

Soulful. Vibrant. Dynamic. Versatile.

A hybrid creative.

Fiercely passionate.

A truly multi-cultural, undefined individual.

A little about me...

A creative hybrid with a global yet local perspective, mindset and attitude.

At the axis of education x creative x business where I skate between all with ease, confidence, curiosity and vision.

I thrive in the complex.

I pay particular attention to the audience/guest experience and journey specifically, the large and the small details with a strong empathic design focus.

Which enables me to....

- Create and develop inspiring, multi-sensory journeys, experiences and communications.
- Develop ideas and communications which travel across any platform or media, both traditional and innovative.
- Open up new possibilities through creativity, insights and technology.
- Develop brands in a more strategic and audience centric manner for a more valuable ROI.

Synergy is important to each project I am involved in.

I take the time to understand a project, client and brand and their specific objectives where the reputation and showcasing of the client and their brand is paramount.

I am an open leader, seeking collaboration from my team, managing and mentoring individuals for growth and personal development.

Creating moments to remember however big or small is what drives me.

That's why I love what I do.





Immersive

Hongkong Land Tenants' Party "Celestial Nights"

Hong Kong, 2019

Agency | LORE Live

Event Objective

Create a standout theme for HKL's 15th annual event that was beyond expectations from 2018. Staying in theme with HKL's reputation for hosting the most highly anticipated Christmas event in Hong Kong.

Event Concept

Get lost in the warmth and wonder at Celestial Nights.

Inspired by the warmth and vibrancy of Arabia, Christmas was celebrated under a starlit canopy, a first for this event. Guests were greeted with fresh mint tea served on arrival against the soulful sounds of the darbuka and left with personalised bespoke gift bags. Telly Leung and Courtney Reed, the lead stars of Broadway's *Aladdin* took the evening to new heights as the headline act. Spectacular entertainment, in theme F&B and Hongkong Land's favourite elements took centre stage for another fantastic evening.

Role

- Lead Creative for ideation and pitch
- Concept Developer – Celestial Nights
- Event Branding
- Co-Producer
- Client Relationship Lead
- Creative Direction & Strategy of Guest Experience
- Creative Copy - Presentation to Event Collaterals inclusive of copy, tagline and event
- Costume and Invitation Consultant
- Talent Scout & Management



Hongkong Land Tenants' Party

"Grand Palace Christmas Hotel"

Hong Kong, 2018

Agency | LORE Live

Event Objective

Create a standout theme for HKL's annual event that was beyond expectations from previous years. HKL wanted something different after two years of very similar themes. Provide a real WOW whilst staying in theme with HKL's reputation for hosting the most highly anticipated Christmas event in Hong Kong.

Concept

The Grand Palace Christmas Hotel, the first interactive theatre disguised in a hotel theme in the events 14 year history. Professional actors drove the evening supported by the phenomenal Marc Martell, whose voice was featured and mixed with Freddie Mercury's in the break out film of the year *Bohemian Rhapsody*. Live paintings, close-up magicians and fortune tellers made for a one of kind Tenant's Party.

Role

- Lead Creative for ideation and pitch
- Concept Developer – The Grand Palace Christmas Hotel
- Lead script writer & developer
- Show Director
- Co-Producer
- Client Relationship Lead
- Creative Direction & Strategy of Guest Experience
- Creative Copy - Presentation to Event Collaterals inclusive of copy, tagline and event and Invitation
- Consultant
- Talent Scout & Management



Heineken Shape The City Global Campaign

Hong Kong, 2016

Agency | Luminous MSL

Event Objective

Create a standout event to capture and engage 25-45 year olds in Hong Kong under the notion of “Shape The City” bringing people together for an extraordinary event. Campaign to be solely executed via Social Media.

Concept

Get on Board to Get on Board! Hong Kong’s first tram Bar

Created and co-developed a world first with Hong Kong’s first tram bar that traveled between Causeway Bay and Western Market. Using the beloved tram which has for decades shaped the city by turning it into a glowing green Heineken Tram- a tram to remember.

Role

- Ideation and Pitch
- Copywriter and content developer
- Curating guest journey and experience
- Create and suggest #hashtags for overall campaign
- Suggest social media strategy for campaign and amplification
Campaign name, theme and tag line
- Concept development and storyboard for campaign viral video x2

Creative Direction

- Overall look and feel of campaign
- Interactive elements and activations



*Award Winning Campaign



Experiential

BMW Lead The Change Seminar Series

Hong Kong, 2021
Agency | Filament Live

Event Objective

As part of the launch for the new BMW 5 Series, BMW Hong Kong wanted to invite key leaders and players from the business community to share with the Hong Kong business and entrepreneurial community how they lead the change over the last 18 months since the pandemic began. The event needed to be hybrid with a limited in - house audience and live streaming.

Concept

Intimate, offering an open platform to share, influence and inspire, The BMW Lead the Change Seminar Series ran over the course two sessions at their Wan Chai Showroom. With one session in Cantonese and the other in English, the series featured an all star panel of some of Hong Kong’s most prolific business leaders and entrepreneurs from across a range of industries. Facilitated via a moderator, panellist shared their personal journeys, business insights and thought-leadership on how they were and still are leading the change for the last 18 months.

Featured panelists for Cantonese Session

- Jay Liu, Head of Strategic Partnerships, New World Development Group
- Fred Ngan, Co-Founder & CEO, Bowtie Virtual Insurer
- Keen Yim, Senior Vice-President of Brand & Community, APAC, lululemon
- Moderator: Akina Fong

Featured panelists for English Session

- Syed Asim Hussain, Founder, Black Sheep Restaurants
 - Danny Yeung, Co-Founder & CEO, Prenetics Group
 - Carol Hung, Chief Product Officer, livi bank
 - Moderator: Anjani Trivedi- Bloomberg Opinion
- Ideation, experience and creative strategy
 - Building strategic partnerships and alliances with speakers, companies and brands
 - Gift Sourcing
 - Creative direction for F&B
 - Copywriter for seminar scripts (English and Cantonese), social posts and speakers bios

Results

- Over 70 pax live audience per session
- Online audience of 100 -250 pax per session



HSBC Meet & Greet House of Jade

Hong Kong, 2018-20

Agency | LORE Live

Event Objective

Create a standout event to capture and engage and introduce new clients to the world and benefits of HSBC Jade.

Concept

Created and developed, The House of Jade, a warm and inviting space that evokes a strong sense of prestige and luxury whilst being open and approachable, a place of total comfort. HSBC House of Jade was fuelled with exceptional branded F&B, the casual lounge area allowed clients to network with each other and with HSBC Executives.

HSBC Meet & Greet is conducted every 3 months as a way to welcome to new clients and introduce them to HSBC Jade.

Role

- Ideation and Pitch
- Concept & Story
- Presentation to Executives
- Experience Strategy
- Experience Design
- Immersive Touch-points
- Entertainment
- Content Developer and Manager
- Onsite Speech Coach



TUMI DNA LOFT

Hong Kong, 2019
Agency | LORE Live

Event Objective

Showcase TUMI's DNA and heritage whilst launching the new Alpha Bravo Collection with Brand Ambassador, Hollywood A lister Chris Pratt in way that attracted existing and new fans of the brand.

Concept

Enter TUMI Creative Director, Victor Sanz's design studio.

An open, premium loft style space that serves as a authentic expression of TUMI's aspirations and individuality while hinting at the brand's New York roots.

Here, the heritage and DNA of TUMI is brought to life via an exploratory journey to discovery. Underpinning our creative and serving as an opportunity to showcase TUMI's creativity, innovation and design. Offering consumers an unparalleled retail experience that interweaves an elevated lifestyle within an urban New York creative studio environment.

Role

- Ideation and Pitch
- Concept & content developer
- Brand Development
- Curating guest journey and live experiences
- VIP Night Strategy & Management
- Create and suggest #hashtags for overall campaign
- Concept development and storyboard for campaign viral videos x2
- Interactive elements and activations

Results

- Over 8.5K visitors over event period (April 30th – May 10th, 2019)
- 430% sales growth at the highest sales day
- 16 million impressions across social media including KOL postings



TUMI Scandinavia

Hong Kong, 2018

Agency | LORE Live

Event Objective

To create a space that showcased TUMI's FW 2018 Campaign inspired by Scandinavia, increase TUMI fans and give existing fans and loyal brand advocates a technically savvy, immersive experience of the brand.

Concept

The TUMI Lodge inspired by Scandinavia for the FW18 collection at Pacific Place Mall.

Reinforcing a brand experience that was a true reflection of TUMI's luxury positioning.

Known for its simplicity, functionality, and minimalism at its heart, Scandinavian design is rooted in the elements of nature and the tradition of craft. This underpinned our creative to develop a concept that is represented an authentic Scandinavian lifestyle for an innovative, interactive retail experience that exceeded and surprised the guests. Including the first 3D body scanner & video, authentic Scandinavian artists, crafts and F&B, influencer & KOL led content and workshops.

Role

- Ideation
- Brand Development
- Copywriter and content developer
- Curating guest journey and experience
- Talent Source
- Interactive elements and activations

Results

- Over 6000 visitors over event period (August 30th – September 12th, 2018)
- Women's Customer growth from 37% to 50%
- 467% sales growth at the highest sales day
- 3.4 million impressions through KOL postings



Tommy Hilfiger Thanksgiving Dinner

Hong Kong, 2018

Agency | LORE Live

Event Objective

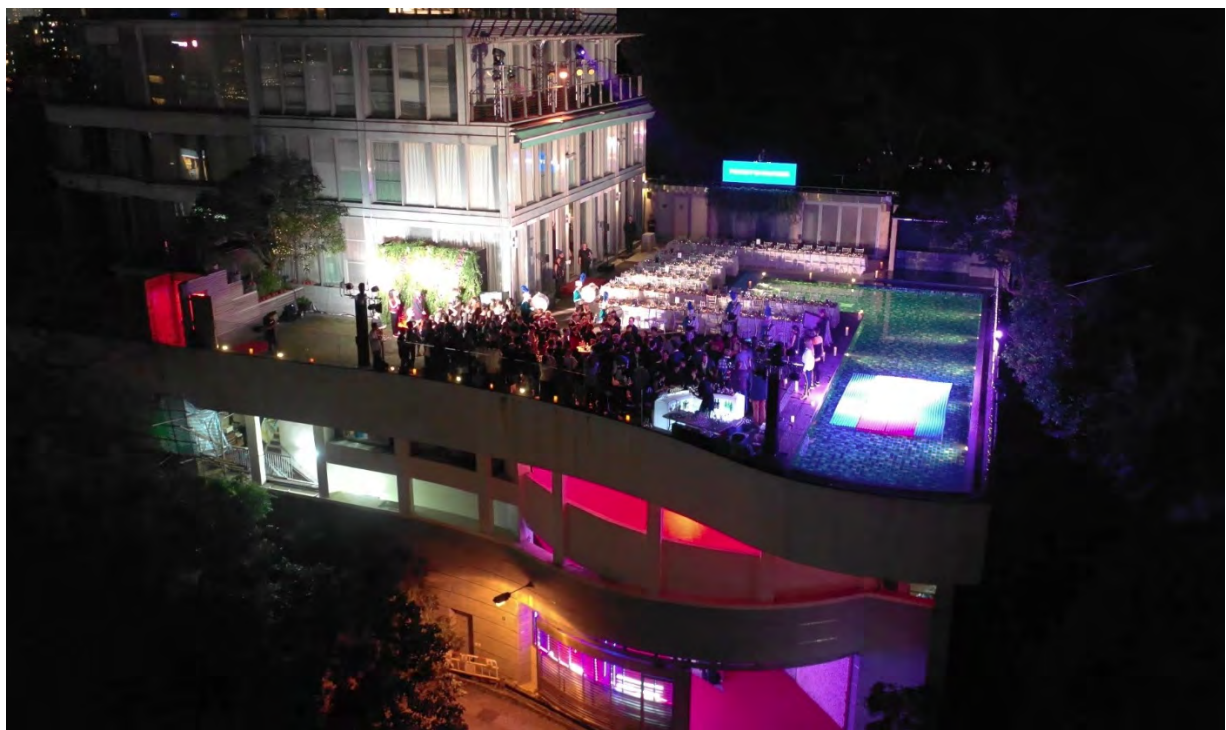
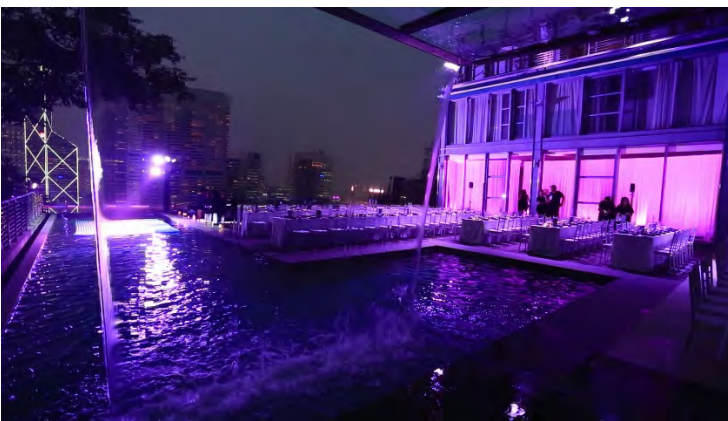
Curate and develop a private and intimate thanksgiving dinner for 138 executive and senior members of staff at Tommy Hilfiger and PVH Group in 8 weeks from winning the pitch. The theme was thanksgiving family style.

Concept

An evening fuelled with a series of surprises, all American accents and a family style look and feel. I found a private home overlooking the skyline to host the dinner, ambassadors lined the hidden path with lanterns to guide guests. Live music via a terrace DJ and all American marching band played pop music for the CEO's toast and welcome. A magician was commissioned for an awards ceremony with a short fashion show between courses of the limited edition collection about to be launched. I developed the "Give Thanks" Thanksgiving Card activity, where by guests wrote a thank you card to a member of their team and it was sent to them. This initiative is now placed across all Tommy Hilfiger offices globally.

Role

- Ideation and Pitch
- Creative Strategy
- Concept, content, copy developer
- Live Experience Designer - Curating guest journey and experience
- Overall look and feel of campaign
- Interactive elements and activations
- Talent Scout & Management



adidas Brand Day

Hong Kong, 2018

Agency | LORE Live

Event Objective

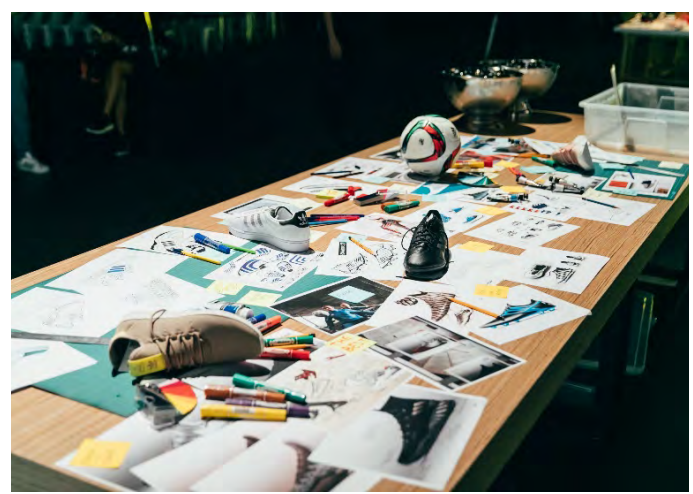
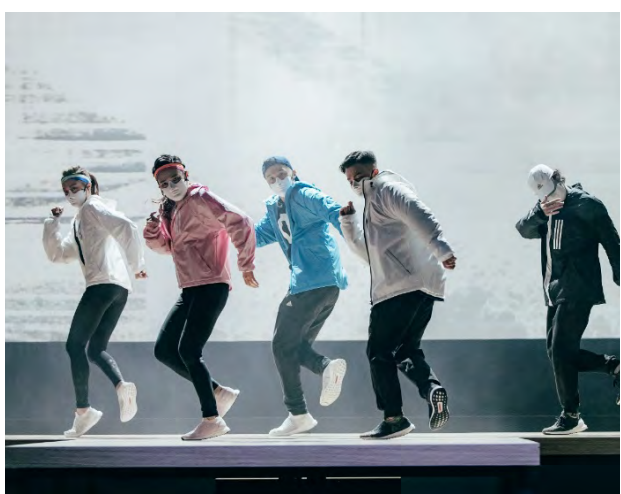
Refresh the a buyers trade show by showcasing the new adidas Sport and Originals 2019 Collection for 250 buyers from across the region.

Concept

A curated, live showcase inspired by the adidas Creator Farm, physically bringing to life each of the new products in an immersive show and creative studio installation experience fuelled by music, compelling visuals and animations, theatrics, dancers, and guest experiences. A finale catwalk showcase with a live singer was completed with a photo wall of each of the audience members using the treatment from the brand's campaign, Here to Create.

