



BRANDHEAD
CREATIVE PR EVENTS



C R E A T I V I T Y

N E V E R



E N D S





BRAND HEAD IN GREAT CHINA

Brand Head, focusing on the marketing communication which integrates brands of product and enterprise, build comprehensive brand image with utilizing services of advertisement, public relationship, event marketing, network marketing and other related strategies and consultants .

Our consistent core ideology is to build brand image with professional communication .


3 operational offices in China :
Beijing, Shanghai, Guangzhou and 1 contact office in Hong Kong.

30+ professionals with a wide range of expertise and education background and multiple language proficiency in Mandarin, English, French, German, Korean and Cantonese, etc.

80% of our clients are international companies and

70% of them stay with us for more than

3 years with a stable long-standing relationship.

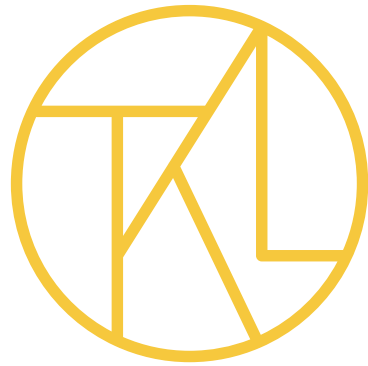


ONE PACKAGE SERVICE



We can provide: from brand strategy, we make comprehensive and detailed PR plan, media proposal, and then provide excellent communicative creation, until we achieve specific implementation of one stop service for brand management and marketing strategy.

We are a marketing service enterprise which has the veritable capability to integrate various kinds of communicative methods such as sales promotion, event marketing, public relationship, network interactivity and traditional media, to implement all the plans thoroughly, and to provide one-package service, which is very minority in internal .



TAIKOO LI / SANLITUN'S 2013 CHRISTMAS TREE LIGHTING CEREMONY

○ Beijing △ SWIRE PROPERTIES ◇ December 2013

Sharing is Caring - Taikoo Li Sanlitun, for a stylish winter season of warmth and blessings. In this joyful holiday season, Taikoo Li Sanlitun has joined hands with Brand head and the non-profit organization Golden Wings to bring you the "Sharing is Caring" campaign. In Taikoo Li Sanlitun, you will see dazzling Christmas trees, glittering lights and golden reindeers.

On December 5th 2013, in the presence of honorable guests, including supermodel Zilin Zhang, the Christmas decorations designed by Brand Head were finally revealed to the public. Children of the British School of Beijing performed a choral together with handicapped children from Golden Wings.



For more information on this project,
Please scan the QR code.





□ Taikooli Salitun Christmas 2013 / Beijing



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□ Taikooli Salitun Christmas 2013 / Beijing



□ Taikooli Salitun Christmas 2013 / Beijing



CHINA WORLD MALL / CHRISTMAS 2013 CHRISTMAS TREE LIGHTING CEREMONY

○ Beijing △ China World ◇ December 2013

China World Christmas. Brand Head presents China World 2013 Christmas Tree Lighting Ceremony. On December 6th 2013, hundreds of business and political elites attended China World's Christmas Cocktail, Charity Art Exhibition and Christmas Tree Lighting Ceremony.

"This year from 6th December in China World Mall, Brand Head will bring you the most fascinating Christmas season " Dream up " with the richest dreamy festival ambience ! Get a mysterious gift in Duomi Dream Factory and watch working process of factory assembly line . Choosing a unique Christmas song for your special ones at Duomi Music Box is undoubtedly the best gift choice ever! What else could you do on an ice rink besides skating? You can play video games on it!!The entire ice rink would become a huge screen instantly. Single Combat or Double Showdown , Come and experience the exciting and unprecedented game competition!"



For more information on this project,
Please scan the QR code.



China World Mall Christmas 2013 / Beijing



China World Mall Christmas 2013 / Beijing



China World Mall Christmas 2013 / Beijing



China World Mall Christmas 2013 / Beijing

inCENTRE

IN CENTER / WINTER GLAMOUR A SEASON OF ELEGANCE

○ Beijing △ Yintai ◇ December 2013

IN Center for Christmas. Our concept for these holiday decorations is a minimalistic, avant-garde design inspired by the raw beauty and elegance of winter.

The use of crystals and lights are a modern take on the lightness and purity of an untouched wintertime landscape. This minimal yet luxurious aesthetic is evocative of a sense of glamour and sophistication. "Winter Glamour: A Season of Elegance" is a contemporary winter wonderland, sure to fill the hearts of shoppers with the beauty of the season and the natural extravagance of wintertime.



For more information on this project,
Please scan the QR code.



□ IN Center Christmas 2013 / Beijing



IN Center Christmas 2013 / Beijing



IN Center Christmas 2013 / Beijing



□ IN Center Christmas 2013 / Beijing



□ IN Center Christmas 2013 / Beijing

颐堤港

— INDIGO —

INGIGO / CHINESE NEW YEAR 2013 INDIGO FILM STUDIO

○ Beijing △ Indigo ◇ February 2014

Indigo Film Studio. Brand Head has a strong and steady relationship with INDIGO. Often working on events and design for this top-notch shopping mall is a great pride for us.

"Capture Authentic Old Beijing at INDIGO Film Studio! This year, Brand Head celebrates the Spring Festival with Indigo! Inside of Beijing's most avant-garde shopping mall, we built a traditional Film Studio, with many exciting features. Travel back in time and walk along the streets of past-time Beijing to meet talented artisans and experience unforgettable live shows."



For more information on this project,
Please scan the QR code.







