

Print Publicity

III. Direct Mailer

Client

IBM

Category

Information Technology

Campaign Title

Lotus Note Special Offer

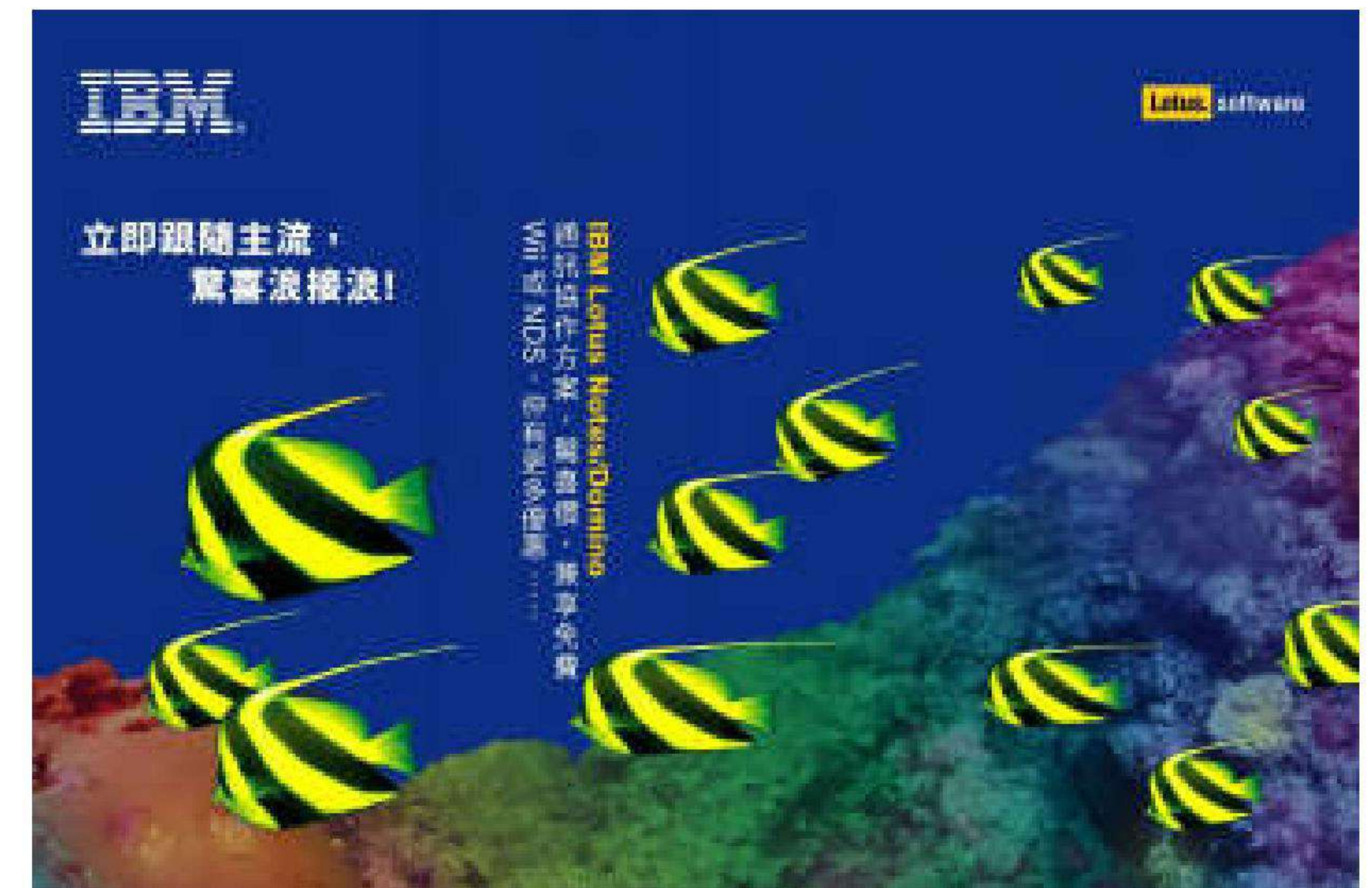
Project nature

Direct Mailer

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Print Production
- . Management

IBM Lotus Note DM



Client

IBM

Category

Information Technology

Campaign Title

Rational Application Developer

Project nature

Direct Mailer

Agency's Roles

- Creative Development
- Illustration
- Copywriting
- Print Production Management

IBM Rational Application Developer DM



特強配方 加速軟件開發周期

用戶對應用程式要求越來越高，既要功能豐富，易於使用，更要求短期內完成。當然保安問題也不容忽視。IBM Rational Application Developer (RAD) 方案正是你的萬全良方。IBM RAD 是一套以 Eclipse 為基礎的 Integrated Development Environment (IDE)，讓你可依需求來調整及延伸開發環境，以提高工作效率。它集多功能於一身，其中包括：

- 協助 Java™ 編程人員迅速設計、發展、組合、測試及配置高質 Java/J2EE™、網絡服務及 SOA 應用程式。
- 支援 UML 2.1 視覺化編輯器，及自行同步編碼模式，能以圖形方式編輯、縮短學習 Java 的時間。
- 透過 JavaServer Faces、AJAX、JSP、Web Diagram 等工具，簡化網頁製作及管理工作。
- 整合多種 Runtime 分析工具，令編程人員工作更加輕省舒服。
- 配合自動製作所需的 SOA 元件功能，助你更快製作出 SOA 應用程式。