Role

- Ideation
- Copywriter and content developer
- Curating guest journey and experience
- Segment Director
- Experience Design
- Overall look and feel of the experience
- Interactive elements and activation



Chanel - Agents of Chanel Annual Staff Gala HK & Macau

Hong Kong, 2015

Agency | Luminous MSL

Event Objective

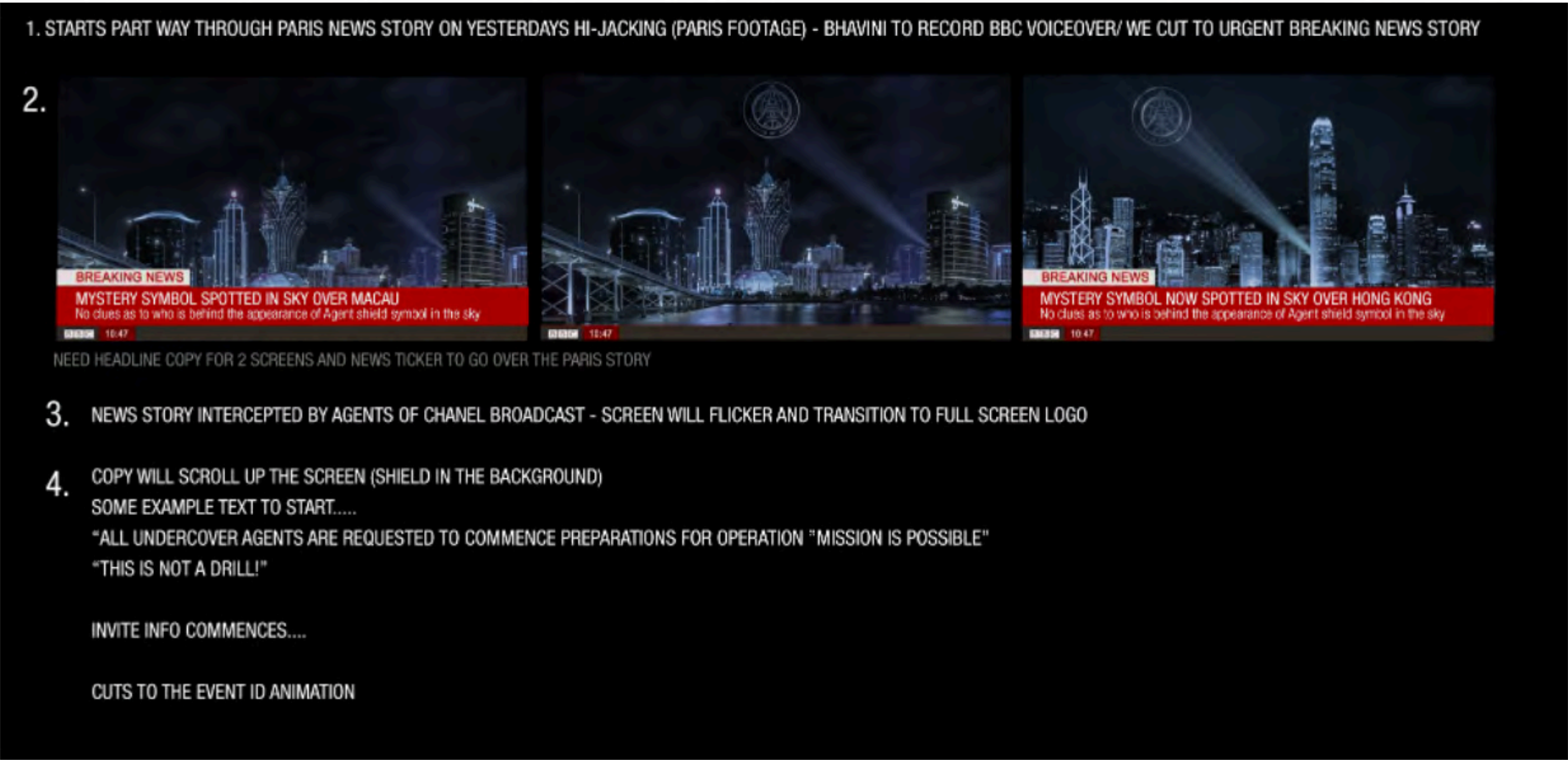
Create an all encompassing theme to bring together over 1000 Chanel staff and management from across Hong Kong and Macau for their annual gala event celebrating the years successes.

Event Concept

Agents of Chanel
No Mission is Possible

Role

- Lead Creative for ideation and pitch
- Concept Developer – Agents of Chanel
- Storyboard for all invitations
- Creative Direction & Strategy of Guest Experience
- Creative Direction for Management
- Creative Copy - Presentation to Event Collaterals inclusive of copy tagline and event
- Costume and Invitation Consultant



Cartier The Royal Collection

Chapter 4, Hong Kong Exhibition & Gala, 2015

Agency | Luminous MSL

Event Objective

Create an immersive experience like no other for the 4th Chapter of the Cartier Royal Collection Exhibition and Gala using the overall tour theme of Versailles.

Final Concept

A recreation of the Garden of Versailles as guests enter the 2nd floor of the Four Seasons and begin their journey as they enter the Cartier Royal Palace.

Exhibition – dividing the space in to 4 private Palace themed rooms including the throne room with a long red red carpet and ceiling projection for the pinnacle pieces along with 12 private viewing rooms.

Gala – A Royal Affair. Guests are escorted from the Garden Cocktail reception by Royal Guards into the Palace ballroom. The set is based on the façade of a palace that had multiple entrances for jewellery showcase and three acts including a headline act. A live orchestra playing a mix of traditional and contemporary pieces was set in the ballroom to take guests through the night.

Role

- Ideation and Pitch
- Concept Developer with Team
- Creative Direction & Strategy of Guest Experience
- Creative Copy - Presentation to Event Collaterals
- Talent Choreographer – Royal Guards
- Costume Consultant
- Experience Design



Hongkong Land boutique boulevard

Hong Kong 2015

Agency | Luminous MSL

Event Objective

A private retail event with entertainment and exhibits across 4 buildings. Enhancing Landmark’s reputation of excellence in terms of lifestyle and demonstrate Landmarks “talk of the town” signature for this VIP gathering. Supporting the brands, tenants business by bringing high quality traffic to the Premises; and a traffic encompassing 1st generation as well as 2nd generation and professionals.

Concept

Central Beats (provided by Client)

Based on the Central Beats concept, we collaborated and created 8 spin-off music genres that were applied across buildings and bridges of the Precinct (Landmark Atrium, Landmark Prince’s, Landmark Chater, Landmark Alexandra) in the form of entertainment, food & beverage, installations, interactive multimedia, and exhibitions.

Role

- Ideation and Pitch
- Concept development, strategy and creative direction from concept to execution including entertainment, live interactions and exhibits.
- Pitching & presenting ideas to the client
- Research and sourcing – exhibiting pieces and exhibiting genres Curating guest journey with digital and sensory experiences
- Co-Art Direction of exhibits and overall look and feel
- Copy writing – all presentations and public information for all 8 exhibitions
- Led the brainstorming session between 20 invited participants to narrow down the 8 musical genre’s
- Collaborative engagement with multiple agencies

Results

Over 5,500 attended the event headlined by Rita Ora



Hongkong Land

Copy & Art Direction boutique boulevard 2015

The Landmark, Landmark Prince's, Landmark Chater, Landmark Alexander

GET YOUR GROOVE ON...
SELECT A STUDIO TO BUILD YOUR TRACK...

DISCO

Funk

HIP HOP

Rnb

ELECTRO BEATIES

EDM ELECTRONIC

LANDMARK boutique boulevard

SELECT SOUND BANK

EDM ELECTRONIC DANCE MUSIC

165 BPM

SOUND BANK DRUMS

SHARE YOUR TRACK

facebook

NOW MIXING DOWN YOUR TRACK...

PLEASE ENTER YOUR FACEBOOK DETAILS SO THAT WE CAN SHARE YOUR FINAL MIX WITH YOUR FRIENDS.

LOGIN PASSWORD

POST YOUR TRACK

LANDMARK boutique boulevard

Central Beats

WILLIAMS - 1948

THE 40 GREATEST SOUNDTRACKS OF ALL TIME

www.landmark.hk

LIGHTS, CAMERA, MUSIC!

The marriage of music and cinema is so natural that it went pre-dates the 'talking pictures'. The silent movies of Charlie Chaplin and Greta Garbo relied on the actors' abilities to express their emotions, their feelings and their joy. It was the perfect background for those actors to truly convey their emotions. Movies have never really been silent.

The combination of the two mediums, music and cinema, creates an even more powerful experience. There's more to it than music and cinema. It's the perfect combination.

These timeless classics will always capture your imagination. From the first time you hear "The Graduate", it was a moment of joy that not only gave the movie a soundtrack but became a soundtrack for a generation.

Music is cinema in its purest form. It's the only way you can truly see the first time you hear "The Graduate". It was a moment of joy that not only gave the movie a soundtrack but became a soundtrack for a generation.

It's the perfect combination of music and cinema. It's the perfect combination of music and cinema. It's the perfect combination of music and cinema.

LANDMARK boutique boulevard

LANDMARK boutique boulevard

Central Beats

BIRTH OF COOL

America at the turn of the 20th century. New Orleans - a melting pot of cultures and as a result, musicians were exposed to a variety of music. An eclectic mix of sounds and rhythms from European Classical Music, Blues, Folk and Ragtime came together to form what became known as Jazz.

From the hot trumpet playing of Louis Armstrong, the first major recorded jazz soloist, to the first jazz words of John Coltrane, the heartbreakingly honest and powerful vocals of Billie Holiday and Nina Simone to the eccentric piano playing of Thelonious Monk, Jazz has evolved and transformed itself constantly for more than a century. Straddling the worlds of popular music and art, it has expanded to a point where its styles are so varied that one may sound completely unrelated to another. Yet to the talented improvising musicians who perform jazz, freedom of expression is still what makes it their calling.

www.landmark.hk

Susanne Schapowalow - Jazz Photos (1948 - 1965)

BIRTH OF COOL

Just after World War II a charming young lady entered the jazz scene in Hamburg, Germany. Susanne Schapowalow was an upcoming photographer with an appetite for life and new discoveries. Olaf Hadewalt, a musician and jazz radio producer introduced her to the world of jazz. Jazz was new and hot and above all, had been forbidden in Germany for twelve years.

From the start Susanne Schapowalow realised that taking pictures of concerts were not enough to unveil the soul of the music and the musicians. By hiding the porter of the stage door with a box of cigarettes she was granted access to the dressing rooms of the artists and became friends with some of the greatest jazz legends Duke Ellington, Louis Armstrong and Quincy Jones.

It is only because of a meeting between a Berlin gallery owner and Felix, the grandson of Susanne Schapowalow, that this magnificent jazz oeuvre became visible.

LANDMARK boutique boulevard

www.landmark.hk

LANDMARK boutique boulevard

Central Beats

LATIN RHYTHM

The result of a complex social and historical process that took place in the Americas after the arrival of Columbus, Latin musical styles are as diverse and interrelated as the ethnicity of the vast area's population. It is the social environment of this mixed region that has forged some of the most beautiful sounds in music. Influenced and enriched by the intermingling of African rhythms that came with the slaves of European colonists and largely defined by the Portuguese and Spanish languages. It is this cultural mix and social environment that has produced one of the most vibrant music genres in the world.

Embracing hundreds of styles and rhythms, mainstream genres such as Salsa, Tango, Merengue, Samba and the island sounds of Calypso and Reggae have gained phenomenal worldwide popularity. The fusion of jazz and samba produced the sultry sounds of Bossa Nova and the 1990's brought the phenomenal worldwide evidence of the Bossa Nova Social Club's Cuban Son. Latin music's infectious rhythms for dancing have further cemented its popularity worldwide, from the Cha-Cha, Mambo and Rumba, to the contemporary urban style of Reggaeton. Latin music has kept dancers on their feet.

Famous Latin music artists include Julio Iglesias, Vicente Fernandez, Celia Cruz, The Bossa Nova Social Club, Salsa and Samba as well as contemporary reggaeton like Shakira, J Balvin, Luis Miguel, Gloria Estefan and Ricky Martin.

DAVID BOWIE

U.K., 70s to Present Day

An icon of Glam Rock and known as a musical chameleon for his ever-changing appearance and sound, Bowie's music and persona continues to be a huge influence on music and fashion to this day.

Scan to Listen

LANDMARK boutique boulevard

Central Beats

JOY DIVISION

U2

BLUR

STONE ROSES

KISS

METALLICA

THE BEATLES

LED ZEPPLIN

THE KILLERS

Kevin Cummins

ICONS OF ROCK

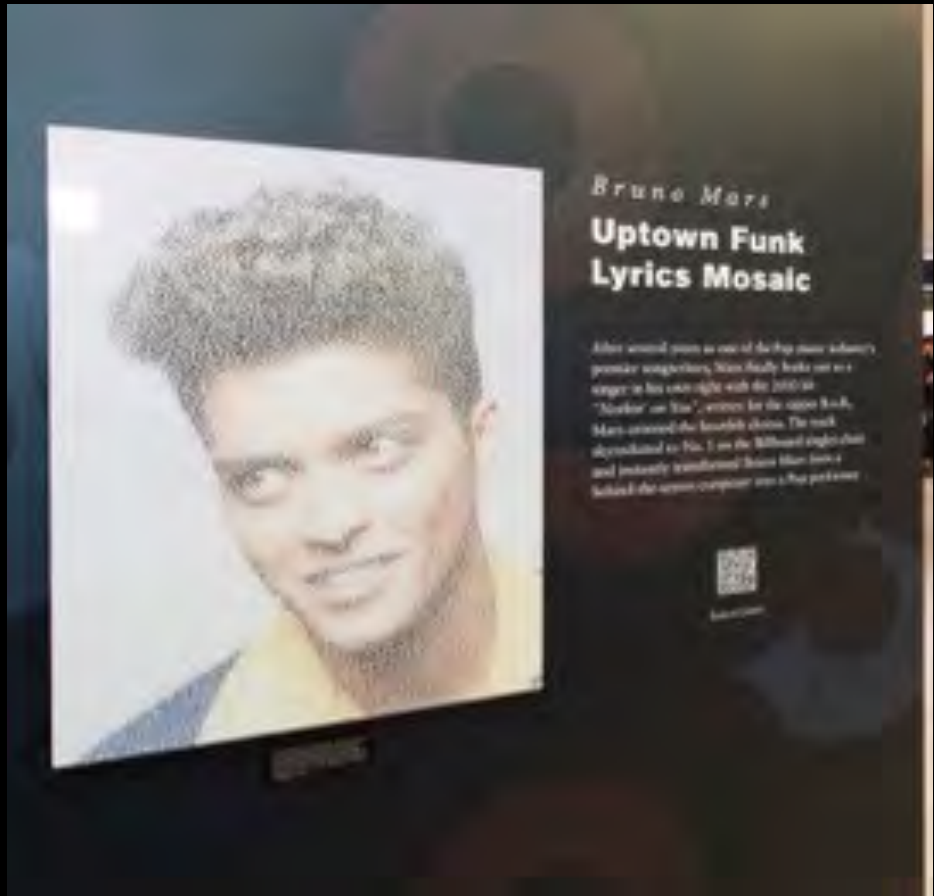
RAMONES

BLONDIE

AC/DC

RED HOT

boutique boulevard 2015 - The Landmark, Landmark Prince's, Landmark Chater, Landmark Alexander



Hongkong Land Tenants' Party 125th Anniversary

Hong Kong, 2014

Agency | Luminous MSL

Event Objective

An end of year annual party to remember for all of Hongkong Land's tenants across all properties. An added element of celebrating the 125th Anniversary in a classic way that was modern, fun and festive.

Concept

A large box in cascading ribbon that came together at the Christmas tree shaped pile of boxes in classic Christmas red and silver. The large box formed the entrance where hostesses in Christmas red welcomed guests. The ribbon formed the barrier of the event space for guests to look in and out.

Role

Ideation and Pitch

- Concept Developer – giant gift box with cascading ribbon to a large pile of presents
- Creative Direction & Strategy of Guest Experience
- Creative Copy - Presentation to Event Collaterals
- Costume and Invitation Consultant
- Pitch & Present ideas to client during pitch process
- Experience Design





Pitches

Rolls Royce - Black Badge Launch 2022

Hong Kong, 2021

Agency | Filament

*Pitch Only

Event Objective

Rolls Royce wanted to create a show stopping display for the launch of the Limited Edition Dawn Black Badge Landspeed and new Black Badge GHOST. The launch unusually came heavily influenced by themes of cyberpunk, graphic art and the Bonneville Salt Flats of Utah and the brands heritage.

Concept

The play of duality was set throughout the entire showcase and reiterated in the use of AR technology to bring the brands icon, the Spirit of Ecstasy to life throughout the space.

Each car was honoured via a reinterpretation of the Black Badge symbol into a structural piece of immersive art to create two distinct platforms that merge into one. The set comes to live via chasing light display that sits in sync with curated soundtrack. A striking showcase reflecting the personalities of the Dawn Black Badge Landspeed / Ghost Black Badge. An experience bolder in attitude that dares to be different.

