

ASW
175
ANNIVERSARY
TOOLKIT



This toolkit serves as a pool of idea for the 175th anniversary celebration. You can find the basic information needed, the recommended communications and also the food for thoughts to develop your own ASW 175th anniversary campaign.

Let us make this milestone special!

Contents

1. Overview
2. The logo & application examples
3. One More One Less
4. Classic Illustration
5. Key visual and application
6. Our Heritage

ACCESS OF MATERIALS

Always download the latest artwork from GPR Portal
GPR.ASWATSON.COM

The screenshot shows the GPR Portal website with the following elements:

- Header:** "A.S. WATSON GROUP PR PORTAL" logo on the left. Navigation menu on the right: HOME, ASW WORLD RECORD, GLOBAL SMILE CAMPAIGN, CORPORATE MATERIALS, GVD2015, TECH ADVICE.
- Tagline:** "Update. Discuss. Propagate."
- Main Content:** A large red banner celebrating "A.S. WATSON CELEBRATING 175 YEARS SINCE 1841". The banner features a graphic of various medical and dental tools (scalpel, syringe, stethoscope, etc.) emerging from a red bag.
- Right Sidebar:**
 - Search:** "Search by keyword" input field.
 - CALENDAR:** A calendar for November 2015 with days of the week (MON-SUN) and dates (1-30).
 - RECENT POSTS:** A list of recent articles including "ASW 175 Anniversary", "GLOBAL VOLUNTEER DAY 2015", and "LATEST UPDATES – GLOBAL EXECUTION PLAN".

Overview of objectives

Introduction

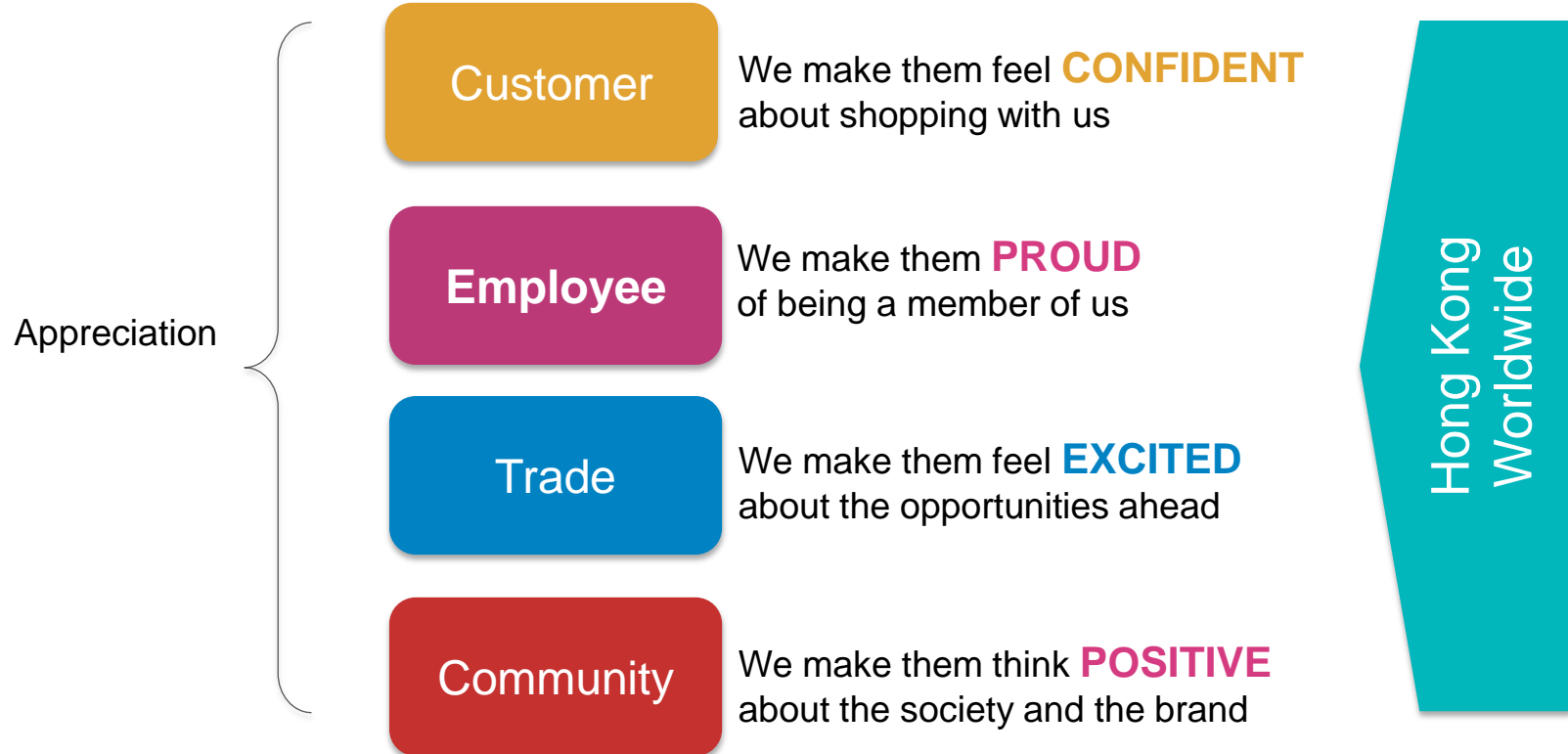
2016 is A.S. Watson Group's 175th Anniversary. From a small dispensary established in Hong Kong in 1841 to the world's largest international health & beauty retailer, every step is a result of its passion and dedication.

