

+

RUDER FINN INTERACTIVE

RFI Asia is an AI-enabled consultancy providing communications, branding, digital marketing, and crisis management services.

WHERE
IQ MEETS
EQ

A NEW BREED OF FEARLESS CURIOSITY

From omnichannel campaigns, brand design, and content creation, to crisis management, AI experiences and corporate training, RFI offers a multitude of tailored solutions to enhance their clients' success.



Digital
Natives



Creative
Strategists



Marketing
Scientists



Advanced
Technologists



Anchoring creativity designed with user in mind, our solutions are simple and elegant, and built to scale based on real-time metrics that empower brands and enhance the consumer experience for business success.



BRAND

Build and communicate brand narratives in an immersive way so that audiences understand the Why.

- Innovation and Strategy
- Identity and Visual Systems
- Brand-building Solutions
- Crisis Consulting
- Brand-fuelled Experiences



DIGITAL

Enable companies today, for the world of tomorrow, by helping to digitalise businesses and drive transformation.

- Digital Evolution
- Performance Strategy
- eCommerce Solutions
- Customer Experience Design
- Development



MARKETING

Deliver a holistic approach to marketing, communications, and creative solutions to ensure brand impact along the consumer journey.

- Storytelling
- Omni-channel Marketing
- Digital Advertising
- Social Media Solutions
- Experiential Activation
- Content Creation



RESEARCH

Equip brands for action by connecting the dots with data-driven insight embedded into practical business solutions.

- Market Research
- Brand & Strategy Auditing
- Social Listening
- Data Modelling & Analytics
- ROI Attribution





SERVING AMBITIOUS BRANDS

BRANDS REIMAGINED

EDRINGTON

GLOBAL TRAVEL RETAIL

RFI partnered with Edrington GTR to build and implement a customer centric digital transformation strategy.

RFI started by doing a holistic and in-depth examination of the current state to surface current pain points and barriers that existed both internally and externally. This enabled us to gain a thorough understanding of the root causes that were preventing Edrington GTR from reaching their digital transformation goals.

Based on the findings and in close partnership with Edrington GTR, RFI developed a two-pronged strategy that would upskill, enable and empower each employee within the GTR organization. The first prong, Digital Foundations aimed to build internal digital maturity and remove information barriers. The second prong, CX Initiatives would build customer enablement processes and solve external pain points.



Scope of Work

- Stakeholder interviews
- Traveler pathway and landscape research
- Organizational systems mapping
- Customer journey mapping
- Workshop and training facilitation
- Design and development of global digital marketing campaigns



Deliverables

- Digital transformation strategy
- Digital marketing strategy
- Digital and Ecommerce playbooks
- Training and workshop development
- Global digital marketing campaign launches



THE MACALLAN

TRAVEL RETAIL

The Macallan Global Travel Retail (GTR) released their new Colour Collection range to key airports around the world, partnering with RFI to come up with an engaging retail activation & digital marketing strategy.

Challenges

- Capturing the attention of travellers in the bustling airport environment.
- COVID-19 has changed consumer behaviours: travellers are seeking more personalised & unique interactions with brands.
- Online shopping has gained prominence, challenging brands to develop omnichannel strategies that seamlessly integrate physical & digital experiences.

Scope of Work

- Augmented Reality (AR) experiences across omni-channel touch points with comprehensive 360 marketing strategy.
- Content strategy & development
- KOL strategy
- Paid media strategy
- Performance analytics & reporting

Results

Impressions

205M

AR visits

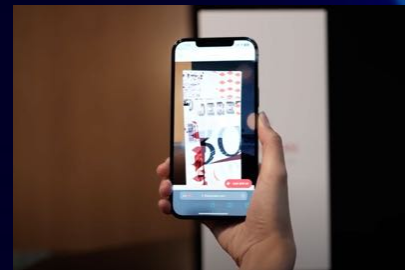
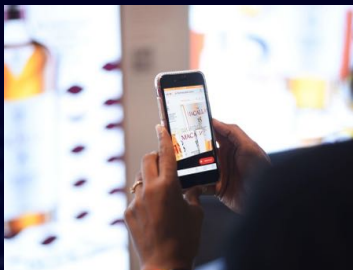
240.3K

Website visits

163.6K

Registrations

6,555



THE MACALLAN

HONG KONG

Without local social accounts, the client relies on other channels to reach their local audience. RFI was brought on-board as a consultant to continue building brand presence in Hong Kong, managing The Macallan HK's paid social channels, influencer marketing & brand ambassador account.

Objectives

- Increase brand and product awareness in Hong Kong
- Drive e-commerce traffic and sales to themacallan.com website
- Drive footfall to The Macallan Room in K11 Musea
- Drive event registration for local events
- Increase follower count & engagement on Brand Ambassador account

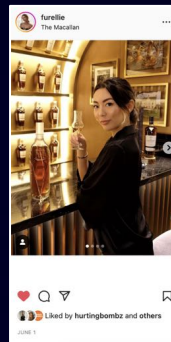
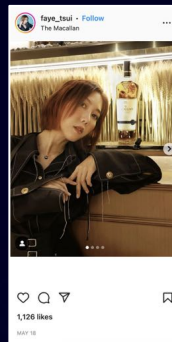
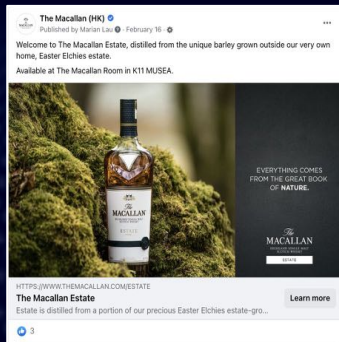
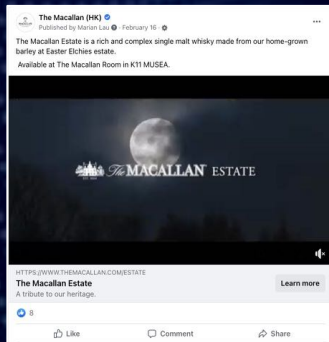
Scope of Work

- Strategic planning
- Media buy
- Content development
- KOL management
- Creative design

Reach
495K

Impressions
776K

Website visits
1288



THE MACALLAN COLOUR COLLECTION

Led The Macallan's global digital activation and digital marketing plans for the launch of their new travel retail core range, Colour Collection.