現更提供特別優惠

選購 RAD 方案送*
免費一天用戶培訓
免費Wii一部

*優惠期至9月30日。
並不適用於現有Rational 客戶。

IBM

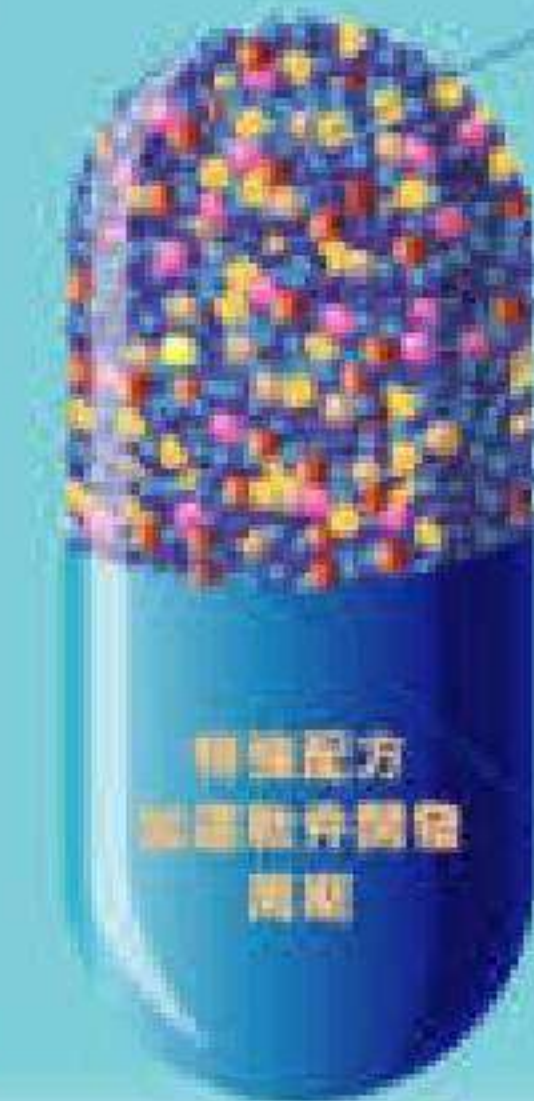
獲此良方， 開發團隊工作暢順，萬試萬靈。

支援 AJAX 與 UML 2.1

整合 SOA 工具套件

縮短應用程式開發及
測試周期

自行同步編碼模式
(Auto-Synchronized
Code Modeling)



IBM Rational Application Developer “高效善用IDE研討會”

日期：2007年7月27日

時間：下午2時半至4時

地點：香港鯉魚灣太古坊電話盈科大廈10樓
IBM顧客服務中心

請親臨我們為你而設的免費研討會，體驗 IBM RAD
為你團隊注入的高效活力！曾30名報名參加者，
當日將獲贈 USB 1GB 儲存裝置乙個。

有關優惠或研討會詳情，請即瀏覽
www.ibm.com/hk/events/rad/
或致電 2825 7004。

Rational software

Client

IBM

Category

Information Technology

Campaign Title

Rational V7 Product Launch

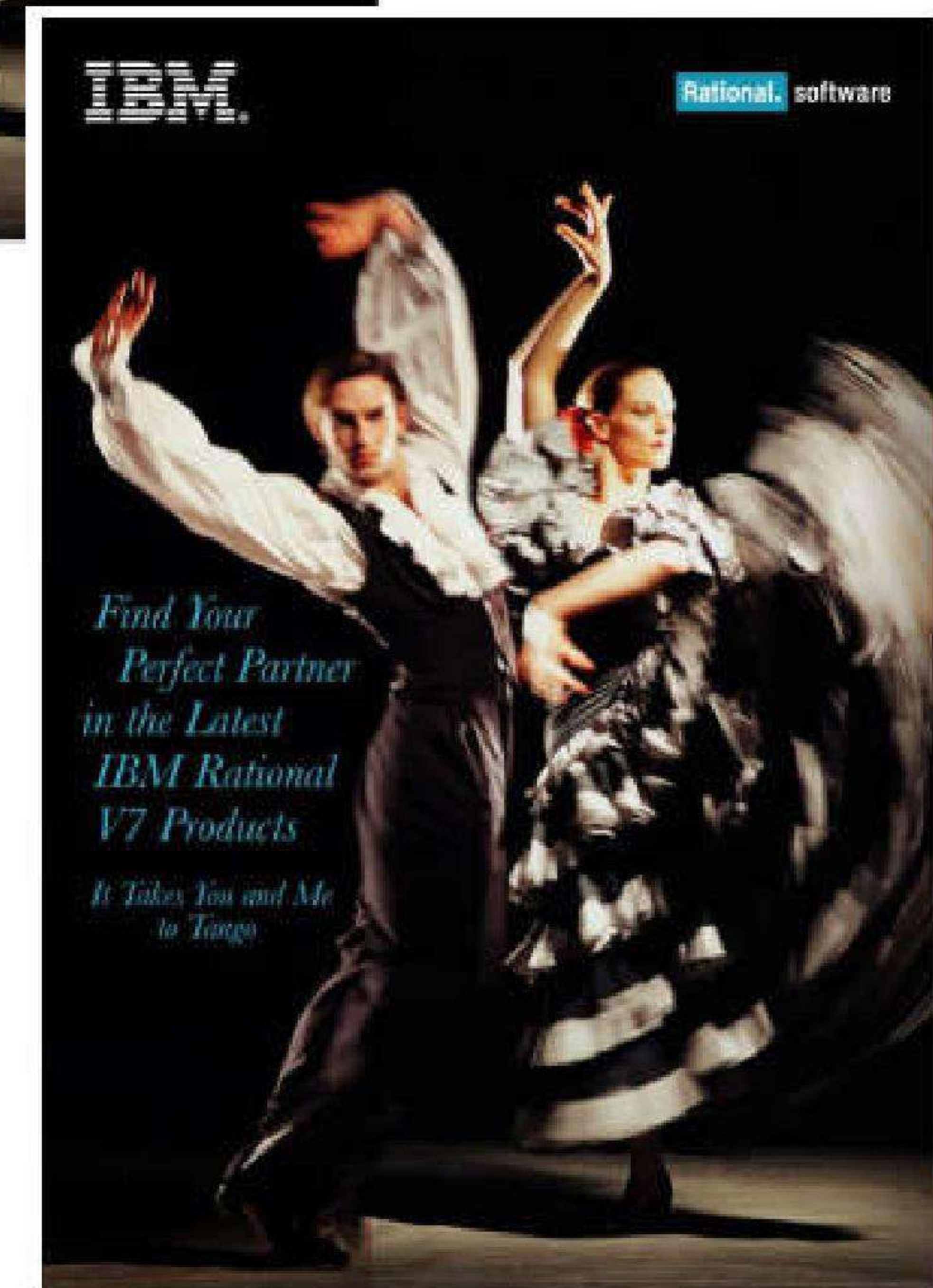
Project nature

Direct Mailer

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Print Production
- . Management