Celebrate together !

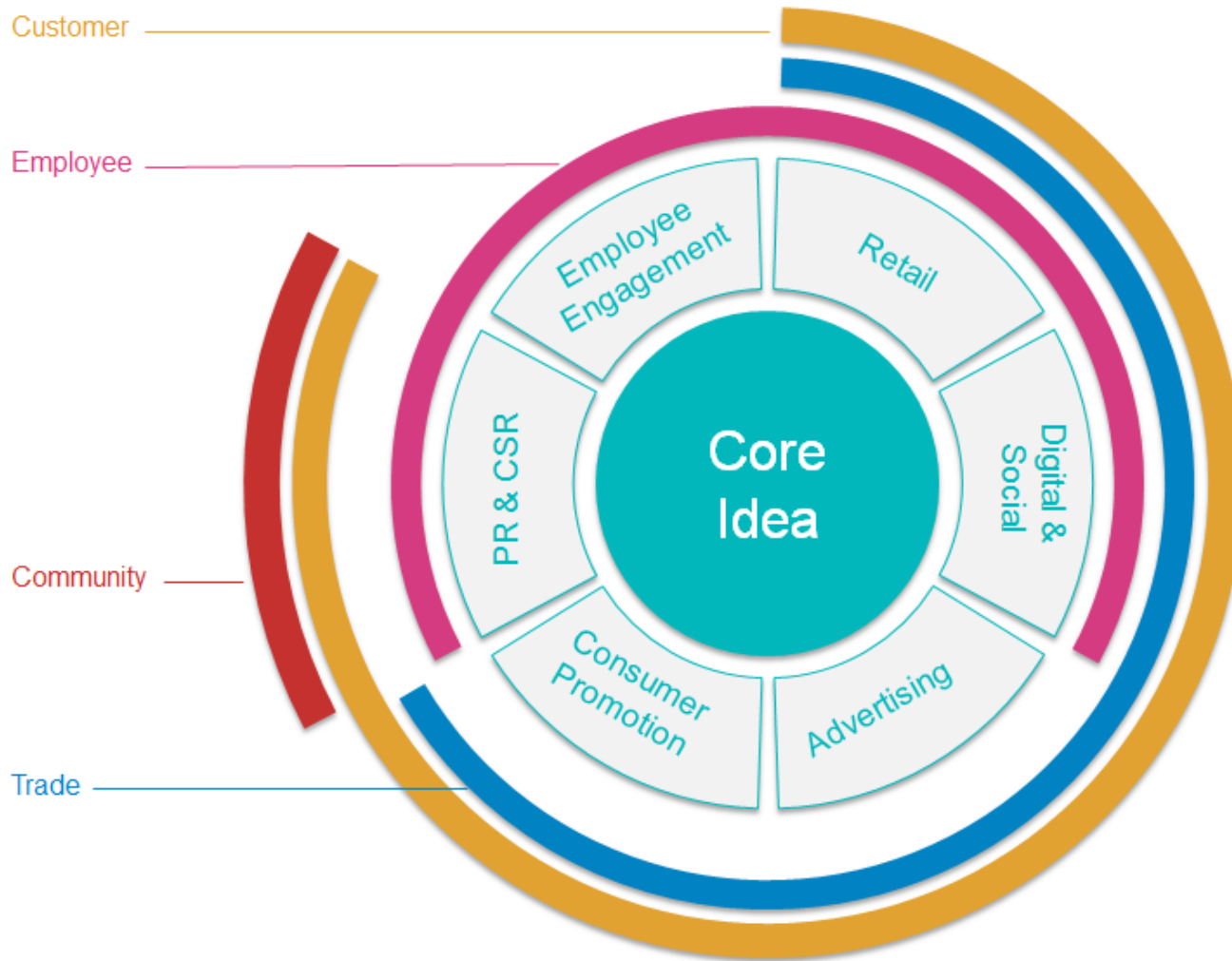
Without the support of our customers, colleagues, suppliers, business partners and community, ASW would not be able to achieve such incredible success. Let's share the joy of ASW 175th Anniversary with them and at the same time reconfirm ASW's unchanging promise – We Bring MORE to Life.

