# ANNIVERSARY TOOLKIT





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

Let us make this milestone special!

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### **ACCESS OF MATERIALS**

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

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· SINCE 1841 ·	<ul> <li>Global Volunteer Day 2015 – Change of Design</li> </ul>	
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	Guidelines & Visual Files to download	1

### **Overview of objectives**

### Introduction

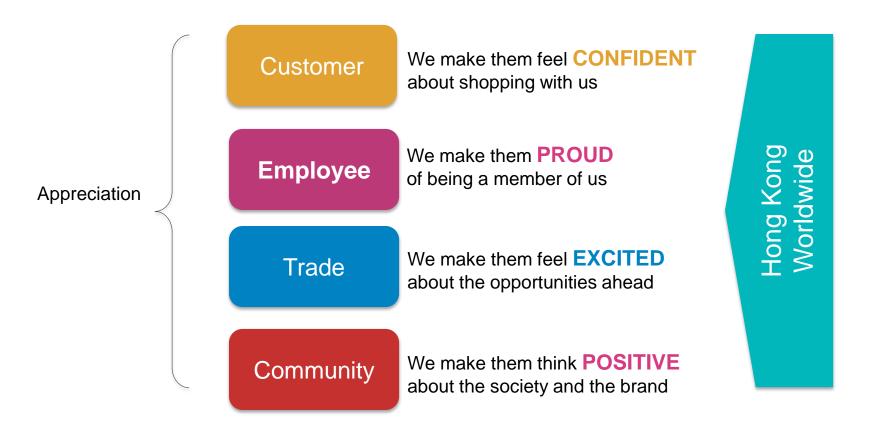
2016 is A.S. Watson Group's 175<sup>th</sup> Anniversary. From a small dispensary established in Hong Kong in 1841 to the world's largest international health & beauty retailer, every step is a result of its passion and dedication.

### Celebrate together !

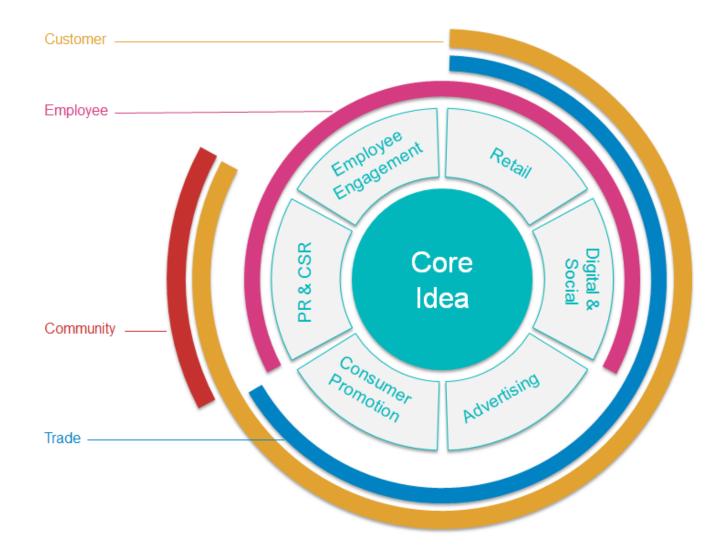
Without the support of our customers, colleagues, suppliers, business partners and community, ASW would not be able to achieve such incredible success. Let's share the joy of ASW 175<sup>th</sup> Anniversary with them and at the same time reconfirm ASW's unchanging promise – We Bring MORE to Life.

# **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

A.S. WATSON CELEBRATING

· SINCE 1841 ·

### PARTNERS

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

### **GENERAL PUBLIC**

### Publicity Programme (HK)

- Website 175 section
- Watson House Decor
- Watsons Water bottle
- Tram
- Ice-cream Van Advertising

**CUSTOMERS** 

Smile Campaign (Global - New Visual Guideline

- Ways to Smile Bible

### Social Media

- McDull Viral Video (Greater China)
- Facebook campaign (нк)
- Coupons

YEARS

### STAFF

Internal Engagement

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

**Tone of Voice** 

# A delicate balance of brand status and approachability:

INTERNATIONAL

but not distant



but not arrogant

**HUMBLE** but not soft



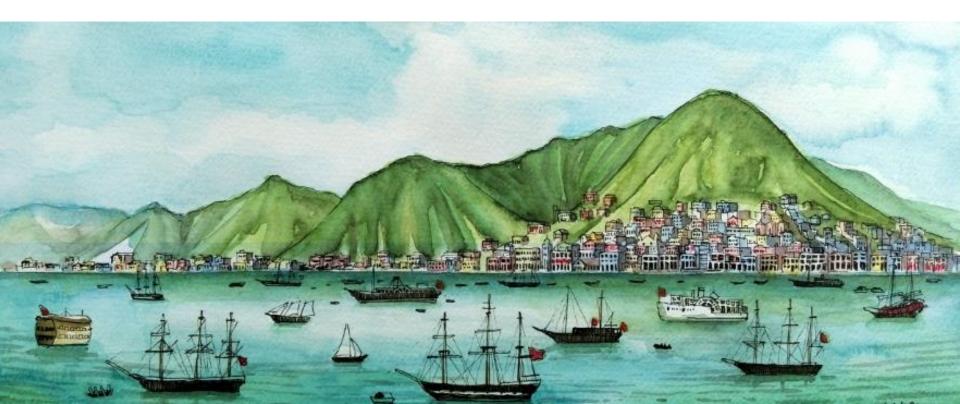
# **Official 175th Anniversary Message – HK Version**

