



**Wing Ka (Pika), Pau
Portfolio**



Souped Up for Delicious Speed

Condiments giant Lee Kum Kee commissioned Chill to come up with a comprehensive print and digital advertising campaign for its new packet soup series. During a brainstorming session, we began to mimic the sound of slurping soup, which is often a sign of satisfaction in Asian dining.



It's Not all Pun and Games...

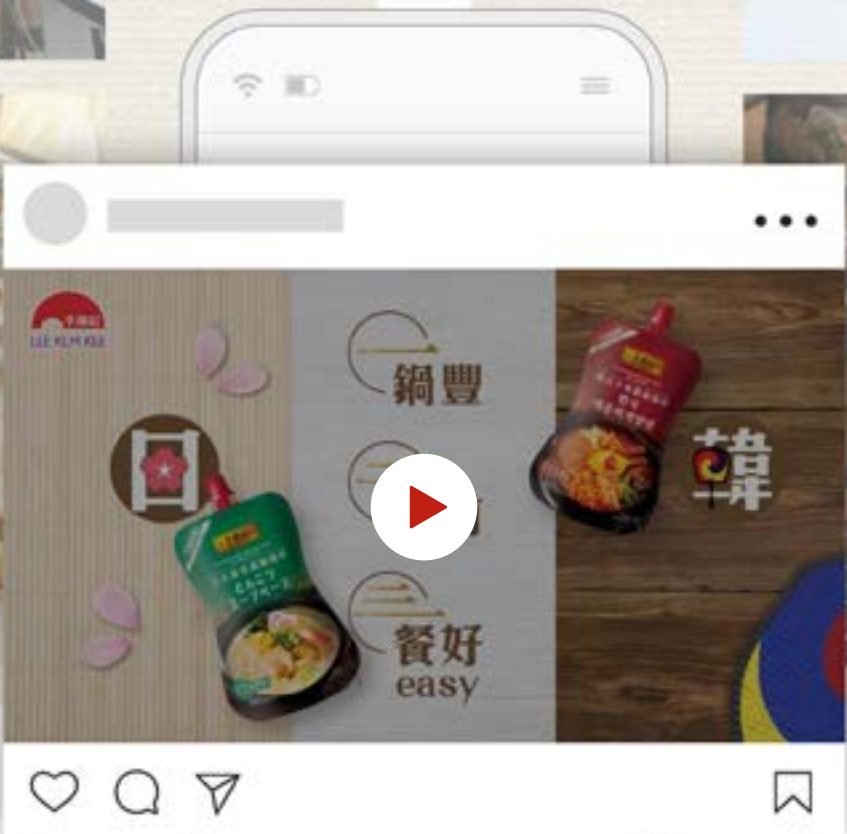
“Soup一聲” was so well-received by the client that it became the foundation for the entire advertising campaign. The slogan connected especially well with younger consumers that Lee Kum Kee was targeting. We came up with the concept and key visuals, while also managing the entire production process from model recruitment to video shooting and photo retouching.



Concentrated Broth Product Launch

Condiments giant Lee Kum Kee commissioned Chill to come up with a comprehensive print and digital advertising campaign for its two NEW Asian favour broths.







The advertisement features a hand pouring a golden dressing from a green bottle labeled 'Twist' into a three-tiered glass tray. The top tier contains a fresh green salad, the middle tier has fried dumplings with a dipping sauce, and the bottom tier is a stir-fry with shrimp. In the background, the Lee Kum Kee logo and a '130' anniversary mark are visible. Large, stylized Chinese characters '點只淨係沙律汁' (It's just dressing) are prominently displayed, with a red banner below them reading '百搭食法 由您變革' (Versatile eating method, changed by you).

Dressed for Success with Lee Kum Kee

It is a well-known fact that Lee Kum Kee is a giant in Asian condiments and seasonings. However, this particular launch was the brand's first-time release of westernised culinary products, namely, salad dressings.



Humour through Motion Graphics

In order to appeal to an audience of young professionals, I created a motion graphics story with three brief episodes. They depicted a series of humorous and relatable aspects of work life, such as office gossip, and incorporated the new dressing range as a tasty respite.





Lee Kum Kee Global Sustainability Report 2018

One of the world's largest companies of its kind, condiments giant Lee Kum Kee presented us with a challenge: To produce a corporate social responsibility report that communicates its data to different audiences while remaining consistent.

Motion Graphic Video

Our team created an animated video that condensed the lengthy, data-filled report into three minutes of content, allowing Lee Kum Kee stakeholders and employees to absorb the data easily and effectively. The clip was produced in three languages to engage a greater number of viewers from around the world.