Target Audience

Apart from expressing the appreciation to different stakeholders, we want to appeal to different targets with different purpose:



360 campaign framework





COMMUNITY

- Project LOL** (Global)
- Guidelines and Graphics
- Volunteer Event

PARTNERS

- Supplier Event**
- Dec Cocktail (HK)
- GSC Cocktail (Global)
Corporate Souvenir
- Postcard Sets (Global)
- Coasters (Global)
- Postcard frame (HK)

CUSTOMERS

- Smile Campaign** (Global)
- New Visual Guideline
- Ways to Smile Bible
Social Media
- McDull Viral Video (Greater China)
- Facebook campaign (HK)
- Coupons

STAFF

- Internal Engagement**
- Postcard Everywhere Game (Global)
- ASW Tote Everywhere Game (HK)
- Sketch Kit (HK)
- Cotton bag (HK)
- History Wall in Watson House (HK)

GENERAL PUBLIC

- Publicity Programme** (HK)
- Website 175 section
- Watson House Decor
- Watsons Water bottle
- Tram
- Ice-cream Van
- Advertising

Tone of Voice

A delicate balance of brand status and approachability:

INTERNATIONAL

but not distant

CONFIDENT

but not arrogant

HUMBLE

but not soft

HUMAN

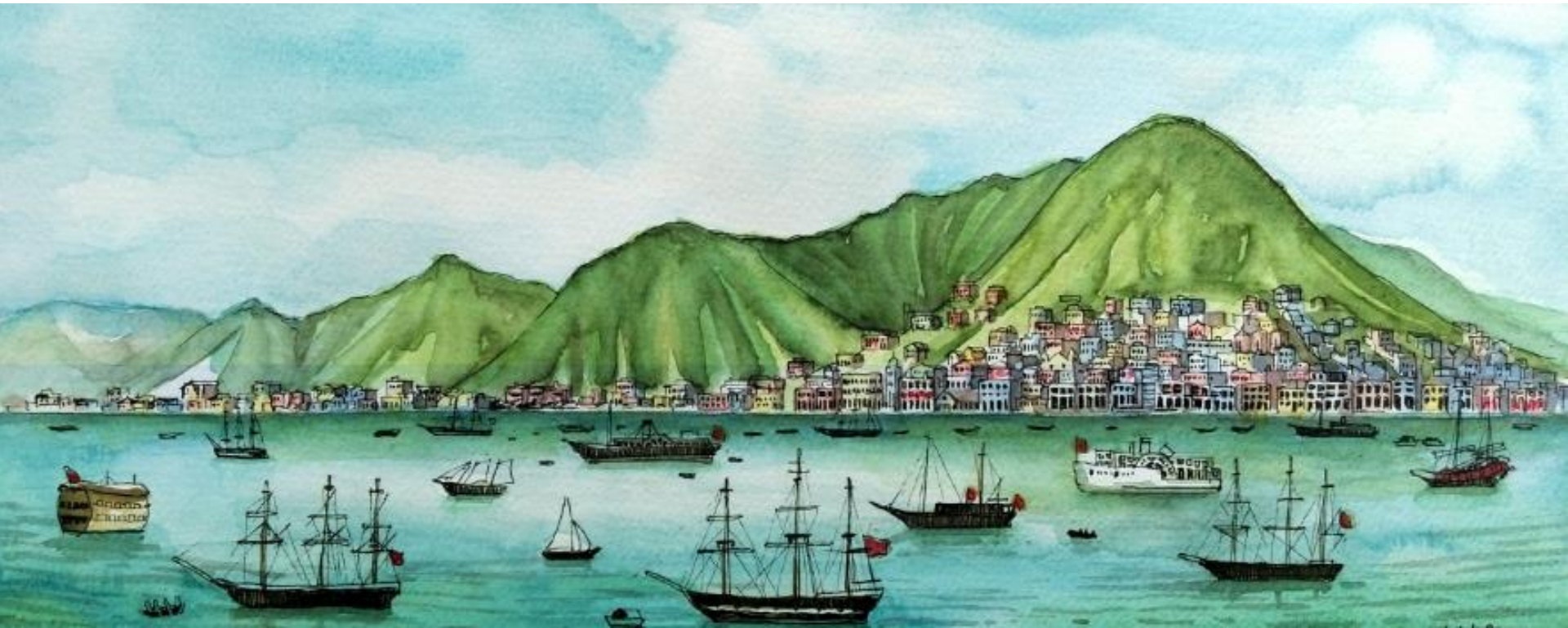
Official 175th Anniversary Message – HK Version