Insight

In the ever-evolving digital landscape, experiential marketing has emerged as a powerful strategy to create memorable, interactive connections between brands and consumers.

In the travel retail space, this approach takes on an even greater significance, as it offers an opportunity to engage globetrotters with immersive and interactive experiences.

Strategy

Our recent collaboration with The Macallan, a renowned single malt Scotch whisky producer, showcases how experiential marketing can be successfully deployed in a travel retail context.

Paired with a global digital marketing strategy that covered owned and paid channels across social media, paid media and influencer marketing, The Macallan successfully launched their new collection, exceeding their targets by over 174%.

Impressions
260.7M

Clicks & Engagement
1.96M

CRM Recruitment
10,331

THE PENINSULA HOTEL HONG KONG

Objectives

- Develop awareness of the brand targeting regional Asia-Pacific and global audiences
- Elevate the brand's social presence building brand value through high-quality channel engagement
- Launch social advertising to drive interest in the hotel and accelerate booking conversion

Strategy

- Invest in building community through each channel through proactive brand-to-fan interaction, fostering two-way communication via community engagement, and encourage user-generated content
- A/B testing campaigns to maximize platform tactics that bring the best results for engagement and conversion
- Match conversion objectives with the full range of social ad formats, including ongoing optimization in order to establish clear benchmarking for performance tracking
- Create "content you love" and "content you share" to maintain engagement and prevent dead fans

Increased fan count on
Instagram

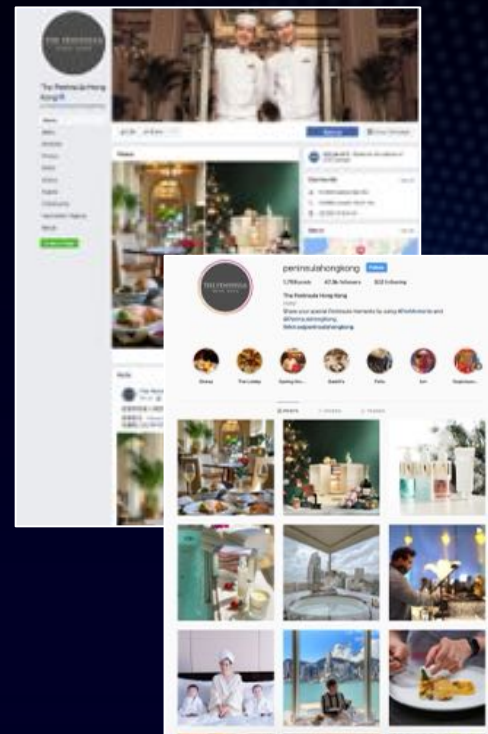
+29%

Average Facebook
engagement above
benchmark

>6.03%

Achieving record
high engagement
for the brand

>7.37%



HUBLOT (LVMH) HONG KONG

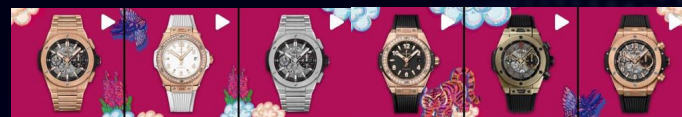
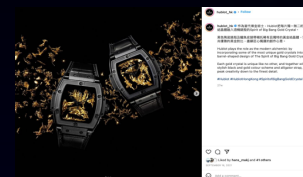
Gather and engage Hong Kong and Macau Hublot fans by creating social media content that showcases and strengthens the brand's core values. By building connections with local fans, RFI aims to increase the brand's awareness in Hong Kong & Macau market.

Objective

- Increase brand awareness in Hong Kong and Macau
- Engage local fans and expand fanbase with social media content showcasing brand values
- Strengthen #HublotLovesArt and #HublotLovesFootball, establishing Hublot's unique market position

Scope of Work

- Collaborating with Premier League, an FPL private Social media consultancy, strategy and execution planning
- Operations and content creation
- Community engagement:
https://www.instagram.com/hublot_hk



Highlights

- 2022 Chinese New Year Greetings
 - A 6-gif series of CNY greetings
- 2022 Fantasy Premier League
 - Collaboration with Premier League to create a mini-league in FPL to promote #HublotLovesFootball
 - Created a mini-site for giveaway contest registration
 - Pair with paid social strategy, the campaign resulted:

Impressions

2.1M

Visits

6338

Registrations

662



Partnering with Hong Kong's bank to humanise the brand and resonate with consumers, putting people first and celebrating the "unsung heroes" who embody the spirit of the bank.

Accumulated Reach

5.2M

Impressions

4.7M

Achieving record
high engagement
for the brand

10.59%



Insight

HSBC is a bedrock of Hong Kong's community, yet consumers typically only interact with the Relationship Manager.

Strategy

Connect with Hong Kongers on social media through an ongoing, modern interview series that uncovers the human stories behind the job, giving HSBC employees the opportunity to demonstrate their collective passion through narratives about their personal motivations and values.

HSBC #ThisIsMyCNY

Partnered with HSBC to reconnect and resonate with local millennials, to regain its market position as Hong Kong's bank.

Within one week, **over one-third** of Hong Kong's entire internet audience was touched by this campaign.

Insight

One of the most important holidays of the year is often a battlefield between the generations.

Young people are perceived as having a careless outlook towards traditions, but insight tells us they care a lot, they just have different ways of showing it.

Strategy

Be where the fans really are on Facebook and Instagram – leveraging 'Stories' to deliver a five-part 'Docu-Series' following the life of a typical millennial in the days leading up to CNY.

This series aimed to send a powerful and authentic message of positive reinforcement to social media audiences and help bridge the generation gap in Hong Kong.

Accumulated Reach

2.7M

Full Video Views

157K

Post Engagements

77K



HSBC LIFE HONG KONG

Strategy

Raise awareness of the rise of the “modern family” in Hong Kong. An underrepresented, yet powerful segment that can bring about inclusion but also appeal to a mass audience, celebrating families breaking through traditional barriers.

Stories of real people, sharing their perspective and socially sensitive topics, to inspire the Millennial audience to be bold and confident, letting nothing get in their way of protecting the people who matter most in their lives.

Execution

Episodic content series featuring real people from varying family dynamics: a same-sex couple, a mother and her adopted son, a single grandmother and her only granddaughter, and a heterosexual long-term couple refusing the construct of traditional marriage.



