

# **Print Publicity**

## **I. Brochure & Leaflet**



- 16分鐘完成安裝部署，直接對外使用，無需網路平台及系統管理。
- 為團隊提供建立在互聯網上的知識庫(可立即插入人工知識)。
- 企業知識網 (Knowledge Network)：提供文件資料庫、專業資訊、分享文件。
- 全文搜尋引擎 (Enterprise Search Engine)：可搜尋多種文件格式檔式的內容 (PDF、DOC、TXT等)。
- 內建自動化工具流程 (Workflow Engine)：構築工作流程，優化系統效率。
- 工作清單資料庫 (Task Folders)：記錄進度或待完成之項目，處理工作重要提醒之通知及完成記錄。
- 客戶訂約單 (Custom Form)：建立自訂的資料頁，如採購合約、最優質有獎、獎券、成員名單、設計表等等。
- 意見調查資料庫 (Survey Folders)：提供收集及匯整意見的組態。
- 知識資料庫 (Forum Folders)：收集、整理、翻譯論壇問題和答案，可包含問題討論。
- 行程資料庫 (Calendar Folders)：管理團隊日程。

www.pearsoned.com/uk

**项目管理**

日經表

問題	方案	結果
讓香港下海關的處長在日前透過Twitter發佈有關香港走私資料	透過Twitter向外公布香港走私貨品真實數目	利用Twitter與香港下海關走私工頭溝通有關走私資料 專業技術都可以為自己服務 建立工作交流溝通平台

挑戰	方案	結果
要點是將舊系統上所有資料再複製到新系統上保證資料的完整性同時把相關的同事作培訓，以作系統交接	工作期間上所有資料遷之工具由資深員工負責檢查資料是否完整作分步不同階段，並與舊系統作最後一次數據同步後作收盤	系統交接工作無上作上的變更

同是結合紙質檔案的工作空間，該平台還可以對文件內容提取數據，防止重複檢索，提高準確度。中央儲存電子管理文庫，為中港台不同部門的同事可互相存取所需的案件以及內部文件，變換電腦檔案電子檔格式。

問題	方案	結果
應將學校內及圖書館中所有尚未登記書籍	應將可以在圖書館登記的工友及同學建立圖書館內文件，並讓其他同學隨時可查閱的檔案。	該圖書館將增加及更新檔案文件。