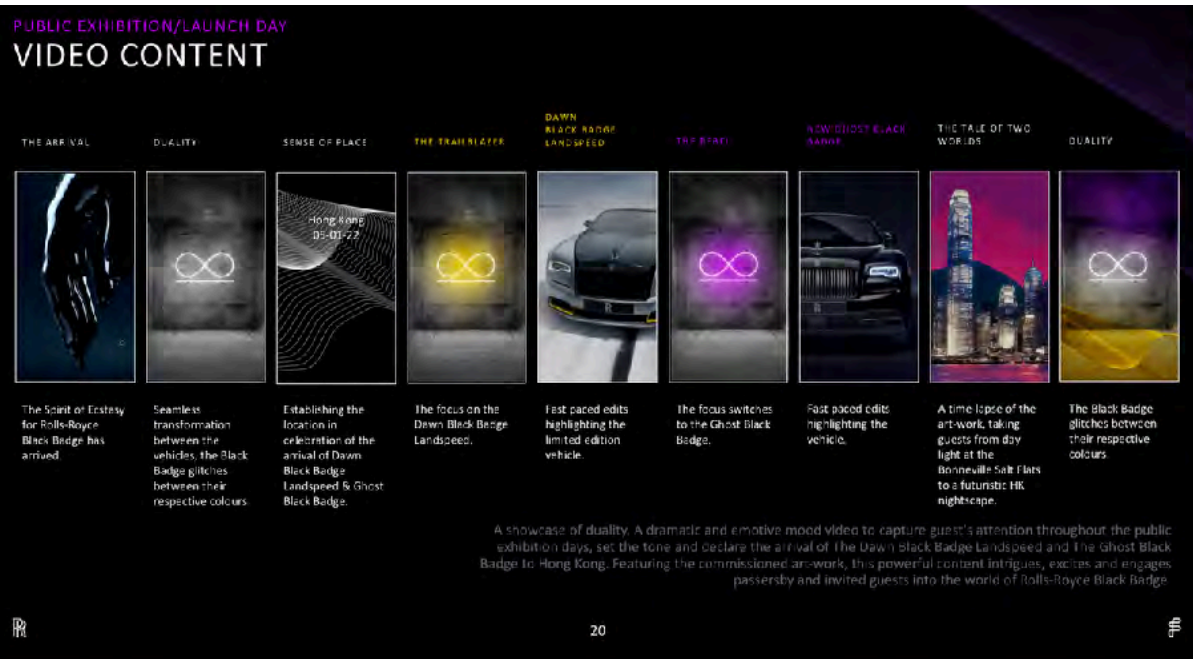
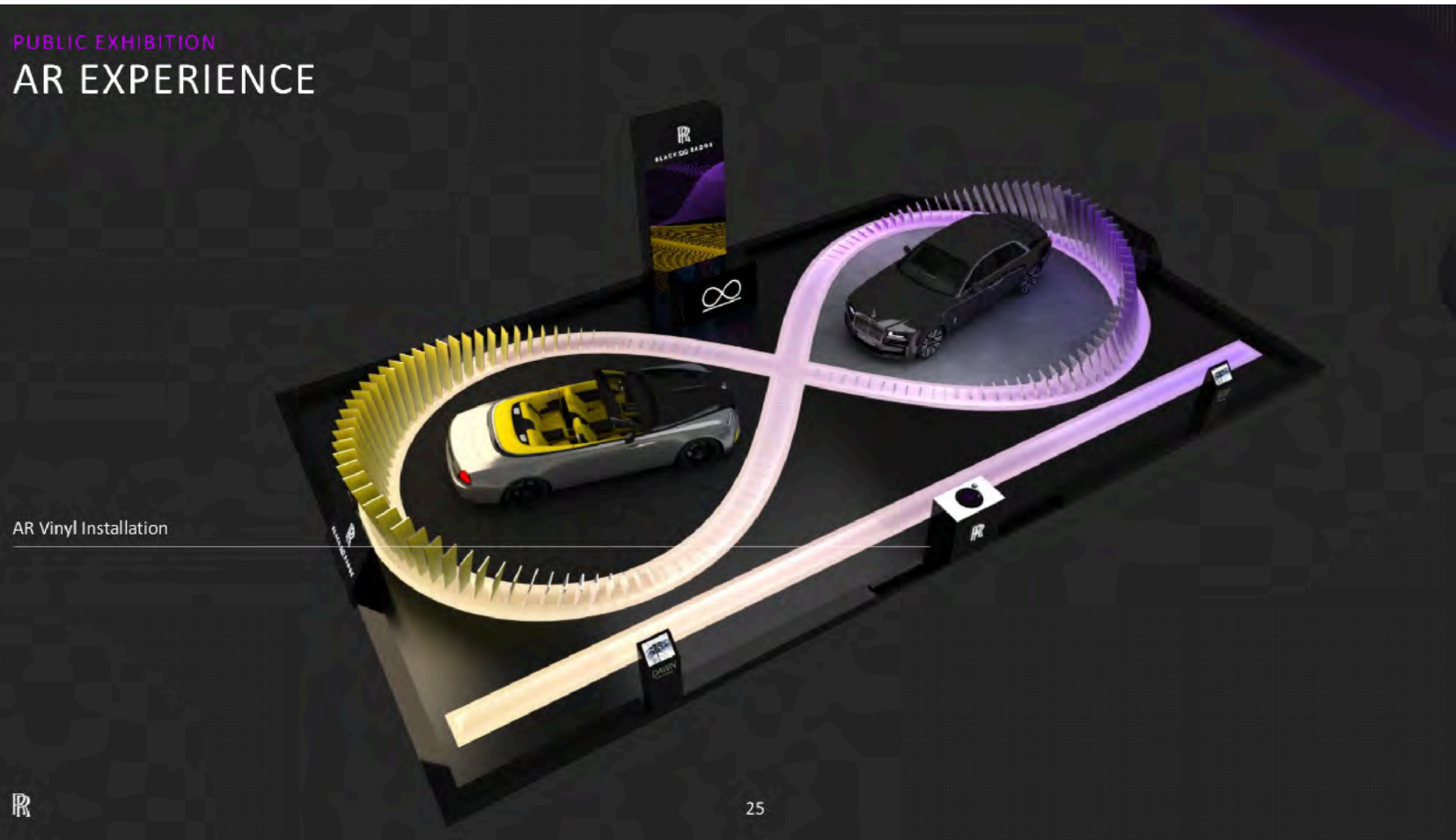
Design Aesthetic

Bold. Striking. Imposing.

A forging of contrasting elements and materials that seamlessly interact and transform to showcase the visual expression of duality, of Rolls-Royce and of the Black Badge collection.

Role

- Experience Strategy & Design
- Ideation & Creative Direction
- Pitch lead
- Copywriter
- Talent



SkinCeuticals - The Power to Become

Sanya, Hainan, China 2021

Agency | Filament

*Pitch Only

Event Objective

L’Oreal Travel and Retail brand, SkinCeuticals wanted to create an exclusive brand experience for VIP guests in a luxury oasis under a theme of The Power to Become showcasing SkinCeuticals innovative technology and medically backed science whilst also launching the highly anticipated Silymarine CF. This would be the brands inaugural VIP event in Hainan.

Concept

A private luxury oasis sets the scene for a premium holistic experience where your wellness and skincare is paramount, and each touchpoint has a tailored touch.

Elevating this at-home, self-care notion with SkinCeuticals is amplified through a series of self- dictated interactive and immersive moments with the power to inform, educate and empower you.

Here, SkinCeuticals science backed knowledge is approachable through an inviting relaxed environment with access to professional consultations and expert advice.

Never has wellness and self-care been so essential to our desires for a healthier glow inside and out.

*Self-care, self-love, self-discover for
The Power To Become who you want to be.*

Role

- Experience Strategy & Design
- Ideation & Creative Direction
- Pitch lead
- Copywriter

Results

- This initial pitch led to the agency staying the agency pool for another 3 years
- The event was subsequently placed on hold for 2022



Helena Rubenstein - A Luxury Escape

Sanya, Hainan, China 2021

Agency | Filament

*Pitch Only

Event Objective

L’Oreal Travel and Retail legacy beauty brand, Helena Rubenstein with ambassador Faye Wong, invites consumers on a luxury escape to explore the story behind the brand and iconic products, Prodigy Cellglow, Powercell Skinmunnity and Replasty Age Recovery. Inspired by an Avant Garde spirit to reach for new heights with beauty as the ultimate destination, a luxury 360 escape in Sanya awaits. In a bid to uplift the brand image, foster brand loyalty and cultivate a new fanbase of first- class beauty travelers.

Concept

A serene sanctuary in the sky sets the scene for a luxury escape with Helena Rubinstein through the brand, the beauty and the heritage.

Three key elements Heritage, Women Empowerment and Imagination overlay and interlock, paying homage to brand’s founder, whilst simultaneously fuelling the imagination.

Expressed via a multi-level immersive and interactive journey through a private residence. Amplified through an Avant Garde multisensory experience emphasising Helena Rubinstein's commitment to the pleasure of each of her products. Signature brand design codes are complemented by a modern, sleek design and open airy mood and tone for that perfect dreamy escape.

Let beauty be your pleasure as you take this first-class flight with Helena Rubinstein.

Role

- Experience Strategy & Design
- Ideation & Creative Direction
- Pitch lead
- Copywriter

Results

- This initial pitch led to the agency staying the agency pool for another 3 years
- This pitch led to the agency being invited to form a bigger experience in Sanya with a HKD\$10M budget.



Cartier - Clash De Cartier Launch

Hong Kong, 2020

Agency | LORE Live

**Pitch only*

Event Objective

The launch of Cartier’s new collection, *Clash*, raw, rebellious, edgy. The event needed to stand out, impress and engage.

Event Concept

Clash De Cartier SOCIETY

Epitomizing the collection, the event moves.

It pulsates.

It has attitude.

The CLASH OF ATTITUDES,
encounter of your double, is multi-faceted and transformative.

The duality is radically staged.

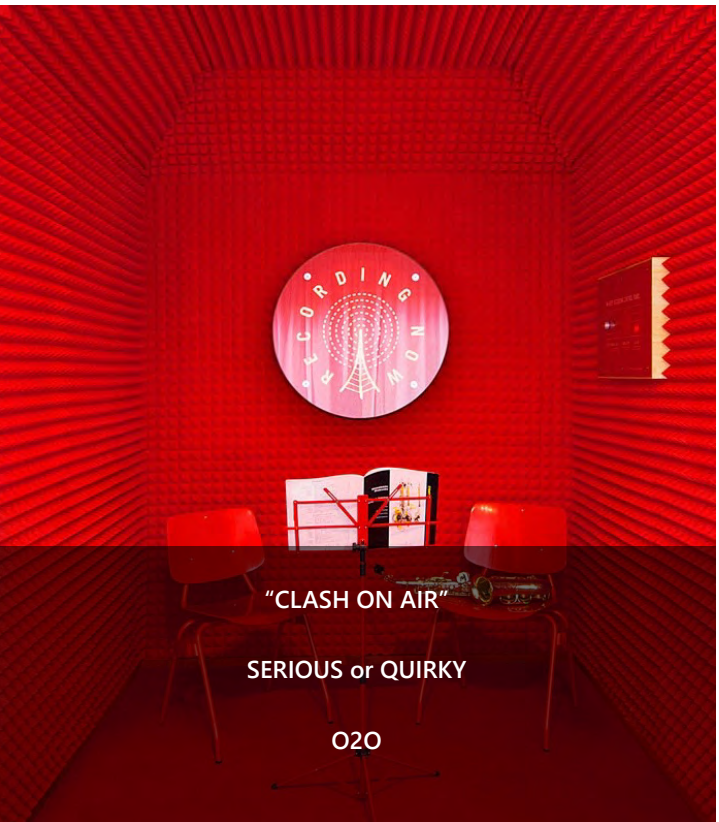
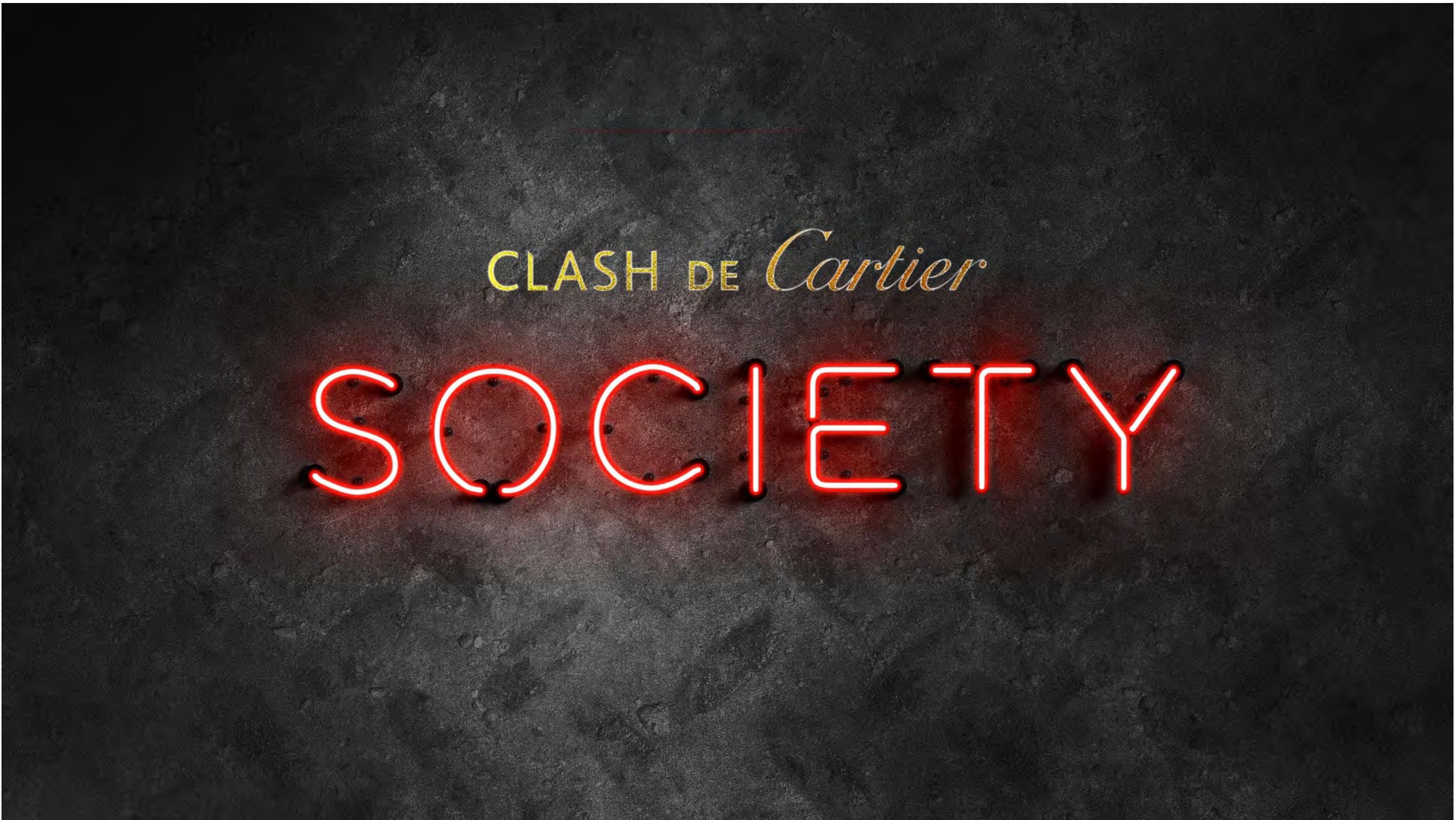
Movers and shakers converge.

It stirs talk in the town.

It stands out from other brands in the luxury space.

Role

- Lead Creative for ideation and pitch
- Creative Direction & Strategy of Guest Experience
- Creative Copy - Presentation Collaterals



Cartier - Into The Wild

Hong Kong, 2019

Agency | LORE Live

**Pitch only*

Event Objective

A celebration of the Cartier icon, The Panthere.

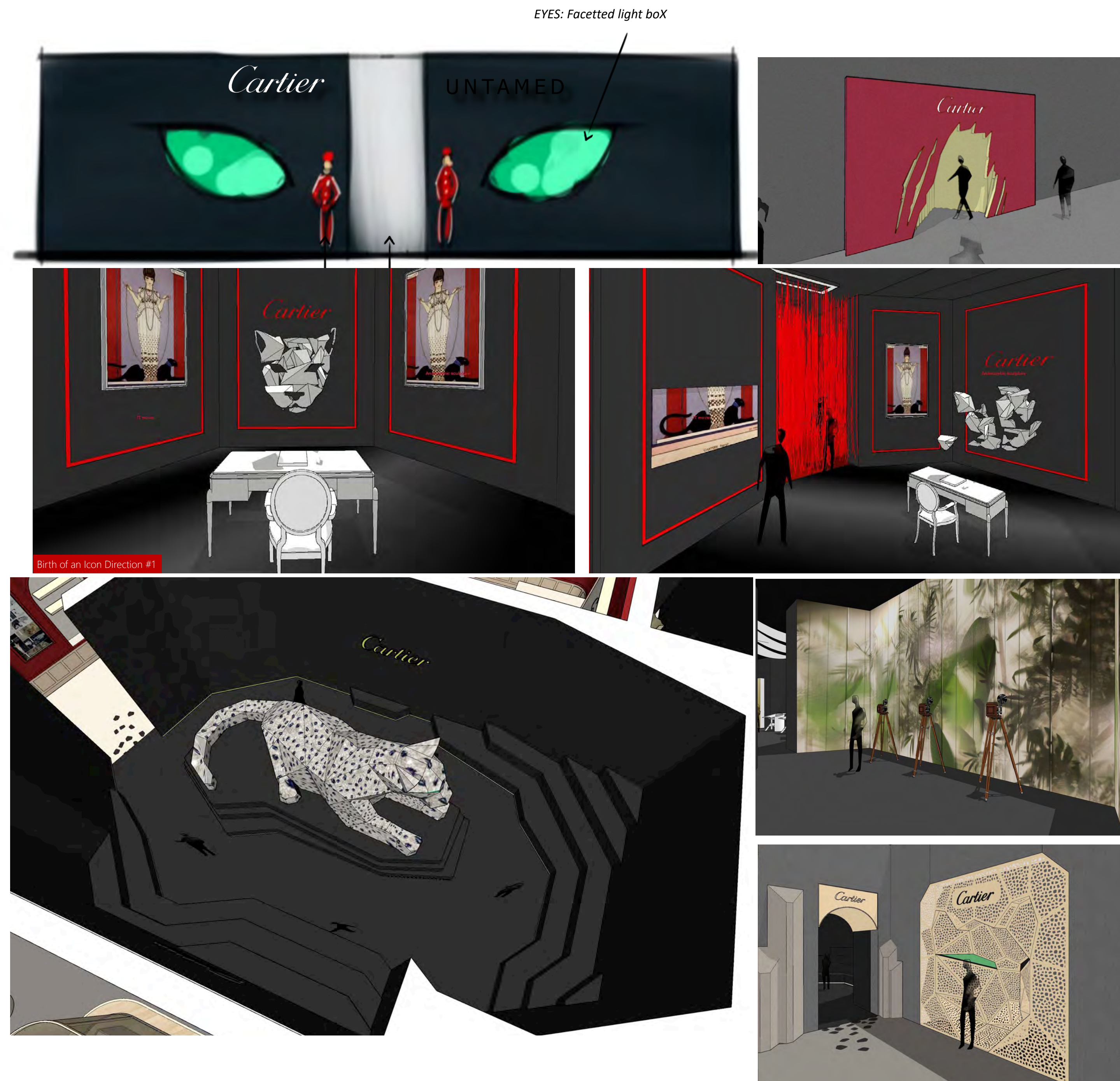
Event Concept

Into the Wind Panthere de Cartier

A fully immersive journey into the world of the Cartier icon, an opportunity to explore the muse behind the Maison in the most spectacular of ways. Guests are invited to discover the DNA of the Panthere whilst exploring their own inner Panthere through an exploration of art based interactive and experiential installations.

Role

- Lead Creative for ideation and pitch
- Concept Developer
- Creative Direction & Strategy of Guest Experience
- Creative Copy - Presentation Collaterals



Dior - Miss Dior

Hong Kong, 2019

Agency | LORE Live

**Pitch only*

Event Objective

A celebration

Event Concept

Miss Dior Salon des Amours

An immersive experience into love with Miss Dior fragrances.

