

CASE STUDY: Red Packet



RED PACKET
GIVE THE GIFT OF CHOICE

brief

When a new business brought the gift experiences business model to Asia, Fluid was tasked with developing the brand concept, tailoring it to the Asian market and launching the product.

solution

The core concept for the brand was the traditional Chinese *lai see* packet, driving much of the design and name choice. The brand identity uses modern Chinese calligraphy techniques to form a cloud motif that is synonymous with prosperity. The box is generic across all experiences, but each category is categorised by colour and an intuitive icon system. A series of bespoke illustrations further communicate how the process works, the target audience for whom it is aimed and how many people each gift experience is tailored to. Fluid Digital created a fully functional ecommerce platform to drive sales online whilst bespoke point-of-sale units were developed to showcase the packaging in stores throughout Hong Kong.

With a strong understanding of the Hong Kong market and a dedicated international team, Fluid was able to ensure the concept was relevant to the local market whilst still connecting with those expatriates already exposed to the concept in Europe.

services

- > brand audit & competitive analysis
- > name development
- > brand identity design
- > print collateral design
- > packaging design
- > advertising design
- > digital information architecture
- > website design & build



CASE STUDY: Platinum Wines



brief

This established brand in the Hong Kong market sought to refresh their identity to become more accessible to a young affluent target audience whilst remaining credible and professional for serious wine connoisseurs.

solution

Fluid spent several weeks researching competitors to gain insights into the landscape and better understand the position Platinum Wines needed to adopt. Opting to evolve the existing logo, Fluid developed a more unique, iconic mark using warm burgundy colours associated with fine wine. The company's corporate literature was then visually aligned with the new branding and a sleek new website was integrated with the client's sale force, allowing the business to flourish through online and offline sales. Platinum Wines now boasts an identity that is familiar and unique, offering a modern, refreshing and accessible approach to wine brokerage.

services

- > brand audit & competitive analysis
- > brand identity design
- > print collateral design
- > advertising design
- > digital information architecture
- > website design & build



CASE STUDY: Life Nutrition



brief

An existing health supplement brand, recently launched in Hong Kong, came to Fluid for exhibition design and marketing initiatives to help raise the profile of their newly repackaged product.



solution

Working closely with the exhibitions manufacturer, Fluid developed Life Nutrition's first exhibition booth for the Naturals Foods show at Hong Kong Convention and Exhibition Centre in 2010. Many of the items and features of the booth were created so that they could be reused. Their modern and clean lifestyle-driven designs were enormously successful at the exhibition and elsewhere, standing out among competitors in the nutritional supplement market. Fluid went on to create a bespoke marketing campaign aimed at young, affluent professional Hong Kongers, advocating the benefits of Acai Berry with Pomengranate, one of Life Nutrition's key products. Through Fluid's partner products, Foodie and ILoveSoHo, a unique and relevant demographic was reached with marketing initiatives carried out to coincide with Life Nutrition's launch in Watsons. Both online and offline marketing featured heavily with use of direct advertising bolstered by advertorial content.

services

- > print collateral design
- > advertising design
- > trade show & environmental design
- > english content creation (online / offline)
- > editing
- > email marketing
- > esend services

CASE STUDY: The House of Dancing Water



brief

City of Dreams, Macau, sought out Fluid to create a press kit for their spectacular show, The House of Dancing Water.

solution

Fluid set about developing a kit that could not only house a memory stick, brochure, programme and music CD but also encapsulate the dazzling nature of the show and convey its underlying story. The final approved design was a combination of a gift box with a pop-up book, allowing the story and main characters to be presented to the receiver as soon as the box was opened. The complex box device has two die cut areas to neatly hold the CD and USB and a separate chamber where both the programme and brochure are housed. The platform forms a watery stage for the items, with the lavishly designed and attention-grabbing lid acting as the backdrop behind the characters when open.

services

- > marketing communications design
- > packaging design
- > brochure design



CASE STUDY: Foodie



foodie

brief

An existing monthly food magazine with free distribution across Hong Kong approached Fluid for creative and commercial direction.



solution

Fluid Publishing's editorial and design teams carried out a full review of the existing product and found that it could be hugely improved in terms of content, art direction and supporting brand activity. The effort included a substantial increase in pagination, which allowed for more substantial and compelling editorial and better organized sections. Fluid's design and branding team incorporated a striking new logo and masthead, better photography and a sophisticated colour palette. The result is a product that sits comfortably with a cosmopolitan audience.

The Foodie team also launched the Foodie Club, offering discounts and event opportunities to strengthen the brand's presence across Hong Kong and to offer more benefits for both readers and advertisers, whilst Fluid Digital developed an online campaign and a heavy social media presence.

services

- > brand identity development
- > publishing consultancy
- > english content creation & editing (*online / offline*)
- > graphic design
- > advertising design
- > photography art direction
- > digital information architecture
- > website design & build

CASE STUDY: LOFT



LOFT
PROPERTY | DESIGN | INSPIRATION

brief

As the property market in Hong Kong and Asia flourished, Fluid Publishing recognised an opportunity in the marketplace for a quality property and design magazine.



solution

LOFT magazine was born. Editorially, the magazine delivers engaging property and design-led content, backed by acclaimed writers and industry experts. In terms of design, Fluid developed an image-heavy layout to highlight the inspirational properties and places featured, combined with a modern look and feel that could easily fit in on a newsstand alongside the likes of Wallpaper or Perspective.