IBM Rational V7 Product Launch DM



Client

IBM

Category

Information Technology

Campaign Title

ITSM & Security Conference

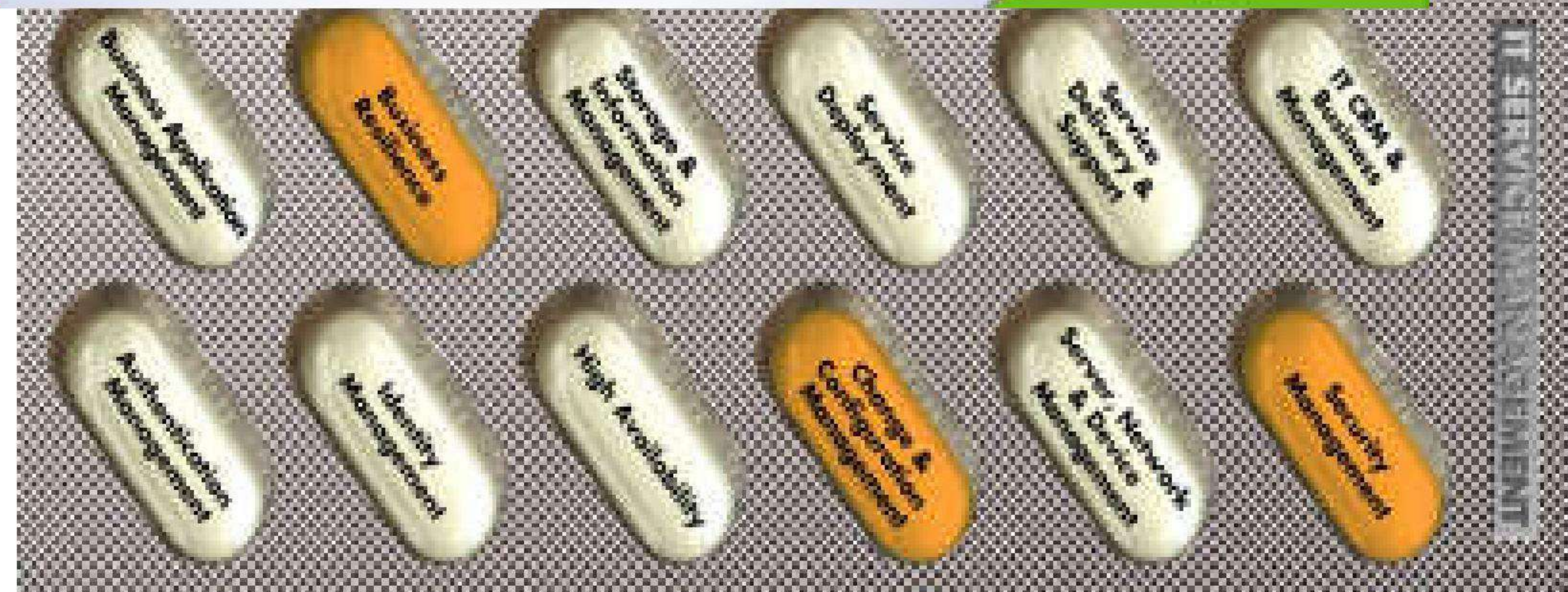
Project nature

Direct Mailer

Agency's Roles

- Creative Development
- Illustration
- Copywriting
- Print Production
- Management

IBM ITSM & Security Conference Invitation eDM (2006)



