



Assisting a Leading
Non-profit Organisation to
Expand its Donation Scheme

TUNG WAH
GROUP OF
HOSPITALS

Assisting a Major Charity to Develop its Donation Campaign

Tung Wah Group of Hospitals is the oldest and largest charitable organisation in Hong Kong. Its "Friends of Tung Wah Monthly Donation Scheme" encourages supporters to make regular monthly donations to help fund the Group's community service work.

Business Strategy

Brand Strategy

Photo Styling
Art Direction

Design and Touchpoints

Brand Identity
Brand Grid
Brand Guides
Model Photography
Talent Management
Props Design
Photo Retouching
Marketing Collateral Design
Print Advertisement
Billboard Design

Digital & Social Media

UI and UX Design
Brand Website
Analytics

Tung Wah Group of Hospitals Marketing Communications

Assisting a Charitable Group to Promote its Donation Campaign



Base Creative assisted a campaign in 2011 to attract more members to the Donation Scheme by arranging a photoshoot featuring popular local artiste Miriam Yeung, the Scheme's Ambassador. The output from this was used in designing a range of promotional materials.

Scope of Work Business Strategy

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