A database-driven distribution model was developed, whereby the magazine is sent exclusively to qualified individuals with a high net worth and a proven interest in global property investment. The magazine is delivered direct to their doors free of charge. In addition, Fluid Digital created a website featuring new and regularly updated content separate from the magazine, alongside an EDM campaign and a considered social media presence to ensure that readers remain in touch with the brand between issues.

services

- > concept & name development
- > brand identity development
- > publishing consultancy
- > english content creation & editing (*online / offline*)
- > graphic design
- > photography art direction
- > digital information architecture
- > website design & build

CASE STUDY: D'Magazine



brief

Hong Kong Resorts approached Fluid, seeking revitalised editorial content and a fresh new aesthetic for an existing magazine produced for the residents of Discovery Bay.



solution

Fluid Publishing worked with the client and researched the Discovery Bay community to craft a product perfectly tailored to the target demographic. Reaching high-earning professionals and their families, a luxury lifestyle look and feel was deemed appropriate, with glossy paper stock, original photo shoots and content spanning all aspects of life on Discovery Bay.

Alongside the lifestyle content, the team found ways of packaging necessary information about the area into a readable and interesting format.

After each issue of D'Magazine, Fluid Publishing holds a focus group, establishing how and what we might change for coming issues based on direct user feedback. This process produces an ever-evolving product ensuring the creative team are working toward producing the best magazine they can for the target audience.

services

- > brand identity development
- > publishing consultancy
- > english & chinese content creation, translation & editing (online / offline)
- > graphic design

CASE STUDY: Cosmopolitan



COSMOPOLITAN

brief

With the online and offline fashion and beauty market becoming increasingly competitive, Cosmopolitan was keen to revamp and rejuvenate their digital presence. Fluid was tasked with re-designing the website user experience and user interface, tailoring it to a uniquely local target demographic.



solution

Fluid was selected based on the strength of our original concept and experience working on similar large content-driven websites where social media integration and sharing played an important role. Fluid Digital are very focused on usability, flow, intuitive browsing and navigation and the all-round user experience, so it was important that the website wireframes were right before any work began on the user interface. Once the wireframes were set, the design team defined a grid, colour and typography system that would maximise the hierarchy of information and allow easy scanning and flow between pages. To optimise important landing pages several rounds of internal A/B user testing were conducted, and a digital guidelines booklet was produced for the client's internal development team to follow when they began the website build.

services

- > information architecture consultancy
- > user interface design
- > usability testing
- > website styleguide production
- > digital marketing & social networking

CASE STUDY: Gaia Group



GaiaGroup

brief

To revamp their unintuitive existing group website, Hong Kong based F&B group Gaia approached Fluid for a much-needed overhaul.



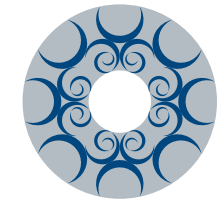
solution

Incorporating all their restaurants on one group website gave the Gaia Group's online brand the consistent experience that was lacking from its previous incarnation. To avoid the potential of a cluttered website filled with competing logos and a frenzy of unmatched colour palettes, Fluid Digital opted for a clean and minimalist design, using large 'hero' images of the restaurant interiors to help capture the high-end aesthetic that the Gaia Group restaurants boast. Finally, the whole site was developed using best practice SEO techniques, accommodating a clear, intuitive CMS system that could be used by internal staff to update images, menus and other website content. Gaia Group now commands a portal that perfectly houses their portfolio, can be quickly and easily updated and provides users with an experience that is functional, relaxed and inspiring.

services

- > information architecture
- > website design & build

CASE STUDY: CHI International



CHI
INTERNATIONAL

brief

As owners and operators of worldwide hotels, resorts and luxury serviced apartments, CHI International approached Fluid for digital consultancy and web design that would offer a harmonious user experience across each of their websites.

solution

Fluid Digital first carried out a competitive analysis for the new luxury serviced apartments company, CHI Residences. Included in this were sitemaps, wireframes, user flow documents and proposed features and technologies that would work together with engaging and relevant lifestyle content to improve the browsing experience. Fluid also added enhanced usability with features such as local area information, online availability information and a real-time concierge service. Finally, the development team implemented industry best practice web and search engine optimisation, and configured the websites with a bespoke Content Management System to give the client complete access and control over all images and content. The design and layout of this website was leveraged as a template for the CHI International Group website and CHI's Garden Island Resort site.

services

- > digital audit & consultancy
- > digital strategy
- > information architecture
- > website design & build
- > digital marketing & social networking