□ Indigo Chinese New Year 2014 / Beijing



□ Indigo Chinese New Year 2014 / Beijing

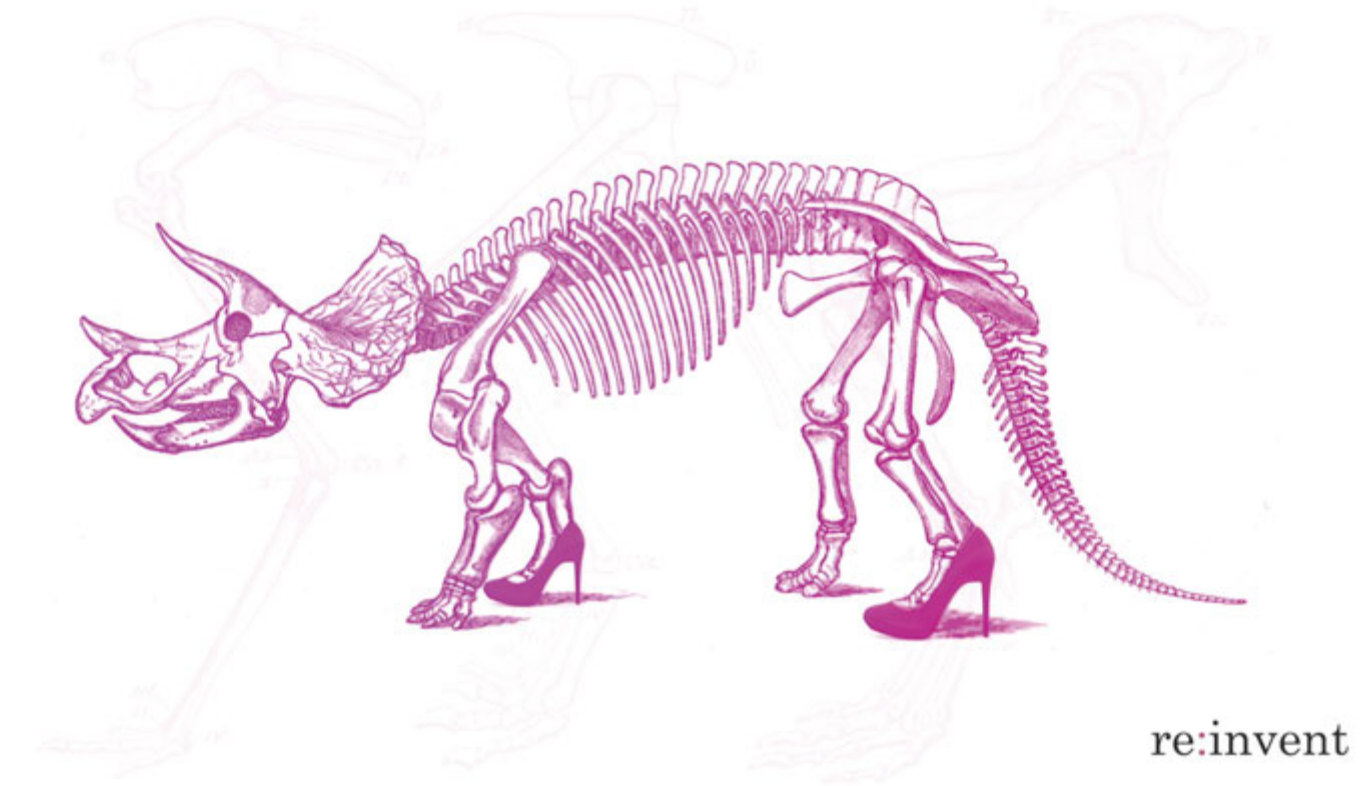


IN CENTER / CHRISTMAS 2014 REINVENT

○ Beijing △ IN Center ◇ December 2014

IN Center Reinvent. This year, the famous brand Yintai gave a new name to its prestigious shopping mal, IN Center/ IN 01. When they requested us a design proposal for their Christmas holiday decorations, we instantly thought we should make something fresh and modern to go with Yintai's new identity.

In our design we wanted to convey an idea of evolution, reflecting the changes the Yintai brand was experiencing. We used dinosaurs, an obvious symbol of change/transformation and something ancient. Giving them a fun and contemporary touch with flashy colors, we expressed how Yintai will have a fresh start with their new name.

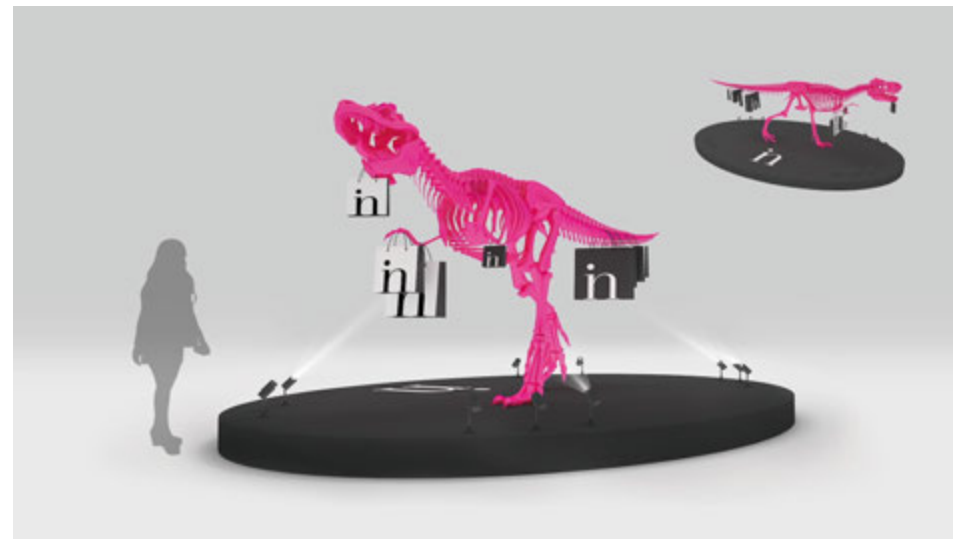
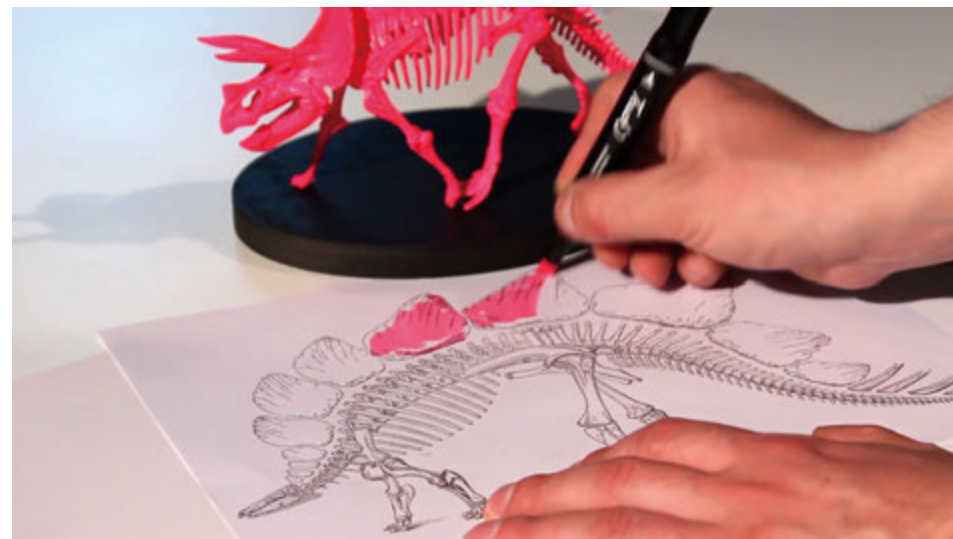