Client

IBM

Category

Information Technology

Campaign Title

Dual Benefits at One Price
Joint Promotion

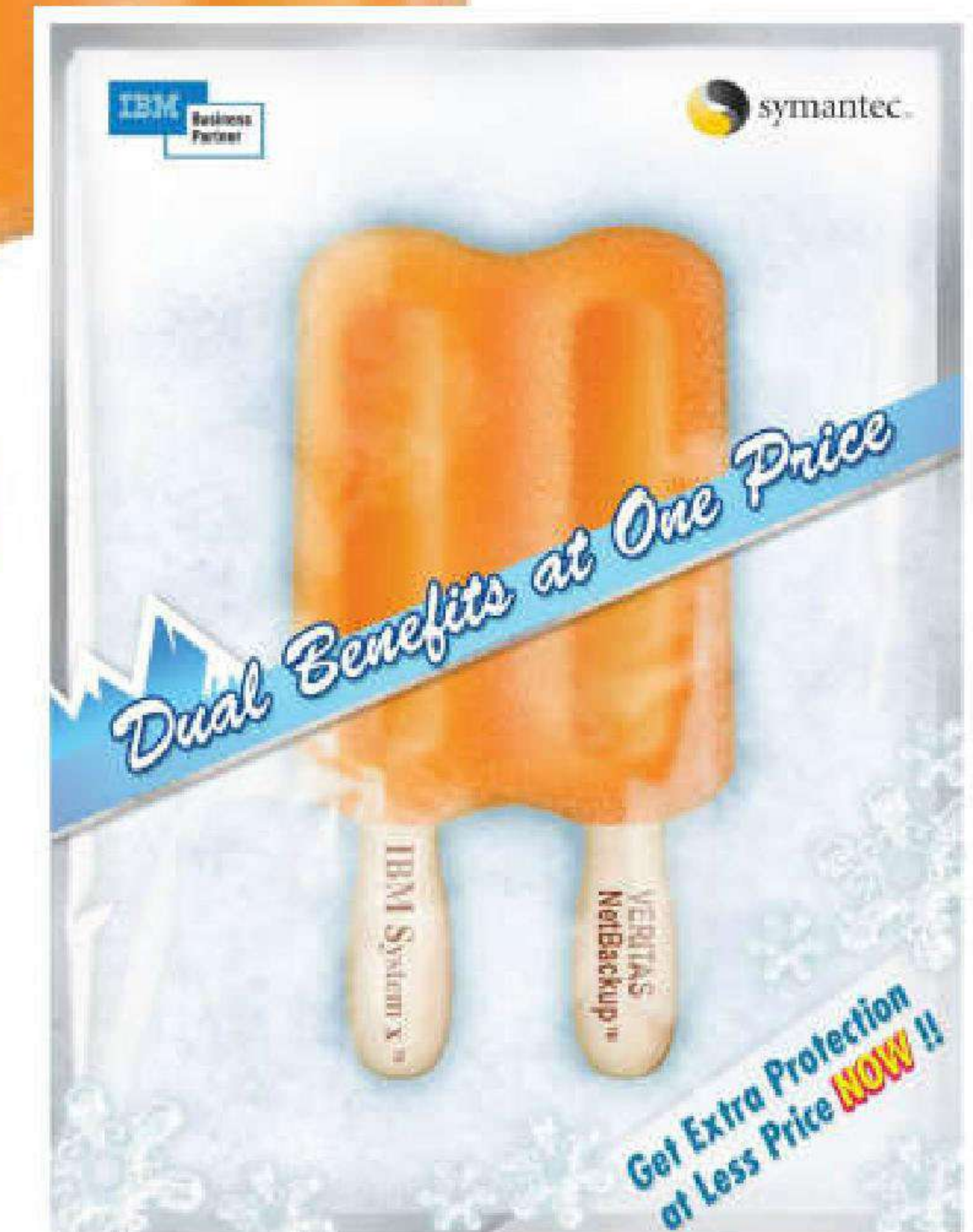
Project nature

Direct Mailer

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Print Production
- . Management

