



A.S. Watson Group 180th Anniversary Campaign Guidelines

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Business Partners

Colleagues

Customers

Community



OVERVIEW

2021 is the 180th Anniversary of A.S. Watson Group. We're going to celebrate 180 Years of LOVE in this remarkable milestone

Objectives

- Share the joy with our colleagues, customers, community and business partners
- Create a culture of love in our workplace
- Recognise our Hero Staff

180th Anniversary - Logo Lock Up & Exclusive Zone



Exclusion zone

Usage rules:

- ASW's official Anniversary and MAKE 2021 logo
- Mainly used as an endorsement for internal communication and supporting BU communications
- Respect the exclusion zone
- Use negative version on dark backgrounds otherwise always use on light backgrounds

Minimum size



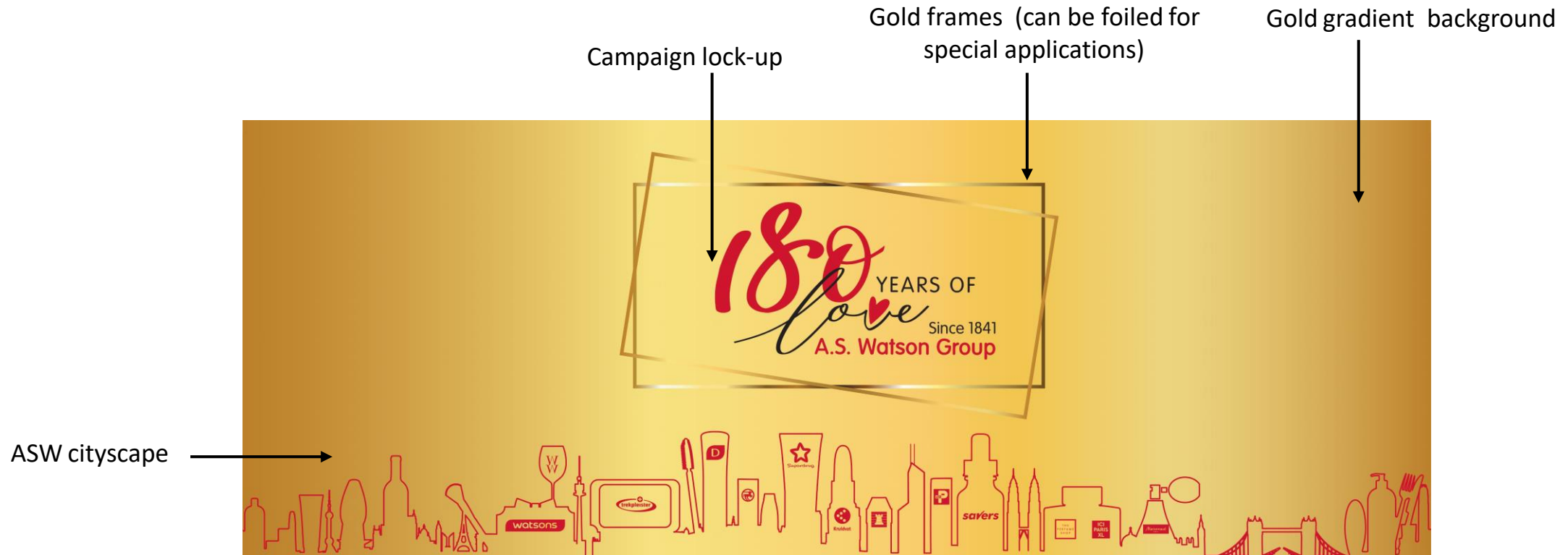
20mm

Negative version



Only for exceptional instances

180th Anniversary – Key Visual



Colour palette



PMS 186
C11 M100 Y82
K3 CE0E2D

BLACK

GOLD GRADIENT
(Do not recreate. Only use gradient supplied)

The Logo Lock Up



Endorsement positions:

The preferred area for placing the lock-up is the bottom right corner of communications.

However, it can be placed in all four corners depending on the communication.