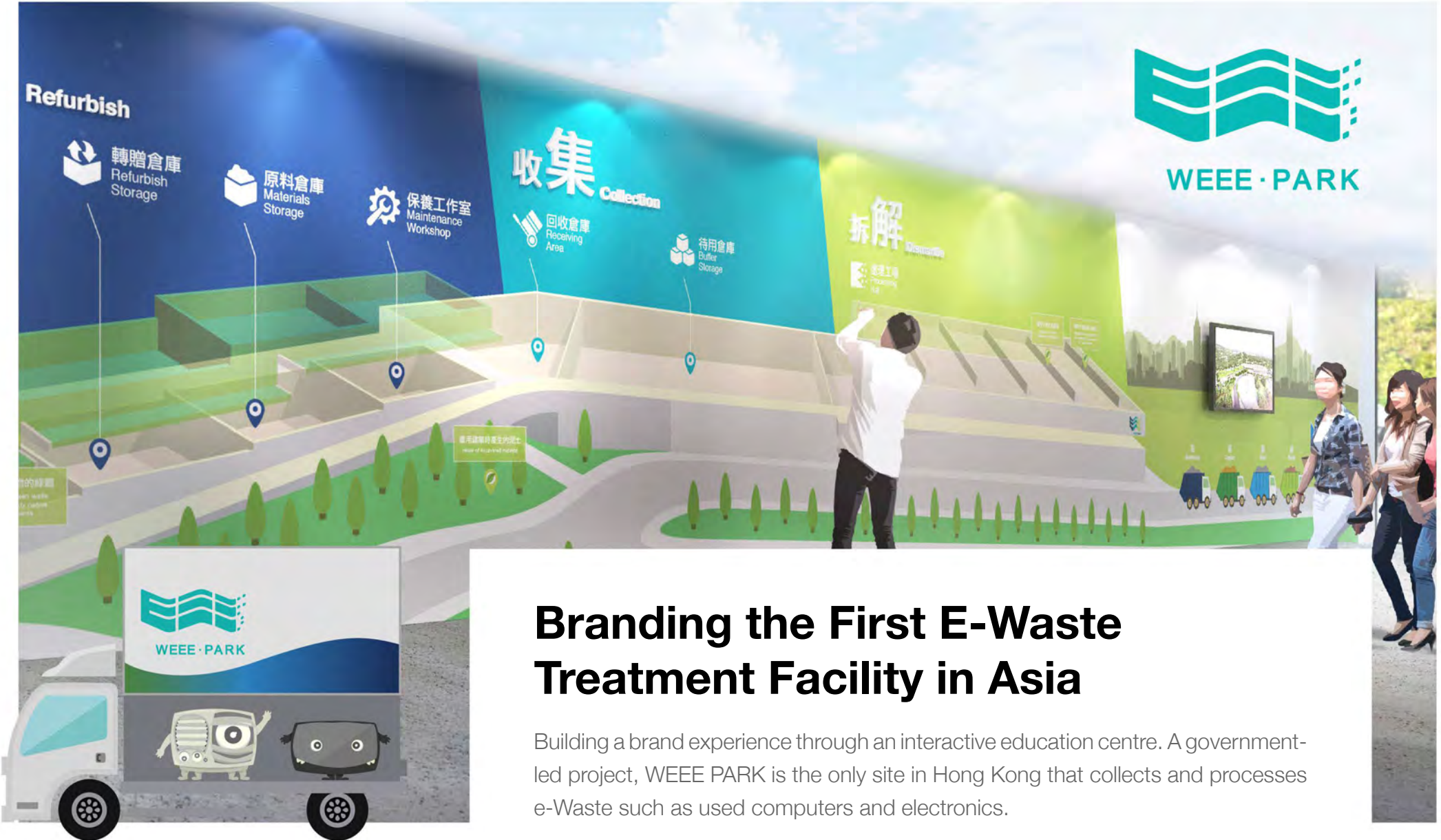




Lee Kum Kee Global Sustainability Report 2017

Transform the 100-page report and communicate one message through multiple channels. We settled on three methods: 1. Print Format 2. Interactive Website 3. Motion Graphics Video





Branding the First E-Waste Treatment Facility in Asia

Building a brand experience through an interactive education centre. A government-led project, WEEE PARK is the only site in Hong Kong that collects and processes e-Waste such as used computers and electronics.