IBM Symantec Joint Promotion



Client
Cisco

Category
Information Technology

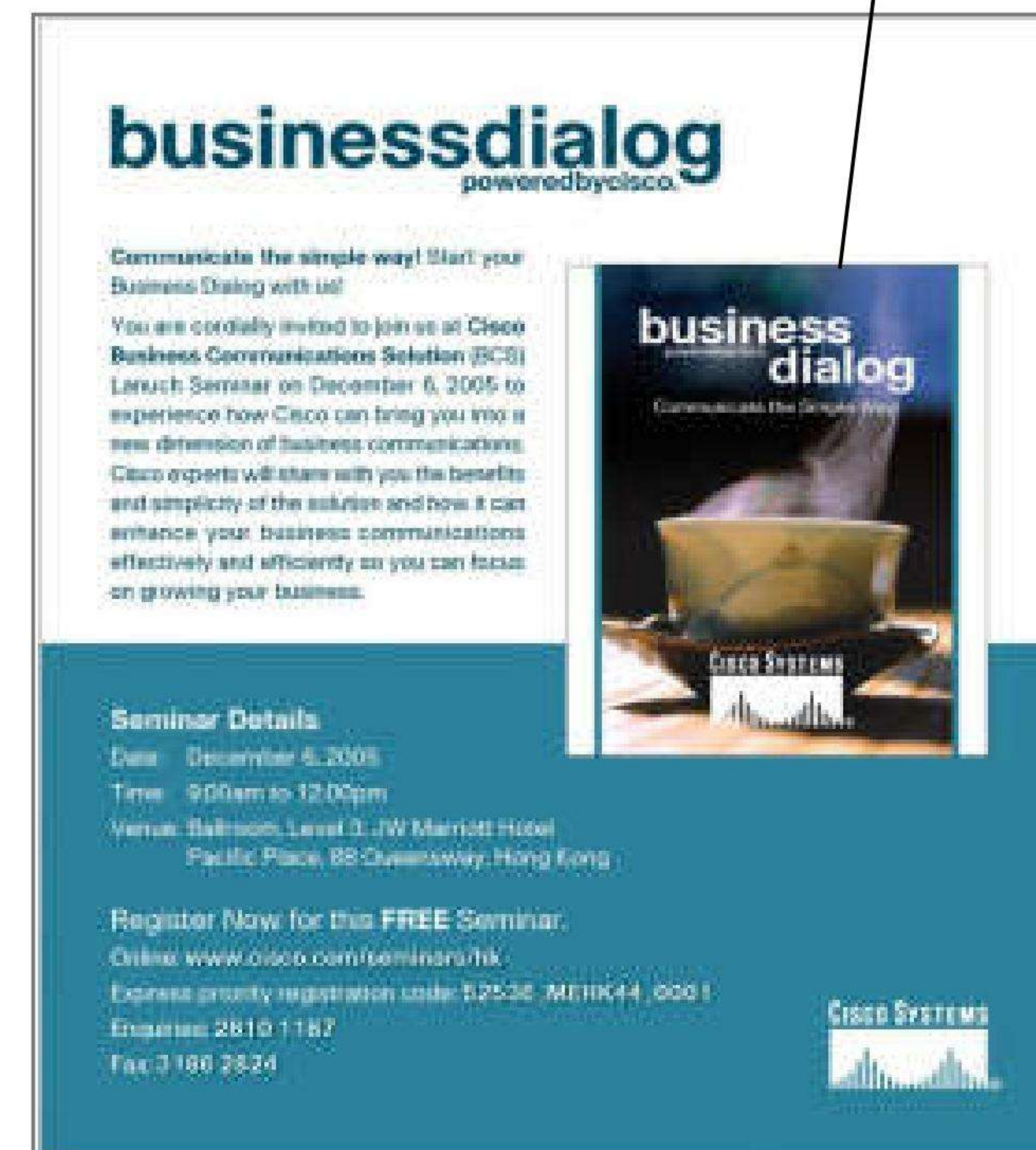
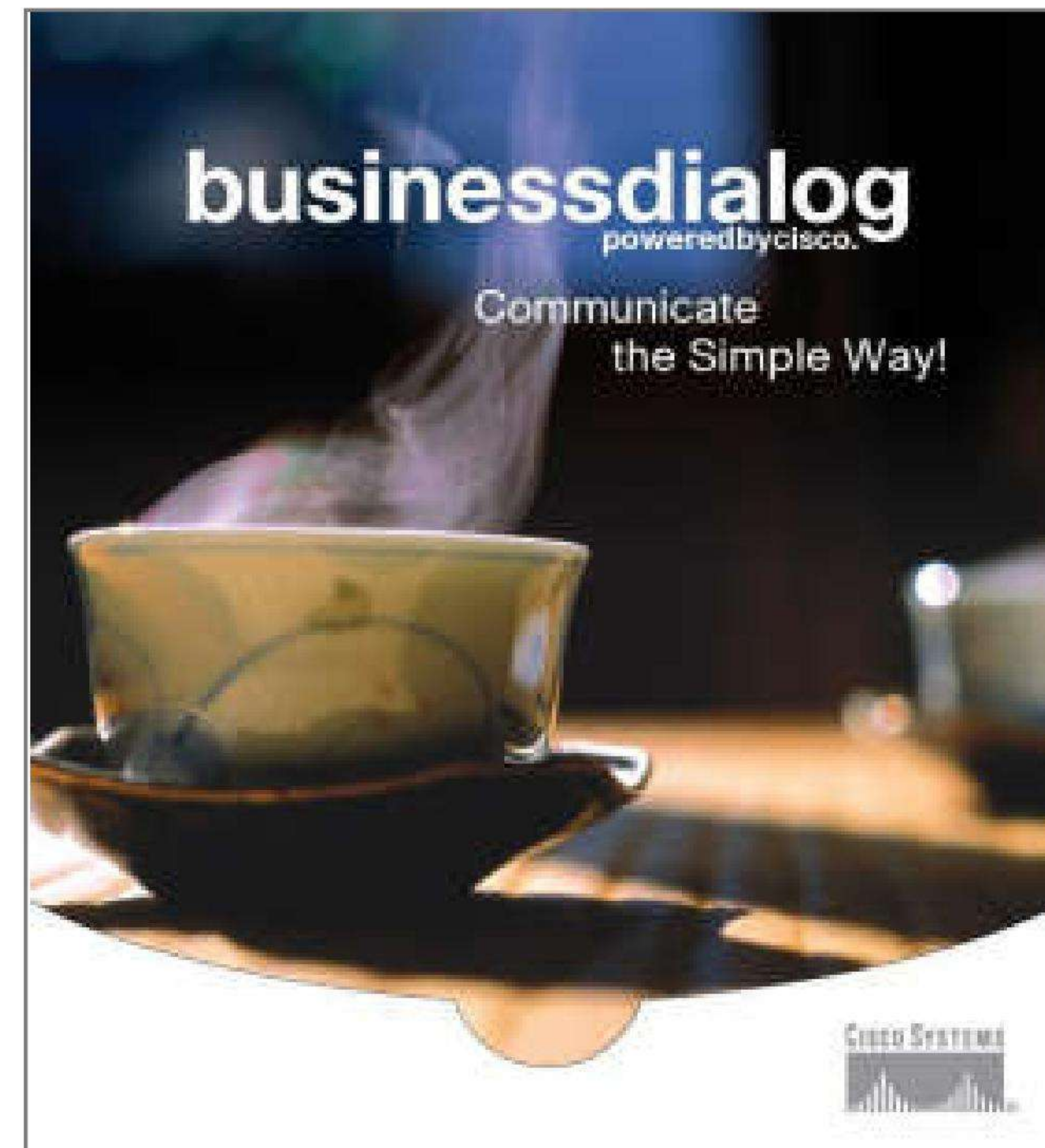
Campaign Title
Business Dialog Event

Project nature
Direct Mailer

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Print Production
- . Management

Cisco Business Dialog Event



A Real Tea-bag Attached



Tailor-made Souvenir



Client
VERITAS

Category
Information Technology

Campaign Title
Veritas Cluster Server
QuickStart 2.0 Sales
Promotion

Project nature
Print Ad & Direct Mailer

Tasks
To draw target customers'
special attention on the new
feature - Quick Start of
Cluster Service Backup
Solution.

Agency's Roles
• Creative Development
• Theme and Copywriting
• Photo Retouching
• Artwork Production
• Print Production
• Media Placement

VERITAS Cluster Server Sales Promotion



Print Advertisement

Tear off the sachet bag
and sense the refreshing
coffee smell - a special
aftertaste to the DM
readers.



Creative Approach:

Associate 3-in-1 coffee mix sachet to "quick and convenient solution for a complicated task". Yet, the solution is a relaxing and refreshing one.