Our Commitment Continues

With a history dating back to 1841, A.S. Watson Group is one of the longest standing and most established companies in Hong Kong. We are privileged to be able to witness and grow alongside Hong Kong's transformation from a fishing village to become a global city and the centre of international trade. From our humble beginning as a local dispensary, A.S. Watson has now become the world's largest international health and beauty retailer with a portfolio of over 12,000 retail stores. We are proud to have taken a Hong Kong-based company to a leading position in the world retail landscape. Looking ahead, we strive to continue our expansion in Hong Kong and overseas, as well as to deliver our promise of providing quality products and shopping experiences to customers.

扎根香港 承諾如一

屈臣氏集團創立於1841年香港開埠之時，見證香港從昔日的漁港蛻變成今天的國際大都會。時至今日，集團擁有超過12000家零售店，成為全球最大的國際保健美容零售商，作為香港歷史最悠久的公司之一，能夠帶領香港企業在全球零售業界佔一重要席位，我們深感自豪。我們將繼續在香港及海外擴展業務，並堅守承諾，致力為顧客帶來更多優質產品及服務。



The logo - Colour

Eng version



Chi version



Pantone 186C
CMYK: C0 M100 Y81 K4
RGB: R227 G24 B54



Pantone Process Magenta C
CMYK: C0 M100 Y0 K0
RGB: R220 G23 B111



Pantone 320C
CMYK: C100 M0 Y31 K7
RGB: R0 G148 B167



Pantone 202C
CMYK: C0 M100 Y61 K43
RGB: R137 G9 B37



Pantone 375C
CMYK: C43 M0 Y79 K0
RGB: R155 G197 B95



Pantone 151C
CMYK: C0 M70 Y100 K0
RGB: R223 G99 B42

The logo – Other colours

Metallic foil (hot stamp) / Pantone

Eng version



Chi version



Pantone 874C Gold



Pantone 877C Silver

The logo - Black & White

Eng version



Chi version



CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0



CMYK: C0 M0 Y0 K60
RGB: R102 G102 B102



CMYK: C0 M0 Y0 K40
RGB: R153 G153 B153

The logo exclusive zone and minimum size

The exclusive zone of the logo means that the outer border denotes the area in which all other visual elements can not enter, keeping a clear area around the logo itself to ensure clarity and legibility.

The exclusive zone is derived from the x-width (width of the shopping bag), this x value is then applied all around the logo to border the zone.



minimum size
• 25mm (print)



minimum size
• 100px (Screen)