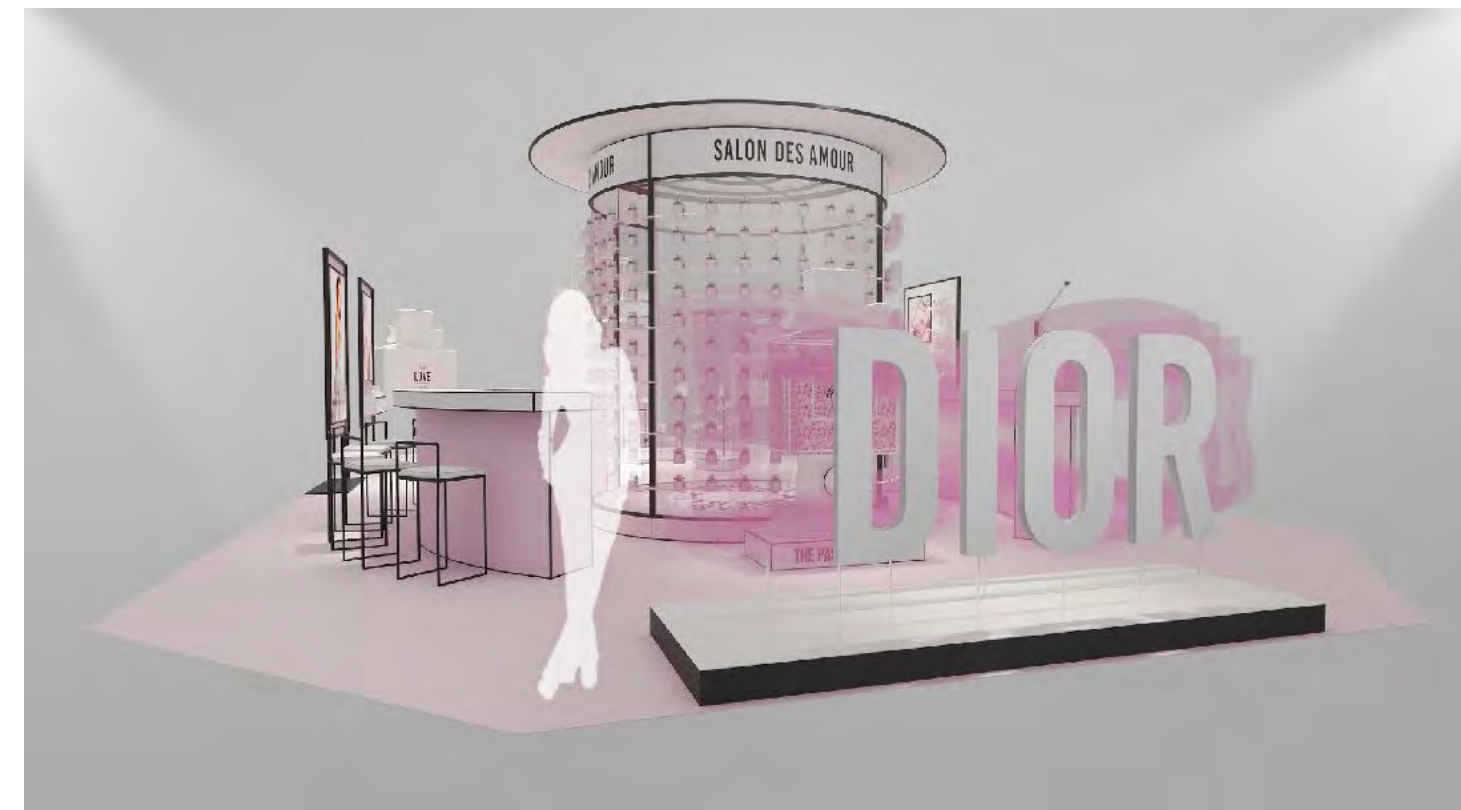
Insta-worthy, Miss Dior Salon des Amours offers an immersive Miss Dior brand experience in line with K11's art based mood with sensorial and digital touch points to satisfy the snap and share target audience. Structured around the discovery and exploration of the four rose personalities captured in the Miss Dior fragrance collection which are; The Spinning Love, The Great Love, The Romantic Love and The Passionate Love.

The Miss Dior core message is reinforced throughout in a bold, striking and fun way, leaving guests with the ultimate question...

"And You, What Would You Do For Love?"

Role

- Lead Creative for ideation and pitch
- Concept Developer –Miss Dior Salon des Amours
- Creative Direction & Strategy of Guest Experience
- Creative Copy - Presentation Collaterals



Speaker's Coach & Virtual Events

YouTube Works Awards Hong Kong 2021

Hong Kong, 2021

Agency | Jack Morton Hong Kong

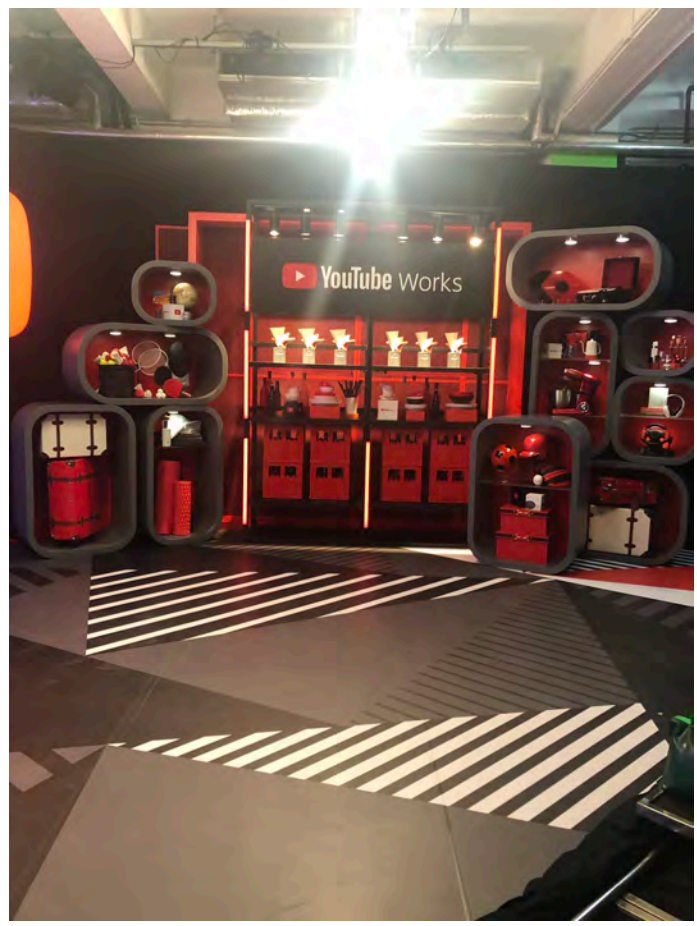
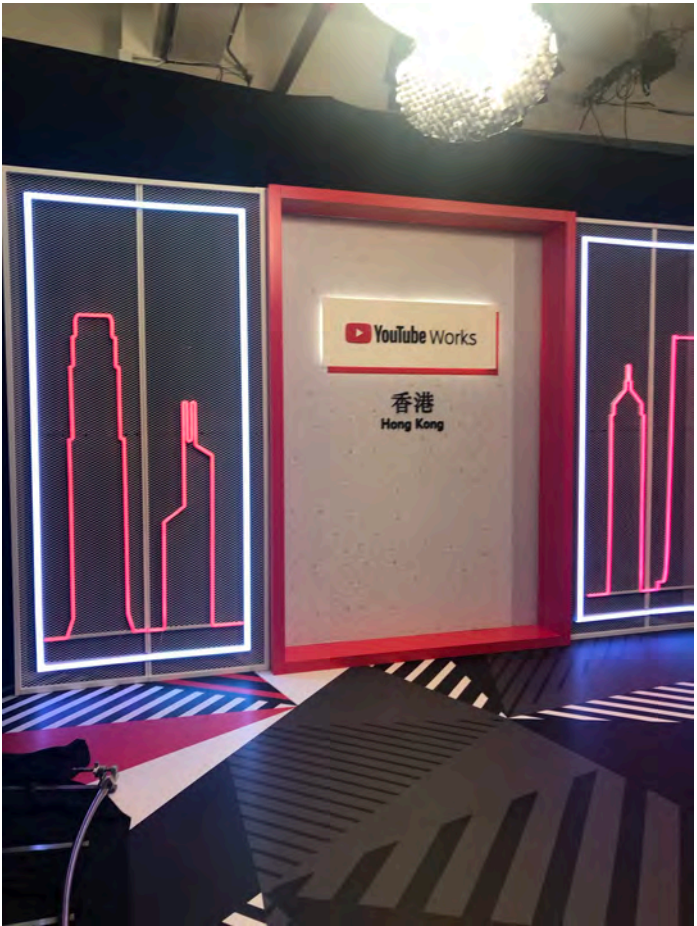
Objective

I was asked to write the show script for the first YouTube Works Awards Hong Kong, an industry focused awards celebrating those brands who have showed creativity and utilised YouTube. As the show was bilingual, I collaborated closely with the Cantonese scriptwriter to ensure flow and alignment. The script featured mini skits based on local Hong Kong culture interwoven with the awards categories and winners.

The host, popular YouTuber and influencer, J Lou was new to hosting, I was on set to coach her for each segment - the awards was filmed in advance due to cover restrictions.

Role

- Scriptwriter
- On set coach



Razanne Jammal

Netflix MENA - Paranormal Limited Series

Hong Kong, Egypt, London, 2019-20

Objective

To prep Lebanese actress, Razanne for her upcoming role in the first original Netflix limited series from Egypt, Paranormal.

Role

Acting Coach

- Deconstruct the script
- Character development
- Deconstruct & Reconstruct the character

Paranormal went live on Netflix MENA in November 2020



PwC CATsh Partner Conference APAC

Hong Kong & Macau, 2015-2023
Agency | Luminous Experiential & Zeal Experiential

Event Objective

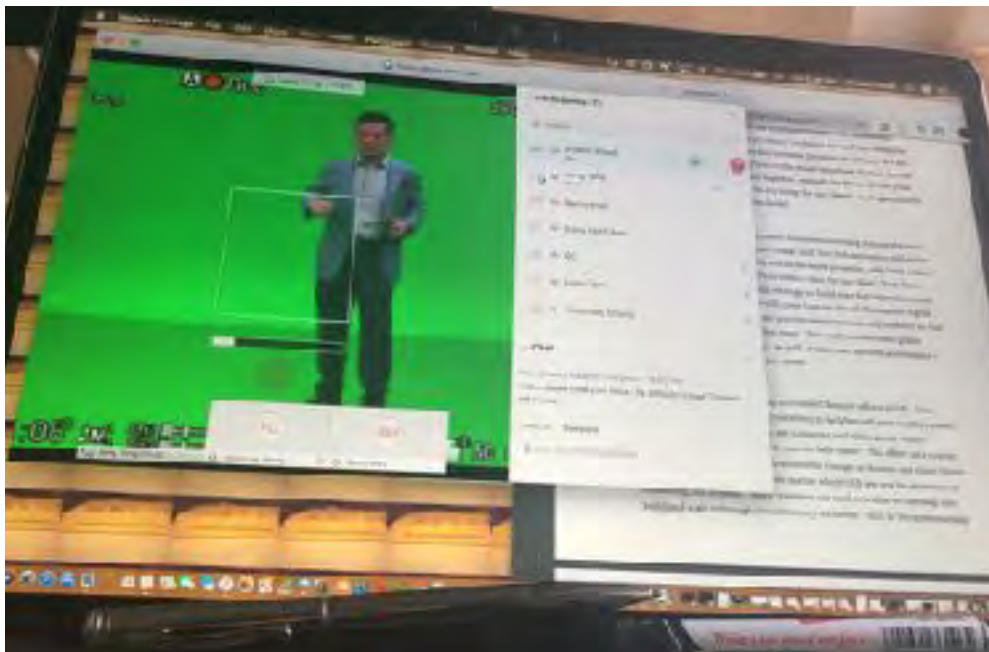
Annual 3 day conference for PwC Partners from across the APAC region reviewing the last financial year and setting the agenda and tone for the upcoming year.

Role

Speakers Coach

On hand throughout the run up to the conference and during the conference for all speakers to rehearse their presentations and get them comfortable on stage.

- Assisting presenters with their presentations
- Content Management
- Onstage speech coaching
- Editing presentations
- Training and guiding MC's & Speakers
- Presenters Choreography
- Prepped all speakers with a “Hints of Public Speaking Document” that was given to MC’S and Speakers prior to the conference
- Virtual Conference Coaching & Speakers Prep in person and remotely



Laboratoires Expanscience MAPP APAC Virtual Conference

Hong Kong, 2020
Agency | LORE

Event Objective

Develop and create a two day virtual conference to replace the annual physical Seminar across APAC region to share successes and learnings while encouraging growth in 2021 for the Laboratories Expanscience brand, Mustela.

Concept

A highly engaging and interactive virtual Seminar streamed through a bespoke website platform, to audiences across the APAC region, including China. To make the most of the speakers’ schedules, the event was a mixture of pre-recorded and live segments to ensure an engaging and personal delivery that resonated with the audience and upheld the standard expected at the annual Seminar.

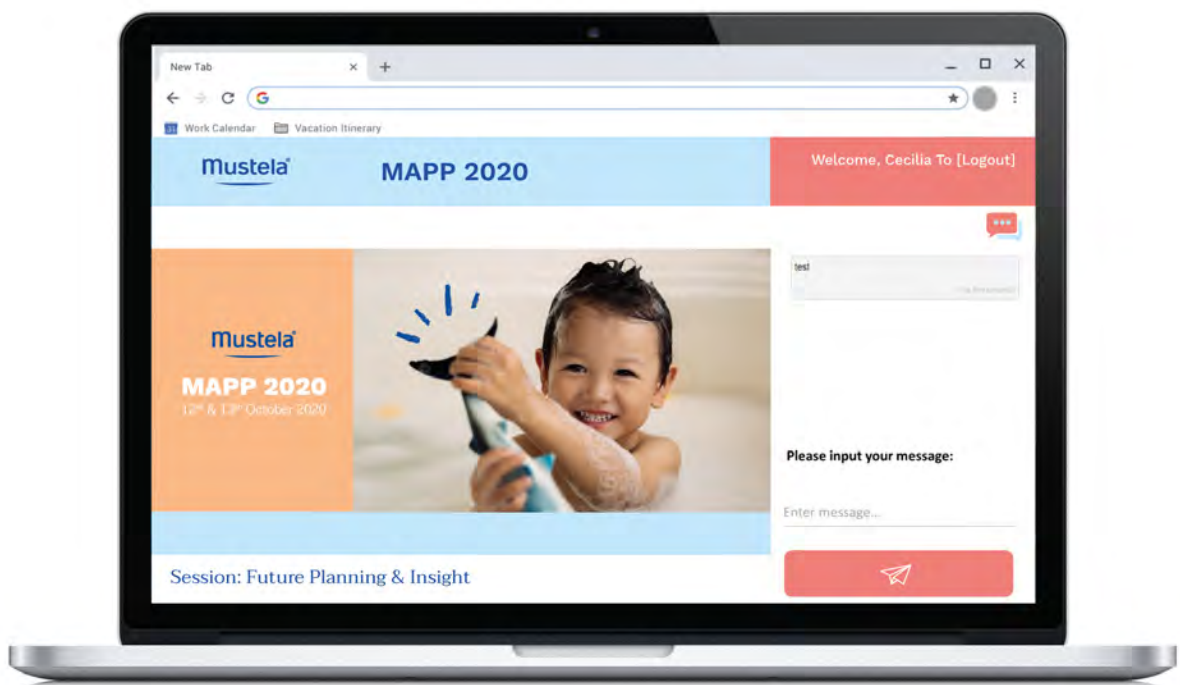
Strong collaboration with the Mustela team to refine the agenda and content to best suit a virtual delivery. A fundamental deliverable was to find creative ways to encourage interaction from the audience that maintained the balance of being informative but fun.

Role

- Experience Strategy
- Virtual Engagement Strategy
- Speaker’s Coach
- Virtual Conference Coaching
- Virtual Event Directing
- Integrated Digital Activations
- Content Production & Management
- Virtual Conference Briefing Documents & Guidelines

Results

- 100% attendance across 11 countries
- 899 votes across 18 polls & games spanning two days – 50% engagement
- 75% view rate for 9 hours or longer (total show was 12 hours)



AIA Hong Kong

Leadership Virtual Conference

Hong Kong, 2020
Agency | LORE

Event Objective

Annual conference for Senior Leaders and Executives across the APAC region. Using state of the art virtual conference technology, the CEO and Executives paved the way for a new digital first approach within the company.

Concept

A state of the art virtual conference complete with fully digital 360 virtual set, integrated AR motion graphics, customised AR activity and international speakers, Paul Polman and Miles Hilton-Barber

Role

- Virtual Conference Speakers Coach
- CEO training and Speaker's Coach
- Onsite Virtual Conference Training
- Virtual Conference Briefing Documents & Guidelines
- Virtual Engagement Strategy



Creative Consultancy

I have provided a range of creative consultancy across a broad spectrum of projects including but not limited to the following...

- Marketing & Communication Strategy & Campaigns
- Brand Experiences & Activations
- Brand Development and Re-positioning
- Business Development & Transformation
- Digital Transformation
- Content Development including internal & external video content, social strategy & campaign, web development and collaterals

GIMS - Geneva International Motor Show 2023

London, 2023

Agency | Consultancy for Expo Pavilion Group

*Pitch Only

Event Objective

The Geneva International Motor Show is being split between Geneva and Doha. After the success of the World Cup 2022 and with Doha opening a Classic Car Museum and being part of the F1 Calendar, there is vested interest in adding to the cities cultural calendar. GIMS Doha needed to be both exclusive and approachable to the general public and incorporate F1 and the Museum.

