

# Projects Portfolio

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# Preface

This case study includes few samples of our clients projects. Detailed with the background and the methods we use to achieve the goals.

The logo, trademark and screen captures are the properties of their respective owners. We use them solely for illustrative purposes indicating that we currently or previously have / had transactions and business relationship with those respective owners' companies and / or organizations. We do not have any kind of rights in any of the logo.



# Website

## Visual Arts Projects

### Client background

Visual Arts Projects was established in Hong Kong in 2003 by Sarah Pringle to work in collaboration with architects, landscape architects, designers, arts organizations and arts charities on a wide range of arts projects.

Sarah studied Fine Art & Design in the United Kingdom and the United States and has over 20 years experience working with artists on commercial and not for profit projects in Europe, the Middle East, India and South East Asia. She first worked in Hong Kong in 1994 and in 1995 worked on her first exhibition in China with Tony Scott of China Art Projects.

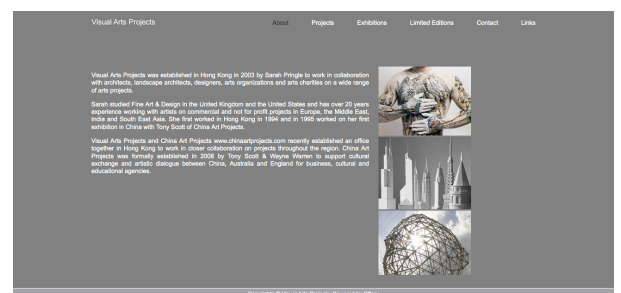
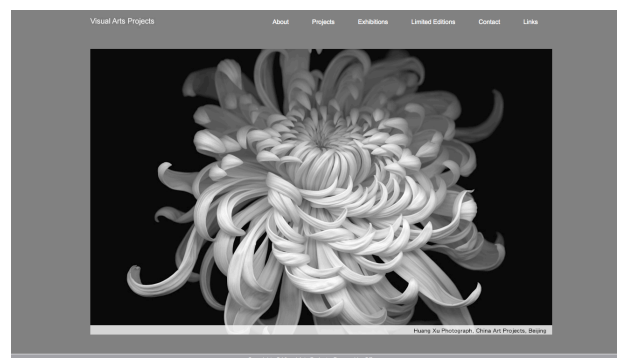
Visual Arts Projects and China Art Projects [www.chinaartprojects.com](http://www.chinaartprojects.com) recently established an office together in Hong Kong to work in closer collaboration on projects throughout the region. China Art Projects was formally established in 2008 by Tony Scott & Wayne Warren to support cultural exchange and artistic dialogue between China, Australia and England for business, cultural and educational agencies.

### Case study

Visual Arts Projects use a custom design with CMS backend.

With the support of the latest CMS, Visual Arts Projects is able to push its design to limit with a easily updatable content. All pages are styled with a pre-design layout. Every new page picked with the layout can be displayed with the same pattern, making the website more professional and stylish.