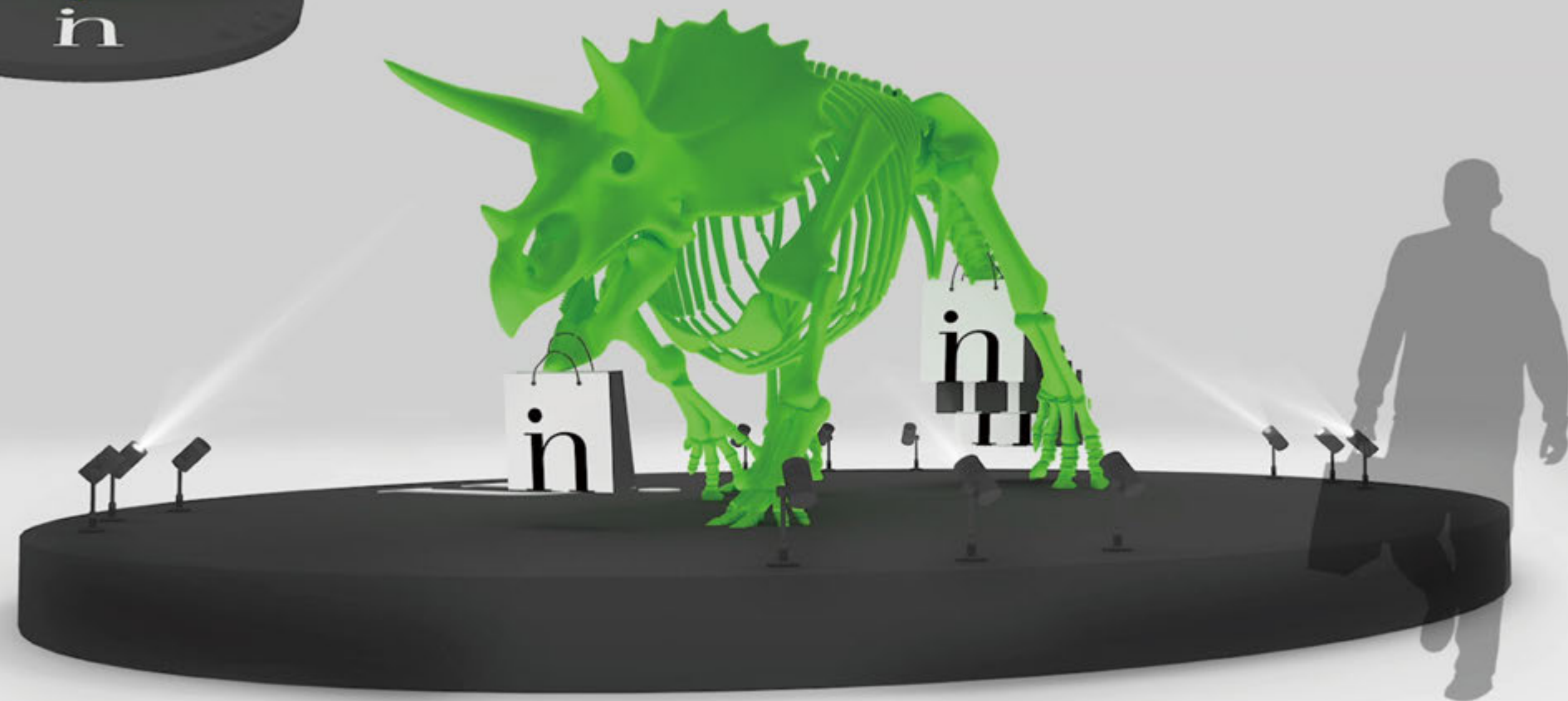
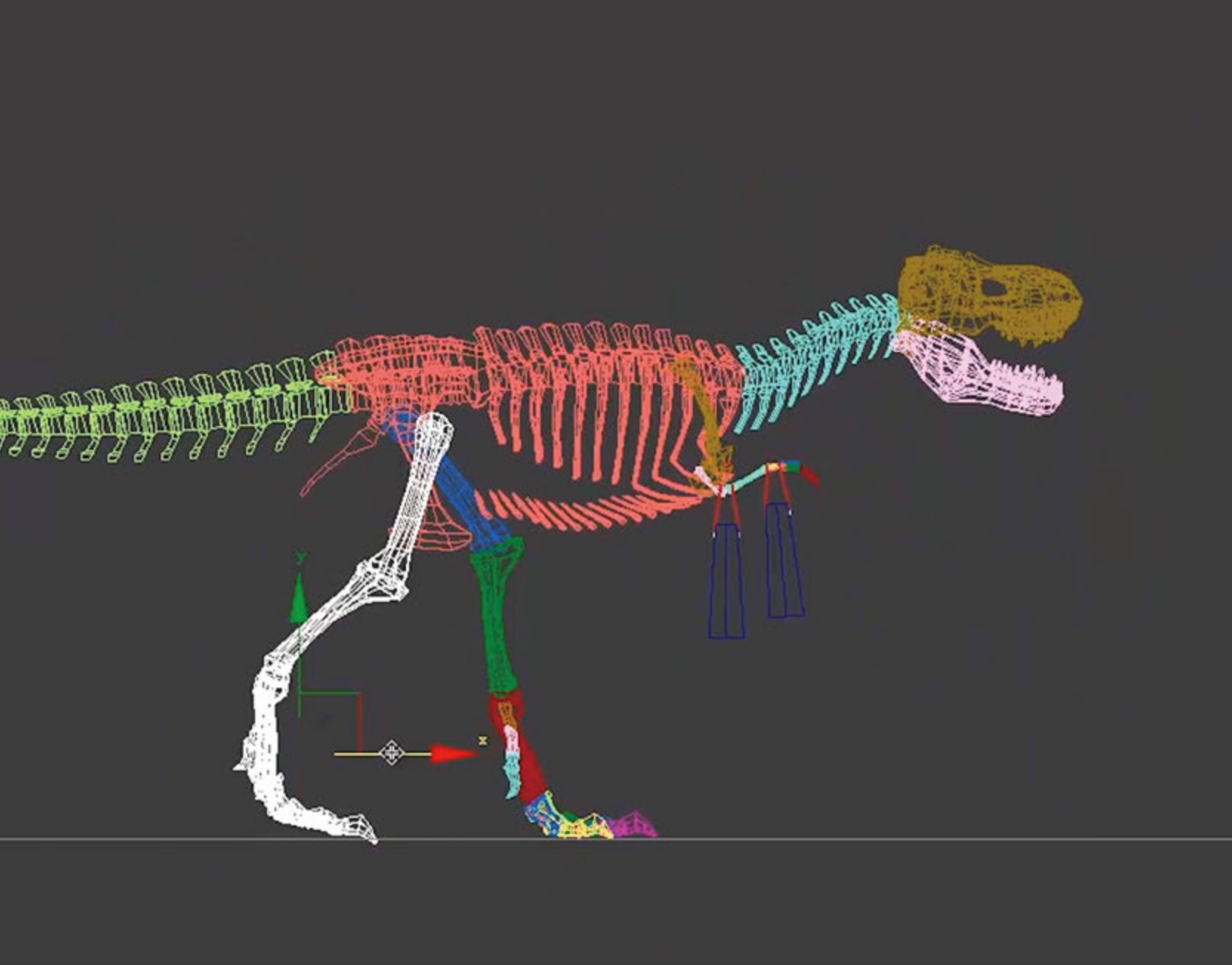