Accumulated reach

1.2M

Organic reach

200K

Impressions

2.8M

Engagement

9.55%

HSBC LIFE HK

Well+ Gift Me Fridays Campaign

Objective

During the Chinese New Year, HSBC would like to reward their clients by giving away prizes, including the iPhone 15 Pro as the grand prize. Through a lucky draw, they aim to encourage customers to download the Well+ app and discover various tips for improving their body, mind, and finances.

Strategy

To effectively engage and inspire customers, besides announcing the lucky draw featuring the grand prize, we have created a series of inspirational content with a timely theme of New Year's resolutions. The content is closely aligned with the resolutions commonly made by Hong Kong residents, highlighting how Well+ can assist them in achieving their goals while giving them a chance to win an iPhone 15 Pro.



HSBC LIFE HK

HSBC TravelSurance

Objective

During the Easter period, which is the peak season for travel, HSBC aims to encourage people to purchase HSBC TravelSurance by promoting their discount offer.

Strategy

To raise awareness, we utilize HSBC's mascot, Stephen & Stitt, in illustrations portraying them as the Master of Travel (旅遊大獅) to provide advice to all travelers. In addition to creating a festive version to align with the Easter season, we have also developed a generic version for ongoing promotions after Easter ends.

出國尋寶，記得買滙豐旅遊保！



「多程旅遊萬全保」 單次「旅遊萬全保」
 可享首年保費7折* 可享保費85折*
 及港幣100元超市禮券*

*優惠受條款及細則約束，請參閱有關產品用戶須知及保單條款。

旅遊大「獅」提醒你
 出發前，記得買滙豐旅遊保！



「多程旅遊萬全保」 單次「旅遊萬全保」
 可享首年保費7折* 可享保費85折*

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SAU LEE

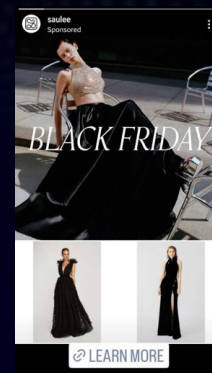
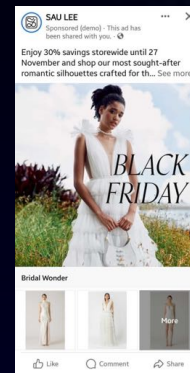
With aspirations to captivate a global audience, SAU LEE, the swiftly rising fashion brand based in Hong Kong, has joined forces with RFI to refine its digital marketing strategy and executions.

Objectives

- Enhance SAU LEE's marketing efficiency for optimal ad spend returns
- Elevate performance marketing to amplify traffic and conversions
- Track trending topics and keywords to align advertising strategies
- Craft tailored eDMs to foster increased engagement with a global audience

Scope of Work

- Performance marketing strategy
- Media planning and buying: Meta & Google SEM + PMAX
- SEM keyword research
- Email marketing optimisation



Results (Sep – Nov 2023):

Impressions	Website visits	Purchases	ROAS
4.4M	159.9K	731	10.38
Increase in Purchases	Increase in ROAS	Increase in sales revenue	
+40%	+85%	+50%	

MARRIOTT INTERNATIONAL APAC

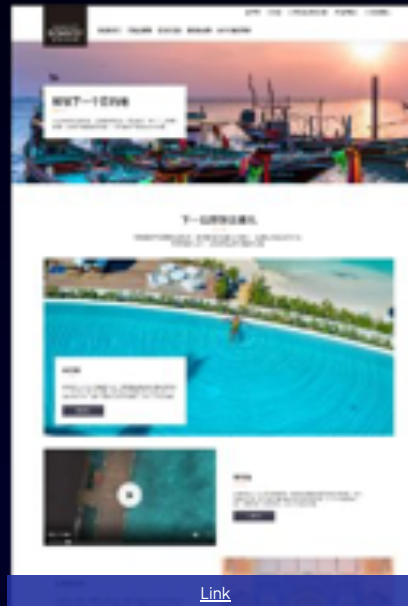
Consolidate web presence to a single Marriott.com domain to ensure better cohesive user experience, simplifying the user journey and improve long-term tracking to optimize web performance.

Scope of Work

- Oversee content migration as project lead coordinating internal parties (Brand, Digital Platform & Legal team) to develop and deliver migration plan.
- Analyze past performance insight to map out new site layout for homepage and destination pages.
- Implement and manage new content development based on ongoing content performance analysis.
- Evaluate and adapt existing content against APAC guidelines (destination and property) per destination in phases.



ORIGINAL



NEW



MARRIOTT INTERNATIONAL GLOBAL

Objectives

- Develop and execute a more comprehensive social media strategy that will help build brand
- Drive consideration of the loyalty program as well as the luxury and premium hotels within the Marriott group across Asia-Pacific

Strategy

- Devise social media strategy (Facebook + Instagram/LINE/Kakao/YouTube) for both regional and local market zones
- Develop brand-building programs (e.g. Mr. Men & Little Miss summer campaign)
- Ongoing content strategy and planning to meet Marriott Bonvoy brand-building, promotional campaign, and hotel/restaurant launch objectives
- Prototype new social media executions (e.g. Facebook Live) to help test & learn new ways to leverage social media platforms to increase engagement + package executions into toolkits for local market adaptations
- Source relevant KOLs for campaigns and manage execution
- Management of the Marriott Bonvoy Asia-Pacific Facebook page + India and Australia country pages

Uptake in business value from social media

+30%

Record highest Engagement above benchmark

18.25%

Increased annual organic reach incorporating stories

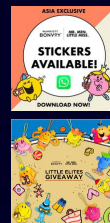
150K+



MARRIOTT INTERNATIONAL GLOBAL

Strategy

- Segment target audiences by motivation to position Marriott Bonvoy as more than a loyalty programme but a "good travel" lifestyle programme in order to give credence to the brand name among members and non-members through its benefits.
- Partner with destination properties in Asia to plan custom itineraries for "money-can't-buy" ways to experience to Mr. Men and Little Miss.
- Leverage Instant Experiences, Stories and Slideshow ad formats on Facebook and Instagram as well as IG Stickers, engaging regional KOLs as main characters in "Best Summer Vacation Ever" content stories to raise awareness of the collaboration and participating hotels.
- Engage social media fans with UGC-driven giveaway challenges hosted by KOLs to reward participation and drive social sharing.