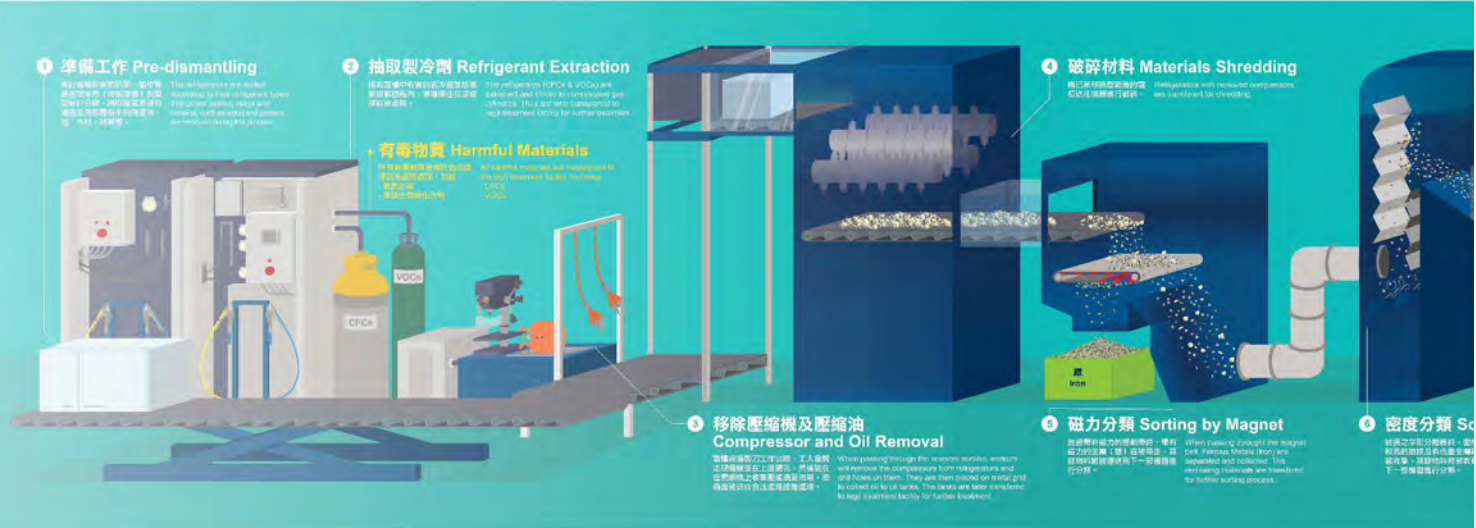
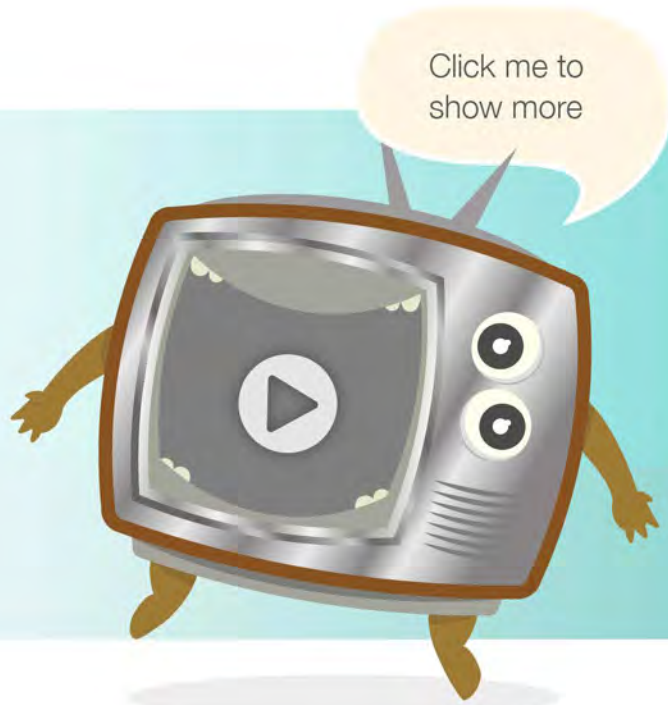
Education Centre

We created a linear experience exhibit in a long, narrow space in three sections, illustrating how appliances are responsibly processed. The first introduced the Park and its core concepts; the second presented various products that were being processed onsite.