**[www.visualartsprojects.com](http://www.visualartsprojects.com)**



## Surreal Digital

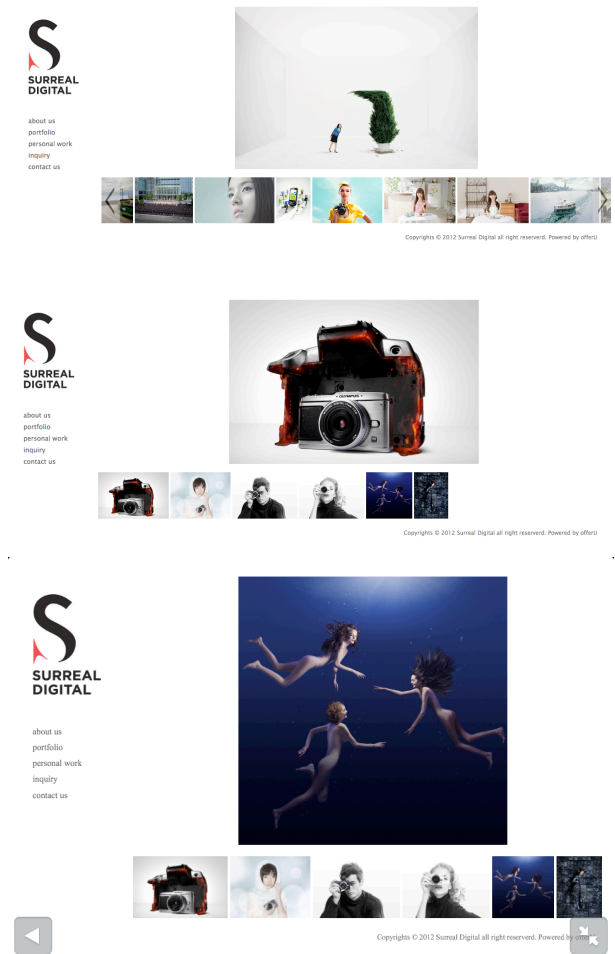
### Client background

Founded by James Chan during the Millennium, Surreal Digital is a professional retouching company which is renowned for its high quality, premium standard and superb fineness. The company is located in the central business district of Wanchai and provides professional retouching and color management services mainly to distinguished international and local advertising companies, fashion and make-up brands, as well as noted photographers. With a wealth of experience that the company amassed over many years, it has acquired an in-depth understanding of various aspects of photography and retouching techniques enabling him to deliver ultimate professional services to customers.

### Case study

As a digital imaging company, Surreal wants its website be able to showcase their high quality portfolio. OfferU used javascript to create instant animation in the website, making the showcase more eye catching. With browser accessibility in mind, OfferU chose to use javascript instead of flash, making all the mobile browsers compatible.

**surreal.com.hk**



Screenshot from iPhone

## Vivian Chow Official Site

### Client background

Vivian Chow Wai-man became one of the most renowned artistes among Asian audiences all over the world after entering the entertainment business by becoming a disc jockey at Radio Television Hong Kong in the late 1980s.

### Case study

As an official site, [vivianchow.asia](http://vivianchow.asia) serves the worldwide fans with massive database of Vivian's portfolio and information. Using easy updating tool, thousands fans of Vivian are able to get in touch with their idol. The site is divided to few parts. The information and media database keep all the photos and information in an organized manner. The YouTube fetcher gathers all videos uploaded by the web master in YouTube and showing the same in the site. This keeps fans stay on the site for a much longer time. The bulletin board enables an interactive communication platform to Vivian and fans. This proves to be a valuable feature to both the artist and the fans.

**[www.vivianchow.asia](http://www.vivianchow.asia)**



# Online shop

## 3 For Kids Limited

### Client background

A kids concept on-line shop for every COOL parents who wants the best choice for their rockin' kids/Children. We specialize in sourcing kids' clothing, shoes, eye wear, toys, softy blanket & accessories from all around the world with special focus on European brands. In our specialty shop where you can find a wide range of unique selections on children's needs in finest clothing and accessories with beautiful design, high quality and safety in mind as our highest priority.

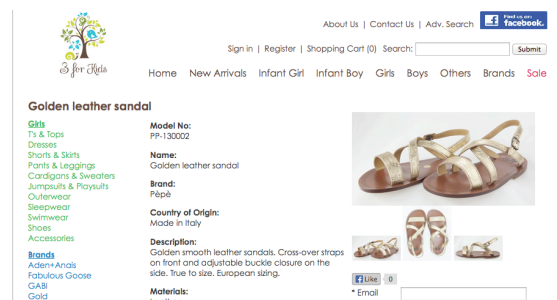
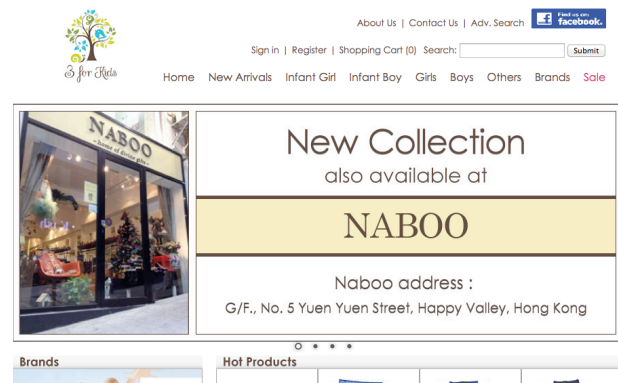
### Case study

3forkids.com is an online shop with backend CMS that can handle stock level, ordering and payment. The online shopping platform can handle all the size and color combination for children clothes and accessories with or without generating new product code. This gives maximum flexibilities to our client in managing their product database. Additional features like stock level alert, vendor management, and purchase orders management, together provide our client with a complete solution to online business.