Positive mentions with sentiment

96%

Total reach

5.5M

Exceeding KPI on reach for IG stories

11x

Highest total engagement

17.78

Sticker views

16.4M



DAH SING BANK

時與刻 觸手可得 **Every Moment within Reach**

Partnered with Dah Sing Bank in a full-scale revamp of the bank's image, bringing through a fresh, more energetic side of the brand to connect and resonate with digital audiences.

This involved devising a new narrative for the bank's digital enhancements as well as upgrading their digital touchpoints to imbue consistent experience with the brand's new look.

Brand Recall
83%

Likeability
91%



Great impact on awareness, consideration and imagery.

— Brand Health Study

The Dawn of a Digital Brand

- Workshopped with the bank's stakeholders to refresh the corporate brand's ethos, unearthing authentic USPs building the recipe for the digital brand strategy.
- Defined a new positioning with clear value propositions.
- Built a brand platform that anchors each of its segmented businesses, then launched a full-funnel advertising campaign in Hong Kong.

An Image of Digital With a New Sound

- Introduced a new language for the bank to communicate with audiences in a fresh "you come first" approach
- Developed the bank's first official digital persona coinciding with the full online revamp of its eBanking and mobile banking platforms
- Developed official tone of voice and new image guidelines for each of the bank's segmented businesses

Surge in Search

376%

Accumulated Video View

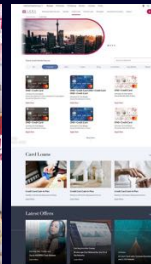
31M+

Social Media Engagements

160K



[Link](#)



[Link](#)

DAH SING BANK

幫您度到盡

Everyone needs a genuine, reliable partner in their life to give them a helping hand in their time of need, whether that be family, friends, or a trusted banking partner. In a set of TVCs that aim to convey the message that DSB is more than just a regular bank, but a trusted partner, RFI collaborated with Master Qi (七師傅), communicating the message the DSB will help their customers 度到盡, providing flexibility and customisable financial support to help their customers achieve the most important matters in life.

More than just a bank

- Having Master Qi (七師傅) who has a kind and genuine image amongst most Hong Kongers, be the face of this campaign, we successfully brought people closer to the bank, creating a more local and friendly image for the brand.
- Creating a linkage between Master Qi and DSB's "幫您度到盡" attitude - Master Qi always gives the best advice to people with her expertise in geomancy and DSB providing the best loan plans for people from different walks of life trying to achieve their life goals.

Scope

- Content strategy
- Content creation and production (TVC, print, social media content, OOH)



Result

Accumulated Video View

411K+

EQUITIESFIRST

EquitiesFirst a global financier with an innovative solution to overcome the challenges of traditional challenging.

Tackling Misaligned Brand Identity, Positioning, and Perception

As the business continues to grow, EquitiesFirst faced numerous brand obstacles and inconsistencies that impede the brand becoming a fully realized global entity, including how to disassociate itself from negative stigma in the industry attached to lending.

RFI partnered with EquitiesFirst in a full-scale global brand initiative, from research and strategy to rebuild the corporate identity to developing new brand assets and readying the business for relaunch.

Creation Not a Transformation

Drawing from key stakeholders and audiences around the world to uncover reputation gaps and messaging inconsistencies as well as brand opportunities, in order to define a globally distinct position to create a long-lasting brand that is more than just a business.

A New Financing Experience

Defining a global brand strategy and robust customer experience journey with a clarified mission: We're here to enable asset owners to overcome the limitations of traditional financing, with efficient access to capital, so they can progress with peace of mind and realize their ambitions. Establishing the EquitiesFirst as thought-leader and innovative solution that's challenging traditional financing.

Fully Realized Global Brand

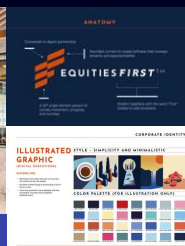
Introducing a global brand voice with a new visual identity to bring to life the brand's unique philosophy about partnership, its progressive attitude, and its genuine purpose. Designing a powerful relaunch starting with a global orientation by executive leadership followed by an internal communications program running change management, and then building momentum with revamped touchpoints and sales & marketing collateral.

SCOPE OF WORK: Reputation audit | Strategy workshop | Branding development | Global roll-out program

DELIVERABLES: Global brand strategy and messaging | Robust customer journey | Corporate identity & guidelines | Global Communication Plan | Launch Campaign



[Brand Video](#)



TAKE2 HEALTH

Take2 is a healthtech startup bringing to Asia advanced genomics solutions designed to empower people and affect the positive change in their lives.

Manifesting a Powerful Impression

Healthtech is a rising industry set to transform the way people take control of their health, which is also saturated with many new players seeking to become the leader. Despite a solid methodology and business plan, Take2 did not have a distinct brand, lacking a powerful positioning to distinguish its mission.

RFI partnered with Take2 to create its brand and bring the brand to life with comprehensive corporate and retail identities, including messaging and visual system.

Genomics can Change Lives

A two-part discovery process that involved a deep dive into the priorities and expectations of key stakeholders and consumer & competitor analysis. This unearthed how building the brand can bring its business strategy to life, driven by the demands and dynamics of the marketplace.

A New Era of Healthcare Innovation

Mapping values, emotions and ambitions to conceive a unique expression that coincides with the existing psychology of the brand, to produce a roadmap for creating the brand and defining a clear directive: **An age of progress, where people have access to effective healthcare solutions and are confident to create new health realities, empowered by learning, insights, and experience.**

Credible Visual Identity

Designing a modern, sophisticated, and trustworthy visual identity to ensure a positive brand impression, with sufficient flexibility and range to enable the brand to grow its brand portfolio of existing and future retail offerings.

SCOPE OF WORK: Market analysis | Stakeholder interviews | Strategy workshop | Branding development

DELIVERABLES: Brand DNA | Brand story | Corporate identity



CLP SMART ENERGY CONNECT

Smart Energy Connect by CLP's innovation group is Asia's first nexus for energy innovation and solutions.

Seeking Clarity and Distinguishing Sense of Purpose

As a new addition to the CLP offering, Smart Energy Connect faced the challenges of lacking a clear definition of the relationship with CLP's traditional businesses, without a consistent defined purpose and mission as well as undefined brand identity and value propositions.