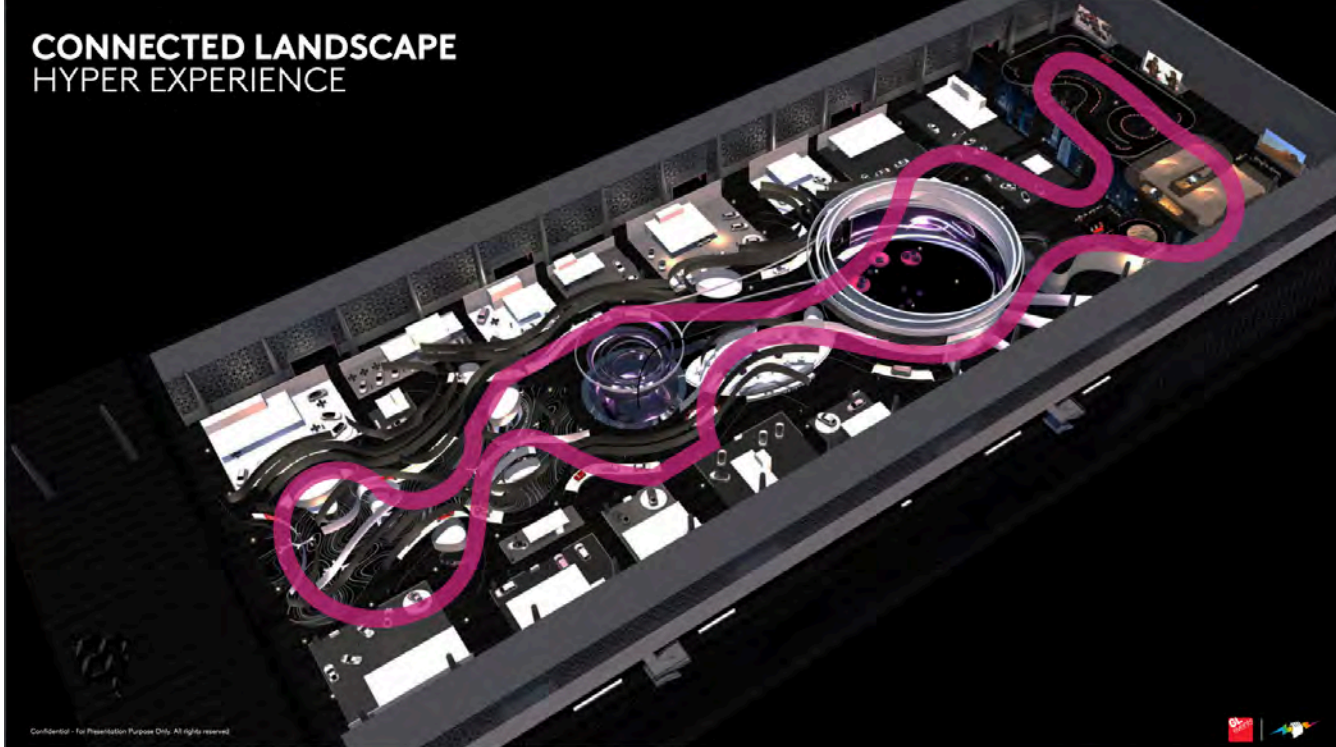
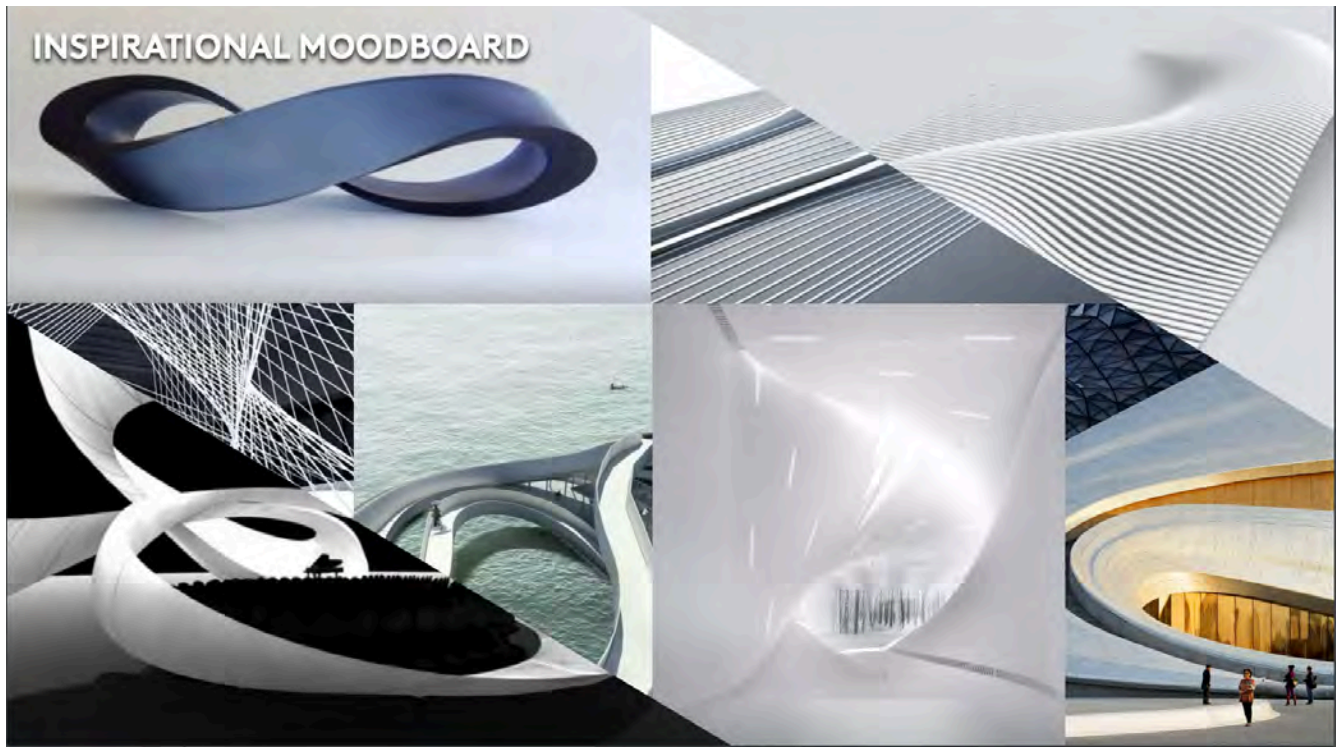
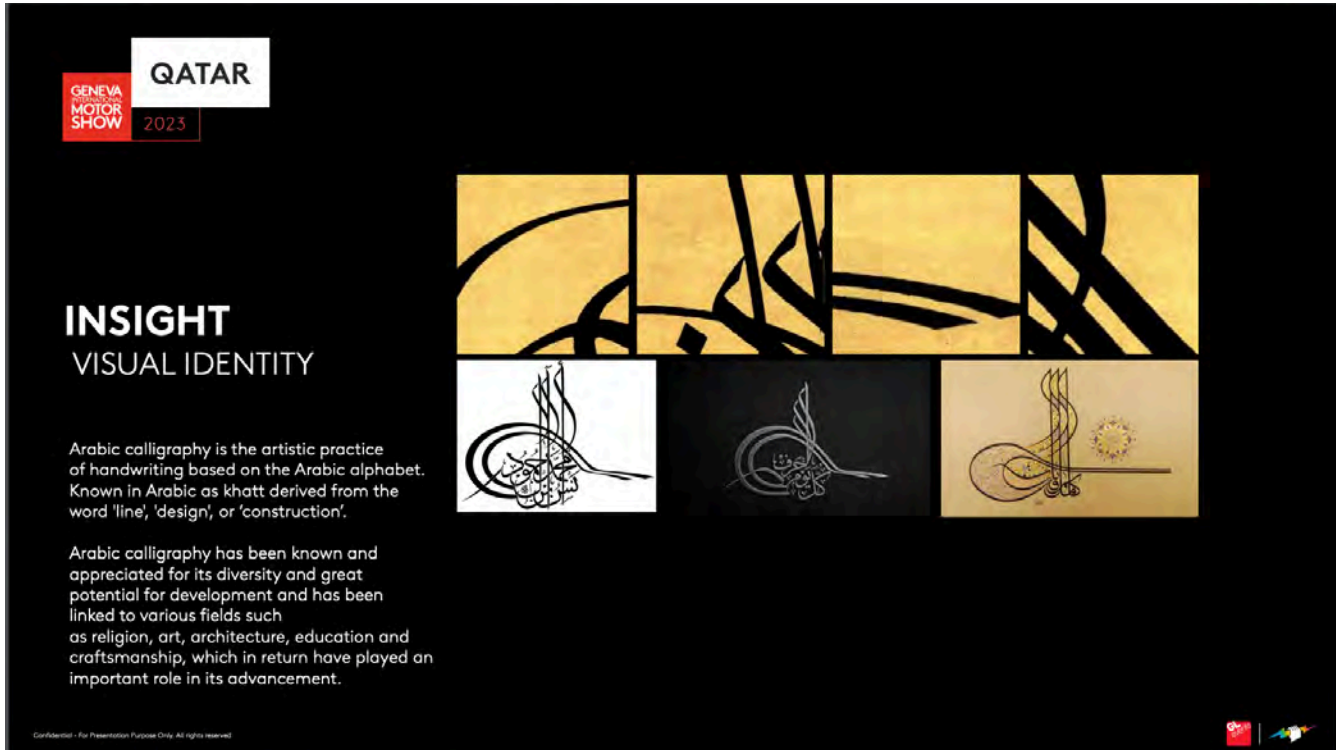
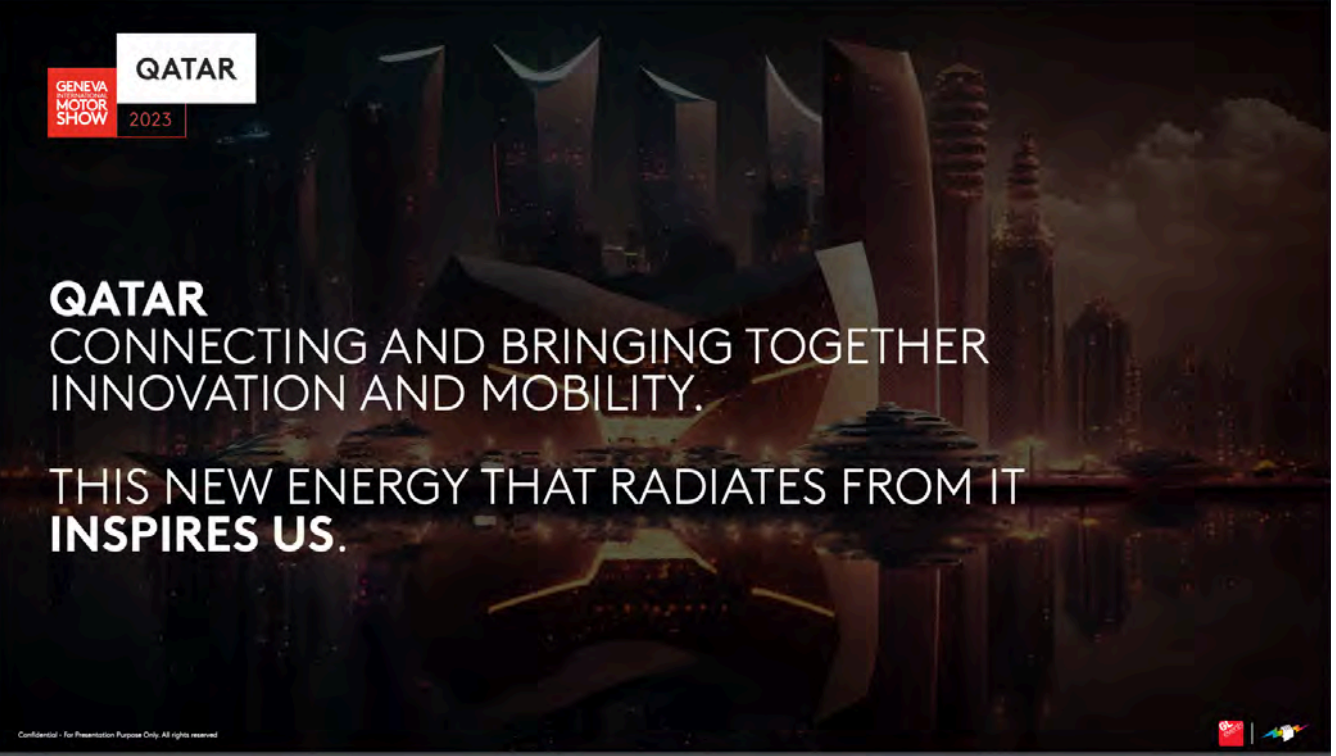
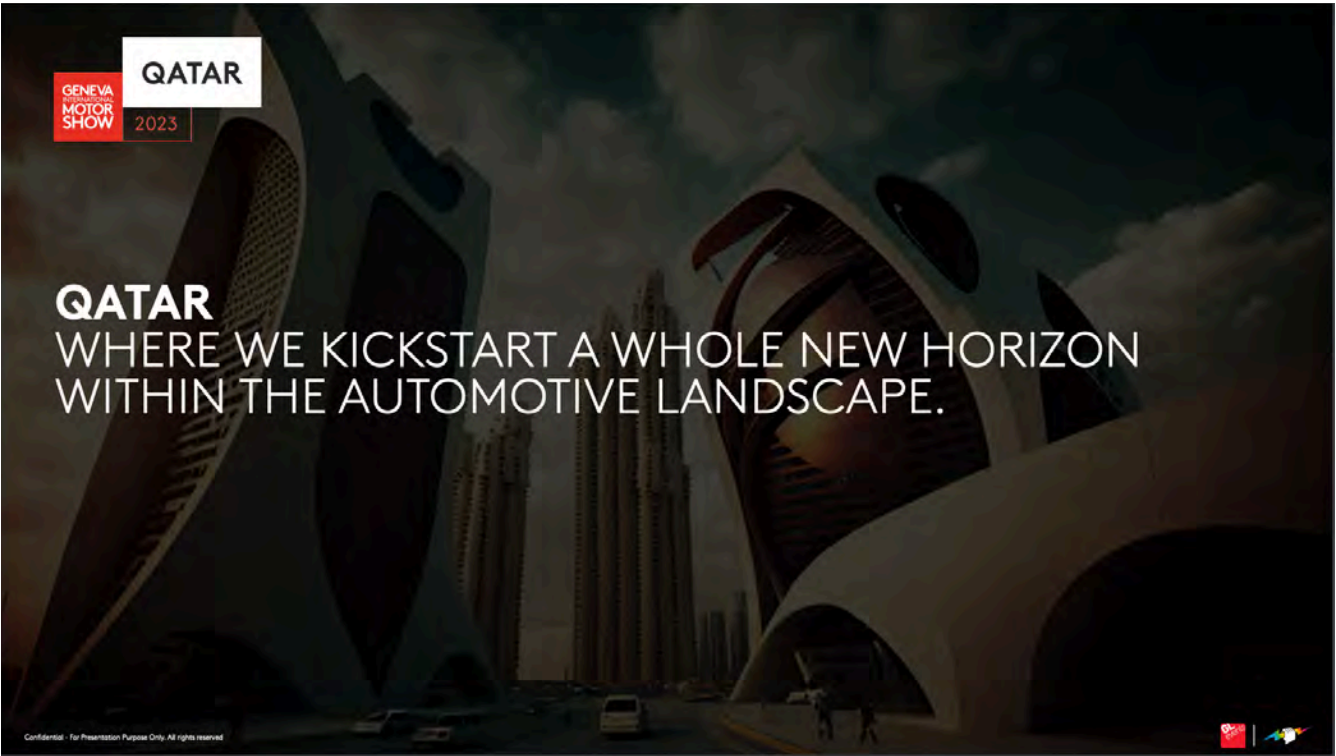
Concept

Unbounded Potential.

I was invited to consult on the multi-agency pitch to bring a creative strategic approach to the overall creative and help build an immersive hyper experience and incorporate local flavour and unconventional audience touch points for the multiple audiences.

Consultancy Role

- Creative Direction
- Ideation, experience and creative strategy
- Building strategic partnerships and alliances with speakers, companies and brands
- Gift Sourcing
- Copywriter
- Video Voice Over



Dairy Farm Hong Kong - 7/11 New Coffee Concept

London, 2022

Agency | Holi Polloi Hong Kong

Objective

Dairy Farm Hong Kong who own the franchise and operating rights of 7/11 in Hong Kong want to bring a new 7/11 coffee concept, 7Cafe+ to high profile property developers such as Swire. They needed a pitch deck that would convince landlords with high footprint commercial buildings to buy into the idea.

Concept

Keeping the deck minimal and highly visual to engage the audience, the narrative showcased the origins of 7/11 culture and the rising trend of coffee and dessert culture in Hong Kong. Interweaving data and insights to punctuate the new 7Cafe+ offering supplemented with locally based visuals and infographics. The deck was well received and is currently being used by the Dairy Farm Sales Team to secure multiple locations for 7Cafe+.

Role

- Overall Creative Direction
- Creative Consultancy
- Ideation, structure and creative strategy
- Copywriter



What happens when you
bring the world's leading
convenience store and the
rising appetite for coffee
culture in Hong Kong
together?



Introducing
the 7CAFÉ+



2019

Rebranded from the unseen Daily Cafe to 7CAFÉ with a promise of Quality, Good Value and Great Moments.

2022

The biggest network in town with over 600 stores. Customers can enjoy quality coffee that is good value anytime, anywhere.

7CAFÉ is always a good idea!



**“Give the customers
what they want,
when and where
they want it.”**

Joe C. Thompson Jr., 7-Eleven Founder

7-ELEVEN.

CHLOE Hong Kong - Creative Consultancy

Hong Kong, 2019
Agency | LORE Live

Objective

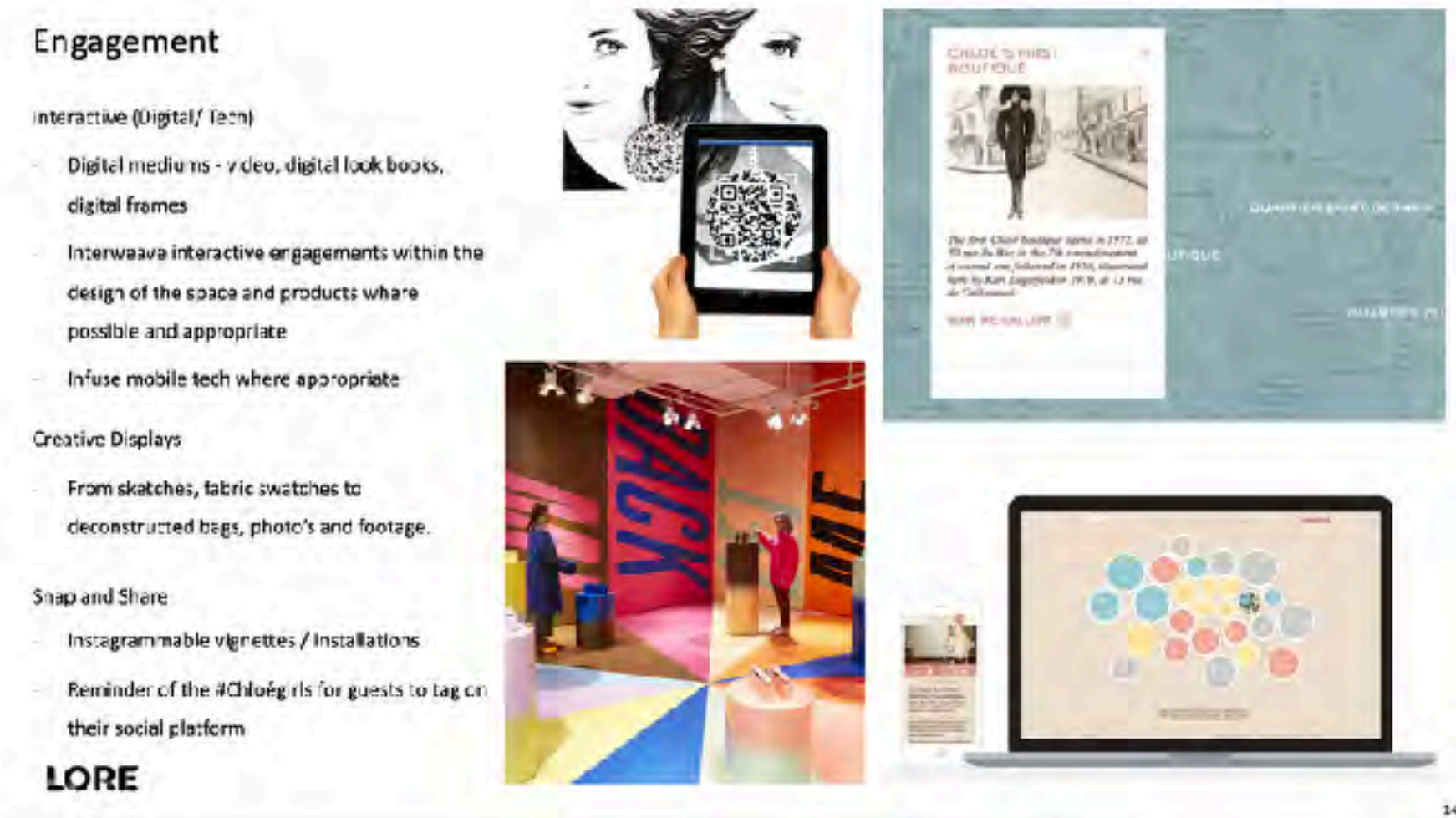
To launch the new collection whilst expressing the Maison's rich history and creating a network of influential Chloé girls.
A creative concept that takes consumers to the heart and heritage of Chloé and its founder, Gaby Aghion.