Animated Version



The logo - don'ts

No cropping



No rotation



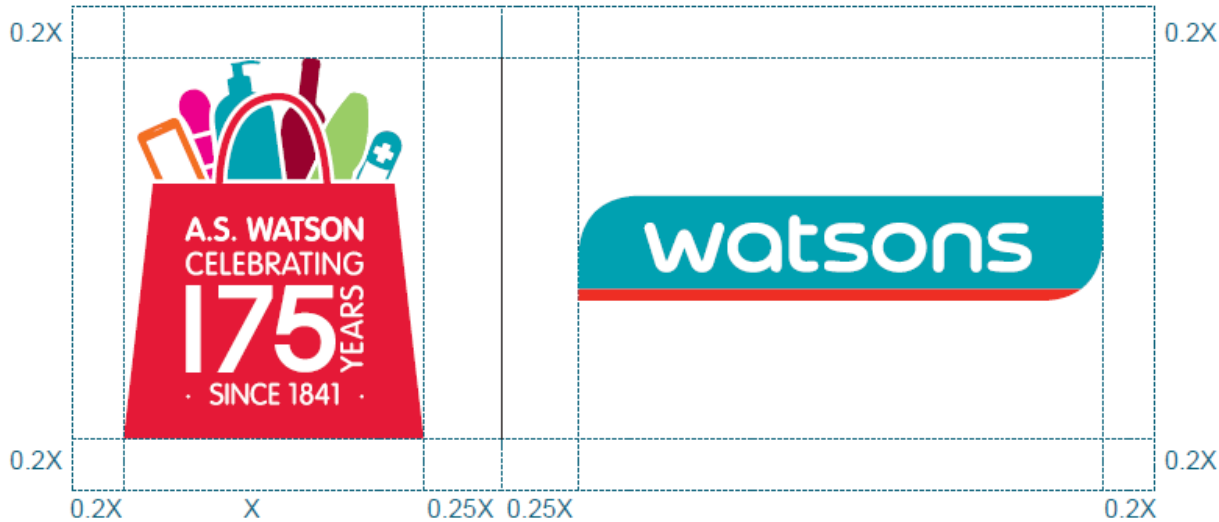
No reverse logo



No transparency



The logo – Alongside with BU logo



豐澤 FORTRESS



PARKnSHOP



Watson's Wine

Example: Advertising

屈臣氏集團
長江超記實業成員

175周年紀念

百佳 PARK'SHOP
幫您日日賺

中秋慶團圓

2包\$132.8

所有罐裝/凍肉 鮑魚買2件 95折

精選鮑魚 \$528

精選鮑魚 \$46.8

精選鮑魚 \$264.1

精選鮑魚 \$538

精選鮑魚 \$4.7

精選鮑魚 \$138

精選鮑魚 \$41.9

精選鮑魚 \$468

精選鮑魚 \$125.8

精選鮑魚 \$83.9

精選鮑魚 \$11.9

精選鮑魚 \$2.99

精選鮑魚 \$2.5

精選鮑魚 \$7.9

屈臣氏集團 零售及批發

屈臣氏集團 175周年紀念
· 1841年創立 ·

百佳 PARK'SHOP
幫您日日賺

中秋慶團圓

2包\$132.8

所有罐裝/凍肉 鮑魚買2件 95折

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精選鮑魚 \$2.99

精選鮑魚 \$2.5

精選鮑魚 \$7.9

屈臣氏集團 零售及批發

** Any special adaptation of logo should be approved by GRP

Example: TV Commercial



Corner Label
(Budget application)



Ending shot**
(If BU has enough air time)

