# MARKETING PROJECTS PORTFOLIO KAMMY XUE

8 years experience in advertising and marketing industry
Proven Chinese / English copywriting skills
Social media content
Branding Projects
Marketing Campaigns

# Project 1. Emirates Branding & Marketing Campaigns for CN/HK/TW Market 2019

#### Goal

To increase sales volume and raise brand awareness in China, Hong Kong and Taiwan markets.

#### Solution

Developed and executed creative marketing and branding campaigns, conceptualized and created engaging content for ATL and digital channels.

#### Result

Successfully increase 30% sales volume of Emirates flight tickets by creating TVC, print ads, out of home ads and social media content.

# **Emirates HK Global Network Branding Project**



Work sample: Emirates Global Network project - OOH

Updated Emirates brand messaging of a travellers' wish list for HK market

- Guided the messaging direction and ensured creative consistency
- Conceptualized and developed brand plan
- Created content for all channels of HK advertising.

# Emirates No Longer Unreachable Marketing Campaign







Emirates No Longer Unreachable Project - OOH

OOH and Print Ads shown all across Beijing, Shanghai and Guangzhou markets.

- Generated creative ideas and content for all China market channels.
- Managed and maintained the same communication strategy throughout the whole creative process.

# **Emirates Destination Dubai Marketing Campaign**









**Emirates Destination Dubai - OOH** 

To push Dubai as a attractive destination for HK market

- Conceptualised strategy and developed creative content on ATL and digital platforms
- Managed project and liaised with different stakeholders.
- Ensured the deliverables met the tight deadline and objectives, and conveyed the global positioning.

# **Campaign Creative**

# Magazine copy

Taiwan National Day - Traditional Chinese



Headline	雙十優惠
Sub- headline	十分精彩
Body	把握雙十節優惠·飛往杜拜、米蘭、蘇黎 世和阿姆斯特丹等地·享受一趟十分精彩 的旅程。飛行途中·你更可於機上品嚐美 食佳餚·享受4,500多個娛樂頻道以及各種 體育賽事直播·感受無限精彩。

#### Social copy

Taiwan National Day - Traditional Chinese







**Book Now** 



飛往阿姆斯特丹 由新台幣8,222元起\* Book Now



飛往蘇黎世 由新台幣12,666元起\* Book Now





# Project 2. Huawei Honor View 10 Launch

#### Goal

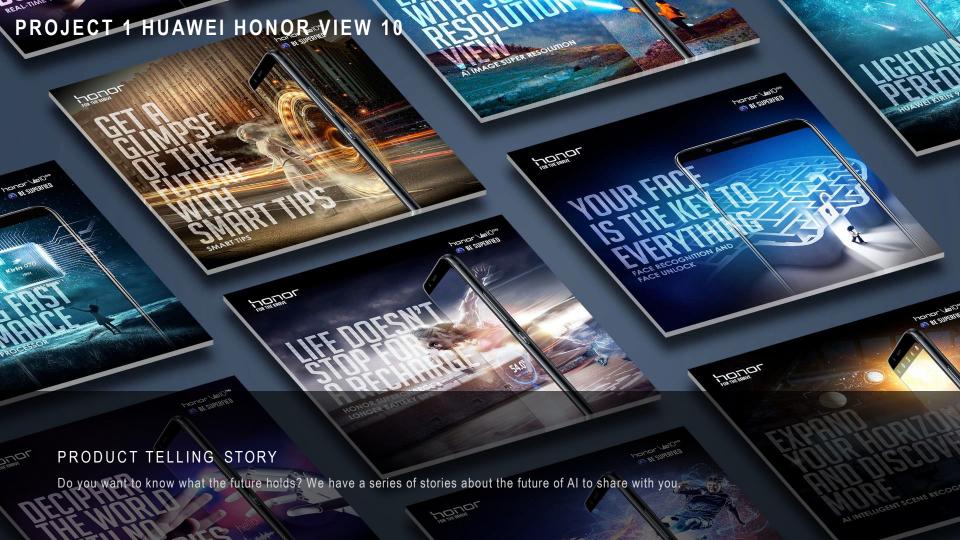
To raise brand awareness before product launching.

#### Solution

Conceptualized, Developed and executed marketing campaign. Displaying product features and raise awareness on social media platforms. With our #SUPERFIED campaign, Al features were comically linked to a "superpower" that heightened your natural abilities. Night vision, predictive powers, hyper cognition and more – all with Honor V10.