RFI partnered with CLP to develop a comprehensive brand strategy through research, analysis and strategy workshops.

A Nexus of Resources and Minds

A series of deep-dive workshops with CLP's key stakeholders, technologists and developers to unearth a unique positioning: **As pioneers, we're at the forefront of change and everything we do is a manifestation of this. We've created a nexus, of resources and minds, that bridge and enable users to collaborate and overcome challenges in a manner that was never before possible.**

Sustainability Powered by Energy

Leveraging CLP's brand equity to empower SEC's distinct mission and value proposition that resonates with stakeholders, customers and partners: Energy is just the beginning. Where enterprise meets expertise, and innovation is made simple, empowering minds to make "sustainability^{Enn}" a reality.

Brand Launch

Creating a new brand fit for the modern world with a distinct corporate identity and marketing strategy ready for regional roll out.

SCOPE OF WORK: Stakeholder Interviews | Strategy Workshops | Branding Development | Communications and Launch Strategy
DELIVERABLES: Brand DNA | New brand positioning | Distinct brand persona and tone of voice | Branding guidelines, sales kit, marketing materials



ORBIS

Orbis International is a global non-profit organization dedicated to saving sight worldwide.

RFI partnered with Orbis to conduct a comprehensive global brand perception study to kick off implementation of their new global strategic plan, analysing the US, UK, Canada, Hong Kong, and Singapore as key markets.

GLOBAL BRAND AUDIT & MEASUREMENT FRAMEWORK

Brand dimensions measured via qual & quant consumer research

- Recognition
- Memorability
- Distinction
- Favor
- Preference
- Loyalty

CONSUMER PERCEPTION RESEARCH ON GLOBAL ORBIS BRAND

Key audiences in each market:

- Internal Orbis staff (brand owners)
- Existing Orbis supporters
- Addressable audience in general population

DEFINITIVE BRAND INTELLIGENCE

Results:

1. Brand strengths in each market
2. Localised brand improvement areas
3. Long-term brand measurement framework
4. Actionable insights for global communications strategy



CLPe SOLUTIONS

CLPe Solutions is an end-to-end energy solutions provider aiming to bring sustainability within reach for Hong Kong.

Reimagining a Classic Brand

As a subsidiary of a legacy holding company, with entrenched brand equity in the region, CLP Engineering needed a comprehensive and bespoke brand overhaul to develop a unique and independent positioning in today's energy marketplace.

RFI partnered with CLPe to evaluate and deconstruct the brand, enabling us to rebuild its image as CLPe with a fresh narrative for its renewed business strategy as total solutions consultancy and provider. This manifested itself in an entirely new brand strategy and new corporate identity.

Evaluating the Landscape and Stakeholders

Comprehensive market and competitor analysis to best understand how to uniquely position and brand CLPe to further develop their business model. Stakeholder interviews to define and clarify where internal misalignment existed around the brand story and its relation to the parent brand CLP.

Uncovering a Multi-dimensional Strategy

Discerning the new brand strategy so that CLPe presented itself as multi-dimensional, not just as a contractor but as a consultant: A total solution, meaning that their services include consultation, tailored approached and services, installation, maintenance, and post-sale support.

A New Master Narrative for a Total Solutions Provider

Crafting a Master Communications Manual to work as a set of brand credentials that articulated the "Why", "How", and "What" for the new look CLPe Solutions. A supporting set of content - including brand sales kit and brochure - also shifted the perception and helped target audience understand the full capabilities of the newly revamped brand.

SCOPE OF WORK: Brand Audit | Strategy Workshops | Branding Development | Communications Strategy

DELIVERABLES: Brand DNA | New brand positioning | Distinct brand persona and tone of voice | Branding guidelines, sales kit, marketing materials



CLPe
 SOLUTIONS
 中電源動

CLP DOME0

Domeo by CLP is set to be Hong Kong's largest rewards program and marketplace for smart home solutions.

Aligning Priorities in Order to Set a Course for a Clear Brand Direction

A new and experimental business line for CLP, originally named 'Home Concierge', Domeo's purpose and mission were unclear, influenced by too many stakeholders who disagree on the role Domeo plays as a new addition to the Group's business portfolio as well as part of a new narrative to drive brand equity for CLP.

RFI partnered with CLP to help solve the internal misalignment and develop a powerful identity fit for their first retail brand.

Sustainability Starts at Home

A two-pronged approach involving one-on-one interviews and group workshop among the key stakeholders to tackle the misaligned vision of the brand and align expectations. Setting clear priorities, birthing a new purpose: **Sustainability starts at home.** Committing to a future where lives are made better by harnessing the collective power.

A Brighter Home Way of Life

Articulating a distinct brand strategy around a clear mission of "**Rewarding energy efficiency with smarter home solutions for a brighter home way of life.**" Distilling Domeo into simplified value propositions that uplift the CLP brand by building a new ecosystem that advocates energy sustainability and innovation.

A Refreshing and Relatable Identity for Consumers

An original solution for the market deserved an original identity. In its name, 'dom' from the Latin root meaning "home", 'e' refers to the uncapped potential of energy from CLP's expertise, experience and excellence, and 'o' refers to CLP's commitment to a net-zero future. In Chinese, leveraging duality to convey electricity, ubiquity, desire and rewards.

SCOPE OF WORK: Market analysis | Stakeholder interviews | Strategy workshop | Branding development

DELIVERABLES: Brand DNA (purpose, perspectives, principles) | Brand story | Corporate identity | Branding guidelines

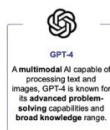


CLP AI TRAINING



Introduction to Generative AI

Generative AI is a transformative technology that enables the creation of new, original content by learning from vast datasets. It has the potential to revolutionize various industries, including corporate communications, by automating and enhancing creative processes.



CLP © RFI

Deep Dive into Generative AI Application

Key Features and Capabilities



Case Studies: Success Stories and Best Practices



Implementation

- Integrated Microsoft Copilot into their SEO strategies and workflows.

Outcome

- Streamlined content creation process for SEO-optimized content.
- Improved data management and analysis for SEO efforts.
- Boosted overall digital performance and productivity.



Implementation

- Integrated Microsoft Copilot and generative AI technologies into their business.

Outcome

- Improved productivity.
- Streamlined processes.
- Enhanced personalized customer experiences.
- Propelled towards greater innovation and success.