## Cisco Retail Expo Brochure

**Client**  
Cisco

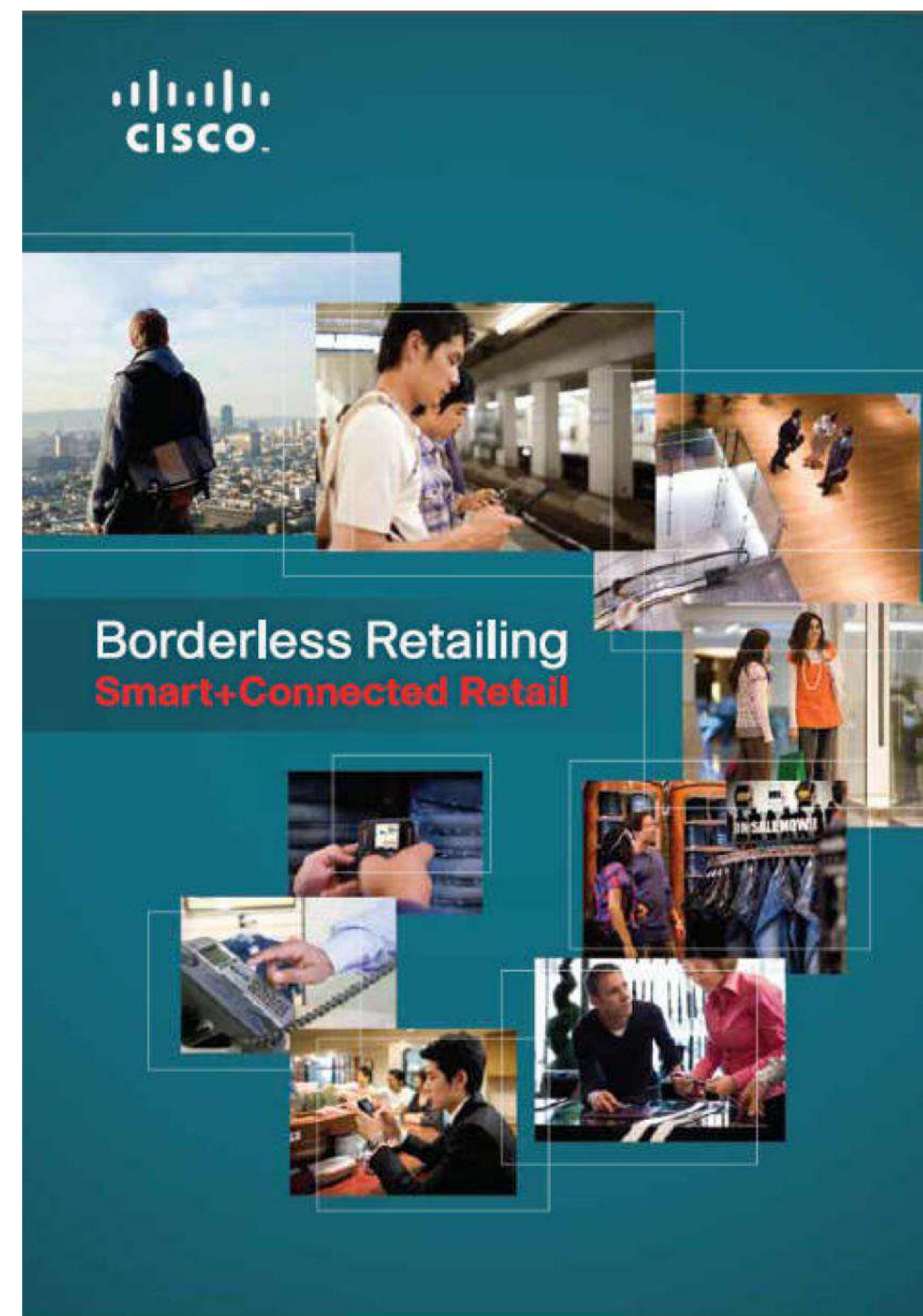
**Category**  
Information Technology

**Campaign Title**  
Solution Brochure for  
Retail Expo

**Project nature**  
Product Brochure

**Agency's Roles**

- . Creative Development
- . Artwork Production
- . Illustration of Diagrams
- . Printing Production





**Client**  
Cisco/ PCCW

**Category**  
Information Technology

**Campaign Title**  
Unified Communications Sales Promotion

**Project nature**  
Brochure, Print Ad & e-DM

**Tasks**  
To produce brochure, e-DM and Print Ad as a sales aid for Cisco and their partners

**Agency's Roles**

- Creative Development for the campaign
- Themeline and Copywriting
- Artwork & Retouching
- Casting and Photo Shooting
- Fulfillment Services
- Arrangement of Hong Kong Post Office Circular Service

## Cisco Unified Communications Sales Promotion



Sales Brochure

- Agency worked with Post Office to select buildings on different districts to reach on-target SMB Companies effectively.
- Post Office Circular Service hired for this project.

Back Cover

請即致電24小時熱線專線  
2888 1888 轉分機2  
或瀏覽網頁，在線查詢  
[www.ciscosmb.com.hk/swim.html](http://www.ciscosmb.com.hk/swim.html)





**Client**  
MPFA

**Category**  
Government

**Campaign Title**  
MPFA Investment Education Program

**Project nature**  
Booklet, Leaflet, CDROM,  
Print Ad & Website, Program  
Icon design

**Tasks**  
To develop whole set of  
Educational materials to  
communicate the critical  
MPFA messages to HK's  
working population.