### **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 CM YK: C100 M0 Y31 K7 RGB: R0 G148 B167



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

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



# The logo – Other colours

### Metallic foil (hot stamp) / Pantone





# The logo - Black & White

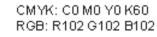
Eng version



Chi version



CM YK: C0 M0 Y0 K100 RGB: R0 G0 B0

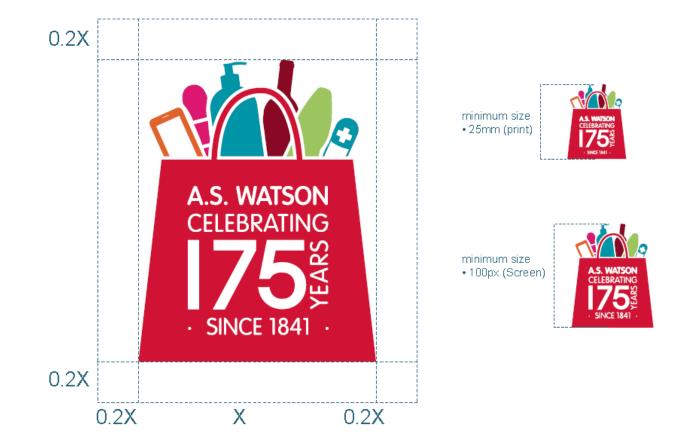


CMYK: C0 M0 Y0 K40 RGB: R153 G153 B153

# 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.



# **Animated Version**



# The logo - don'ts

No clopping

No reverse logo



No rotation

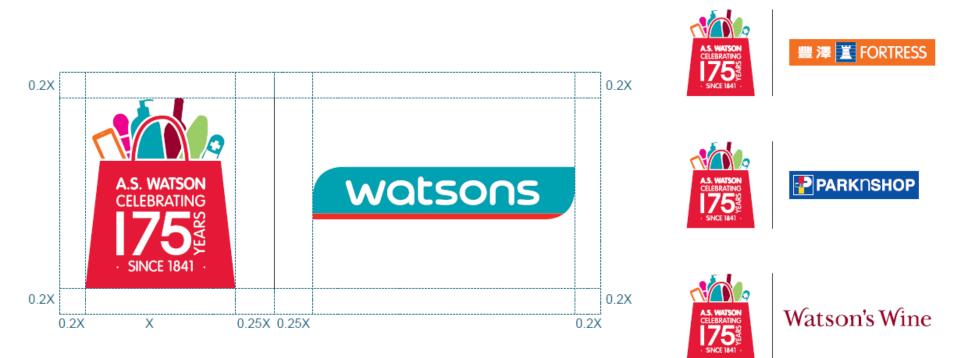
No transparence





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# The logo – Alongside with BU logo



# **Example: Advertising**





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

# **Example: TV Commercial**



### **Corner Label**

(Budget application)



# **Example: Truck Advertising**



Side Panel



### Back Panel\*\*



Side Panel



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

### **Example: Corporate Website**





# **Example: Email Undersign**

WE BRING MORE TO LIFE





# **ONE MORE ONE LESS - Concept**

- The idea is inspired by ASW's motto of "We Bring More To Life"
- In conjunction with the 175<sup>th</sup> 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

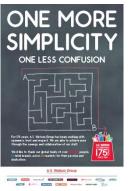
ONE MORE WE ONE LESS ME ONE MORE NOW ONE LESS LATER ONE MORE SIMPLICITY ONE LESS CONFUSION ONE MORE ACTION ONE LESS SMALL TALK ONE MORE SATISFACTION ONE LESS HASSLE ONE MORE UNDERSTANDING ONE LESS BARRIER ONE MORE FLEXIBILITY ONE LESS LIMITATION ONE MORE LISTENING ONE LESS TALKING ONE MORE DISCOVERY 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



And the second s



### 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**

























PRASANCAL CLANSING STUDIES

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### **Example: Office Decoration (Interior & Exterior)**



# **Example: Stationery**



### **Example: Tote Bag**





# **Example: Lanyard and Badge**





front

JANNG MORE TO LIFE

back

# **Example: 175<sup>th</sup> Anniversary Coupon Pack**



### **Example: Event**







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

