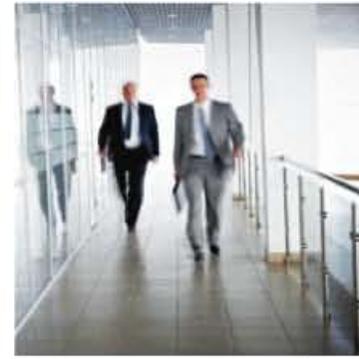
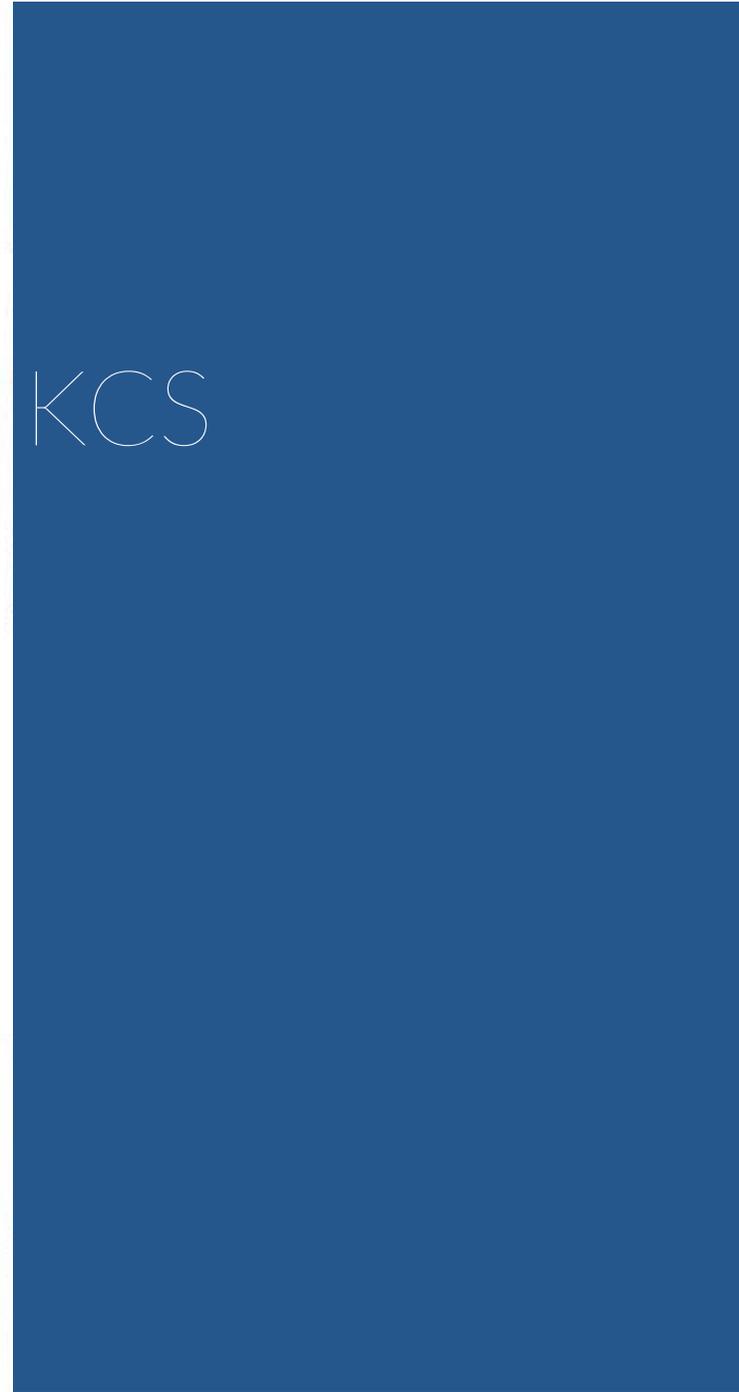
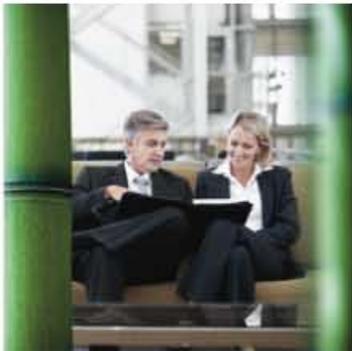