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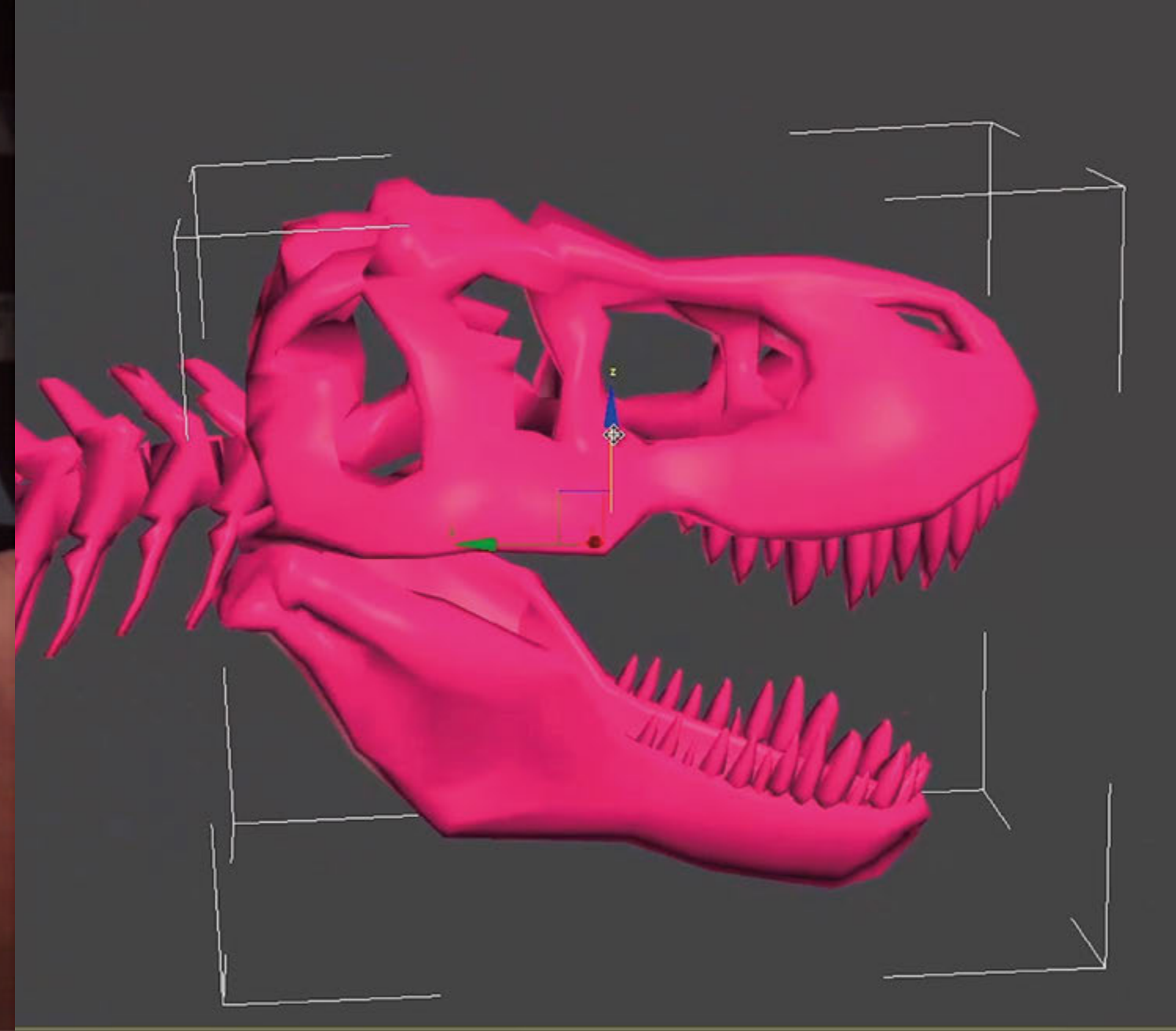
IN Center Christmas 2014 / Beijing