**Agency's Roles**

- . Creative Development for the campaign
- . Illustrations
- . Artwork & Retouching
- . CDROM Programming
- . Website Production
- . Photo Shooting
- . Fulfillment Services
- . Web Programming

## MPFA Investment Education Program



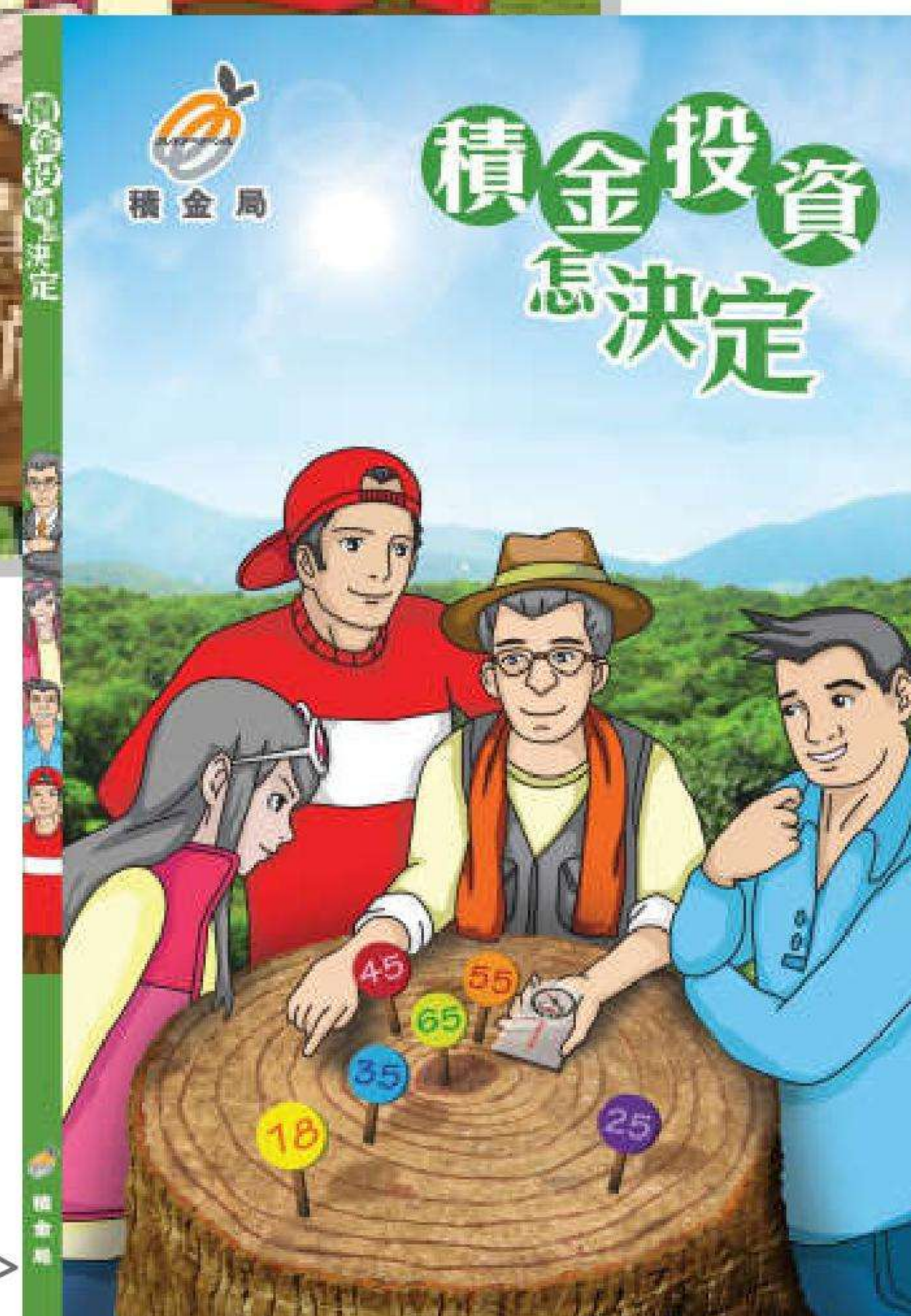
Q&A version



Leaflet



Main Book





- ## Agency's Roles
- . Creative Development for the campaign
  - . Illustrations
  - . Artwork & Retouching
  - . CDROM Programming
  - . Website Production
  - . Photo Shooting
  - . Fulfillment Services
  - . Web Programming





**Client**  
MPFA

**Category**  
Government

**Campaign Title**  
MPFA Primary School  
Program 2008-09

**Project nature**  
Story, Booklet & Game  
Development

**Tasks**  
To create an attractive  
story with graphics to  
educate primary students  
about the concept of "money",  
the attitudes of "saving" and  
"spending".