The Logo Lock Up with Frame



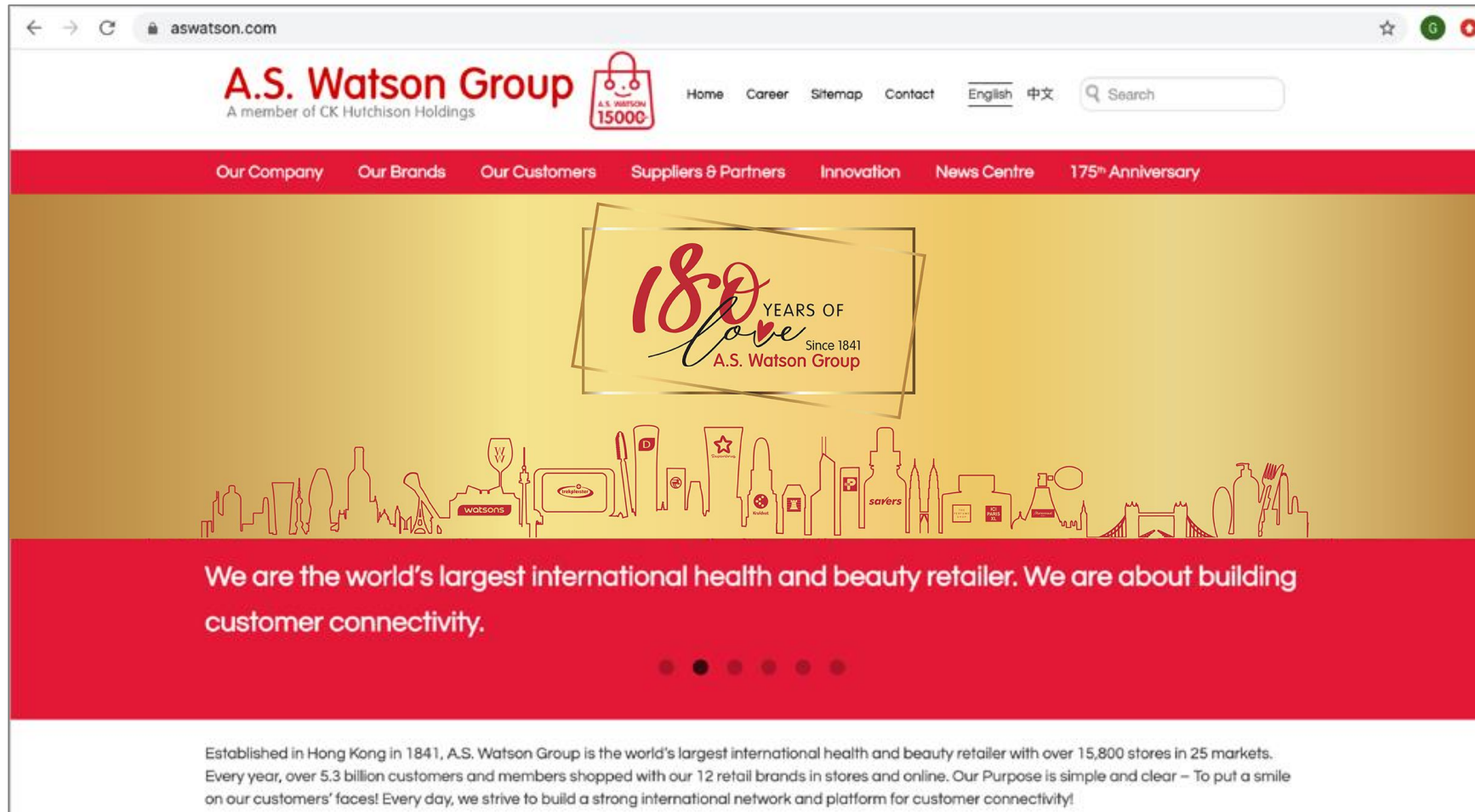
Exclusion zone

Usage rules:

- Use on gold gradient only
- Only use as part of the main campaign
- Don't use for endorsements
- Respect the clear area
- Gold frames can be foiled for special applications