** Any special adaptation of logo should be approved by GRP

Example: Truck Advertising



Back Panel**



Side Panel



Back Panel**

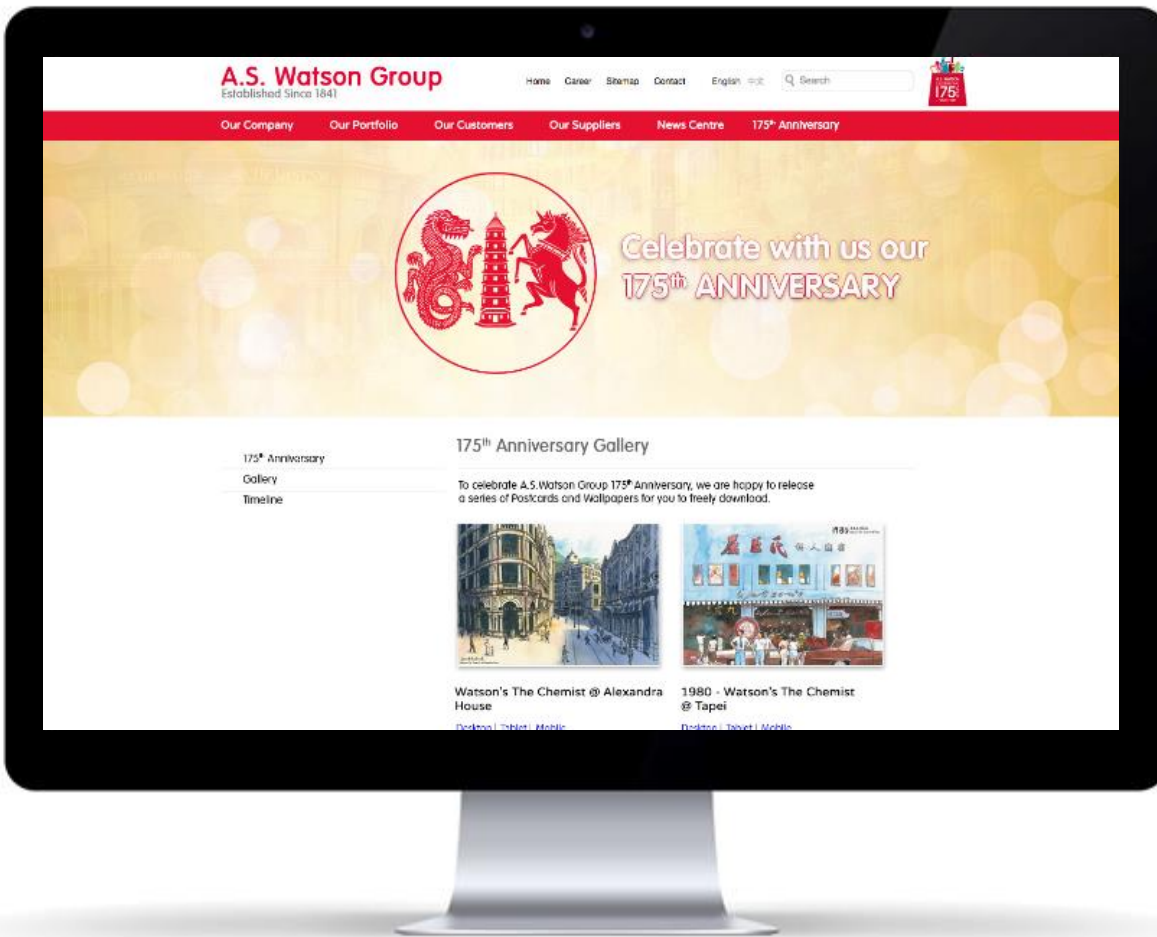


Side Panel

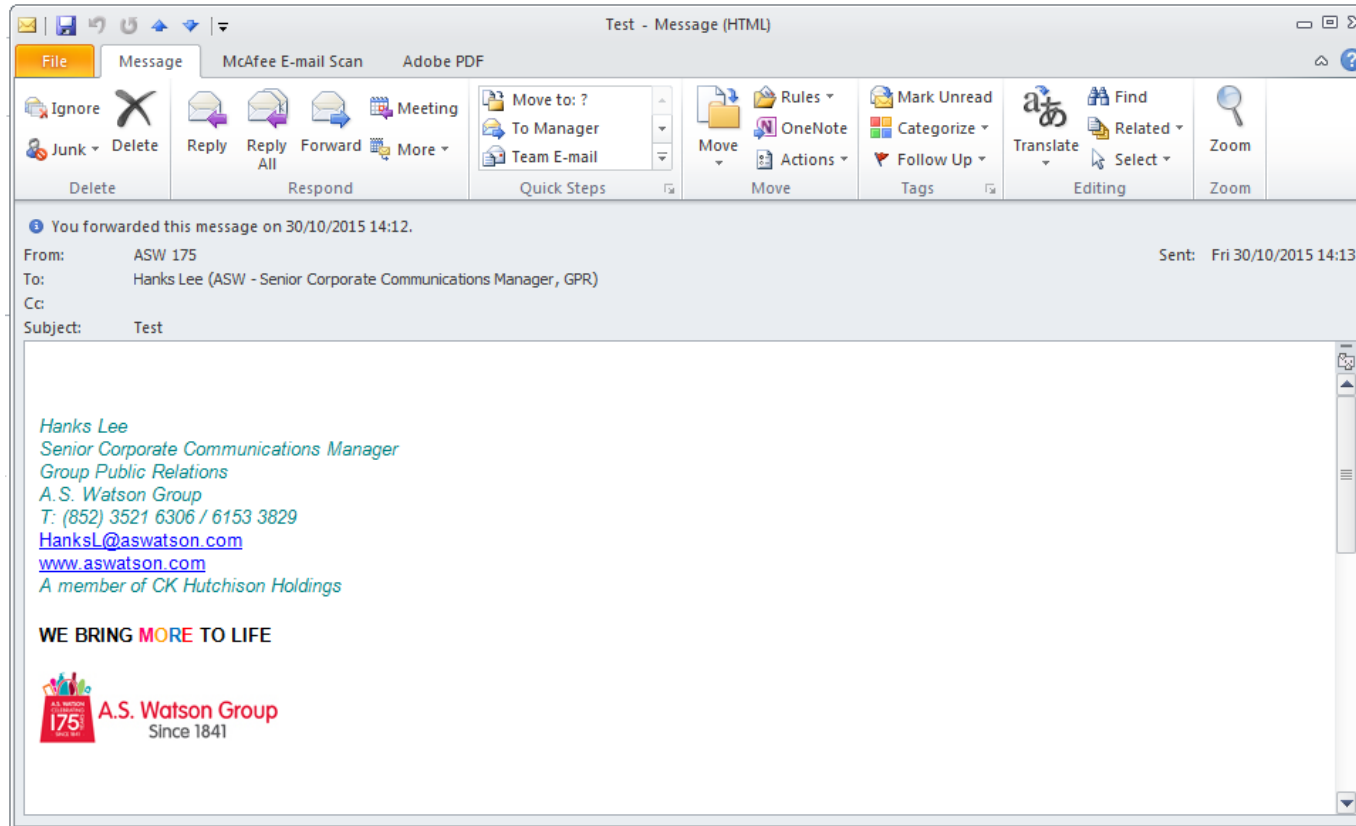


** Any special adaptation of logo should be approved by GRP

Example: Corporate Website



Example: Email Undersign



ONE

MORE

ONE LESS

ONE MORE ONE LESS - Concept

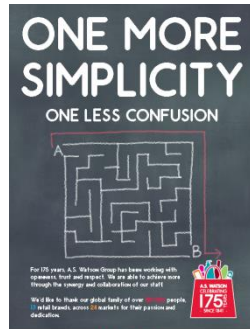
- The idea is inspired by ASW's motto of "We Bring More To Life"
- In conjunction with the 175th Anniversary, our intention is to demonstrate how ASW has also contributed MORE to the lives of our external stakeholders – our valued customers, trade partners, and communities
- **When we bring ONE MORE positive element to the world, at the same time we are taking away ONE LESS element that hinders us from making the world a better place to live.**

ONE MORE ONE LESS

ONE MORE WE ONE LESS ME
ONE MORE NOW ONE LESS LATER
ONE MORE SIMPLICITY ONE LESS CONFUSION
ONE MORE ACTION ONE LESS SMALL TALK
ONE MORE SATISFACTION ONE LESS HASSLE
ONE MORE UNDERSTANDING ONE LESS BARRIER
ONE MORE FLEXIBILITY ONE LESS LIMITATION
ONE MORE LISTENING ONE LESS TALKING
ONE MORE DISCOVERY ONE LESS COMPROMISE
ONE MORE SOLUTION ONE LESS WORRY
ONE MORE CONNECTION ONE LESS INCONVENIENCE
ONE MORE REASSURANCE ONE LESS HESITATION
ONE MORE SMILE ONE LESS STRANGER
ONE MORE OPPORTUNITY ONE LESS HURDLE
ONE MORE PARTNERSHIP ONE LESS BARRIER
ONE MORE CAN ONE LESS HINDRANCE
ONE MORE WINNER ONE LESS LOSER
