



Chill Creative Portfolio

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Three Channels - One Unified Message

Three creative ways to share sustainability stories and CSR data with different audiences.

Client

Lee Kum Kee International Holdings Ltd

Scope

- Annual report and book design
- Website UI (User Interface) design
- Programming
- Data and information analysis
- Story board creation
- Custom illustration and data visualisation

Background

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

Chill Solution

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



Three Channels - One Unified Message

Interactive Website

For the general public, our biggest challenge was to make it easy for web visitors to navigate a large amount of data. We embedded the latest HTML real-time data in the website with animations to better engage with the audience.

Motion Graphic Video

We 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.

Bonus Solution

We produced an animated panda mascot as the brand's ambassador, tapping into its cultural relevance in Hong Kong and greater China. The panda proved to be a hit with audiences and has remained a part of the Lee Kum Kee brand ever since.

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