Concept

Using the letters and attributes from the Chloé Alphabet to shape the experience. A way of telling the Chloé brand story and reflect the attitudes of the brand through interactive, highly visual and insta-friendly vignettes and installations.
Introducing *The Chloé Club*.
A community, a network of #chloégirls who through the exploration of each of the letters and featured happenings discover the heart, heritage and ever – evolving modernity of the brand.

Role

- Lead consultant
- Ideation and pitch
- Brand Exposure & Perception
- Copywriter and content developer
- Guest journey and experiences
- Create and suggest #hashtags for overall campaign
- Suggest social media strategy for campaign and amplification
- Campaign name, theme and tag line
- Overall look and feel of campaign
- Interactive elements and activations



Social Engagement -The Economist

Hong Kong, 2017-8

Agency | Catalyst Hong Kong

* 2018 concept in development

Objective

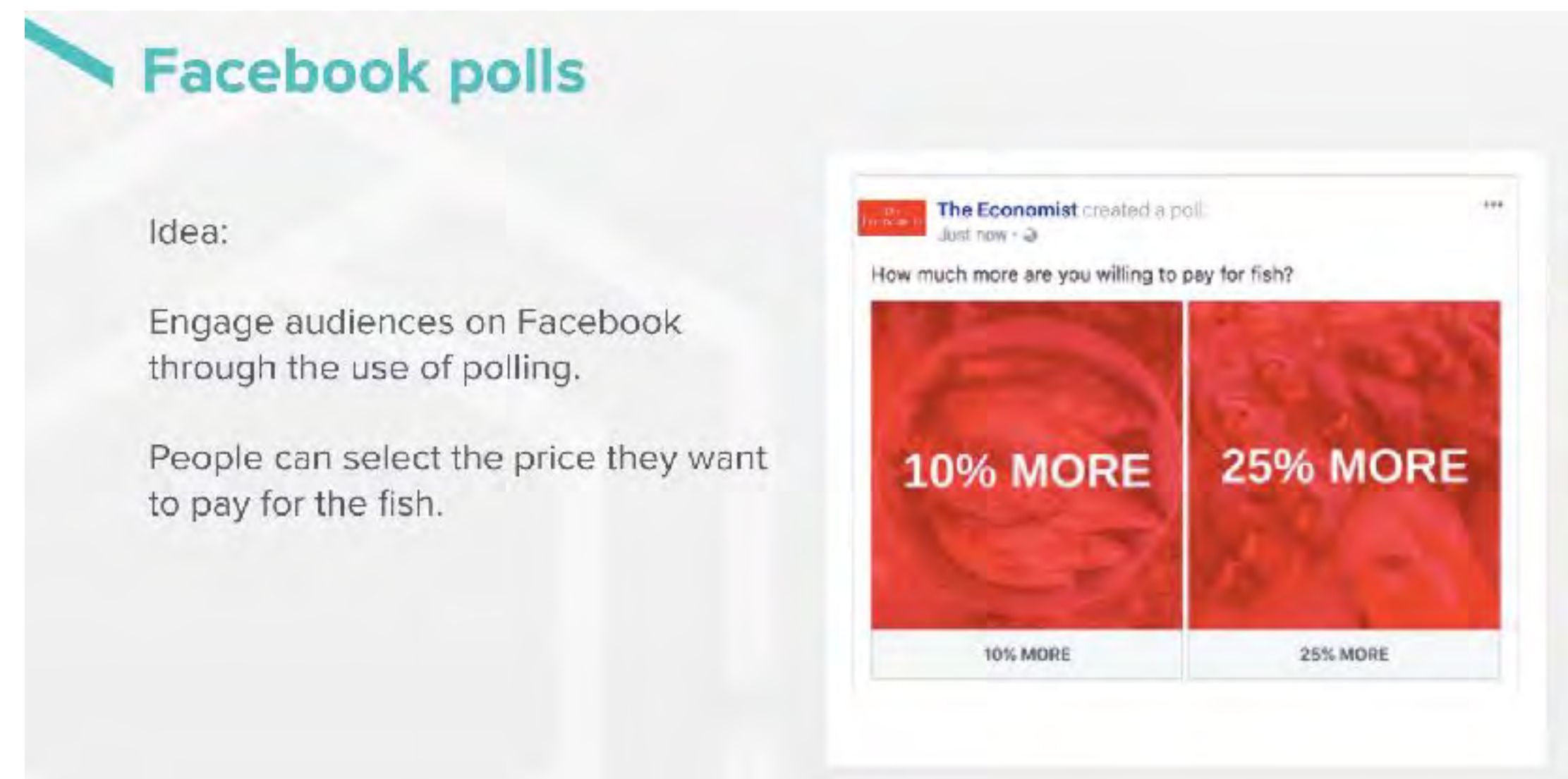
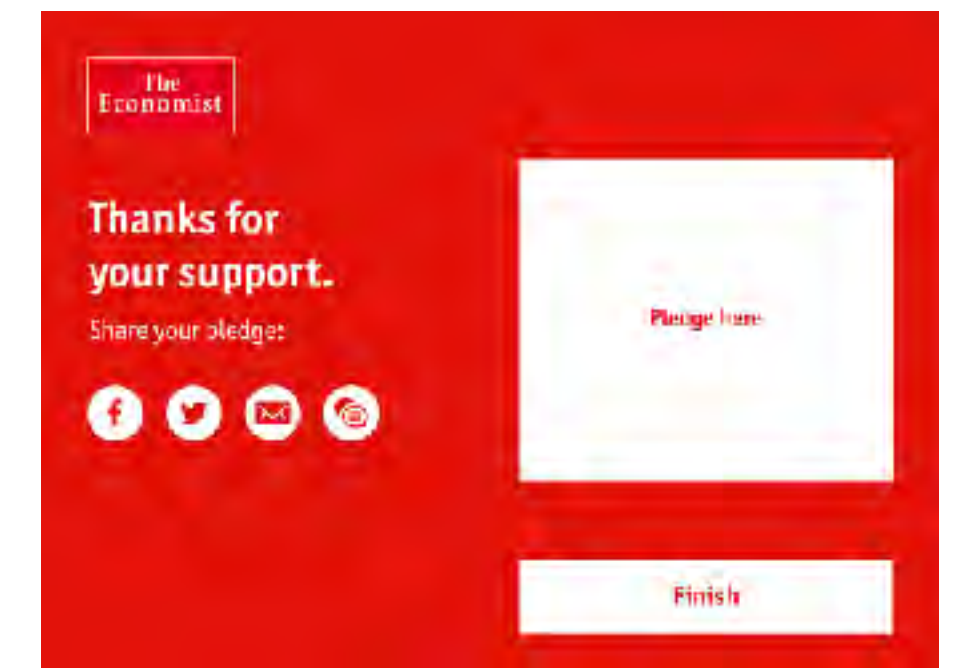
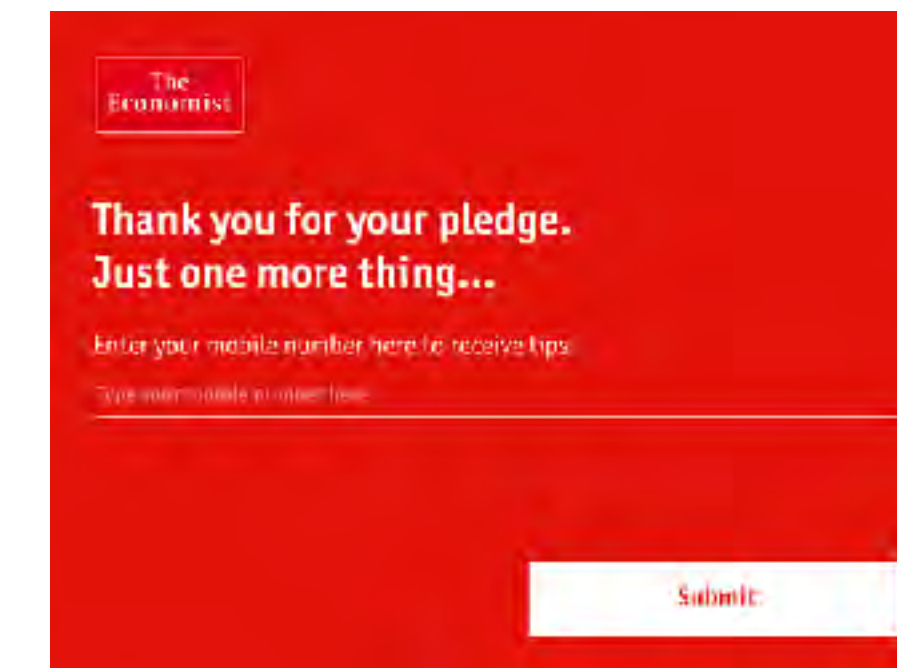
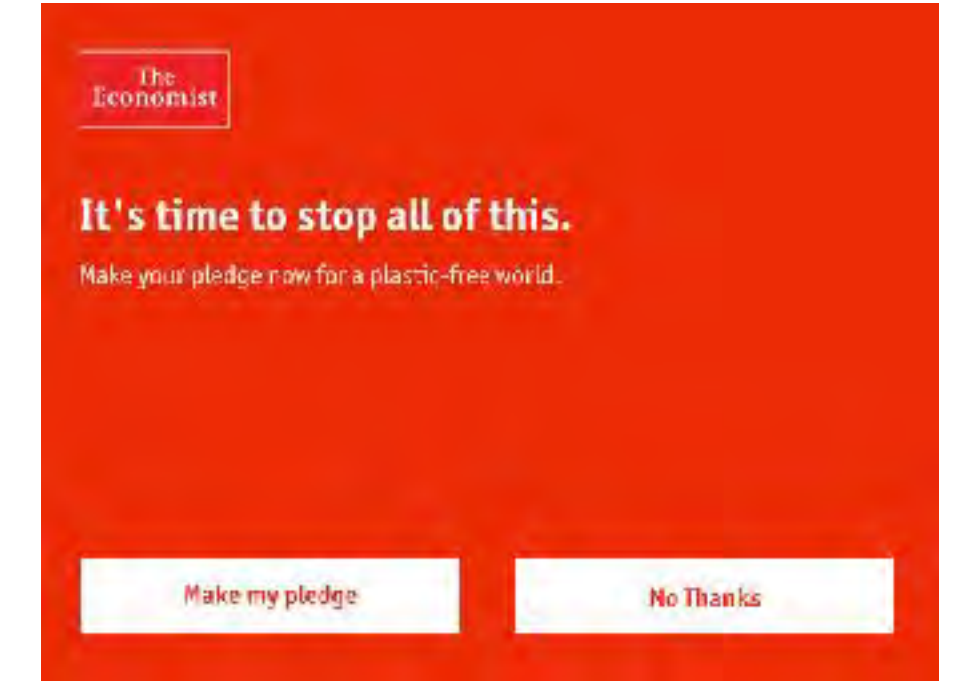
The Economist are launching into plastic ocean debate with a thought provoking global street activations based on the issue using their own insights derived from The Economist articles. They wanted a social element to help amplify their campaign.

Concept

A two step social approach. A pledge available via Facebook prompting audiences to give up single use plastic for a week. Secondly, using Facebook Poll app to provoke targeted audiences as they browse the platform.

Role

- Ideation
- Concept Developer – Pledge
- Creative Copy
- Social Media Strategy
- O2O Engagement



Social Media Campaign - Japan Airlines Hong Kong (JAL)

Hong Kong, 2017-8

Agency | Catalyst Hong Kong

*Pitch Only

Objective

Japan Airlines were looking to revamp their social content and make it more lifestyle orientated to increase appeal, brand awareness and bridge the gap between Hong Kong and Japan. They asked for a range of ideas to consider for their FY2018.

Concept

Leading the proposal, I developed an insight based strategy that took a deep dive into the brand and social behaviour for 3 target audiences. Along with my team we developed a range of highly visual Facebook ad's that are executed using a range of Facebook tools, from Facebook Canvas, Carousel and 360 video/photo along with GIFS. Content was a mix of Hong Kong and Japanese based images with the ad's being specifically targeted to certain audiences. We further provided the client with real life insights into the brand.

Role

- Client Lead
- Concept Developer & Insights
- Creative Copy
- Social Media Strategy + O2O Engagement



Level Kids Dubai

Karen’s Story - Mother’s Day Campaign 2017

Dubai, 2017

In collaboration with Rob & Co

Project Objective

Create a standout Mother’s Day campaign video of Karen Wazen Bekhazi, a prominent Lebanese socialite and influencer who has over 1 million followers on Instagram.

Concept

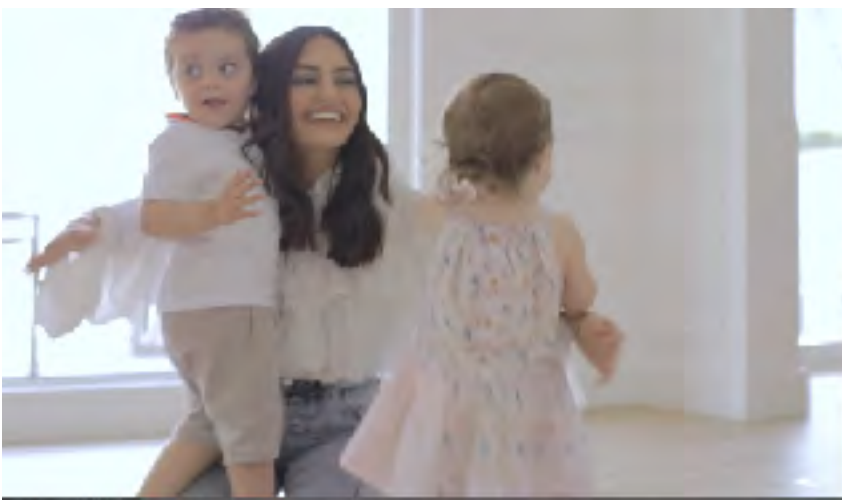
The campaign was for Dubai’s luxury kids wear brand, Level Kids. The aim was to capture Karen’s most heartwarming story in her own words about the relationship between her and her mum as well as her aspirations as a mother herself. The campaign was shot on location at Karen’s house in Dubai.