Client

IBM

Category

Information Technology

Campaign Title

e-Generation Event
invitation DM

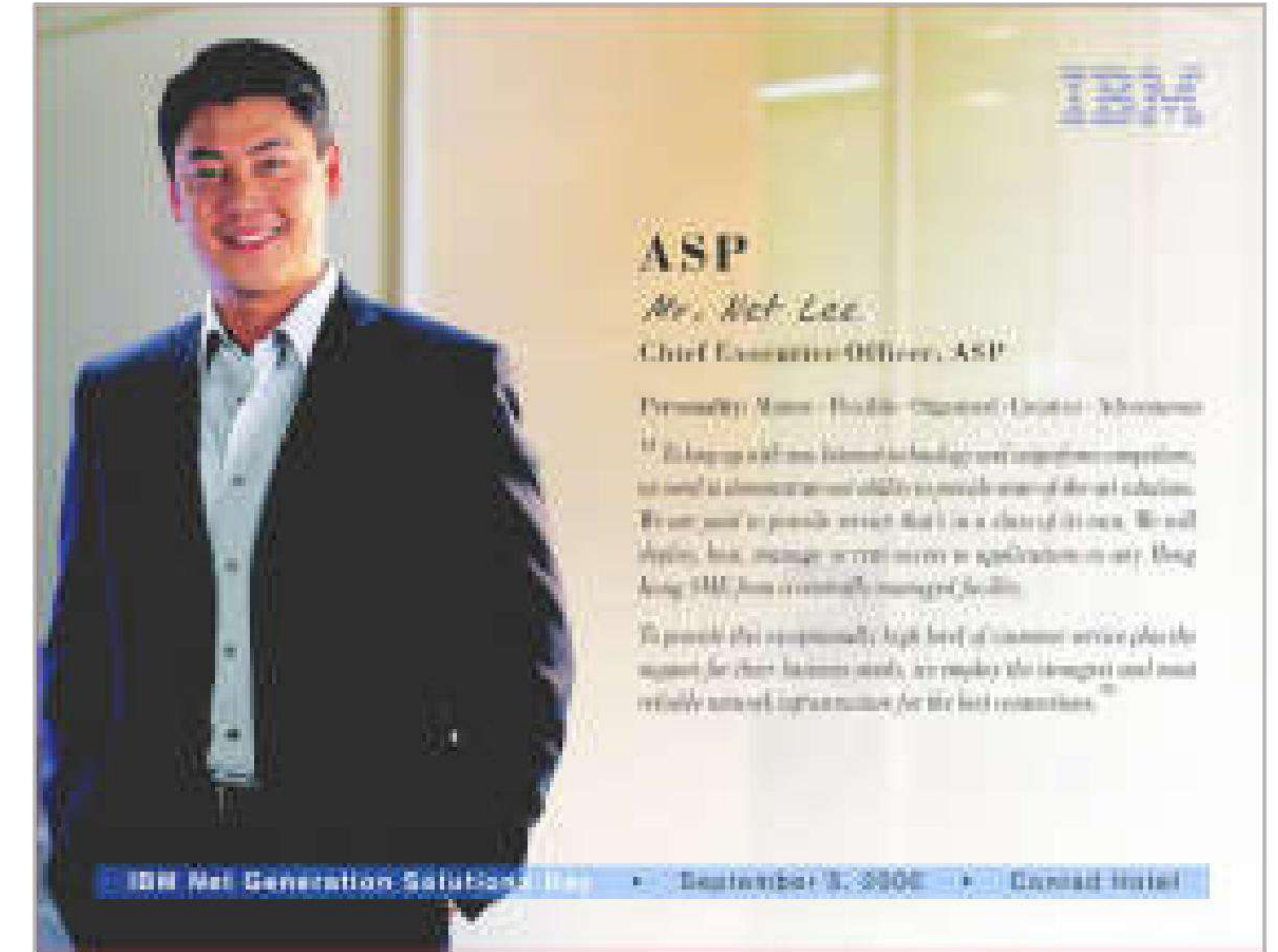
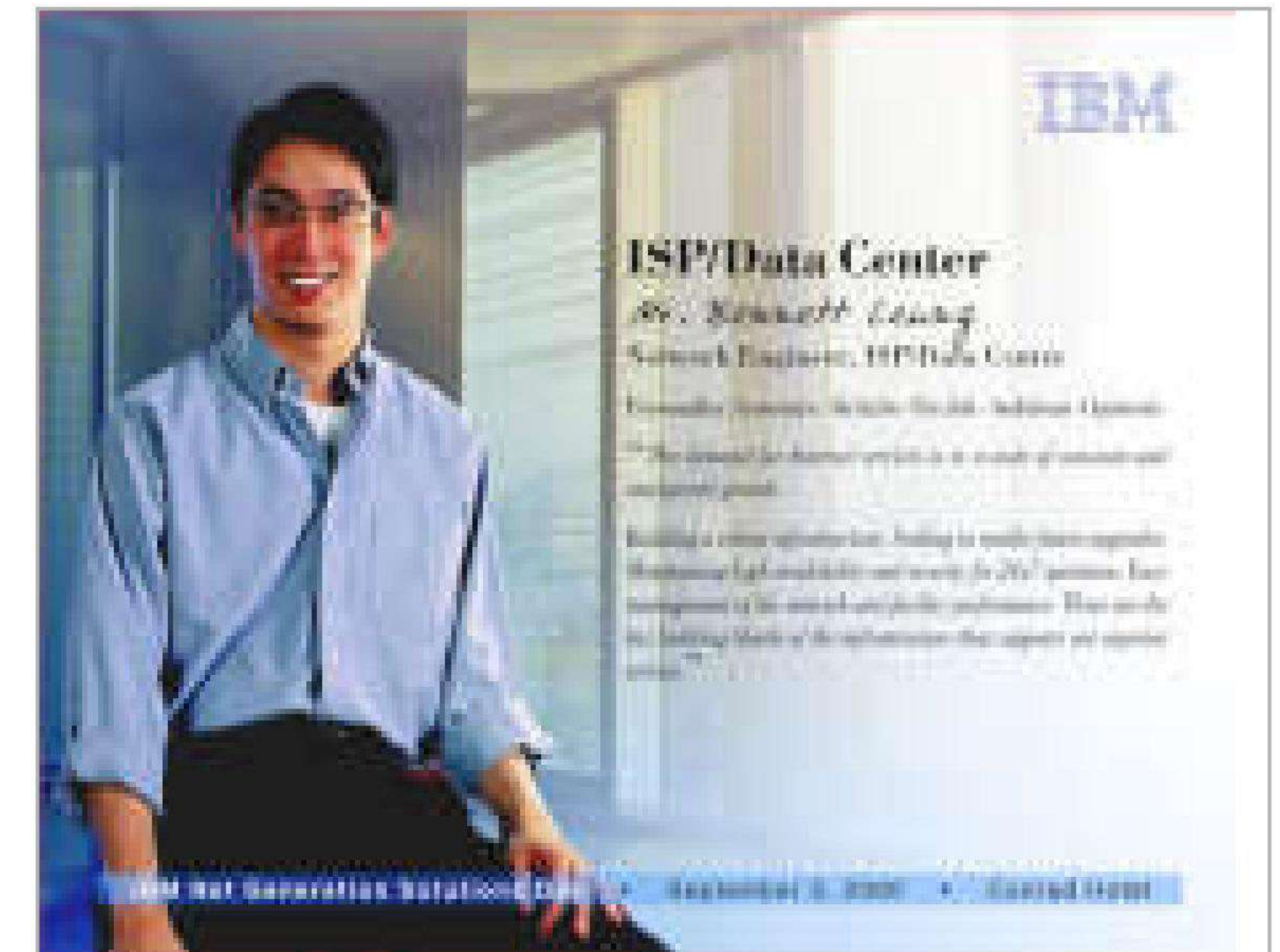
Project nature