ONE MORE AWARENESS ONE LESS IGNORANCE
ONE MORE TREE ONE LESS CARBON FOOTPRINT
ONE MORE SUSTAINABILITY ONE LESS EXTINCTION

Key Visual

employee



Message:
For 175 years, A.S. Watson Group has been working with openness, trust and respect. We are able to achieve more through the synergy and collaboration of our staff.

We'd like to thank our global family of 120,000 people, 13 retail brands, across 24 markets for their passion and dedication.

customer



Message:
For 175 years, A.S. Watson Group has strived to bring positive energy into everything we do and to spread joy to millions of customers daily.

We'd like to thank all our customers across 24 markets and communities for their trust and support.



Key Visual

trade



Message:
For 175 years, A.S. Watson Group has fostered strong relationships with our trade partners, enabling us to become world-class industry leaders together.

We'd like to thank all our partners supporting our network of 12,000 retail stores across 24 markets worldwide for growing with us through the years.

community



Message:
For 175 years, A.S. Watson Group has demonstrated great passion and commitment to bringing more to the lives of those in our communities. Through the continuous sharing of ideas and our collective efforts, we were able to make a positive impact to the world we are living in.

Thank you to our global family of over 120,000 staff, 13 retail brands, across 24 markets for helping us help others.

Classic Illustration



Example: Office Decoration (Interior & Exterior)