Implementation

- Integrated Copilot directly into their Dynamics 365 CRM system.

Outcome

- Improved efficiency in content creation and delivery processes.
- Enabled faster and easier creation of high-quality content.
- Facilitated delivering cohesive and consistent customer experiences.
- Brought together customer data and key capabilities into a single solution.

CLP © RFI

Objectives

- Provide an understanding of generative AI's role in modern corporate communications.
- Explore leading AI tools including Copilot and Claude, and innovative tools including Suno.
- Facilitate participants to apply AI in creating, personalising and analysing content to elevate CLP's communication strategy.

Workshop Delivery

- Overview of Generative AI and its transformative potential in corporate communications.
- Detailed examination of Microsoft Copilot, GPT-4, and Claude-3 Opus, focusing on their capabilities and applications to CLP employees.
- Hands-on sessions demonstrating AI-assisted copywriting, content personalization, and report generation.

AVÈNE

Eau Thermale Avène is a dermo-cosmetic brand under French pharmaceutical company, Pierre Fabre Laboratories.

Avène saw an increase in their sales due to diversification in their marketing strategy but was unable to attribute which aspects were driving the greatest impact.

RFI helped Avène gain more visibility into the performance and effectiveness of their digital marketing efforts.

Measuring and Evaluating Avène's Business

Gaining visibility into Avène's marketing audience, channels, and spend

Consumer Journey Mapping

Focus group discussions to supplement the brand's understanding of purchase decisions for customers & non-customers, paired with social listening to identify conversion drivers & inhibitors.



Digital Marketing Audit

Data analysis on Avène's digital media channels, including social media and digital advertising to measure and optimize content, engagement, and advertising efficiency.



Business Intelligence Data

Analysis to measure the relationship between marketing expenditure and product sales to understand the effectiveness of Avène's marketing campaigns, identifying which advertising performance indicators had the strongest relationship to sales.



BUCCELLATI HONG KONG

Reinforce Buccellati's image as a top jewelry house with timeless aesthetic and exquisite craftsmanship.

Scope of Work

- Build long-term relationships with key media to boost Buccellati's reputation amongst existing jewelry houses.
- Hold boutique opening events, media activities and develop social media campaigns to maximize brand exposure using an integrated approach.
- Drive visits to Buccellati boutiques.
- Organized executive interviews for Buccellati family members to position the brand as a symbol of Italian heritage.
- Engaged in on-going proactive media outreach, press release distribution, KOL collaborations and building of key relationships to share Buccellati's stories and strengthen brand awareness.
- Developed social media campaigns during boutique openings and the festive season.
- Initiated celebrity seeding during main fashion and cultural events, such as Couture Fashion Week.

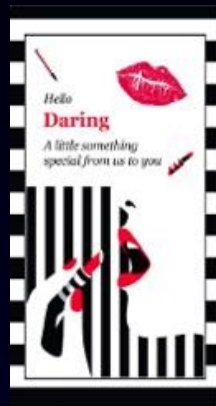


SEPHORA HONG KONG

A beauty quiz was launched and promoted about the store opening to draw public attention.

People could play the quiz simply by entering their emails. The quiz result offered a specific Lip Print, paired with fun and cheeky, yet positive commentary + general beauty tips. To drive people joining the store opening, participants could also get custom QR codes for redeeming gifts in store.

1,070 QR codes were prepared and sent to customers' registered emails automatically. Customers could then scan the QR codes at the beauty machine in store to get the special gifts.

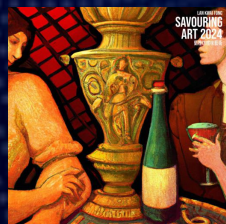


Scope of Work

- O2O strategy
- Content development
- Creative design



LKF GROUP



Objectives

During Hong Kong Art Month in March, the Lan Kwai Fong Group organized the Savouring Art campaign. As part of this campaign, various artists were invited to create wall art on the streets within the Lan Kwai Fong area. The goal was to engage audiences and entice them to visit.

Strategy

To further enhance audience engagement and generate excitement, we developed a campaign page that enables people to generate AI-generated images incorporating elements related to Lan Kwai Fong. Users can download the image and receive a coupon by providing their contact information. Additionally, they are encouraged to share their own generated images to amplify the campaign's reach.

LONGINES CHINA

Luxury Swiss watchmaker, Longines, announced their new brand ambassador, Zhao Liying, to leverage the brand's image of elegance.

This ambassador announcement occurred alongside the Longines' 185th anniversary event – an exhibition in Taimiao, Beijing. The anniversary campaign and the celebrity endorsement aimed to promote the brand's new product collection.

Scope of Work

- Organized the digital campaign surrounding both the 185th anniversary event and the celebrity endorsement.
- Created video productions for the event and the new product line.
- Coordinated KOL campaigns to enhance the digital impressions for the event.

KOL Impressions

22M

Page Reads
Campaign

95.9M

Page Reads
Celebrity Endorsement

200M



LONGINES CHINA

WeChat Strategy & Management

- Longines WeChat service account functions more than a brand content provider but a multi-functional social platform to serve the followers throughout the end-to-end consumer journey.
- WeChat Functions includes POS QR Code System, LBS Locator, Online Consumer Service and Social CRM Programs.

Followers increased by

400%

Article PV
increased by

300%

Avg. open rate

14%



LONGINES CHINA



E-commerce

linked to official online boutique



LBS Locator

to locate the nearest official retailers and service centers



Online Consumer Service

to ensure a timely communication



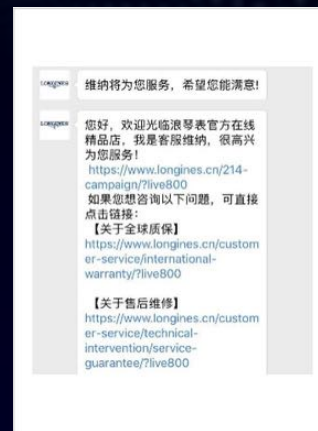
Production Filter

to recommend appropriate watches



FAQ

to complement the after-sales service



Mini Program

to integrate the product recommendation and FAQ

LONGINES CHINA

Love Campaign

- Reinforce the brand slogan “浪漫一生,琴瑟和谐” and make Longines couple watches the top gift choice for lovers at the Chinese Valentine’s Day.
- Drive traffic to Longines EC and offline stores to increase sales.
- Build and strengthen the emotional bonding with consumers.