For more information on this project,
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CHINA WORLD MALL / WOMEN'S DAY IN THE MOOD FOR BEAUTY

○ Beijing △ China World ◇ March 2014

In the mood for beauty. To celebrate the opening of their brand new membership center and say thank you to their faithful customers, China World Mall organized an exciting two-days event on March, 8th. This date was not chosen randomly, as it is also the international women's day.

After the grand opening of the membership center, in presence of all China World leaders, the leading shopping center of Beijing offered fun workshops for its female customers to enjoy. To different kinds of workshops were available. In the first one, ladies learnt tips about make-up and fashion from professionals. In the second one, a famous and trendy Beijing Chef taught cooking classes ; cookies or a fresh vegetable salad, there was a lot to learn for the lucky participants!



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China World Mall - Women Day / Beijing



China World Mall - Women Day / Beijing





CHINA WORLD MALL / SPRING FASHION STYLE MUST GO ON

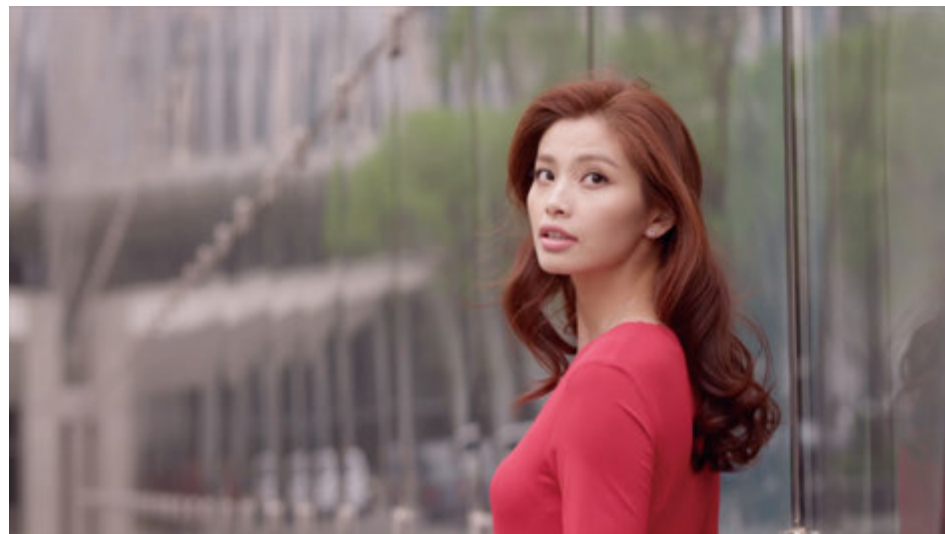
○ Beijing △ China World ◇ April 2014

Style Must Go On. When China World Mall decided to launch a campaign to promote their luxury and fashion brands, they trusted the good taste and elegance of Brand Head to design the visuals. Fresh and colorful as Spring season, the 'Style Must Go On' campaign was a success and generated a lot attention.

It is the story of a beautiful young Chinese woman. She wears a beautiful red dress and expensive jewelry. She is delighted to shop in China World, and playfully wonders in the alleys of the mall. Bright colors, glamour and fashion are at the center of this Spring campaign, including KV, POSM and a video commercial.



For more information on this project,
Please scan the QR code.





China World Mall - Spring Fashion / Beijing



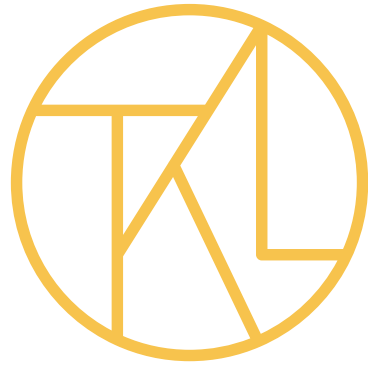
China World Mall - Spring Fashion / Beijing



□ China World Mall - Spring Fashion / Beijing



□ China World Mall - Spring Fashion / Beijing



TAIKOO LI / SUMMER 2014 UTOPIA

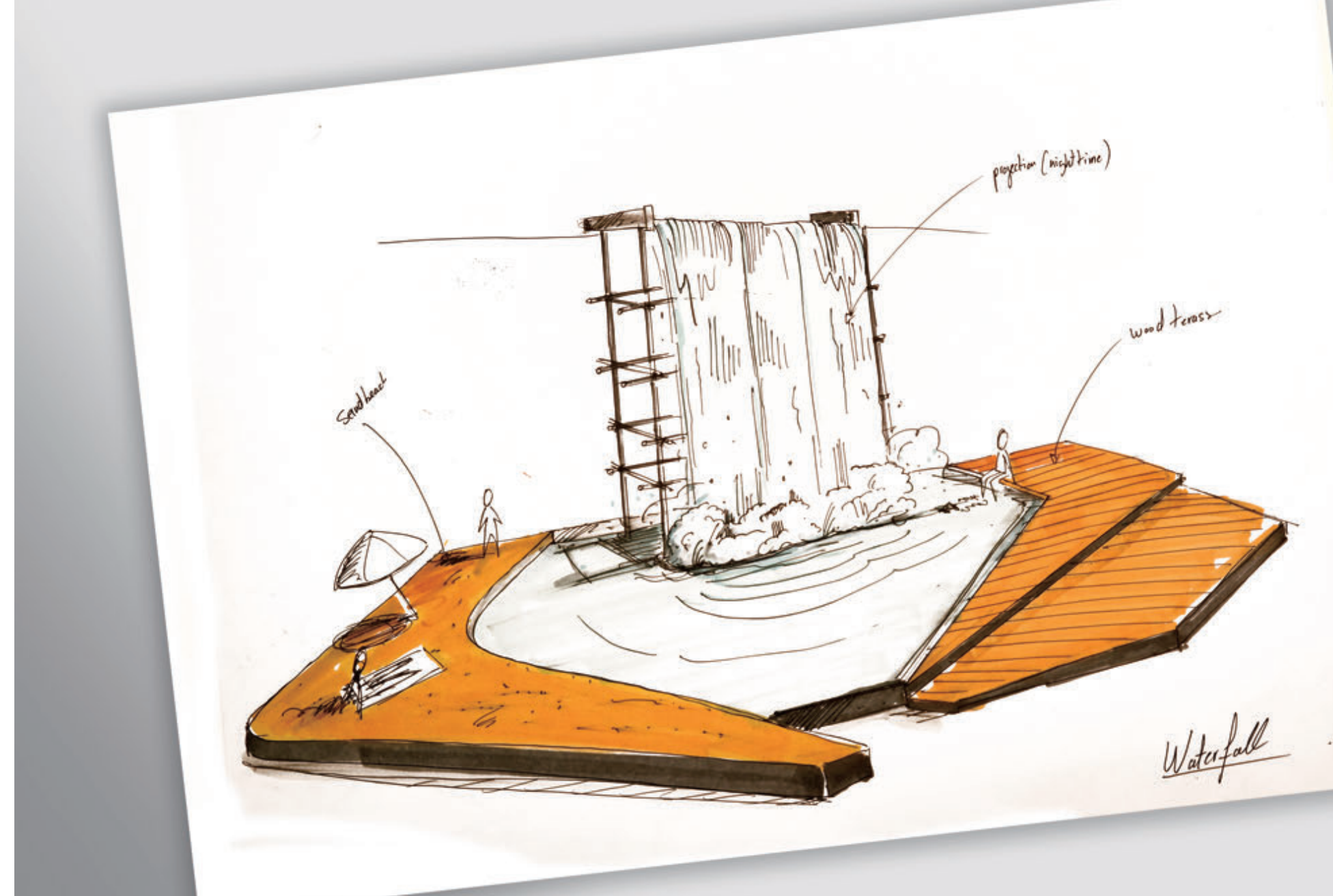
○ Beijing △ SWIRE PROPERTIES ◇ June 2014