The site is linked with PayPal to handle multi currencies issue. This means our client can sell all over the world.

Beside website, our client also use our marketing campaign in SMS ads and print ads, to increase the publicity of the online shop.

**www.3forkids.com**



# E-Marketing

## Cow and Gate

### Client background

At COW & GATE we see the world just like moms, with a loving heart both attentive and nurturing.

Because we are parents too, we are committed to providing Hong Kong babies the good nutrition they need at the start in life, as well as giving a big hand to moms in their parenting journey.

### Case Study

We design and create web forms and EDM based on customer needed. We help Cow and Gate to design and set up registration forms that collect the most important data from their customers. Using our CRM technologies, we deliver well designed EDM in order to promote every single event and promotion. These events including new website update, new packaging, new Facebook fan page update and Facebook event. We also analyse the data and integrate them with another system that manage membership data.



# CRM System

## Nikon

### Client background

Nikon Corporation also known as just Nikon, is a Japanese multinational corporation headquartered in Tokyo, Japan, specializing in optics and imaging products. Nikon HK marketing department manage the marketing of Greater China.

### Case study

The project has two parts. First, migrating and integrating Nikon marketing data sourced from different sets of database. We gathered those data from different vendors, integrated the data and did the analysis. The result provides Nikon marketing team with accurate data from number of new buyers, composition of buyers, model owned calculation, distributors performance etc.

Second, we design and prepare EDM using Nikon material, and doing the EDM campaign for Nikon using OfferU own EDM system. With the detailed and comprehensive reports, the EDM scheme is proved to be successful and effective.



# Interactive

## Adidas Watch

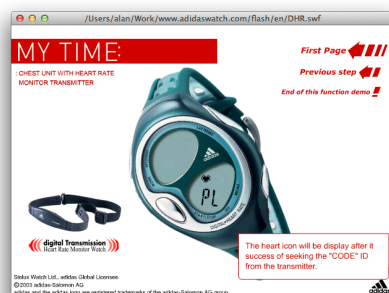
### Client background

Adidas AG is a German multinational corporation that designs and manufactures sports clothing and accessories based in Herzogenaurach, Bavaria, Germany.

### Case Study

We designed and developed a series of interactive animation to demonstrate and promote the watches' multifunctional and interactive features. This includes a lot of interactive flash animation for the watches' showcase. Each showcase allows user to actually control and try out the watch features online.

To achieve these, we studied watches features and simulate the workflow and reaction of the watches online, including time zone shift, timer, alarm, heart rate monitor, backlight and etc.





# Photo shooting

## Anex

### Client background

For more than 30 years, Anex Electrical Co., Ltd. has been a leading manufacturer of household electrical appliances, health care products, and auto accessories. Anex is dedicated to provide stylish & innovative, quality products to today's households. Our company manufactures over 200 different models of quality electrical appliances including electric kettles, toasters, coffee makers, blenders/choppers, hand mixers, electric knives, hair dryers, hair straighteners, and vacuum cleaners, etc.

### Case study

In addition to a new website, OfferU created a 360° VR products showcase for Anex. OfferU studio has a rotatable photo shooting booth that can perform 360° multiple product images shooting and capture. Together with java script, a virtual 360° display of product is thus created.

[www.anex.com.hk](http://www.anex.com.hk)





# Mobile

## Watches Workshop

### Client background

Delivering affordable luxury to your doors, discounted New Rolex Watches for sell, and offering Rolex watches repair service. Get instant price quote on watch repair and upgrades. We expertise in watches' trade and repair, specialize in watch refurbishing, turning old timepiece into New watch!

### Case study

Targeting the mobile shopping market, watchesworkshop is designed with full specification of mobile website. The site is fully click-friendly by mobile browser. The icons and buttons are large enough for different kinds of mobile devices. The site also feature a “shoot and send” function, allowing user to upload photo from their mobile device to get a quote from watchesworkshop.

The whole business concept is also extended on mobile App in order to achieve the highest commercial value. Both two largest customer based campaign, iOS and Android App is published for Watches Workshop. Truly enable the outstanding customer experience in everywhere, anytime.

**[www.watchesworkshop.com](http://www.watchesworkshop.com)**

