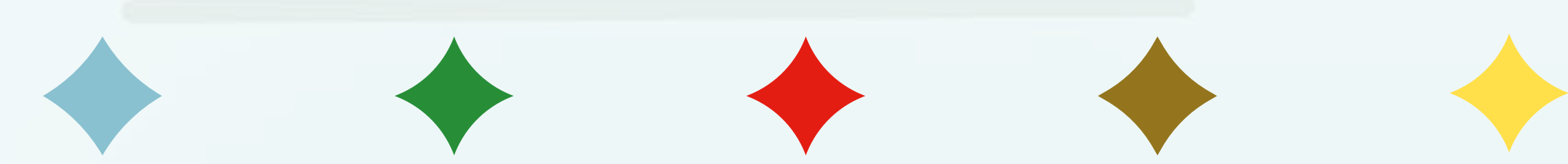


五行晶靈



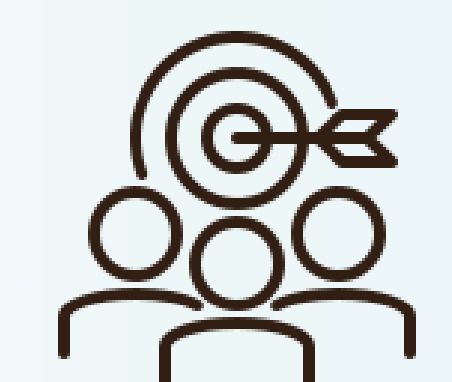
五行晶靈，調和共鳴

BACKGROUND

Crystal has been very common in Hong Kong among the younger generation, but most of them don't know basic concept of crystal, mainly consider to buy it and to wish it can provide good luck, some of them may even bought crystal that are not suitable for them.

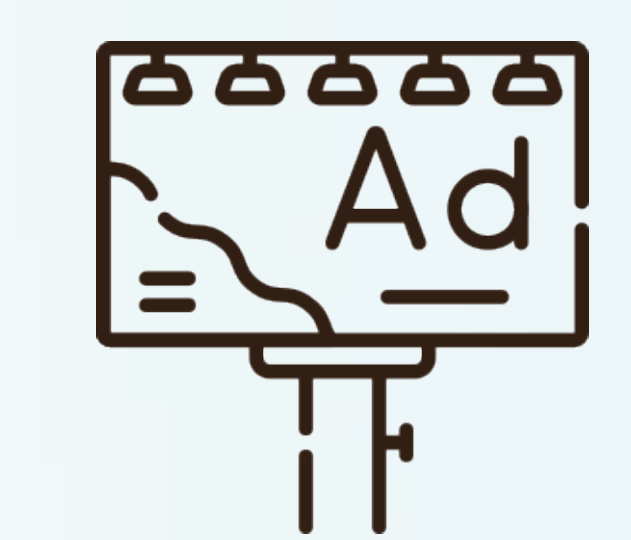
From research it is understood that most crystal shop in the Hong Kong market use the reviews from customers and arrivals of new product as marketing strategy, which may be able to attract younger generations. Therefore this project will be using character marketing to attract younger generations to buy crystals that are suitable for them and to educate the eastern five element concept through different deliverables.

TARGET AUDIENCE



- Crystal New comers
- People who would like to take away negativity
- Aged from 18-30
- Who usually like cute characters (e.g. chiikawa, labubu, Crybaby)

DELIVERABLES



Outdoor Advertising



Online Comic



Social media Posts



Character Charm



Product Shot



Product Packaging

SOLUTION AND APPROACH

- To collaborate with crystal shop that applied 5 element concept
- Launch a comic themed based on the eastern 5 element to promote the idea of the 5 elements and using suitable crystal helps better
- Use comic and social media post to drive people to visit the collaborating crystal shop, Crystal Place
- Lead target audience to use the element test result to buy crystal with discount price and special item at the collaborating shop
- Campaign will be held during the middle of year