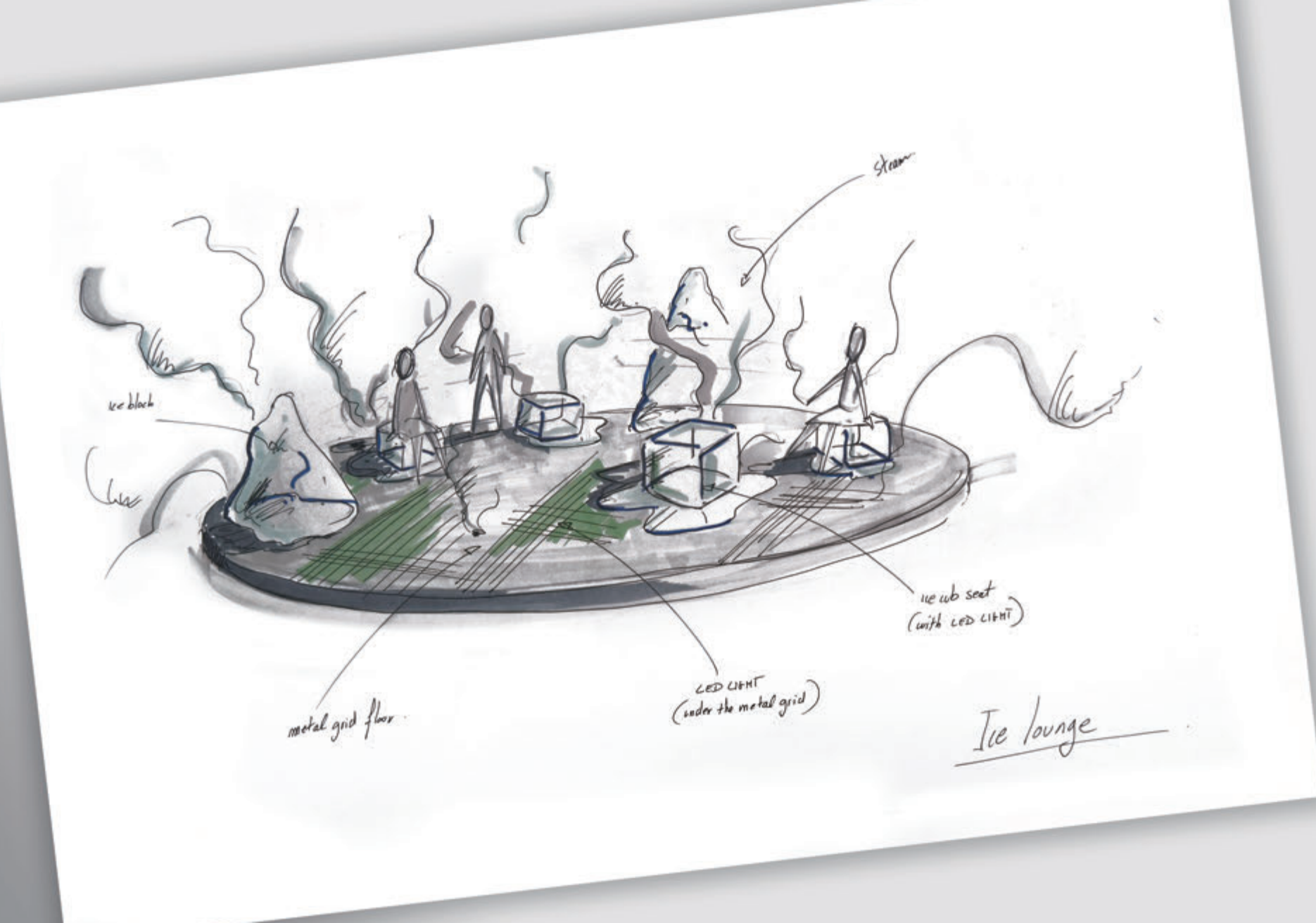
Utopia - Taikoo Li Sanlitun. Utopia is a model for perfection, achieving a harmonious balance between nature and people, an ideal society. All aspects of life and living are influenced by this idea. Utopia is a place, which once entered, you will never want to leave.

Perfect entertainment, shopping, and food is at your disposal. Enjoy the calm and quiet. Watch and Listen to the water dance down the Terrace Ridge. Soak your feet in the Geyser Falls. Cool down in the Arctic Chasm. Witness The Cascades incredible display of natural beauty.