Key Visual Application – Website Banner

2500px X 564px



MAKE 2021 – Because of Love²

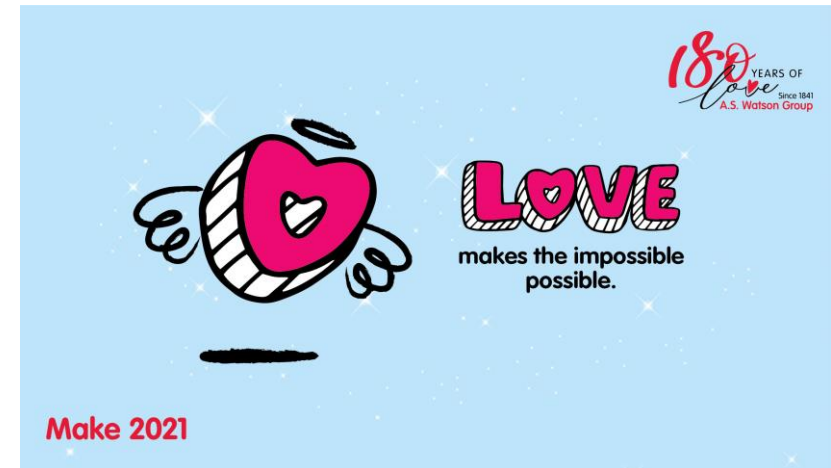
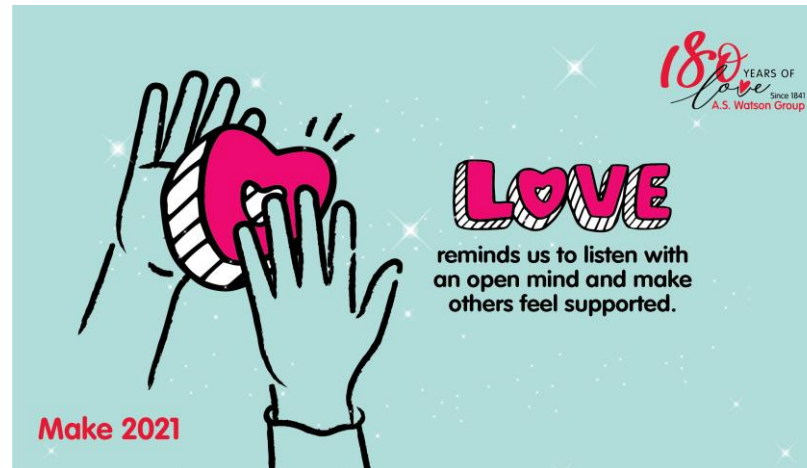
A.S. Watson is all about **LOVE**. Over 180 years, everything we do to our People, Customers, Community and Planet are out of **LOVE**.

We've been through a difficult time in 2020 and it's **LOVE** that makes the impossible possible.

The theme “Year of Love” will continue in 2021 so next year will be designated as “**Because of Love²**”