Role

- Script writer and content developer
- Extracting the story
- Rewriting the story into script format Shot selection and story board
- Mood and tone of shoot
- Voice coach

Creative Direction

- Overall look and feel of campaign
- Consult on edits



Total Impressions over 530.6K
Instagram & YouTube

Case Studies

The following case studies are specific to the following areas

- Brand Development
- Brand Repositioning
- Brand Strategy

OVNU TECH

Hong Kong
2021

Product Development & Brand Strategy

Overview

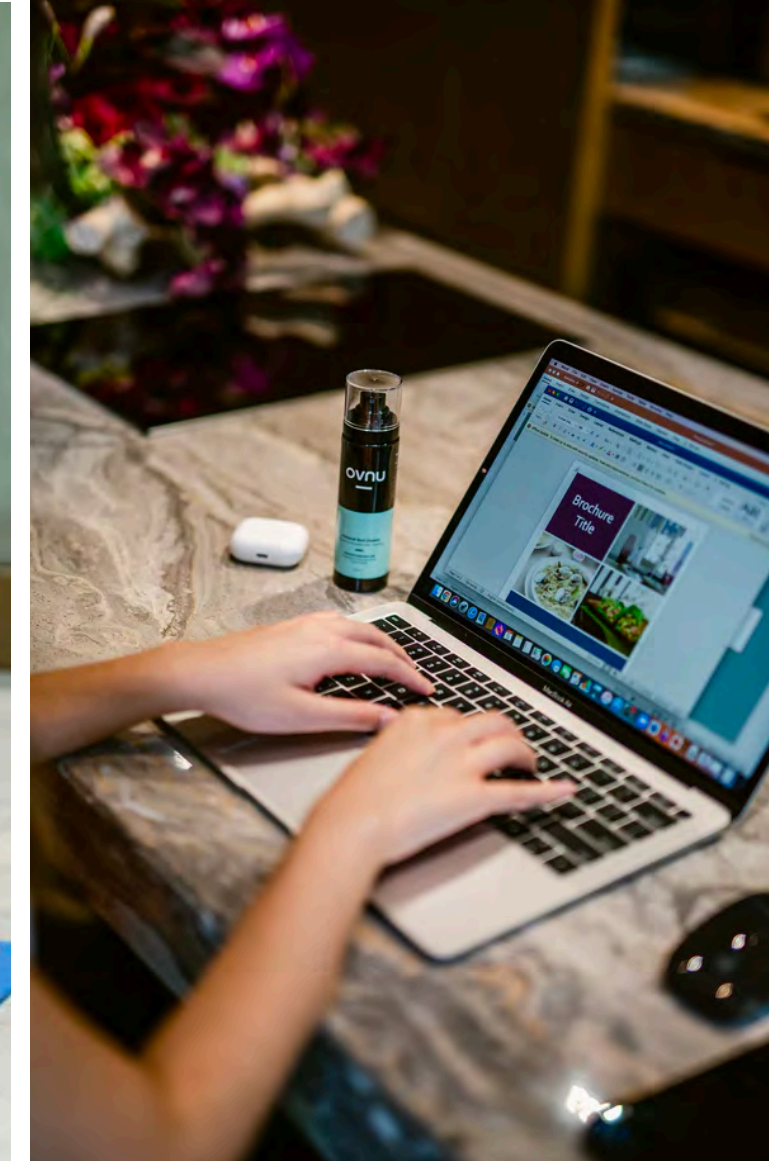
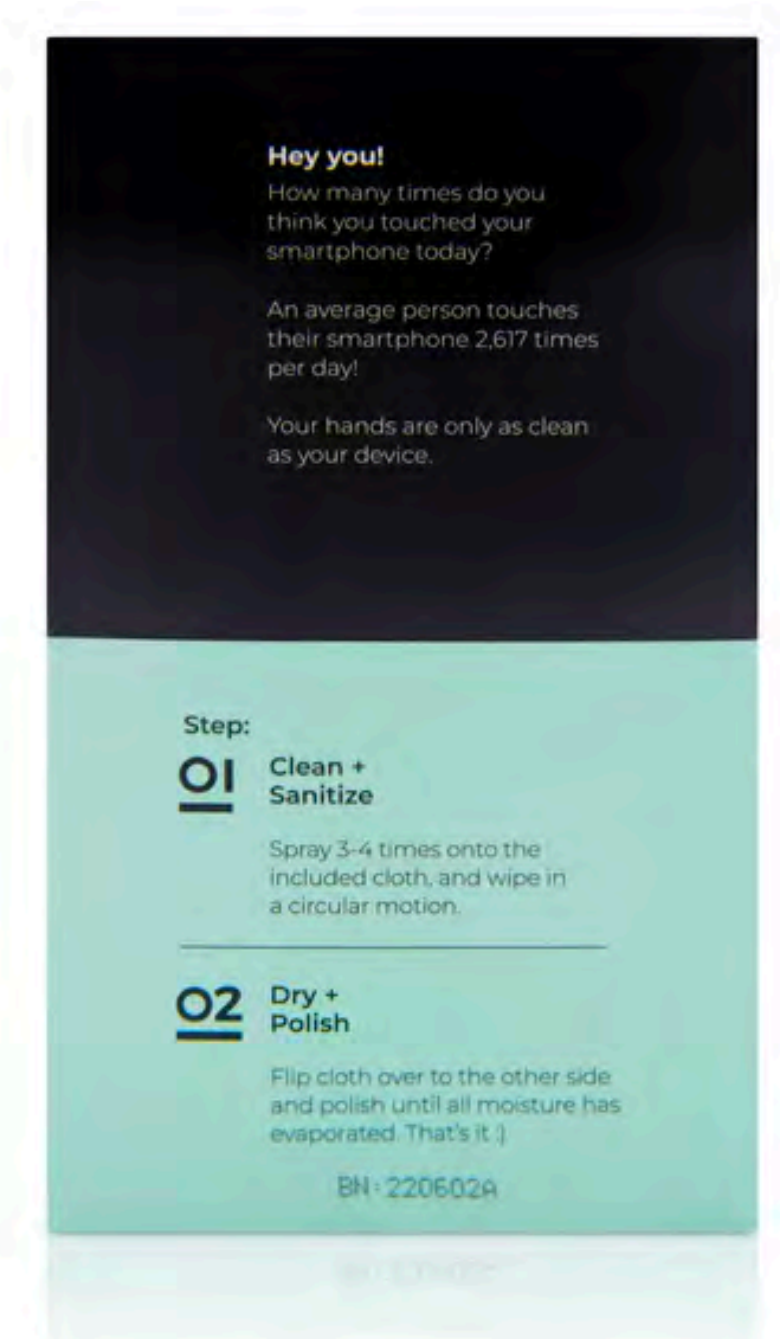
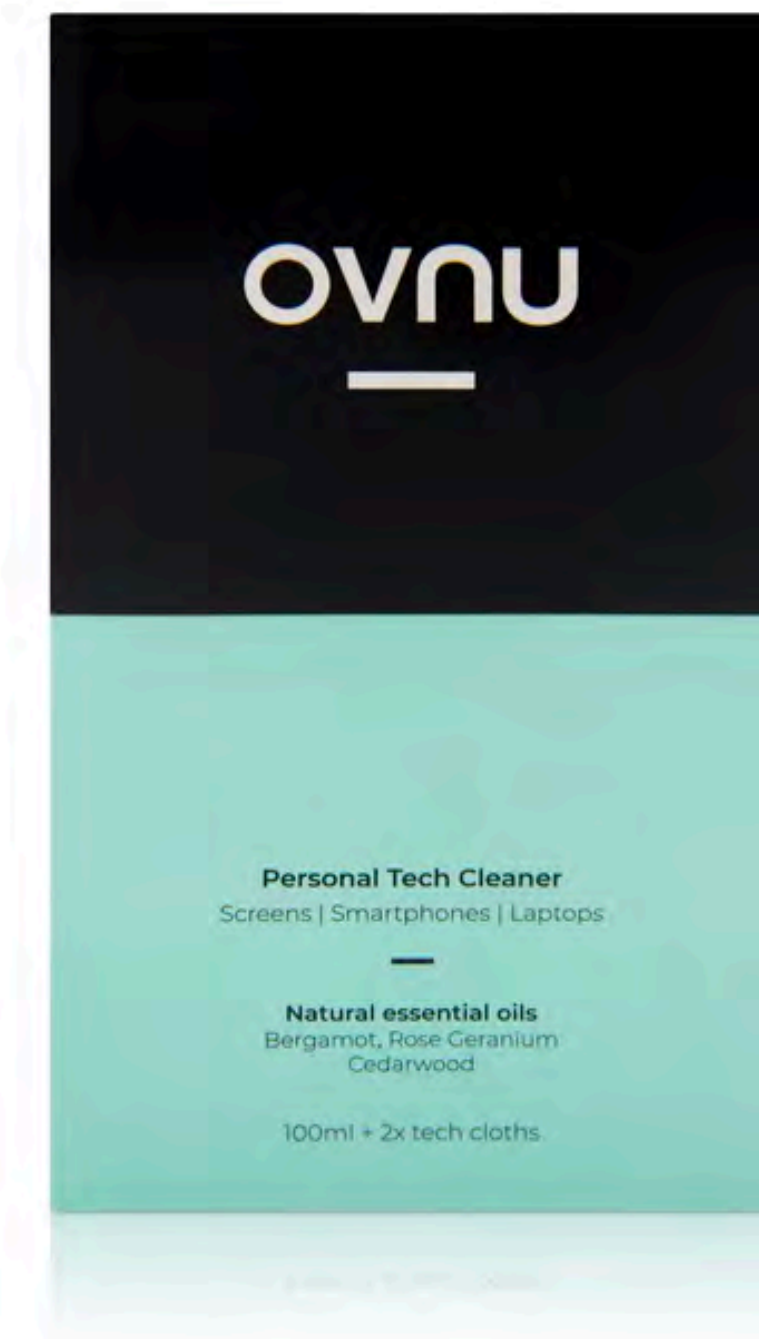
OVNU offers personal tech cleaning products and wanted to elevate their brand to include a line of scented products.

Strategy

I developed their first line of scented products using essential oils to revitalise and calm and continued to consult and develop a brand and product strategy that included more lifestyle opportunities outside of the working environment to help build their brand. I continued to advise on partnerships, product types and categories to help improve brand awareness.

Results

- Revenue up by 43% and growing
- 22% increase in partnerships and contracts across Hong Kong
- New product bundles and refills



The Speech Coach

London, UK
2018-2020

Brand Strategy, Development & Business Development

Overview

The Speech Coach came from a desire to work in a non-clinical environment, working with individuals across all professions for personal and professional development in all areas of verbal communication.

Strategy

- A clean brand identity that is simple, easy to understand and is approachable
- Using black and white across all messaging including pitch presentations, external posts and photography
- Developed a very open, sincere and approachable Tone of Voice, no jargon and no hard sells
- Pivoted The Speech Coach to an online virtual format
- Developed a strong communication plan including social channels, B2B & B2C strategies to increase business opportunities
- Consulted on ongoing pitch and marketing documents
- Consulted on business development strategies and forecasting

The Result

- A 50% increase in business and clients including retainer clients
- High calibre clients across the UK, Europe, Middle East, Africa and Asia





The Perfume Studio Hong Kong

Hong Kong
2015 - 2021



ALDEHYDIC

Aldehydic notes accentuated with florals.

Classic, sophisticated, caring, glamorous



LORE Live Creative Agency

Hong Kong
2019 - 2020

Brand Revamp, Strategy & Development

Overview

LORE Live is an experiential and immersive creative agency, known as hong Kong's best kept secret in the agency world, the global pandemic meant that the agency had to make a solid online appearance to support the changing landscape of the event industry.

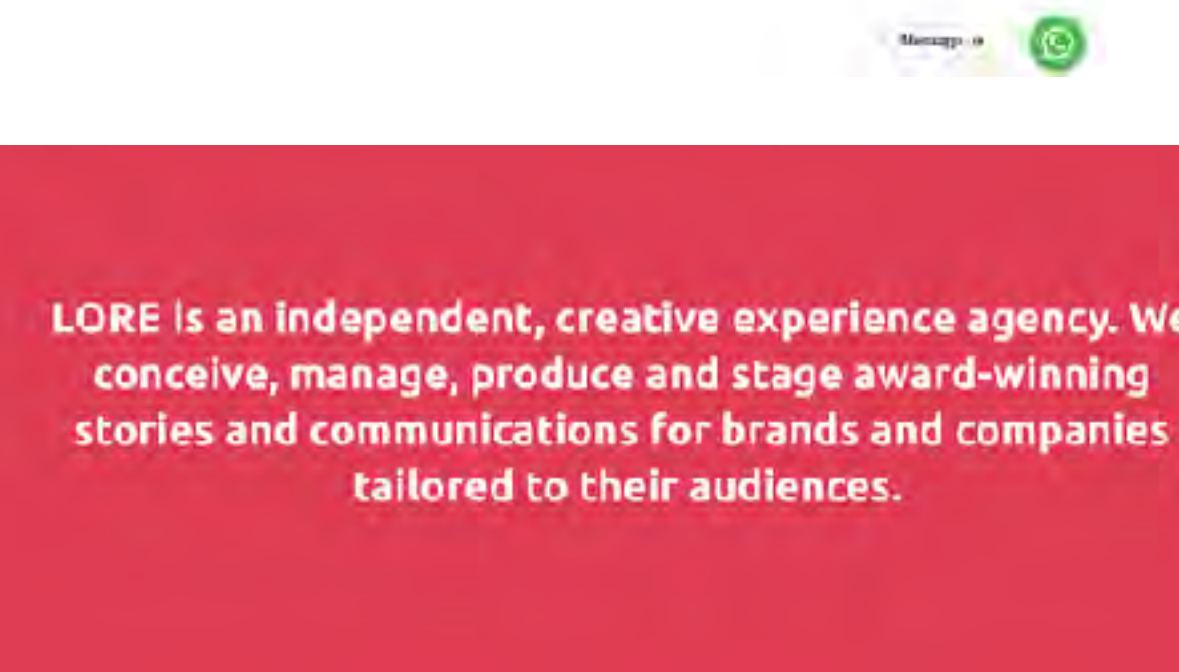
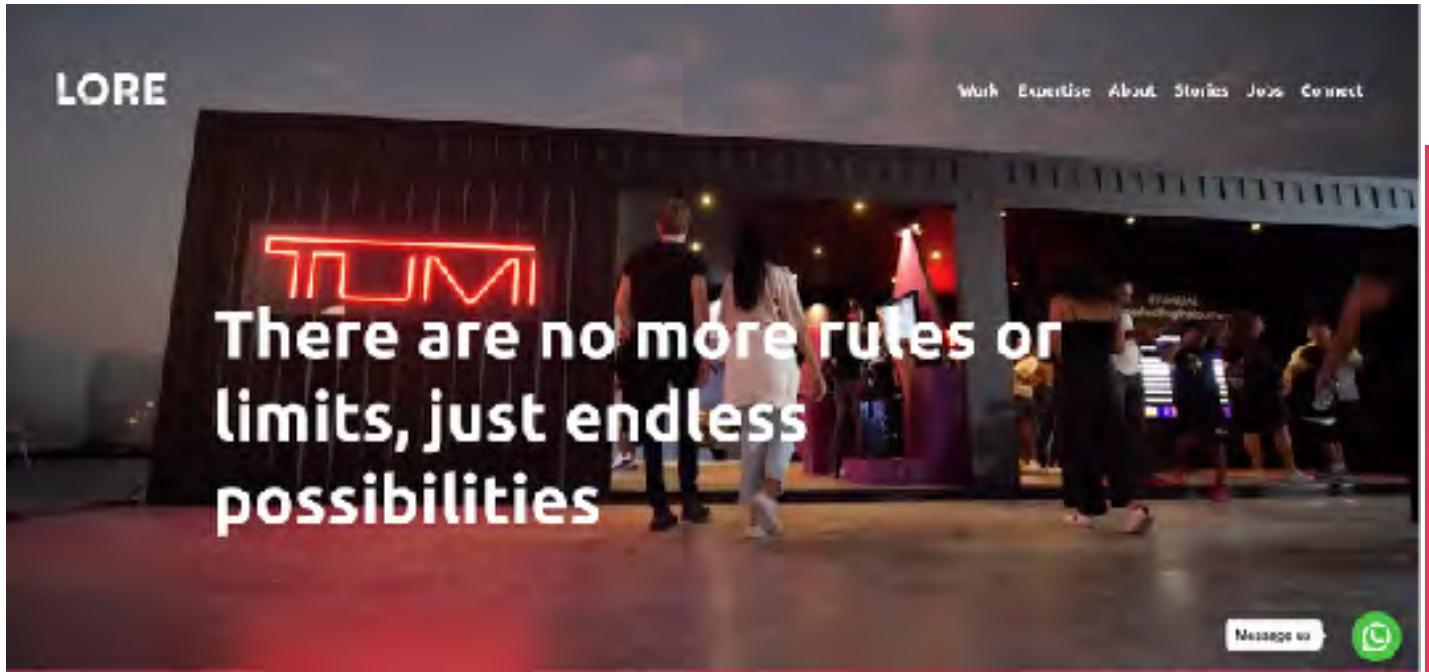
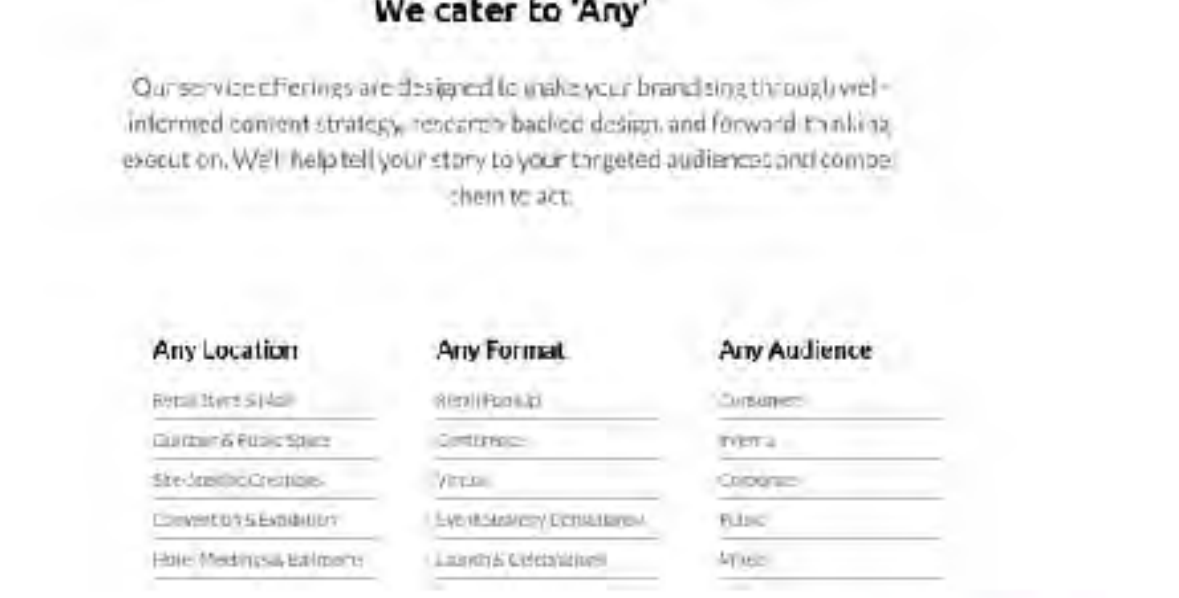
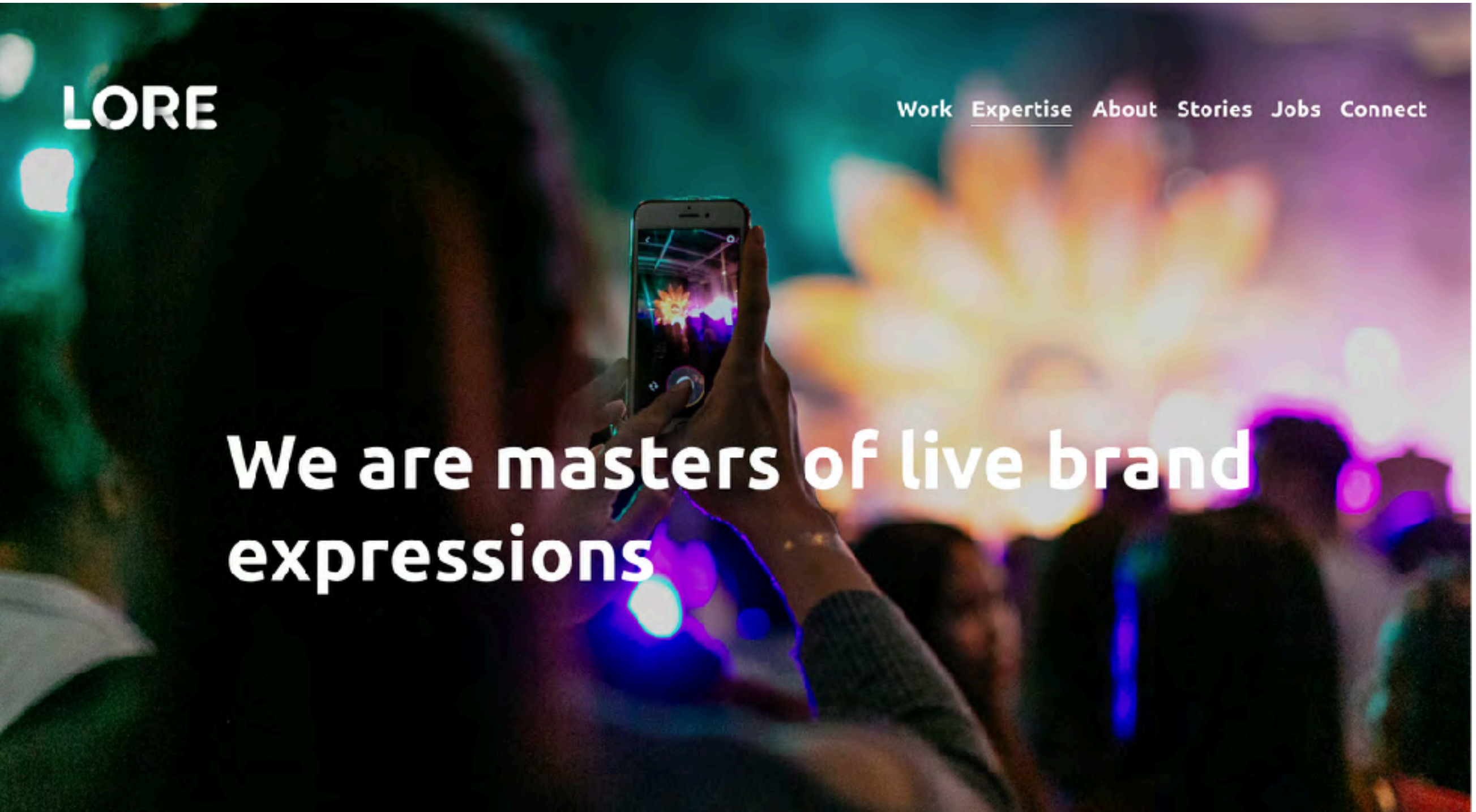
Strategy

Keeping the brand story of LORE unchanged, the website was developed and created to showcase the diversity of work and depth of creativity within the agency.