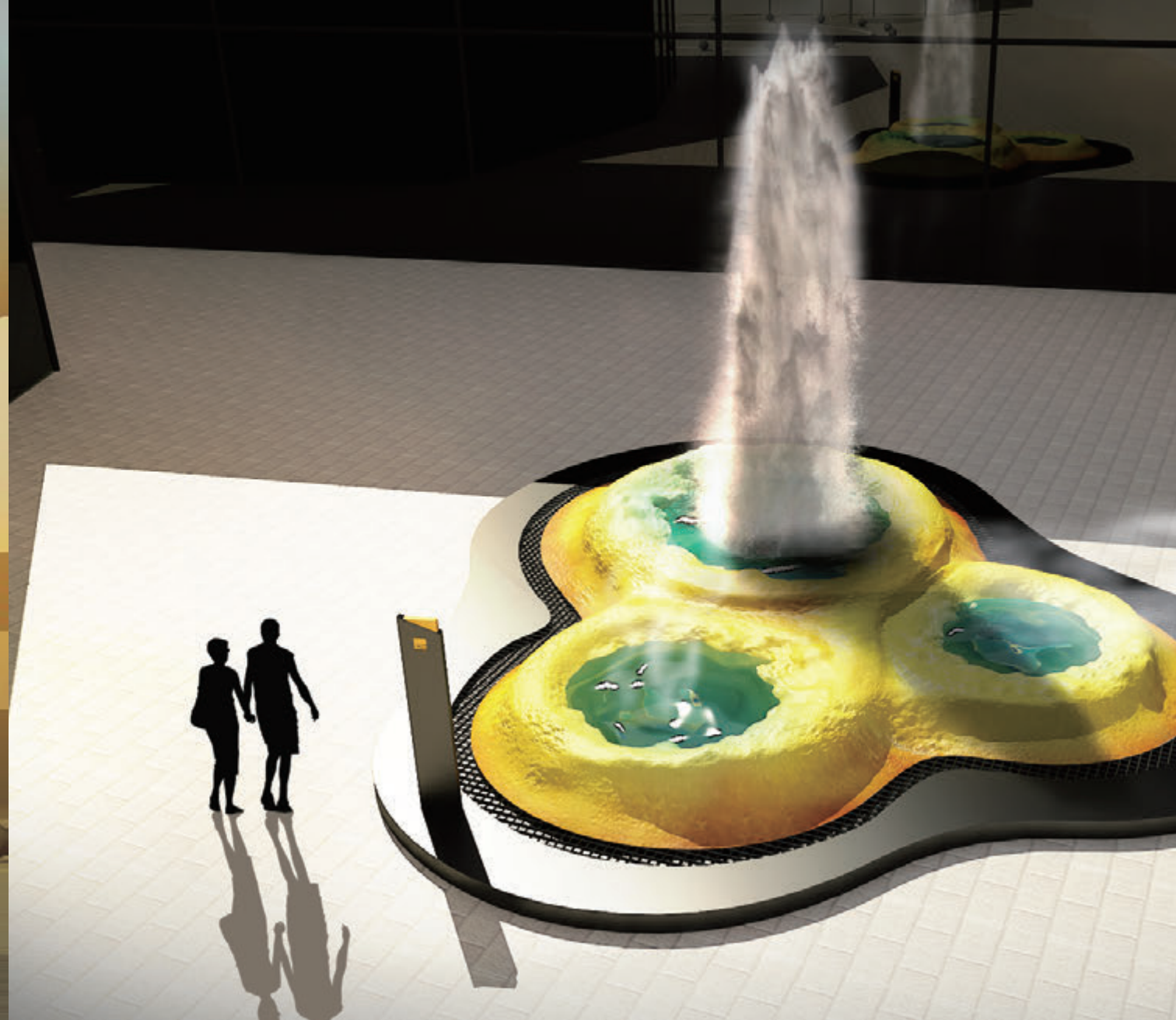
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□ Taikooli Salitun Summer 2014 / Beijing



□ Taikooli Salitun Summer 2014 / Beijing

颐和港

— INDIGO —

INDIGO / PARK OPENING 2014 THE JOURNEY

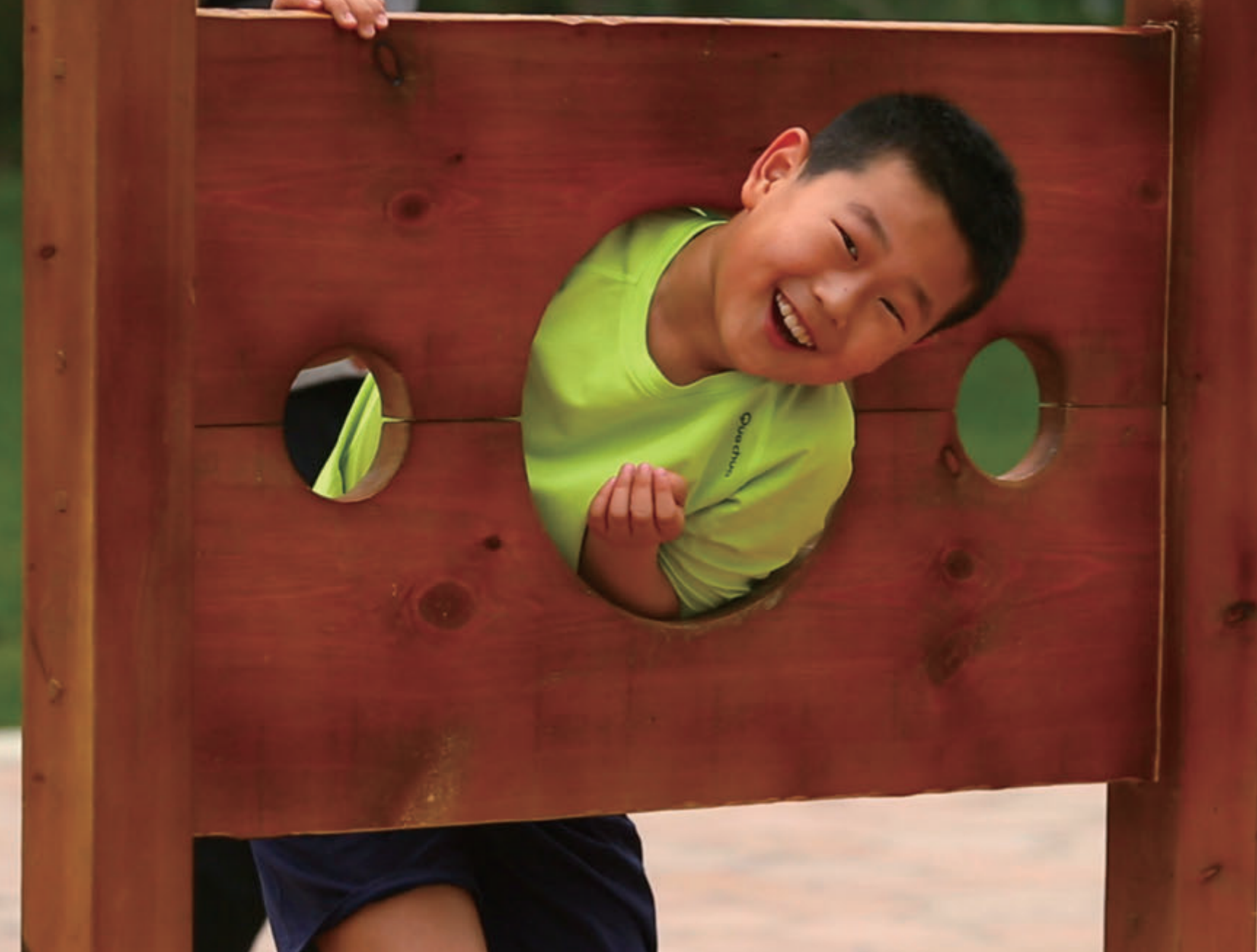
○ Beijing △ SWIRE PROPERTIES ◇ June 2014