#### Result

In the first month of its launch we had over 32,000 new followers and over 650,000 engagements. Are you ready to be #SUPERFIED?



# Copywriting for Facebook posts and visuals



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https://www.facebook.com/honorglobal/photos/a.1634393813440679.107 3741827.1633770560169671/2005473439666046/?type=3&theater

# **Copywriting for Facebook posts and visuals**



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https://www.facebook.com/honorglobal/photos/a.1634393813440679.107 3741827.1633770560169671/2007493656130691/?type=3&theater

# Project 3. Huawei Honor 9 Lite Launch

#### Goal

Appeal to the female in a male dominant target audience

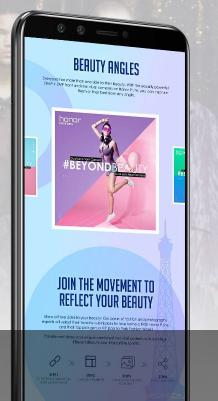
#### Solution

With the insight: Women are more than just a pretty face. Generated an idea of #BEYONDBEAUTY engagement during Valentine's Day.

#### Result

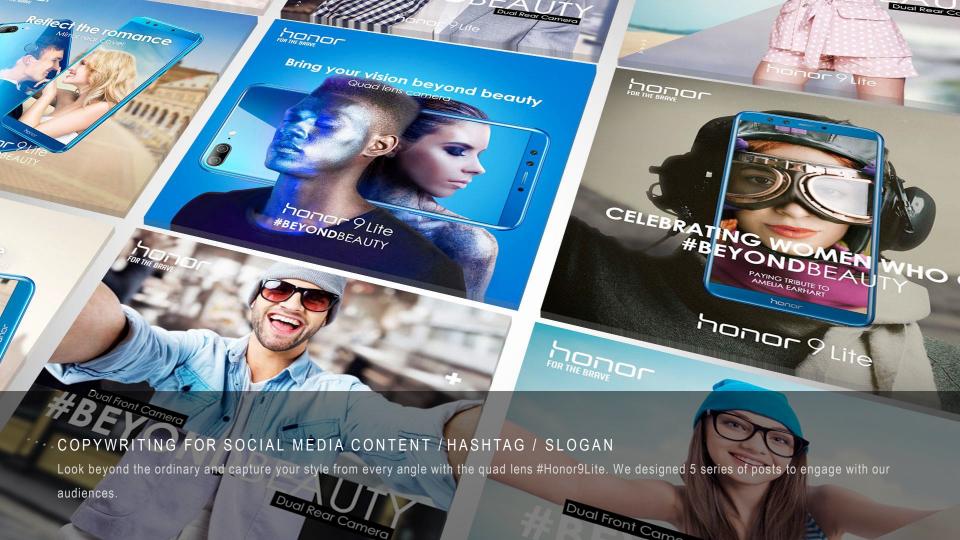
The KOL led IG #BEYONDBEAUTY engagement garnered an engagement rate of over 28%. In just one month, we had over 31k new fans and over 671k engagements.



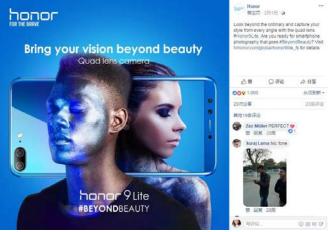


Everyone has more than one side to their beauty. With the equally powerful 13MP + 2MP front and rear dual cameras on Honor 9 Lite, you can capture them

at their best from any angle. Find out more on our website.



# SELECTED SAMPLES OF SOCIAL POSTS



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#### SELECTED SAMPLES OF SOCIAL POSTS

Cooperated with a French fashion brand Koche, highlighted the phone during Paris fashion week.