Click me to show more





ADAPTATIONS

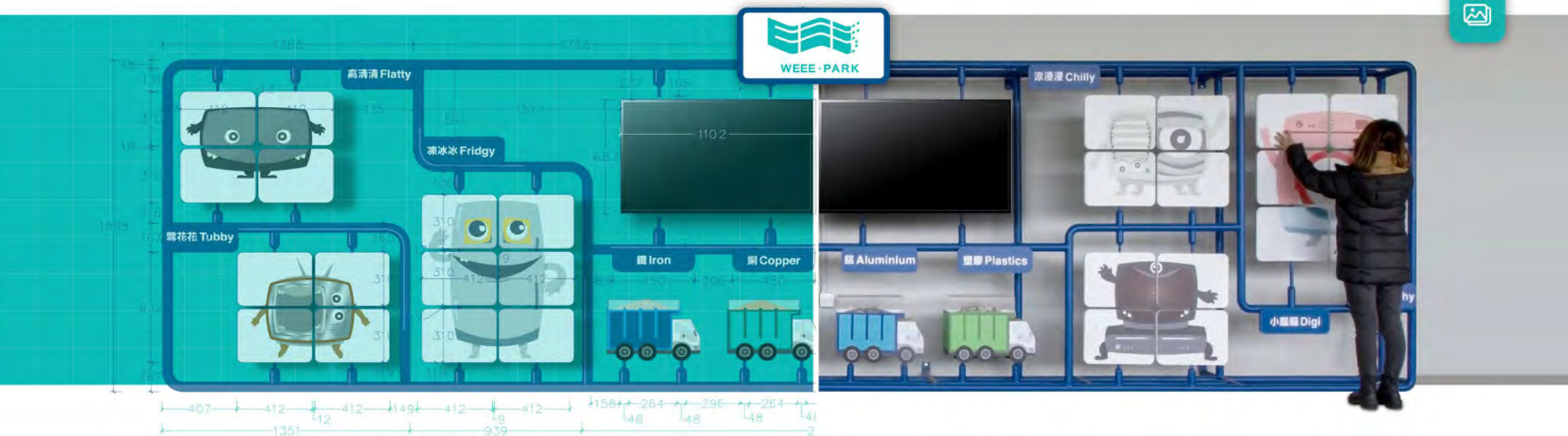
The third section displayed real-time data such as the number of devices that had been processed and how much raw material was salvaged.

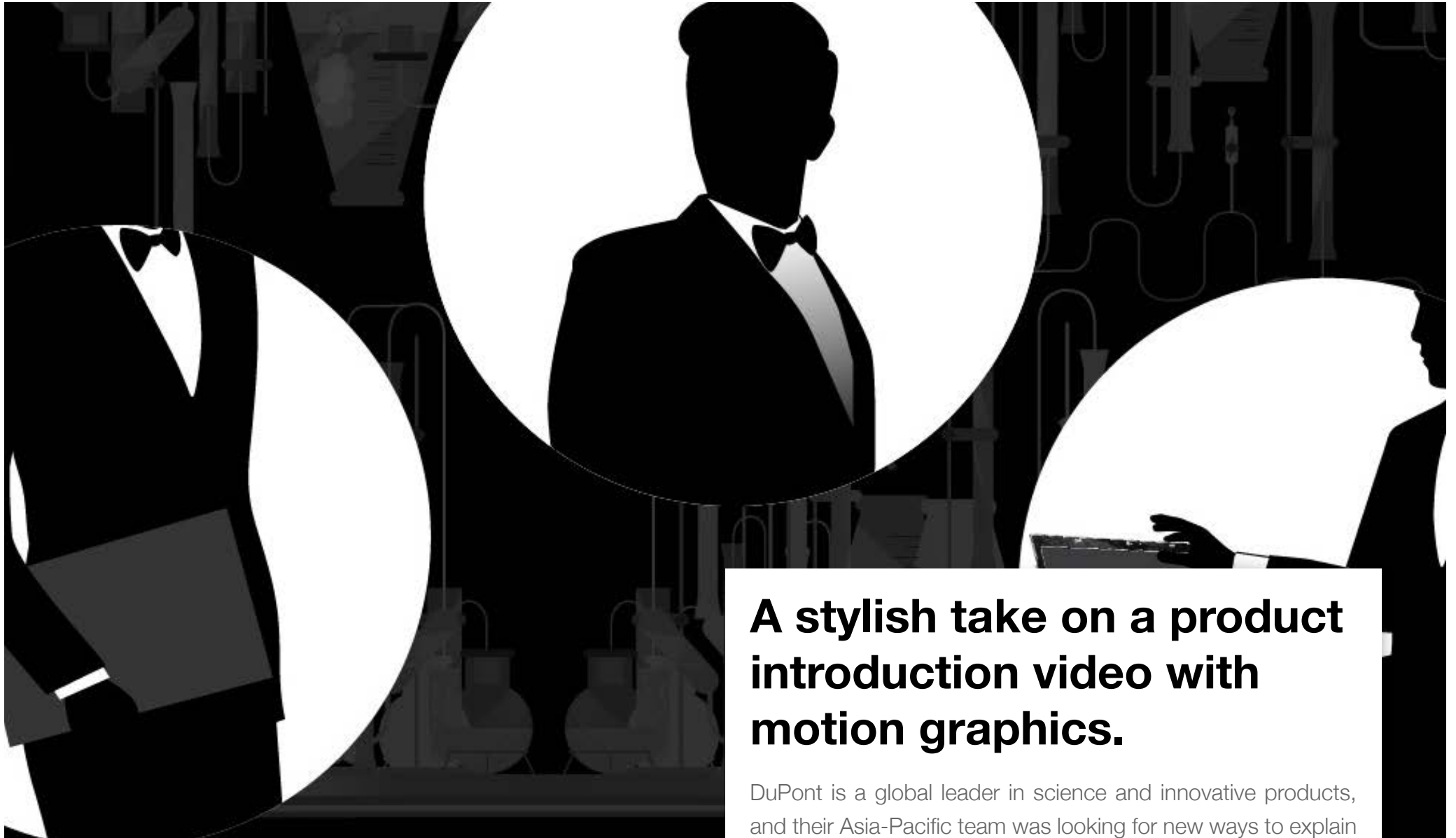
While creating the interface for the exhibit, we developed six original mascots to provide a slice of interaction, entertainment and education.