The Journey. The medieval fairy tale has landed at Indigo Park to give us a fun look at our history, with fun and thrills guaranteed! Stand by to be sucked into a space-time whirlwind on a journey, through great moments in History as you would never have imagined them to be. Indigo has brought together the latest cutting-edge immersive activity to take you on a journey back through time in the only attraction of its kind in Beijing.

Throughout the Spring season, several activities were offered, for the whole family to enjoy. Kids and their parents could improve their strength and creativity through games and workshops, including: archery, painting, custom shield-making, golf and other fun activities.



For more information on this project,
Please scan the QR code.



□ Indigo - The Journey 2014 / Beijing



□ Indigo - The Journey 2014 / Beijing



□ Indigo - The Journey 2014 / Beijing



□ Indigo - The Journey 2014 / Beijing

颐堤港

— INDIGO —

INDIGO / DISNEY DISNEY 90TH ANNIVERSARY EXHIBITION

○ Beijing △ SWIRE PROPERTIES ◇ August 2014

Disney 90th Anniversary exhibition. Disney super stars Mickey and Minnie have come to Indigo! To celebrate the company's 90th anniversary, Disney brought an exciting exhibition to INDIGO shopping mall; for the first time in North China. Indigo entrusted Brand Head's professional perspective on design and construction.

The month-long exhibition was held from September 6th to October 7th, a time during which INDIGO mall was transformed into a Disney-themed wonderland, where the whole family could enjoy a fairy-tale experience. Beside the exhibition, INDIGO arranged for Disney super stars to meet and greet customers during through the holidays.



For more information on this project,
Please scan the QR code.



Indigo Disney 2014 / Beijing



Indigo Disney 2014 / Beijing



Indigo Disney 2014 / Beijing



Indigo Disney 2014 / Beijing



CHINA WORLD MALL / CHRISTMAS 2014 LIGHTING DECORATIONS

○ Beijing △ China World ◇ December 2014

China World Mall - Christmas 2014. This year, Brand Head helped China World to bring thousands of lights to their customers. We carefully designed, crafted and set up Christmas decorations all over the busiest and most prestigious business district of Beijing.

On November 20th, the 2014 "Power of Voice" Charity Night, and the China World Trade Center Christmas Lighting Ceremony was held in China World Hotel Summit Wing. Collaborating with the Orbis and The Actress Hai Qing, organized by Brand Head, the event closed in grandiose fashion. Brand Head also garnered supports from celebrities including film star Jacky Chen, Olympic medalist Liu Xuan and singer Richie Jen also joint forces in voicing their support for the event, encouraging communities to share the ideals of the "30 Seconds for The Power of Voice" to help visually impaired children experience the world's sunshine.



For more information on this project,
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China World Mall - Christmas 2014 / Beijing



China World Mall - Christmas 2014 / Beijing



CHINA WORLD MALL / CHRISTMAS 2014 LIGHTING CEREMONY

○ Beijing △ China World ◇ December 2014

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China World Mall - Christmas 2014 / Beijing



China World Mall - Christmas 2014 / Beijing



China World Mall - Christmas 2014 / Beijing



China World Mall - Christmas 2014 / Beijing

颐堤港

— INDIGO —

INDIGO / CHRISTMAS 2014 A WARM HEARTED TRAVEL

○ Beijing △ Indigo ◇ December 2014

Indigo - Christmas 2014. Christmas is a key period that happens once a year. At indigo it represents a time when gifts are exchanged and families get together to celebrate the holidays. With many common linked themes from santa, reindeer and Christmas trees, to joy and jingles. Participants in this years activities can expect to take away something more memorable and grow their self journey. Achieved through the common themes of Art, Family, Music and Drama.

This concept takes its main inspiration from the classical elements of christmas and the iconic image of the Reindeer. This stunning creature is majestic and leads santa's sleigh, it incapsulates the imagery of christmas and immediately demonstrates in the eye of the viewer a traditional christmas. In Norway early huntsmen carved images of reindeer as a symbol of force and power and so they are chosen as a force of power to represent the image of Christmas in this concept.





□ Indigo - Christmas 2014 / Beijing



□ Indigo - Christmas 2014 / Beijing



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CREATIVE PR EVENTS



Brand Head Showreel

www.brandhead.com.cn