**Agency's Roles**

- . Story and Copywriting
- . Creative Development for the program
- . Graphic Illustration
- . Game development
- . Fulfillment Services

## MPFA Primary School Program



Book Cover Design

Inside Page Design



Game Board





**Client**  
KMB

**Category**  
Public Utility - Transportation

**Campaign Title**  
KMB Nathan Road Shopping and Sightseeing Guide

**Project nature**  
Leaflet

**Tasks**  
To produce a tourist guide for KMB routes along Nathan Road includes Shopping & Attractions Information

**Agency's Roles**  
· Information Consolidation and Verification  
· Illustration of the Maps  
· Artwork & Printing Production

## KMB "Nathan Road" Shopping and Sightseeing Guide



Watercolor Illustration



# **Print Publicity**

## **II. Print Advertisement**



## Agency's Roles

- . Creative Development
- . Copywriting
- . Artwork & Print Production
- . TVC production
- . Storyboard development and casting
- . Media Placement Strategy

Print Advertisement



**Client**  
Cisco

**Category**  
Information Technology

**Campaign Title**  
Cisco Unified Communication  
Thematic Campaign

**Project nature**  
Above-the-line Print Ad and  
TVC

**Tasks**  
To show the committment of  
Cisco on Unified  
Communications to both  
Enterprise and SMB  
sectors.

**Agency's Roles**

- . Creative Development
- . Copywriting
- . Artwork & Print  
Production
- . TVC production
- . Storyboard development  
and casting
- . Media Placement Strategy

**Cisco Unified Communications Thematic Campaign - SMB Ad**

The advertisement is a print ad for Cisco Unified Communications, targeting the Small and Medium Business (SMB) sector. It features a central yellow rectangular frame with the title "大思靈籤" (Great Thinking Oracle) at the top. Inside the frame, the text "第三十三籤 上上籤 漸入佳境" (The 33rd Sign, Top Sign, Gradually Entering a Good境) is written in vertical columns. To the right of the frame, the phrase "漸入佳境" is written in a larger, stylized font. Below the frame, there is a block of text in vertical columns, followed by a small illustration of a Cisco Unified Communications system, including a desk phone and a base station. At the bottom left, the contact information "查詢熱線: 800 963 699 按0字" and "查詢網址: www.cisco.com/go/hk/smb" is provided. The bottom right corner features the logos for "cnn company" and "Havas".

**大思靈籤**

第三十三籤 上上籤 漸入佳境

看似深入迷津路  
營商何必頻奔波  
隨時隨地要聯繫  
統一通訊在思科

漸入佳境

要求神問卜，又要作福？  
不如打好根基，為業務競爭做  
好準備！

思科統一通訊系統，助您以低  
成本為企業建立最可靠的語音、  
數據、影像、系統保安及無線網絡  
的通訊系統。無論何時何地，與辦公  
室保持不斷通訊，增強工作間的流  
動性，讓您與客戶營運更靈活，更為業務  
競爭做好準備。