Example: Stationery



Example: Tote Bag



Example: Lanyard and Badge

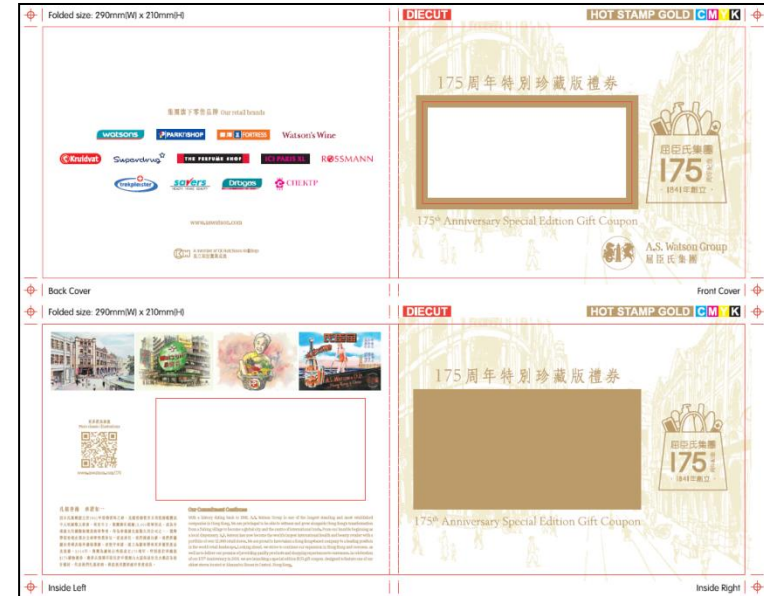
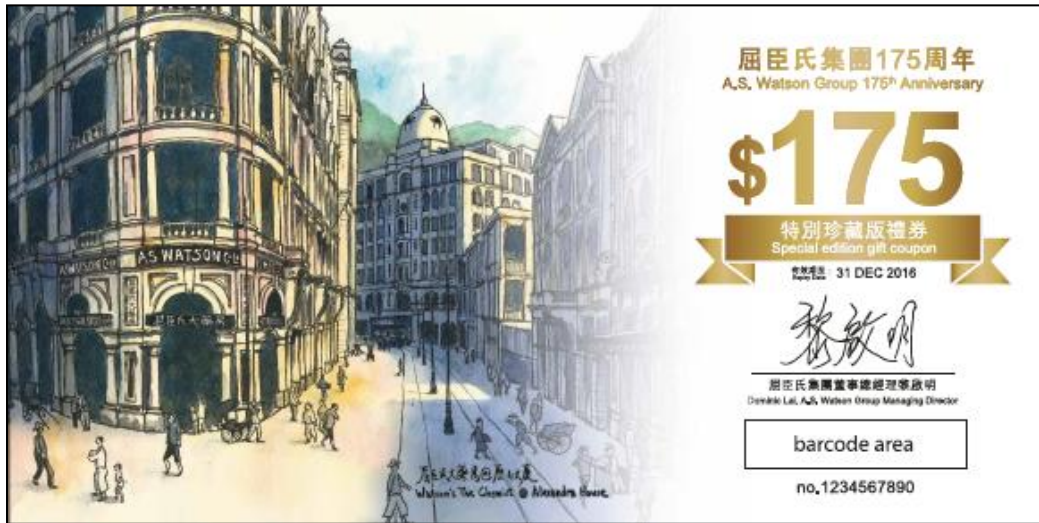


front



back

Example: 175th Anniversary Coupon Pack



Example: Event

Size: 12'w x 18'h x 4'd



Giant ASW 175

- A giant welcome to catch guest attention
- Approx Size: 6'w x 7'h



LED Backdrop

- Include 4mm LED wall with theme matched animation throughout the program
- Size: 50'w x 11.5'h
- Stage size: 60'w x 16'd x 2'h



Our Heritage

A history wall to communicate our origin, important milestones, and the development along the 175 years

Where We've Been. Where We're Going.

The Beginning

In 1828, a small dispensary was formed with a great mission in mind - to provide free medical services to the needy in the southern Chinese province of Guangdong (also known as Canton). This was the Canton Dispensary—the forerunner of A.S. Watson Group.

1841



Operations started in Hong Kong, the company started the Hong Kong Dispensary.

1871



The Hong Kong Dispensary incorporated as Watson & Co. Limited.

1903



Watson & Co. introduced the first Chinese patent medicine.

1941



A.S. Watson & Co. Limited was established in Hong Kong as a public company.

1972



Applied Watson's OTC expertise.

1981



A.S. Watson became a subsidiary of Watson Watson Limited with its first listed and market value.

1987



Watson started to diversify into pharmaceuticals in 1987.

1990



Watson started the A.S. Watson Group.

2000



Watson Group was listed on the Hong Kong Stock Exchange.

2002



Watson Water bottles to expand health care.

2013



10,000

A.S. Watson became the largest pharmaceutical company in Hong Kong.

2015



A.S. Watson became the largest pharmaceutical company in Hong Kong on 12 August 2015.

To Be Continued



Founded in Hong Kong, A.S. Watson has become the largest international health & beauty retailer in Asia and Europe today.

Each day, millions of customers around the world visit our retail stores. It is our mission to serve and enrich our customers' lives and exceed their expectations in everything we do.

We are committed to deliver our promise to bring More to Life to our customers, colleagues, communities and shareholders.