Direct Mailer

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Print Production
- Management

IBM e-Generation Event DM



Client

IBM

Category

Information Technology

Campaign Title

Collaboration More for Less Event

Project nature

Direct Mailer

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Print Production
- Management

IBM Collaboration More for Less Event DM



Invitation Card - Cover

Client

IBM

Category

Information Technology

Campaign Title

Collaboration More for
Less Event

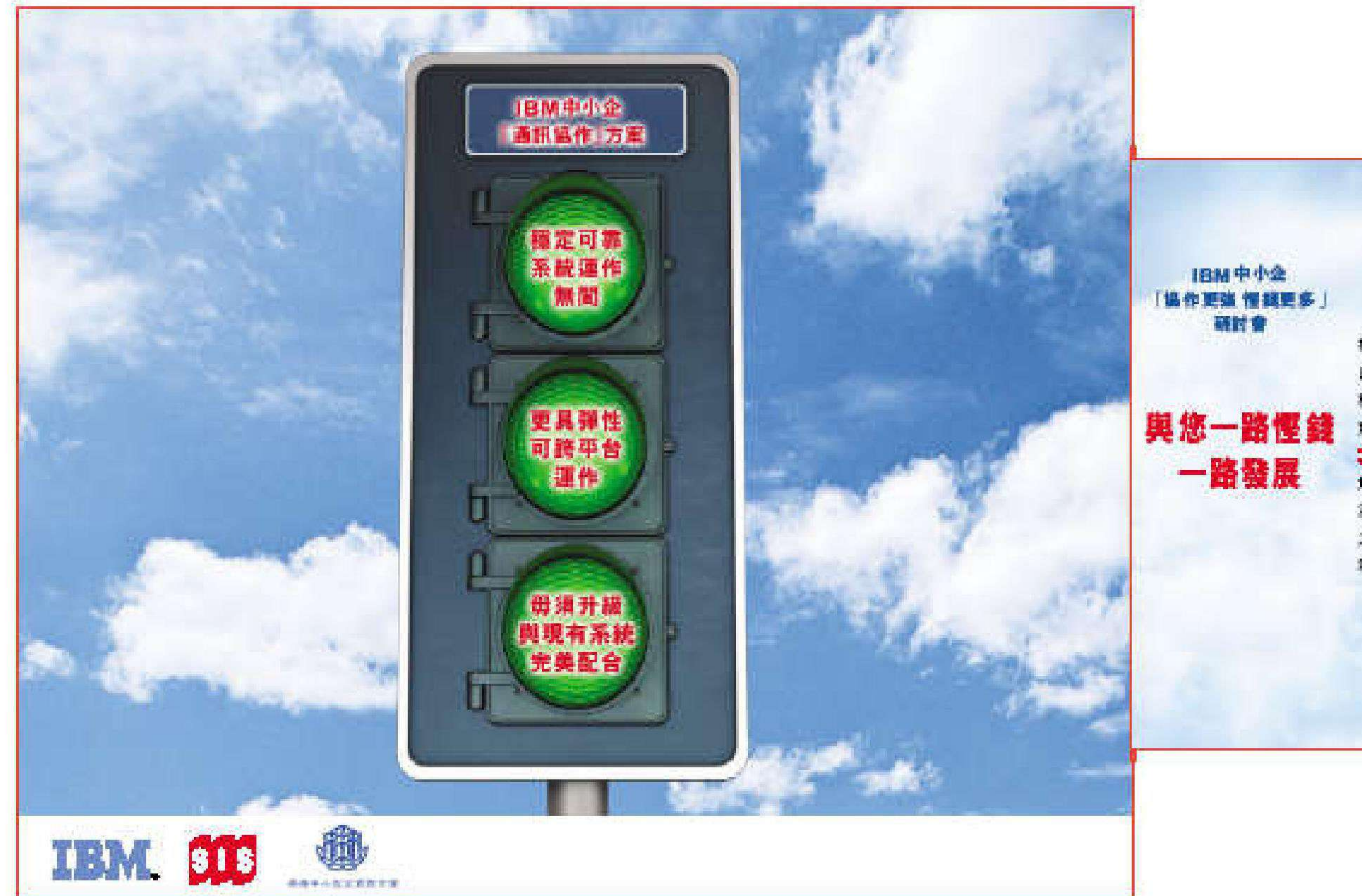
Project nature

Direct Mailer

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Print Production
- Management

IBM Collaboration More for Less Event DM



Invitation Card - Pull out

Event Management

IV. Custom-made Souvenir & Others

TRIFINITY

advertising and marketing

Client

ICBC

Category

Banking & Financing

Campaign Title

Laisee Pocket 2007

Project nature

Gifts/ Souvenirs

Tasks

Client request to develop a new Laisee Pocket with Chinese style without any use of canned photos or illustrations.