思科「上上之選」統一通訊系統  
因應各中小企業的需要提供各種不同  
的組合方案（如左），詳情請聯絡你的  
銷售代理商或瀏覽以下網址。

（左一）各類會提供以下優惠：  
• 第十至第十六年可獲一季免費使用（5000元）  
• 會議服務（2000元）  
• 一百二十日免費統一通訊服務時數

查詢熱線: 800 963 699 按0字  
查詢網址: www.cisco.com/go/hk/smb

cnn company  
Havas

Print Advertisement



**advertising and marketing**

## Client

Cisco

## Category

## Information Technology

## Campaign Title

## Cisco Security AMP

## Promotion Print Ad

## Project nature

## Above-the-line Print Ad

## Tasks

## Highlight the unique

## Product Feature as tje

## Killing Point

## Agency's Roles

## Creative Development

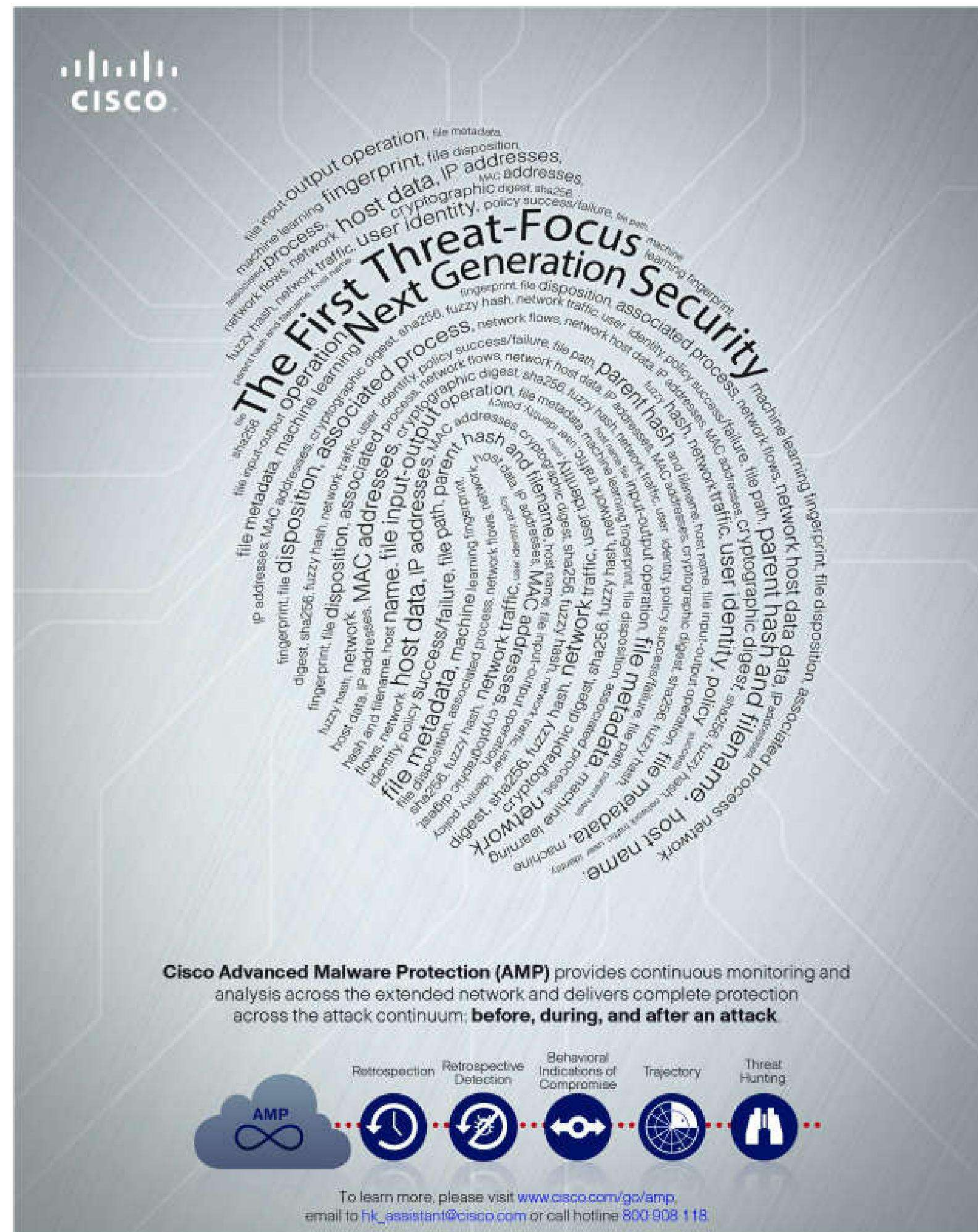
## . Copywriting

## . Artwork & Print

## Production

## . Media Placement Strategy

# Cisco Security Advanced Malware Protection Print Ad





**Client**  
Cisco

**Category**  
Information Technology

**Campaign Title**  
Cisco Award Winning  
Celebration Ad Campaign

**Project nature**  
Above-the-line Print Ad and  
Advertorial

**Tasks**  
To produce an advertisement  
with "One Stone for Two Birds"  
objective - it is to celebrate  
the Award Winning of Cisco  
and at the same time to  
celebrate twenty-eight  
I.T. vendors have been  
awarded with Cisco  
Certifications