OBJECTIVES



Drive Sales

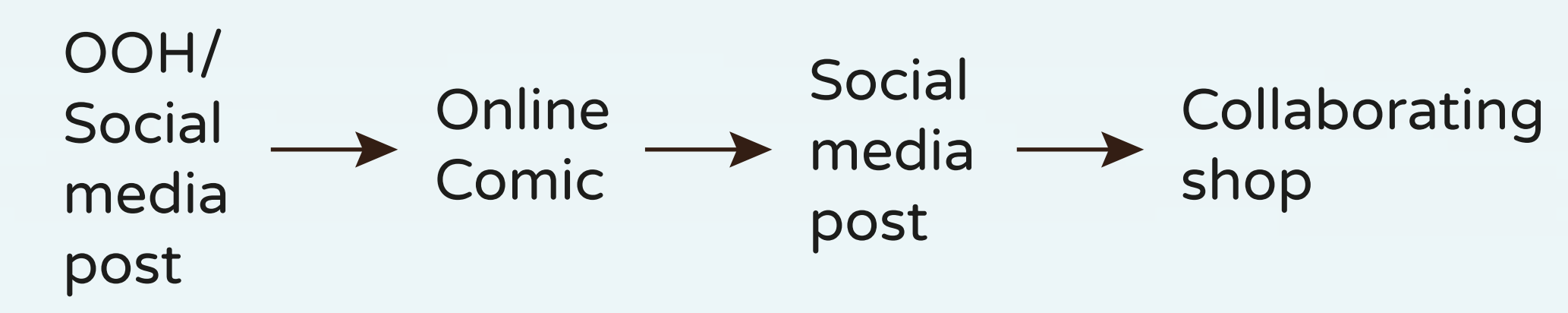


Concept Promotion

CAMPAIGN PERIOD

From mid May to June end
The campaign will take part in the middle of the year, from mid-May to end of June, as in the middle of the year the target audience will be busy handling different things, therefore they will be tired, and want to take away negativity.

CAMPAIGN FLOW



LOGO

五行晶靈



五行晶靈



Mr LEUNG Chung Kiu
BA(Hons) in Digital Advertising
Department of Design and Architecture