Strategy

- Create and distribute 3 short films separately starred by 3 Longines Brand Ambassadors Eddie Peng, Chiling Lin and Zhao Liying to continually present the brand’s ELEGANT ATTITUDE to love from 2016 to 2018 and highlight the couple watches.
- Leverage the social KOLs and influencers to maximize the social buzz.
- Create H5 mini-sites to increase the engagement of consumers.

Total readership of
Weibo Topic

357M+

Total engagement of
Weibo Topic

600K+

PV of Videos

3M+



LONGINES CHINA

Global Champion Tour

- Promote the Longines Global Champions Tour Shanghai.
- Highlight the long-term cooperation and the shared spirit of Elegance between Longines and equestrian sport.

Strategy

- Plan and deliver a 2hr live streaming with programs including celebrities red carpet ceremony, Longines booth visiting, followers interaction with incentives, celebrities equestrian experience, and interaction between the Ambassador and Longines management.
- Establish Weibo followers groups to increase social engagement.
- Create and distribute a 1-min animation to introduce the rules of show jumping and highlight the elegant spirit of equestrian sport.
- Invite 80 media to watch the show jumping competition onsite.

Live Streaming PV

12.6M+

Weibo Hashtag PV

150M+

Weibo Hashtag
Comments

248K+



VAN CLEEF & ARPELS CHINA

Elaborate the philosophy of Van Cleef of Arpels(VCA) Poetry of Time(POT), introduce Watch collection and drive online and offline traffic to Poetry of Time Event.

Scope of Work

- Invited 33 top tier KOLs across different categories of watch and jewelry, fashion, lifestyle, art & culture to attend offline event and create high-quality content, generating social buzz on WeChat, Weibo and RED.
- Collaborated with the internationally renowned artist Tango to create a series of countdown illustrations and published them on Sina Weibo, driving online traffic to offline event.
- Collaborated with the artist Tango and the famous stylist Chunzi to hold offline activities at event venue.

Clipping No

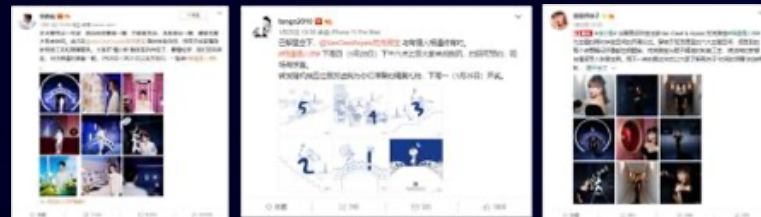
148

Impression

46.4M

Engagement

148K



PORSCHE APAC

PCCA (Porsche Carrera Cup Asia) is the premier sports car racing event series in the Asia Pacific and is dedicated to promoting Porsche motorsport culture in the area.

Since 2017, as the digital agency of record for PCCA, RFI has been managing all of PCCA's social media accounts including WeChat, Weibo, Facebook, Twitter and Instagram. RFI is responsible for innovative copywriting, visual design and back-end system development.

Scope of Work

- Invited 33 top tier KOLs across different categories of watch and jewelry, fashion, lifestyle, art & culture to attend offline event and create high-quality content, generating social buzz on WeChat, Weibo and RED.
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PORSCHE APAC

2021 marks the 20th anniversary of Porsche China. In order to commemorate and spread the brand history, RFI helped the client create and produce a creative media CNY greeting card, as well as an immersive interactive Wechat mini program.

The CNY greeting card showed vivid presentation of the big events through the 20 years in three-dimensional and dynamic display, and the interactive H5 provided the interactive experience via the history flashback, inviting media friends to create content, upload photos and generate customized posters to stimulate sharing and expand the volume of the 20th anniversary communication.

Scope of Work

- Strategic planning
- Social media management
- Content development
- Creative design



AUDI APAC

RFI managed all the digital platforms for Audi R8 LMS Cup in the APAC region, including WeChat, Weibo, Facebook, Twitter, Instagram and their website.

Stories were developed in both Chinese and English and catered to each platform's audience, maximizing the effectiveness of message delivery.

During the racing season, the team also worked on events and engagement with fans on the racing field.



Scope of Work

- Strategic planning
- Social media management
- Content development
- KOL management
- Creative design

HENNESSY CHINA

From June to December 2019, as part of Hennessy's "Rediscovering Chinese Taste" series of events, RF assisted the client in planning the "Food Lab" campaign, aiming to strengthen the brand image of localization and expand the consumption scenes and consumer groups.

Through WeChat ads, WeChat articles, voting H5, celebrities' & KOLs' social media releasing, Jingdong/Dianping promotion and other forms of communication, combined with media release and events, the campaign greatly promoted online and offline sales. In collaboration with 6 celebrity chefs, three food and wine themed menus were presented in the form of video which enhanced the brand's influence among young consumers and the catering industry.



Scope of Work

- Strategic planning
- Social media management
- Content development
- KOL management
- Media buy
- Creative design

Results

The campaign reached hundreds of millions people on social media platforms. The number of followers recruited for WeChat account by WeChat ads increased a lot compared to 2018. The single-day sales reached a new record on Jingdong. The promotion sets on Dianping helped increase the average daily sales. And the campaign became a hot topic in the industry.

NESCAFE CHINA

In late 2021, Nestle wanted to reposition Nescafe Gold as a younger brand and to create buzz and discussion among younger.

RFI built different personas for the 4 product lines and invited 4 young idols to represent each line. By creating immersive advertising and designing limited gift boxes, a game-like experience was created for consumers.



Scope of Work

- Strategic planning
- Social media management
- Content development
- Creative design

Results

Campaign generated more than 100 million impressions hundreds of fans recreation works, and all gift boxes were sold-out within days after the campaign was launched. Brand e-commerce store saw a sharp rise of traffic by younger consumers, and the Gold product line also achieved a significant rise in market share during the campaign.