**Agency's Roles**

- Creative Development
- Copywriting
- Artwork & Print  
Production
- Media Placement Strategy
- Souvenir Sourcing &  
Production
- Fulfillment Services

**Cisco Award Winning Celebration Ad**



Print Advertisement



Interviewing & Advertorial Writing

**Creative Approach:**

Stack up of filled wine glass to represent Cisco, bond with all its partners, share the fruitful and joyful moments together.





**Client**  
International Rectifier

**Category**  
Industrial Product - Electronic

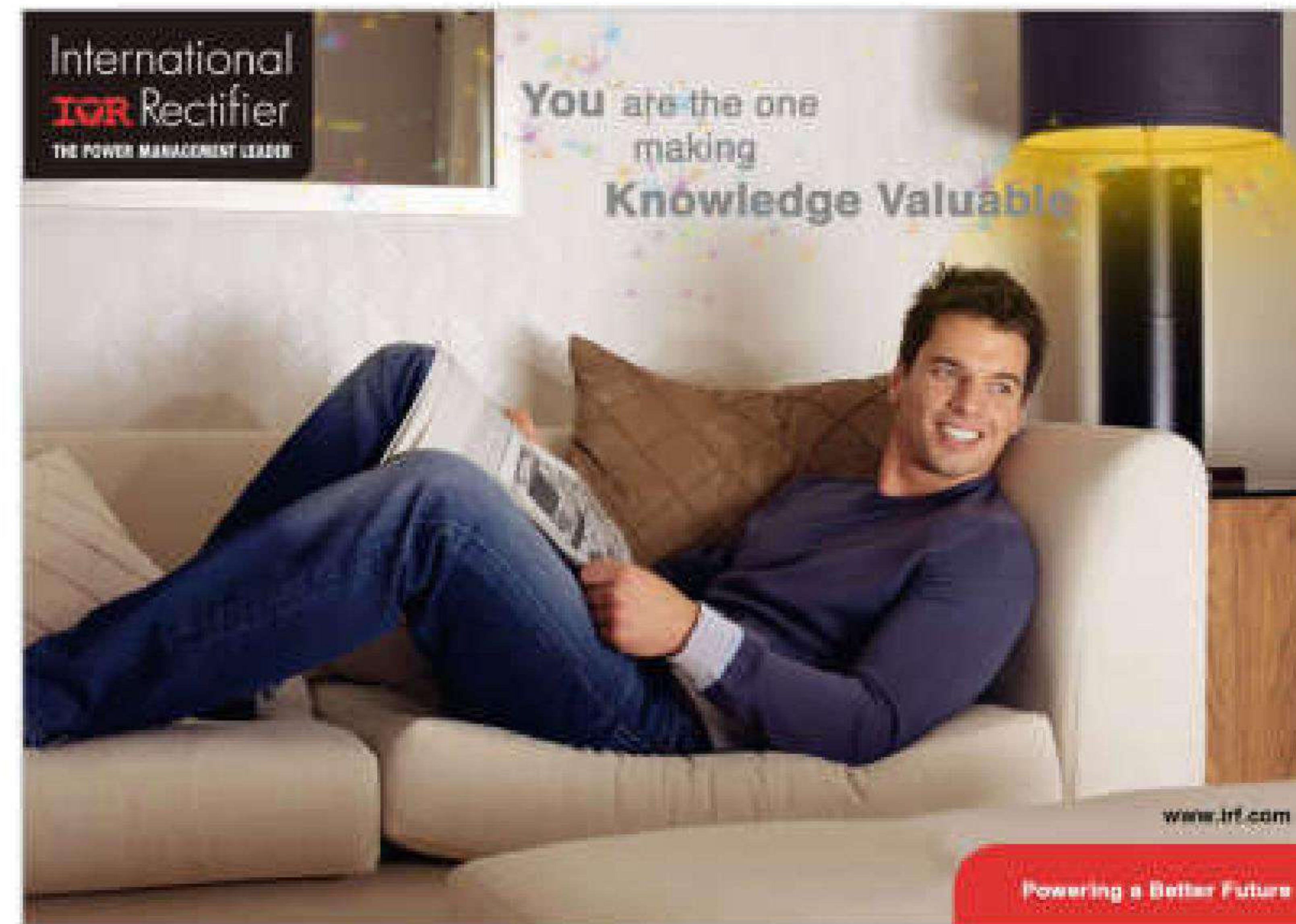
**Campaign Title**  
Branding Advertisements  
(Asia Pacific)