MAKE 2021 – Key Visuals



MAKE 2021 – Key Visuals



MAKE 2021 – BU Application Examples





Our Partners

History Video

A.S. Watson Group

Scene 1



Scene 2



Scene 3



Scene 4



Scene 5



Scene 6



Scene 7



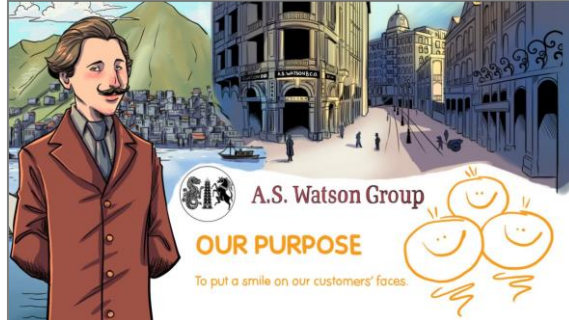
Scene 8



Scene 9



Scene 10



Scene 11



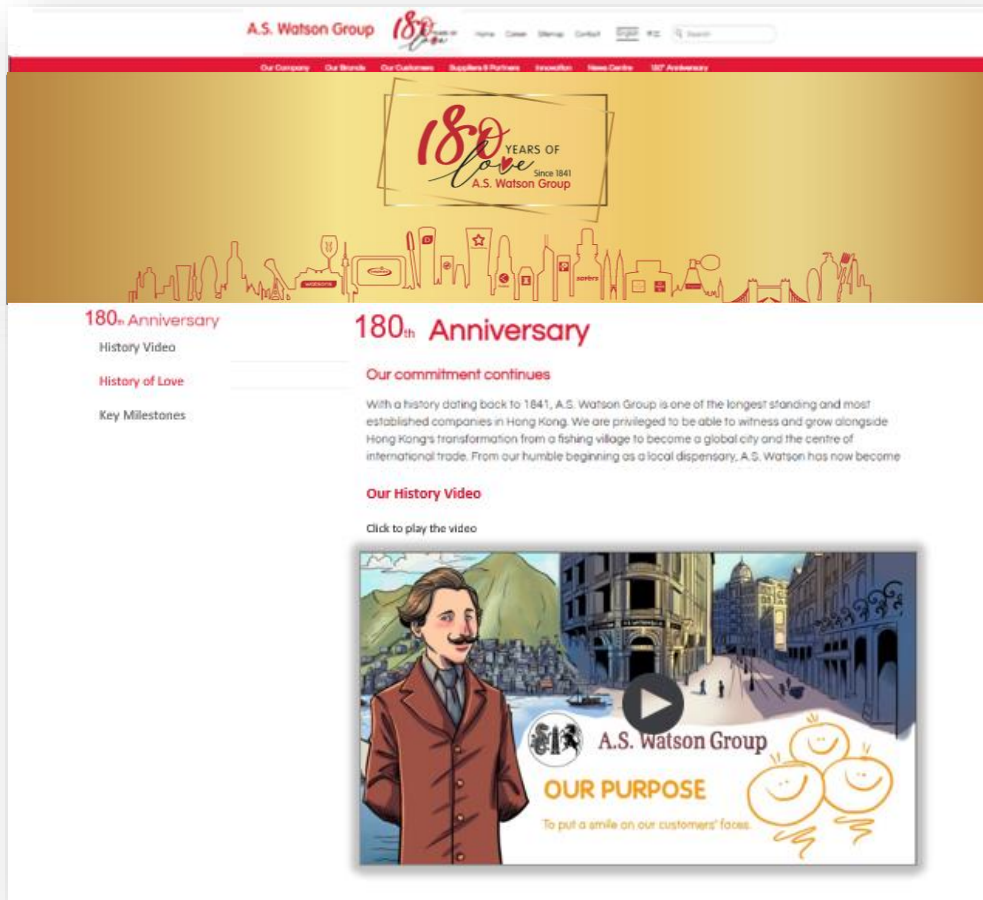
Reference:

<https://youtu.be/2PZ9TyA0EXI>

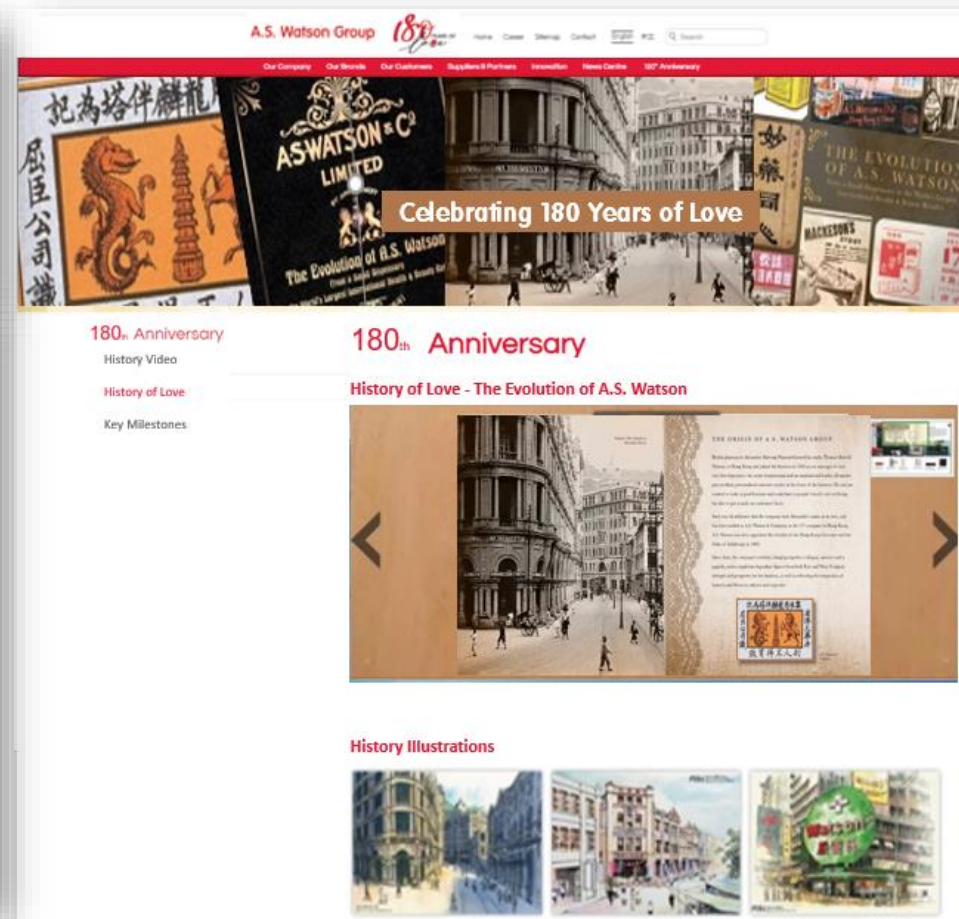
<https://youtu.be/12K5qPpKp1w>



Corporate Website – 180th Anniversary Page



History Video Page (New)