- Utilising the vibrant the colour palette across the website, business stationary and presentations
- Using the original brand story to refresh the brand for the current marketplace
- A light, energy driven, punchy Tone of Voice for the APAC region
- Marketing & Social Media Strategy

The Result

- An increase in traffic by 35%
- An increase in project requests by 30% and growing
- Media interest in the agency and the MD resulting in business media articles (in progress)



Awards

Awards won for projects from 2015 to 2020.

All LORE awards entries from 2018 onwards have been written by me.

Awards

Luminous Experiential MSLGROUP, Hong Kong



2015 Agency of the Year Awards

Event Marketing Agency of the Year
Bronze

Luminous Experiential MSLGROUP, Hong Kong



Stevie Winner 2016

Award for Innovation in Consumer Events
Boutique Boulevard Campaign 2015
Silver

Luminous Experiential MSLGROUP, Hong Kong



2017 Stevie Winner

Award for Innovation in Consumer Events - Advertising,
Marketing, and Public Relations
HEINEKEN "Shape Your City" Campaign
Gold

LORE Live, Hong Kong



Retail In Asia Best Retail Experience Awards 2019

TUMI Lodge
Best Store Experience Lifestyle Pop Up

LORE Live, Hong Kong



Marketing Event Awards

TUMI Lodge 2019
Silver - Best Pop Up

LORE Live, Hong Kong



Agency of The Year 2019

Event Agency of the Year
Bronze

Awards

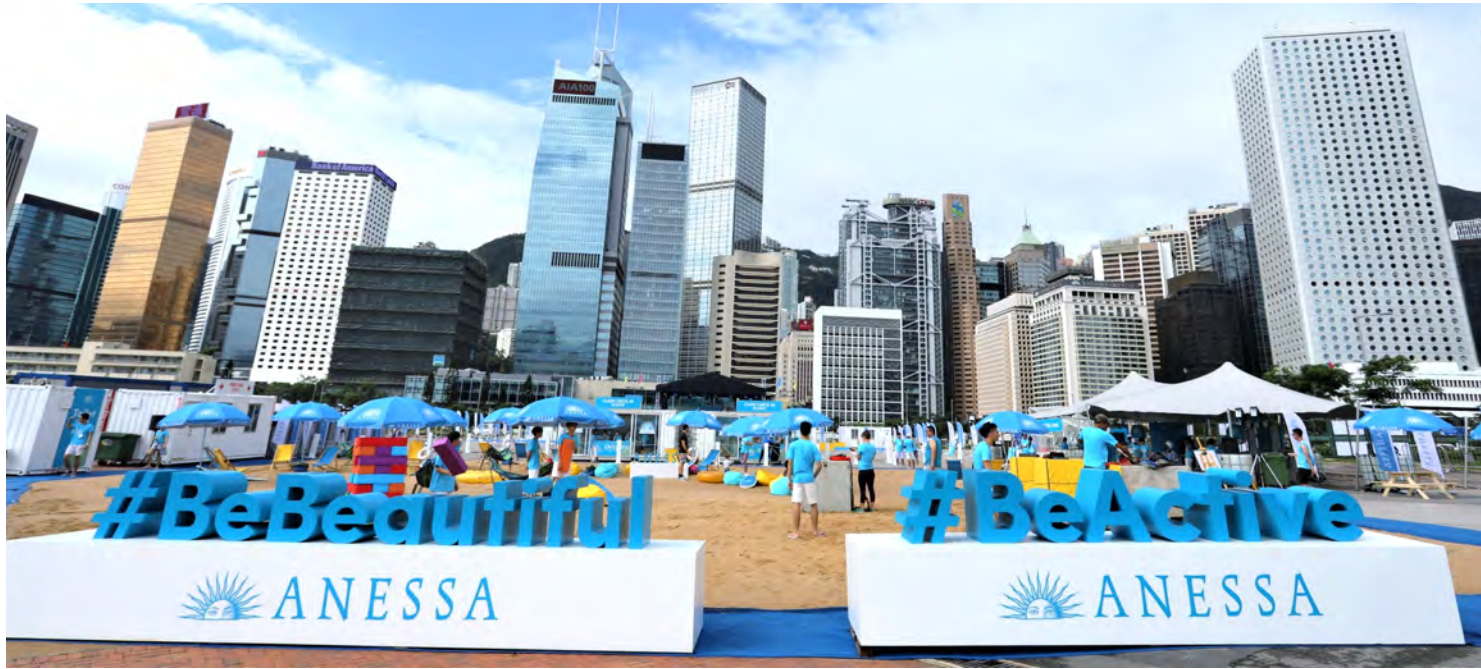
LORE Live, Hong Kong



LORE Live, Hong Kong



LORE Live, Hong Kong



MARKies Awards 2020

TUMI X Chris Pratt @The TUMI Loft DNA Campaign
Silver – Best Idea – Public Relation

Agency of the Year 2020

Best Client Agency Collaboration, TUMI HK
Silver

Marketing Events Awards 2020

Anessa Sun City Fest 2019
Gold – Best Event – Health & Fitness

LORE Live, Hong Kong

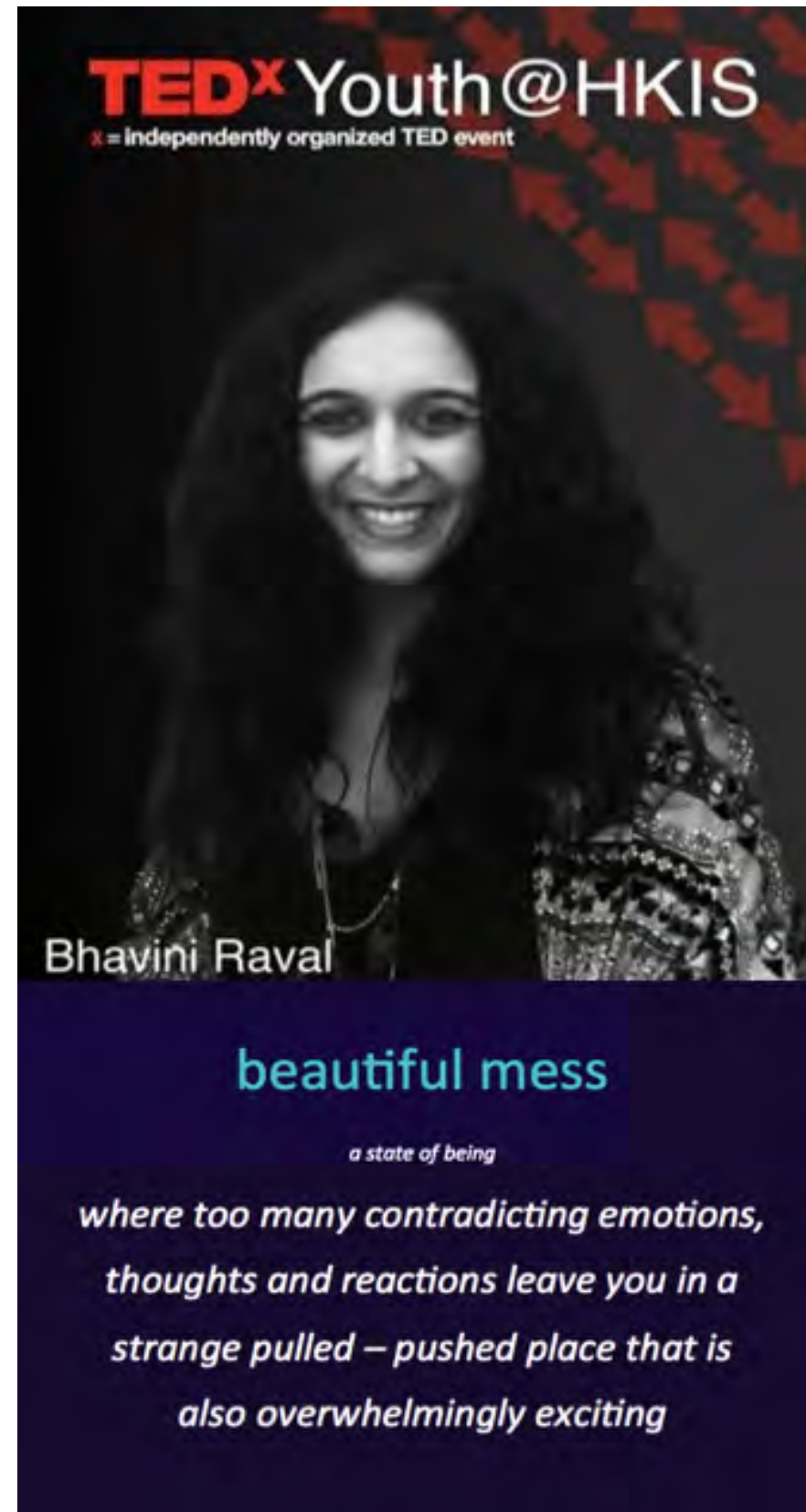


Marketing PR Awards 2020

TUMI X Chris Pratt @The TUMI Loft DNA Campaign
Gold – Best Use of Technology
Gold – Campaign of the Year
Silver – Best PR Campaign – Consumer Brand
Silver – Consumer Brand
Bronze – Best Promotional Campaign
Bronze – Best PR Event

A little slice from the B side...

Speaking Engagements



TEDx Youth

Theme - Change

HKIS, In April 2016 I was approached by seniors from HKIS to collaborate with friend on a TED x Youth talk on change.

Beautiful Mess

What followed was a spoken word piece that I wrote that was choreographed to and filmed as part of the presentation.



PECHA KUCHA Hong Kong 2019

A Little Slice From The B-Side

I was invited by the committee to talk about my career to date, what inspires me and drives my creativity at Hassell Studio's Hong Kong. The result was a well received presentation titled, A Little Slice From The B - Side.



Webinar - Garage Society APAC

Hong Kong 2020

I was invited by Garage Society to speak on The Future of Brand Experiences at the height of the Covid-19 Pandemic in Hong Kong. The panel was with fellow creative agency in Shanghai and good friend, The Orange Blowfish.

Speaking Engagements

“Your brand attitude - keep it simple, consistent & cohesive - the rest is a domino effect.”



Bhavini Raval
Experiential Strategist, b&co

...

Brand Authenticity:
Getting clear about your
business & brand message

Learn more in my
panel discussion
with Garage Society

30th March
7-8pm HKT | SGT
12-1pm CET



BRAND AUTHENTICITY



Tuesday 30 March, 7-8 pm HKT | SGT

An online panel discussion with **lill** branding **b&co**



Ingrid Lill
Brand Strategist with a Pencil
LillBranding



Bhavini Raval
Experiential Strategist
b&co



Francis Oldfield
Regional Brand Director
Garage Society

Webinar - Garage Society APAC
Hong Kong 2021

I was invited back by Garage Society to speak on the topic of Brand Authenticity for members across the APAC region, the panel was with fellow creative, Ingrid Lill from Denmark and Fran Oldfield, Regional Brand Director for Garage Society.

Publishing

#myvoice Volume 3

Chapter 2 “Beautiful Mess”

Global Influencers Publishing House

Hong Kong & London

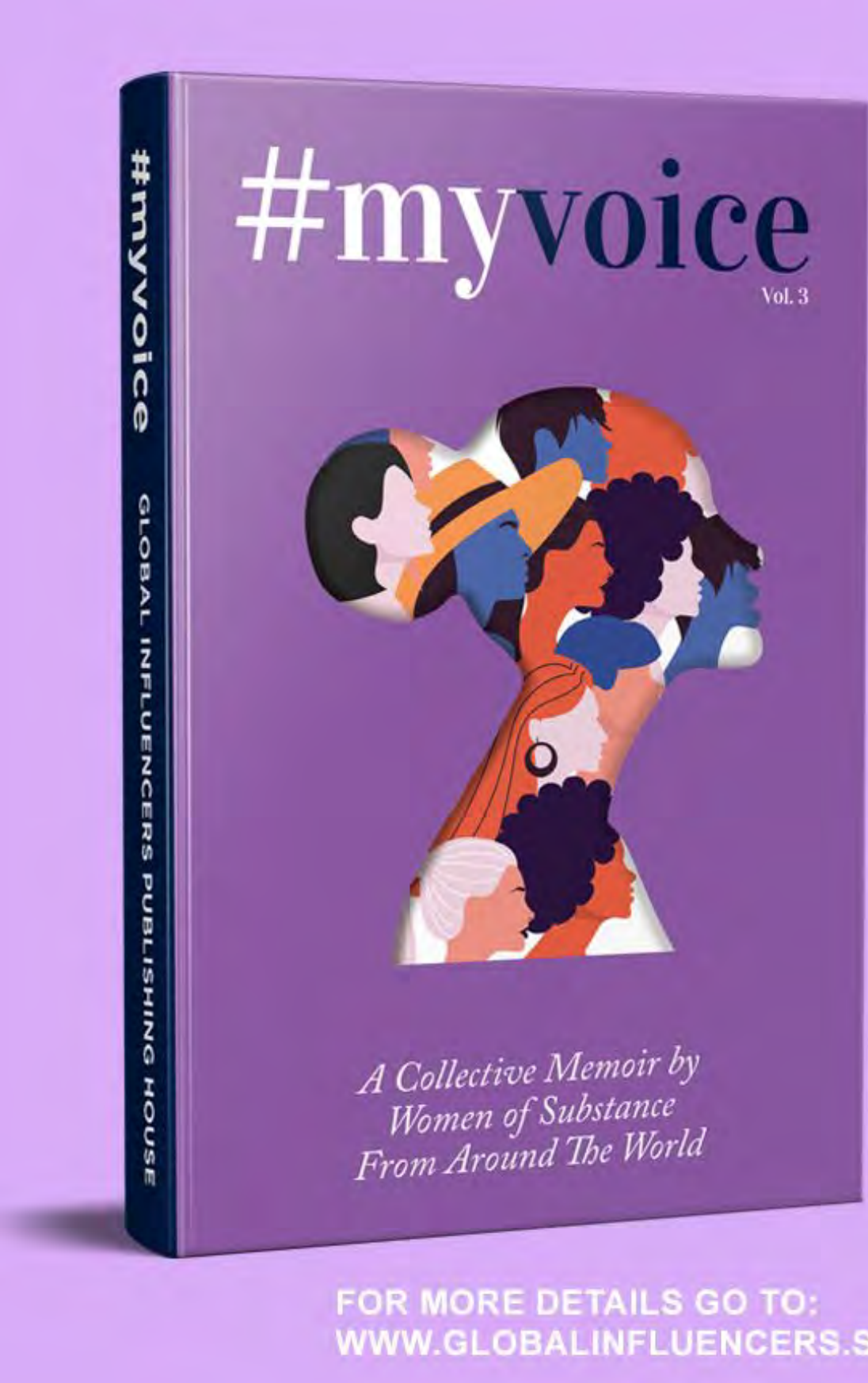
2021- 2022

I was invited by Global Influencers Publishing House to co-author and contribute a chapter as part of the #myvoice Volume 3 collection.

My chapter, “Beautiful Mess” looked back at how the pandemic had impacted my life over the course of 18 months.

Volume 3 became an Amazon Best-Seller for 2 months in early 2022 shortly after its world-wide release.

Beautiful Mess is an on-going project with a podcast of the same name due to for release in early 2024.



#myvoice Vol. 3

Global Influencers
PUBLISHING HOUSE

#myvoice VOL 3

A COLLECTIVE MEMOIR
BY WOMEN OF SUBSTANCE

CO-AUTHOR
BHAVINI RAVAL

Originally from London, Bhavini Raval has called Hong Kong home for 15 years. A hybrid creative, she has been a creative director, actor, director, producer, writer, and educator at some point or all simultaneously. A connector of people, a lover of travel, pop and street culture, and has a deep appreciation of the creative industries, arts, and music.

FOR MORE DETAILS GO TO:
WWW.GLOBALINFLUENCERS.SG

“The adventure continues..”

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