INTERACTIVE

While creating the interface for the exhibit, we developed six original mascots to provide a slice of interaction, entertainment and education. The mascots starred in a motion graphics video that we created, telling a fairy tale-like story from their perspective as “abandoned” products that turn against mankind. In response?





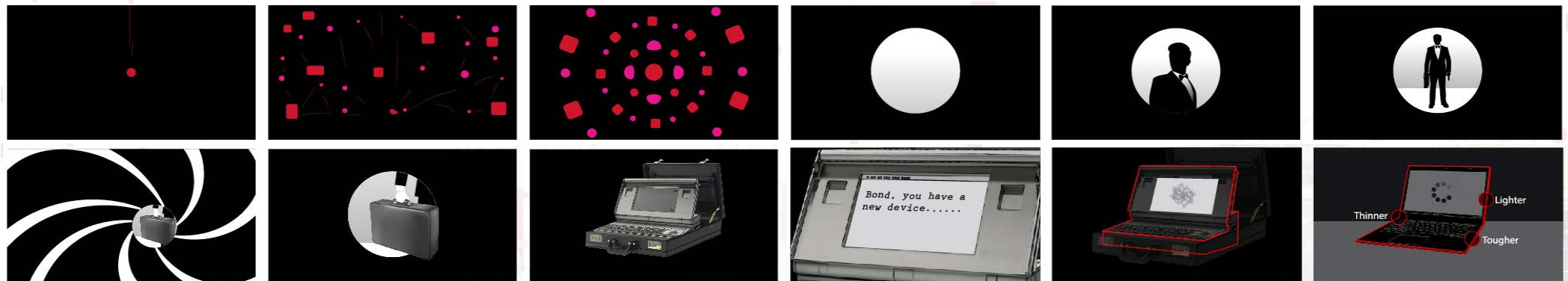
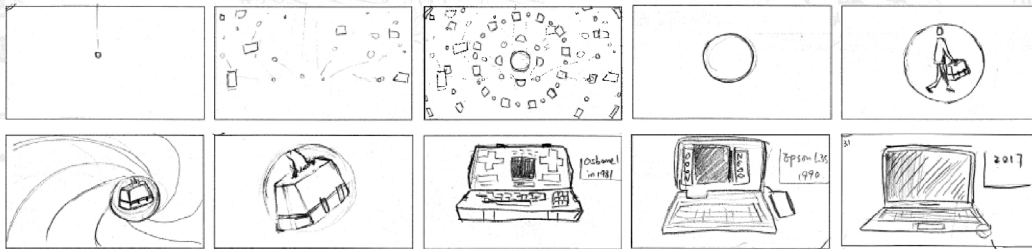
A stylish take on a product introduction video with motion graphics.

DuPont is a global leader in science and innovative products, and their Asia-Pacific team was looking for new ways to explain the features and benefits behind their latest work, particularly for production of laptops.

Using Storytelling to Sell an Intangible Product

I crafted a story that described the life of a secret agent to reflect the advanced technology and durability of the materials in a three-minute video.

From concept development to story boards, script writing to animation and voice talent recording, I monitored the process at every step of the way.





Thank you

Let's talk

669-232-0806 | wingkapau@gmail.com

www.pikapau.design/works