Agency's Roles

- . Creative Development
- . Illustration
- . Themeline writing
- . Print Production Management

ICBC Laisee Pocket 2007



Featuring Environmental
Protection Message on the
Backside

TRIFINITY

advertising and marketing

Client

ICBC

Category

Banking & Financing

Campaign Title

Laisee Pocket 2009

Project nature

Gifts/ Souvenirs

Tasks

Client received very positive feedback from consumer, and the design was reported by news, therefore, ICBC has requested to develop another version for 2009

Agency's Roles

- . Creative Development
- . Illustration
- . Themeline writing
- . Print Production Management

ICBC Laisee Pocket 2009



ICBC Laisee Pocket 2009
Creative Concept:
"Harmony of the 56 Races"

Client

ICBC

Category

Banking & Financing

Campaign Title

Laisee Pocket 2009

Project nature

Gifts/ Souvenirs

Tasks

Client received very positive feedback from consumer, and the design was reported by news, therefore, ICBC has requested to develop another version for 2009

Agency's Roles

- . Creative Development
- . Illustration
- . Themeline writing
- . Print Production
- Management

ICBC Souvenir for Gold Account Customers - Chinese New Year Candy Box



Client
ICBC

Category
Banking & Financing

Campaign Title
Laisee Pocket 2008

Project nature
Gifts/ Souvenirs

Tasks
Client received very positive feedback from consumer, and the design was reported by news, therefore, ICBC has requested to develop another version for 2008

Agency's Roles

- Creative Development
- Illustration
- Themeline writing
- Print Production Management

ICBC Laisee Pocket 2008



Packaging Box



TRIFINITY

advertising and marketing

Client

ICBC

Category

Banking and Financing

Campaign Title

Souvenir for Gold
Account Customer

Project nature

Gifts/ Souvenirs

Tasks

Client requested to develop a tailor-made souvenir by using the same approach of characters developed for Laisee Pocket 2007. Agency redeveloped the creative with four seasons message for a set of mugs as souvenir.

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Production Management

ICBC Souvenir for Gold Account Customers - A set of Mugs



Full set of Souvenir contains:

- Mugs x 4
- Greetings Cards
- Packaging Box, and
- Paper Bag



Client
ICBC

Category
Banking and Financing

Campaign Title
Souvenir for Gold
Account Customer

Project nature
Gifts/ Souvenirs

Tasks
Client requested to develop a tailor-made souvenir by using the same approach of characters developed for Laisee Pocket 2007. Agency redeveloped the creative with four seasons message for a sets of mug as souvenir.

Agency's Roles

- . Creative Development
- . Illustration
- . Copywriting
- . Production Management

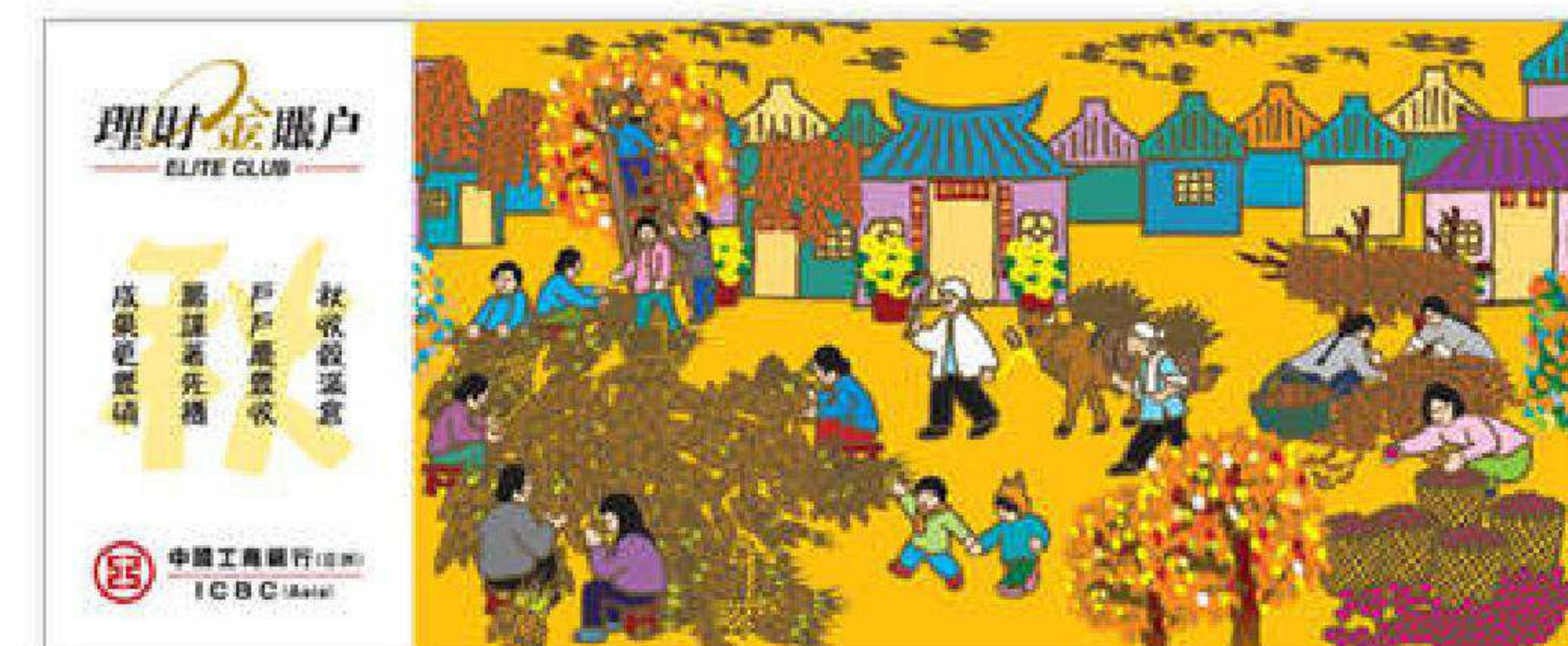
ICBC Souvenir for Gold Account Customers - Greetings Card and Illustrations



Spring



Summer



Autumn



Winter

THANK YOU

TRIFINITY
advertising & marketing