the subsegments protein powder, fish oil, eye health, brain health, men, and kids





## Danone

Development of a “Nutrition as a Health Service” business model including go-to-market recommendation based on best-practice case studies, assessment of alternative DTC build-ups



## Ferrero

Upgrade of the Ferrero Rocher CN campaign platform including creative examples





## iQ Student Accommodation

Brand re-positioning, qualified new product/ service ideas, and CN customer experience strategy based on qualitative & quantitative research we ran



## iQ Student Accommodation

Qualified new product/ service ideas, and IN customer experience strategy based on qualitative & quantitative research we ran





## Pernod Ricard Asia

New product concepts  
development for Absolut, Martel,  
Mumm, Glenlivet, Chivas Regal  
etc.



## Pernod Ricard Asia

Training & 1o1 Coaching on  
Business & Concept Writing,  
Insight Generation, Product  
Ideation  
Workshop Preparation, Agency  
Briefing & Relations, Research  
Planning, Stakeholder  
Management





## Pernod Ricard Japan

Target audience immersion,  
identification of innovation  
spaces, ideation &  
conceptualization of new products  
for the target audience aged 55+



## Saudia

Translating a global positing into locally relevant creative work.





## Stryker

APAC brand & communication strategy development for the Sports Medicine business unit, including business unit claims and customer engagement programme names,



## The Chuan

Refinement of EN brand strategy,  
trans-creation of CN brand & UX  
strategy, EN & CN brand &  
product stories,



A person wearing a blue jacket and black pants stands on a snowy mountain slope. The person is looking down at a small object in their hands. The background features a vast, snow-covered mountain range under a clear blue sky. The scene is bright and sunny, with shadows cast on the snow.

**What's Next**

## Partnerships

Superspring  
Ai-assited  
Innovation Processes

Superspring  
Ai-assited  
Trend Monitoring

Spikes  
Excitement Points  
Asia Launch

concept m ai  
Digital Consumer  
Twins

Virtus  
Media Mix  
Optimization

## Innovation

Huí//Lüè  
Growth Kit 2.0

Huí//Lüè  
Academy

Huí//Lüè  
Podcast

## Thought Leadership

The Future of  
Luxury

The Wellness  
Revolution

Aging Societies

How Gen Z & Alpha  
Transform China

Cultural Empathy in  
a Multi-Polar World

# Thank You. Let's Talk.

Your contact for more information.



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Fuhrmann**

Executive Director

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