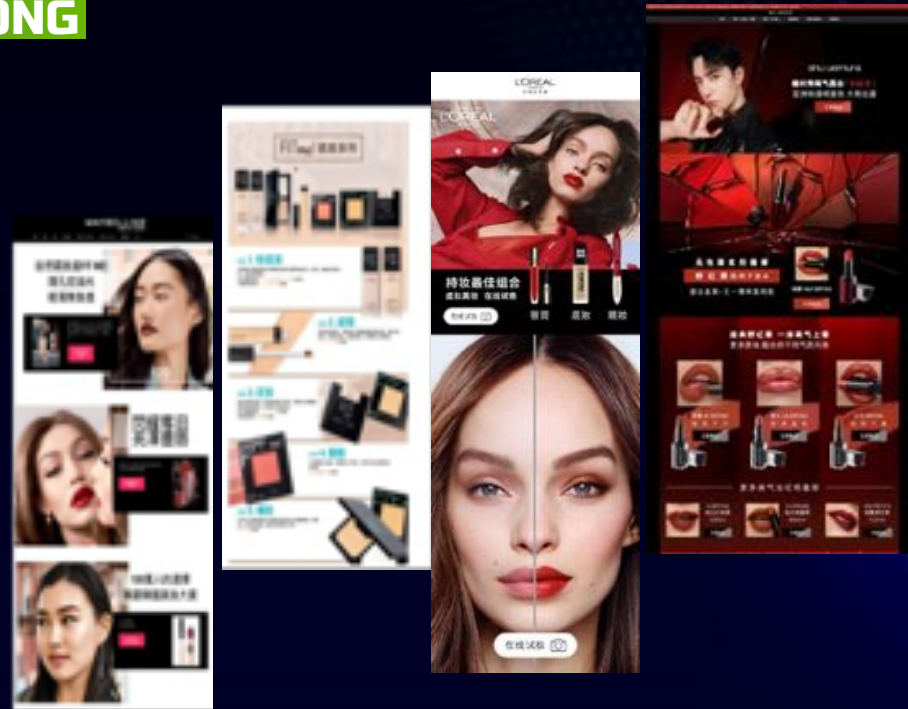
L'ORÉAL

APAC TRAVEL RETAIL & HONG KONG

RFI oversaw migration to transition CMS to Site Core as project lead and liaison across local, APAC and global brand owners for brands: L'Oréal Paris, Maybelline, Shu Uemura and Kérastase.

Scope of Work

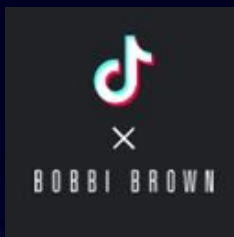
- Developed web strategy, content creation, site maintenance and monitoring to cope with local tone & manner aligned to new global brand guidelines
- Advised and implemented new user-experience based design, web & SEO strategy and content strategy
- Evaluated and implemented new site functions of a modular-based content management system
- Planned and executed the layout for each custom landing, category, product and miscellaneous pages, ongoing campaign site build
- Executed migration plan and managed troubleshooting



BOBBI BROWN APAC

RFI created a TikTok filter featuring celebrity Du Juan to promote Bobbi Brown's new product, House of Luxe lipsticks.

The filter integrated red-carpet elements and enabled users to interact with it by walking on the virtual red carpet. It fully engaged users and generated large number of high-quality UGCs for further communication and also greatly increased awareness of the new product.



Scope of Work

- Social media management
- Content development
- Creative design

Results

Within 12 hours of launch, over millions of impressions/views, and the hashtag #MyRedCarpetMoment listed as one of the Top 11 on TikTok Hot Search.

ESTÉE LAUDER TRAVEL RETAIL CHINA (HAINAN)

Held in 2020 CNY, the campaign aimed to position CNY travel retail products as the perfect gift for sharing luck, love and beauty, and to make “EL CNY Campaign” as a well-known IP Campaign Theme every year for EL TR Global.

Reached the target audience and boosted sales through the cooperation with KOLs in a variety of platforms, including Weibo, WeChat, Little Red Book, Yizhibo and Oasis.

RFI offered onsite support and creative content planning for top-tier KOLS to promote hero products at Estee Lauder TR Store via livestream and vlog.

Scope of Work

- Strategic planning
- Social media management
- Content development
- KOL management
- Event support



ESTÉE LAUDER TRAVEL RETAIL CHINA (HAINAN)

The campaign utilized one of the most important gifting occasions, Chinese New Year 2019, to promote Estée Lauder's Hero Products.

RFI leveraged a 360-degree approach to reach the target audience and amplify the exposure, including KOLs' Weibo, WeChat and Red accounts as well as Estée Lauder Travel Retail's owned media channel.

RFI also created an interactive H5 game and an offline digital screen game to invite users to forecast their New Year fortune, which included their lucky Estée Lauder items, and then post their New Year blessings on the Blessing Wall with EL products as incentives to drive game plays and UGC.

Scope of Work

- Strategic planning
- Social media management
- Content development
- KOL management
- Event support

Results

Millions of social impressions. 50K+ game plays, high-quality UGC and high engagement rate.



ESTÉE LAUDER TRAVEL RETAIL CHINA (HAINAN)

Produced customized-creative content in the form of pictures & videos on different platform. At the same time, leveraged Red KOLs to continue the long-tail promotion to improve the audience's awareness, integrated promoting the "My Secret Holiday" event and driving traffic to EL TR store in Sanya.

RFI tailor made paid media strategy including Weibo hot search, TikTok, WeChat, Ctrip. Dianping, Mafengwo standard ads. By combining both mass targeting and precise targeting, we successfully created buzz among wide group of audience and achieved conversion among duty-free audience.

RFI also designed and developed online lucky draw system for this campaign to have a chance to meet Yang Mi in Sanya. RFI also designed offline materials for this campaign, including counter cards, pop-up store interactive game, celebrity & media invitations.

Scope of Work

- Strategic planning
- Social media management
- Content development
- KOL management
- Media buy
- Creative design
- Programming

Results

Hundreds of millions followers reached and hundreds of millions impressions, video views and engagement achieved.



ESTÉE LAUDER TRAVEL RETAIL X DFS SINGAPORE

Held in May 2019, the Picture Perfect campaign demonstrated how Estée Lauder's products can help users create picture-perfect looks while travelling.

Campaign aimed to promote the BB4 exclusive sets and drive sales from online channels to offline stores.

Invited top-tier KOLs to take the Picture Perfect Challenge and the 360-degree approach: Weibo, WeChat, Red and Yizhibo, with a variety forms including pictures, long article, live amplified social buzz using content creation across stream, and encouragement of user-generated content.

Scope of Work

- Strategic planning
- Social media management
- Content development
- KOL management
- Event support





a **ruder**finn company



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