CYBERPORT

Refreshing the Branding of
Hong Kong's Digital
Community

BASECREATIVE

Streamlining the Branding of a Technology Cluster

Cyberport is the foremost digital community in Hong Kong, accommodating a cluster of technology and digital content tenants.

Business Strategy

Brand Strategy
Management Interviews
Brand DNA
Brand Differentiation
Brand Strategy Book

Design and Touchpoints
Brand Grid
Writing & Translation
Photoshooting
Photo Retouching
Brochure Design
Corporate Folder Design

Digital & Social Media

BASECREATIVE

Cyberport Brand Image and Marketing Communications
Helping Promote Hong Kong's Digital Community to Potential Tenants

We created a new refreshed brand image and streamlined sales kit to showcase this groundbreaking digital community effectively, attracting new tenants to the complex.

Scope of Work

Business Strategy

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