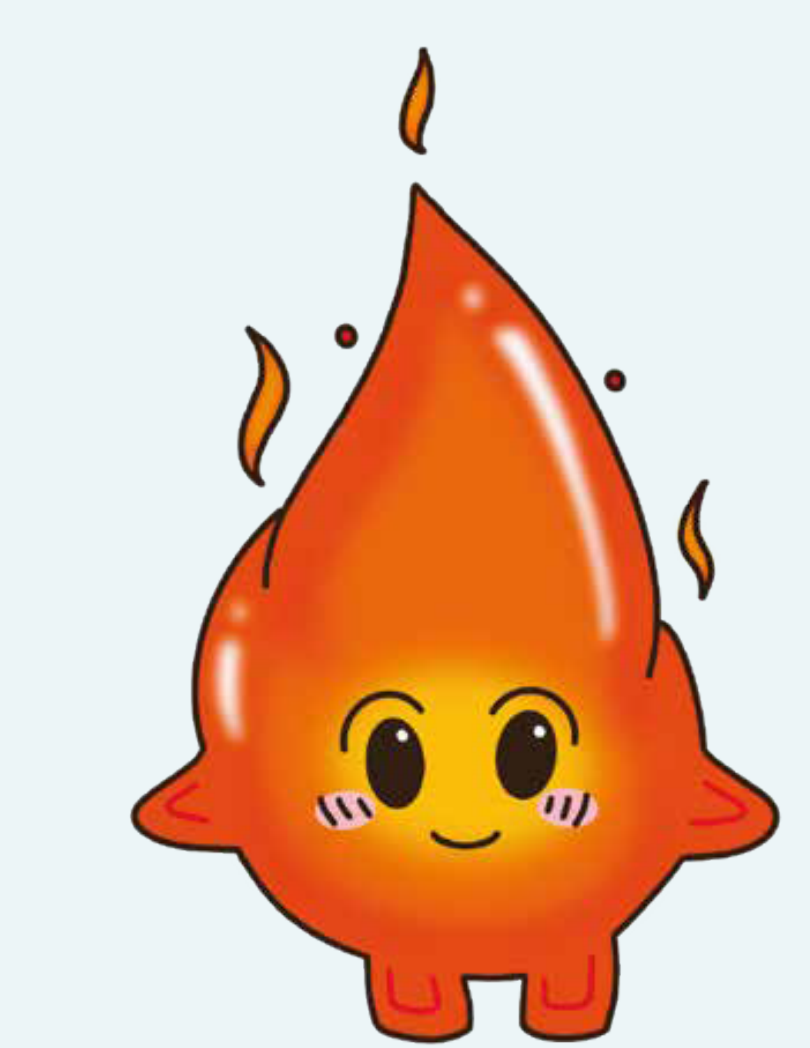
COLOR PALETTE



STORYLINE

In a crystal palace, five elemental spirits guard a magical rock radiating positivity. A negative spirit, born from the spirits' inner negativity, surrounds the palace with darkness, aiming to steal the rock and spread negativity worldwide. It creates evil versions of the spirits, overpowering them. Desperate, the spirits call on the rock, which transforms into a crystal spirit and grants them powerful crystal bracelets. Empowered, the spirits defeat the negative spirit and its creations, restoring peace to the palace.

CHARACTER DESIGN



小焰



滴滴



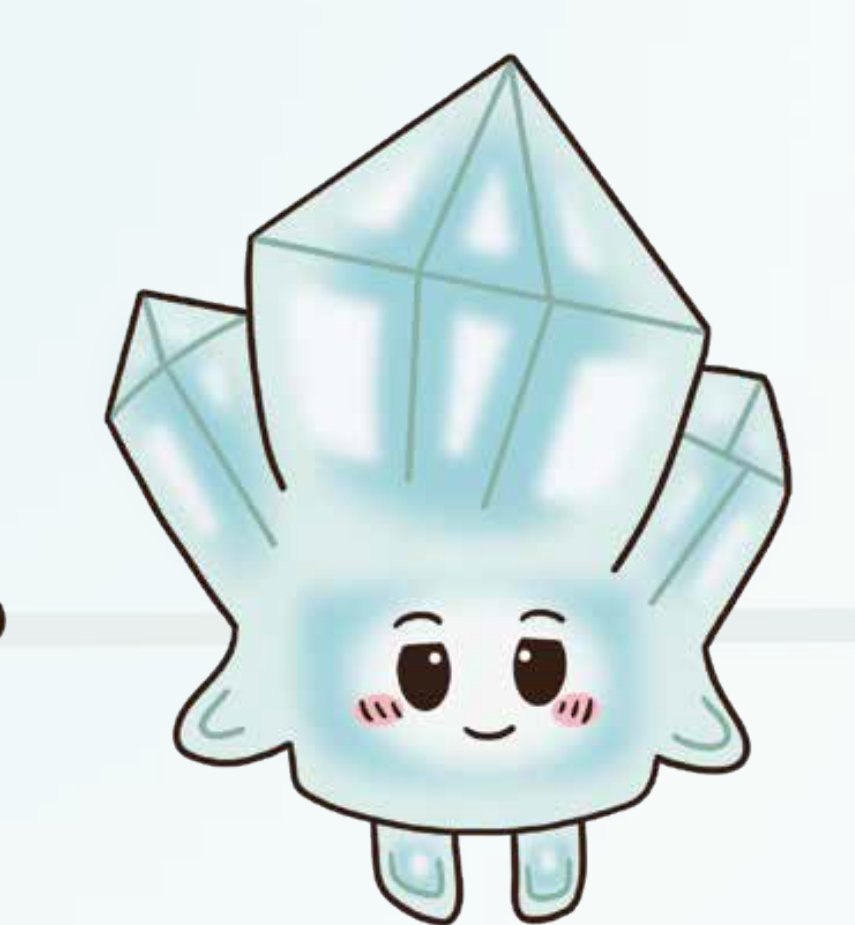
阿木



阿閃



密密



靈晶