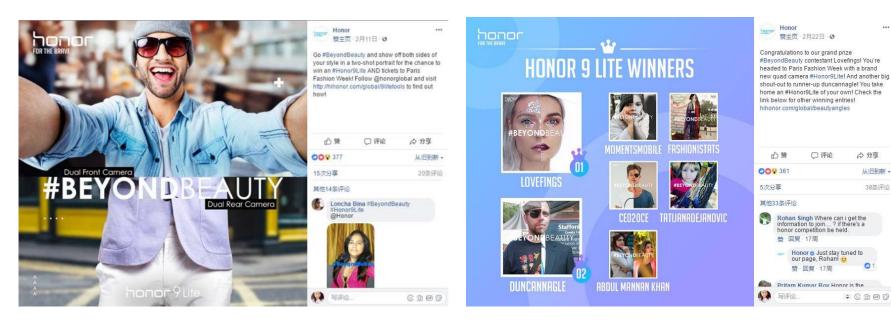


https://www.facebook.com/honorglobal/photos/a.1634393813440679.1073741827.1633770560169671/2022147957998594/?type=3&theater



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#### SELECTED SAMPLES OF SOCIAL POSTS



Online Engagement

Announced the engagement on social media, encouraged audiences to share combined pictures of their two different sides in order to highlight the dual lens camera.

# Project 4. Huawei Ultra-Broadband Forum 2017

#### Website

https://www.huawei.com/en/press-events/events/ubbf2017

#### Goal

To publicize the theme of the forum and attract premium business partners to register and attend the forum.

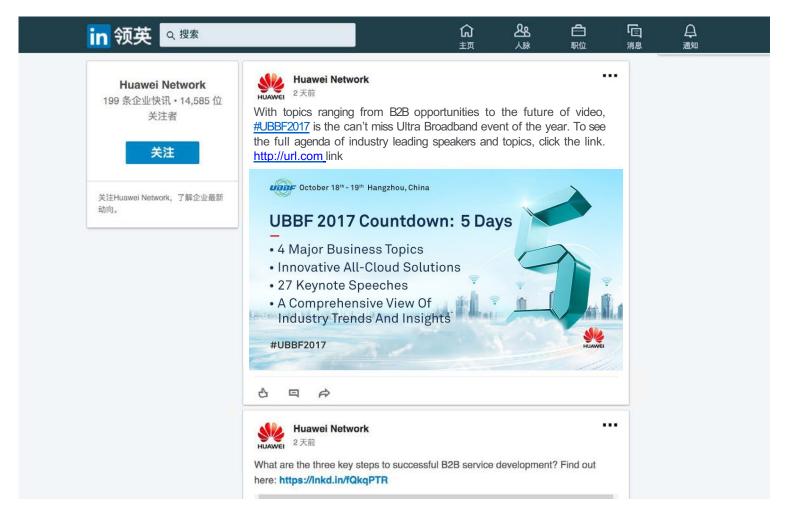
#### Solution

Developed and executed B2B marketing strategic campaign, professional content of EDM and all digital channels.

#### Result

Successfully attracted global ICT leaders, important carriers and 800 industry guests.

#### **HUAWEI UBBF COUNTDOWN POST -LINKEDIN**



#### **HUAWEI UBBF COUNTDOWN POST -FACEBOOK**



#### **HUAWEI UBBF COUNTDOWN POST -TWITTER**



#### **UBBF2017 – ENGLISH VERSION**

Invitation Content Copy (LinkedIn)

What if the future were already here?

Digital trends are creating new opportunities at breakneck speeds. Rapid innovation in the ICT space means that possibilities we thought were years in the future may already be realities. Here are just a few examples:

Video accounts for 85% of all data traffic, creating market opportunities worth trillions of US dollars for the ICT industry

This will be a reality in just three years.

Municipal governments use cloud technology to streamline administrative processes

This is already happening in Jiaxing, a city of 4.5 million in Jiangsu province, China.

Systems that automatically sync collaboration between devices, companies

and services to trigger and control our surroundings, such as air ventilation frequency

This has already been implemented in Brisbane, Australia.

Come meet the future at UBBF 2017

We've invited industry thought to speak about ultra-broadband development with a focus on how to facilitate the business success of all partners in the industry chain.

Eric Xu

Deputy Chairman of the Board, Rotating CEO, Huawei

Ryan Ding Executive Director, President of

Carrier BG, Huawei

David Wang President of Products &

**UHD Alliance** 

Solutions, Huawei

Hanno Basse

CTO, 20th Century Fox; President and Chairman.

A leading global ultra-broadband event

An excellent opportunity to meet industry leaders, facilitate business success, and create a sustainable ecosystem

October 18th-19th | Hangzhou, China Register now at: www.UBBF2017.com

### **VISUAL - ENGLISH VERSION**















# Thanks!