Refreshing One of the Fastest-growing Financial Services Companies in Hong Kong



Refreshing the Branding of a Fast-growing Financial Services Company

Financial services provider KCS – which evolved out of KPMG Corporate Services – commissioned Base Creative to refresh its brand communications materials, from defining the positioning down to designing the print ads, in order to increase business efficiency and provide a more positive experience to stakeholders.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Strategy Book
- Unique Positioning Statement

Design and Touchpoints

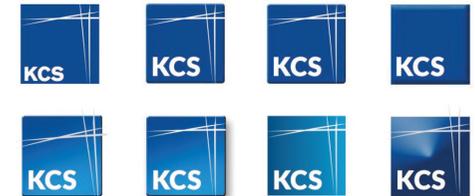
- Brand Identity
- Brand Guides
- Brand Grid Refreshment
- Marketing Collaterals
- Advertising Design
- Presentation Templates
- Booth Design
- Document Guides

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

KCS Brand Design and Strategy

Refreshing a Rapidly Growing Financial Services Company



KCS provides corporate accounting and payroll outsourcing services, and is a comparatively new but rapidly growing player in the already cluttered industry. Through extensive research and brand workshops, we helped the brand to develop a differentiated brand strategy and identity that would cut across other financial companies of similar standing.

Scope of Work Business Strategy

- Brand Strategy**
- Management Interviews
 - Brand Workshop
 - Brand DNA
 - Brand Differentiation
 - Brand Strategy Book
 - Unique Positioning Statement

- Design and Touchpoints**
- Brand Identity
 - Brand Guides
 - Brand Grid Refreshment
 - Marketing Collaterals
 - Advertising Design
 - Presentation Templates
 - Booth Design
 - Document Guides

- Digital & Social Media**
- UI and UX Design
 - Brand Website
 - Analytics

KCS Brand Design and Strategy

Refreshing a Rapidly Growing Financial Services Company



Inspired by the Chinese imageries of growth and persistence, we repositioned KCS as a company of Knowledge, Commitment and Success, differentiating it clearly in the market.

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KCS Brand Design and Strategy

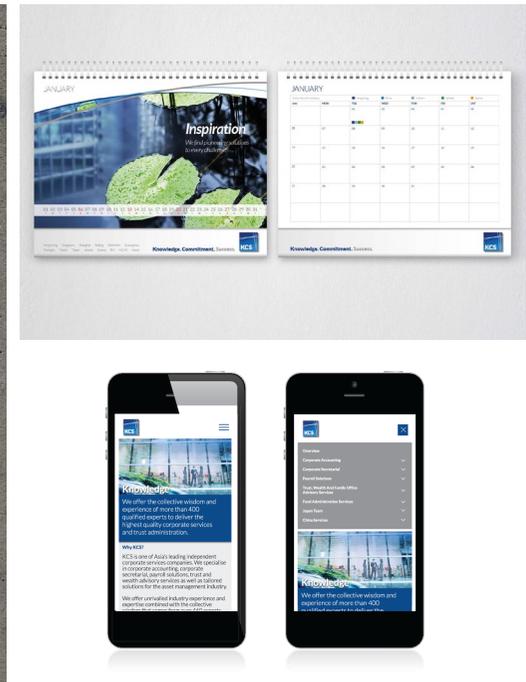
Refreshing a Rapidly Growing Financial Services Company



Scope of Work Business Strategy



Brand Strategy
 Management Interviews
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 Brand Differentiation
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Based on the new positioning, we designed the brand communications across all touchpoints, delivering consistent and differentiated messaging to KCS's different stakeholders.