**Project nature**  
Posters

**Tasks**  
To develop the branding  
Advertisement in Asia  
Pacific. The objective is to  
show how International  
Rectifier's Power ICs enrich  
People's life.

**Agency's Roles**  
• Creative Development  
• Theme and Copywriting  
• Photo Retouching  
• Artwork Production

## International Rectifier Corporate Branding Ad Campaign (Part II)



### Creative Approach:

The product is invisible to mass public but its impact is critical to our daily life. The visual, together with the tagline, build up association of the brand with its function.

Print Ad for Product Series - **Lighting**



Print Ad for Product Series - **Computing**





**Client**  
EPSON

**Category**  
Information Technology

**Campaign Title**  
Launch of Consumer and Business Printer Series

**Project nature**  
Above-the-line Billboards  
(Cross-harbour tunnel)

**Tasks**  
To introduce EPSON's  
Business and Consumer  
Printer Series

**Agency's Roles**

- . Theme and Copywriting (Chinese)
- . Casting & Photography
- . Artwork Production
- . Print Production Management
- . Media Placement

## EPSON Consumer and Business Printer Billboard



Outdoor Billboard-Consumer Series



Outdoor Billboard-Business Series



Billboard at Entrance of Tunnel





**Client**  
IBM

**Category**  
Information Technology

**Campaign Title**  
Launch of  
IBM Netfinity Server 4000R

**Project nature**  
Product Launch  
Promotion  
**Tasks**

To develop an ATL ad  
to show th unique product  
features of high capacity  
but "small and thin size"  
in the server market

**Agency's Roles**

- . Creative development
- . Photography
- . Theme and copywriting
- . Media placement  
strategy and booking

## IBM Netfinity Server 4000R Print Ads



Half-page Centre Spread [Print Ad](#)



Teaser Ad on Upper Part on  
Newspaper

Teaser Ad on Lower Part of  
Newspaper



Client  
Campbell's Soup

Category  
FMCG

Campaign Title  
Campbell's Soup Souvenir Collection Sales Promotion

Project nature  
Above-the-line Print Ad

Tasks  
To generate the sales of Campbell's original series and to illustrate Campbell's Soup has become part of people's daily life

Agency's Roles  
• Creative Development  
• Theme and Copywriting  
• Casting & Photography  
• Photo Retouching  
• Artwork Production

## Campbell's Soup Souvenir Collection Campaign



Promotion Print Advertisements



Joint Promotion  
Print Advertisements

### Creative Approach:

For those in their 30's and 40's, they grow up with Campbell soup. Living in a Campbell can which is furnished with Campbell accessories effectively recall the memories of classical Campbell in old days.



**Client**  
Campbell's Soup

**Category**  
FMCG

**Campaign Title**  
Launch of "Garden Selection"  
Print Ad Series

**Project nature**  
Above-the-line Print Ads at  
Halloween and Christmas

**Tasks**  
To stimulate sales of the  
new soups at different  
festivals.

**Agency's Roles**

- . Creative Development
- . Theme and Copywriting
- . Casting & Photography
- . Photo Retouching
- . Artwork Production

## Campbell's Soup Launch of "Garden Selection" Print Ad Series



Print Advertisement at Christmas



Print Advertisement at Halloween



**THANK YOU**

**TRIFINITY**  
**advertising & marketing**