History of Love Page

watsons 屈臣氏



Our People

Staff Hero Campaign

To highlight our **Staff as Hero of Love**



LOVE IS CARE

Studio photos (example)

Option A - Studio photos for BUs that have resources



FIRST PAGE (HERO AND TITLE ONLY)



SECOND PAGE (HERO, NAME, TITLE AND STORY)

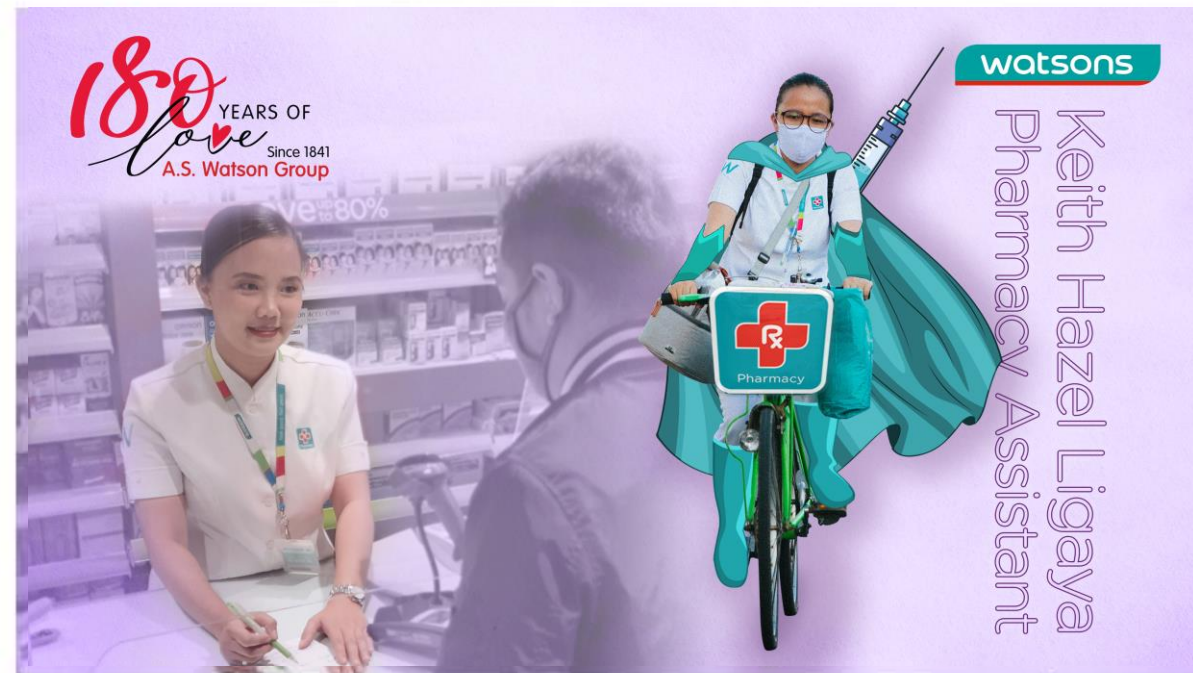
Remarks: With studio photos we can have two different poses for the two slides unlike the other themes below with the same pose for both slides

LOVE IS PASSION

Existing photos



FIRST PAGE (HERO AND TITLE ONLY)



SECOND PAGE (HERO, NAME, TITLE AND STORY)

Heroes Behind Our Brands

Option B – BUs to use exiting staff photos

Existing photos



FIRST PAGE (HERO AND TITLE ONLY)



SECOND PAGE (HERO, NAME, TITLE AND STORY)

Heroes Behind Our Brands

Option B – BUs to use exiting staff photos

LOVE IS SUPPORT Existing photos



FIRST PAGE (HERO AND TITLE ONLY)



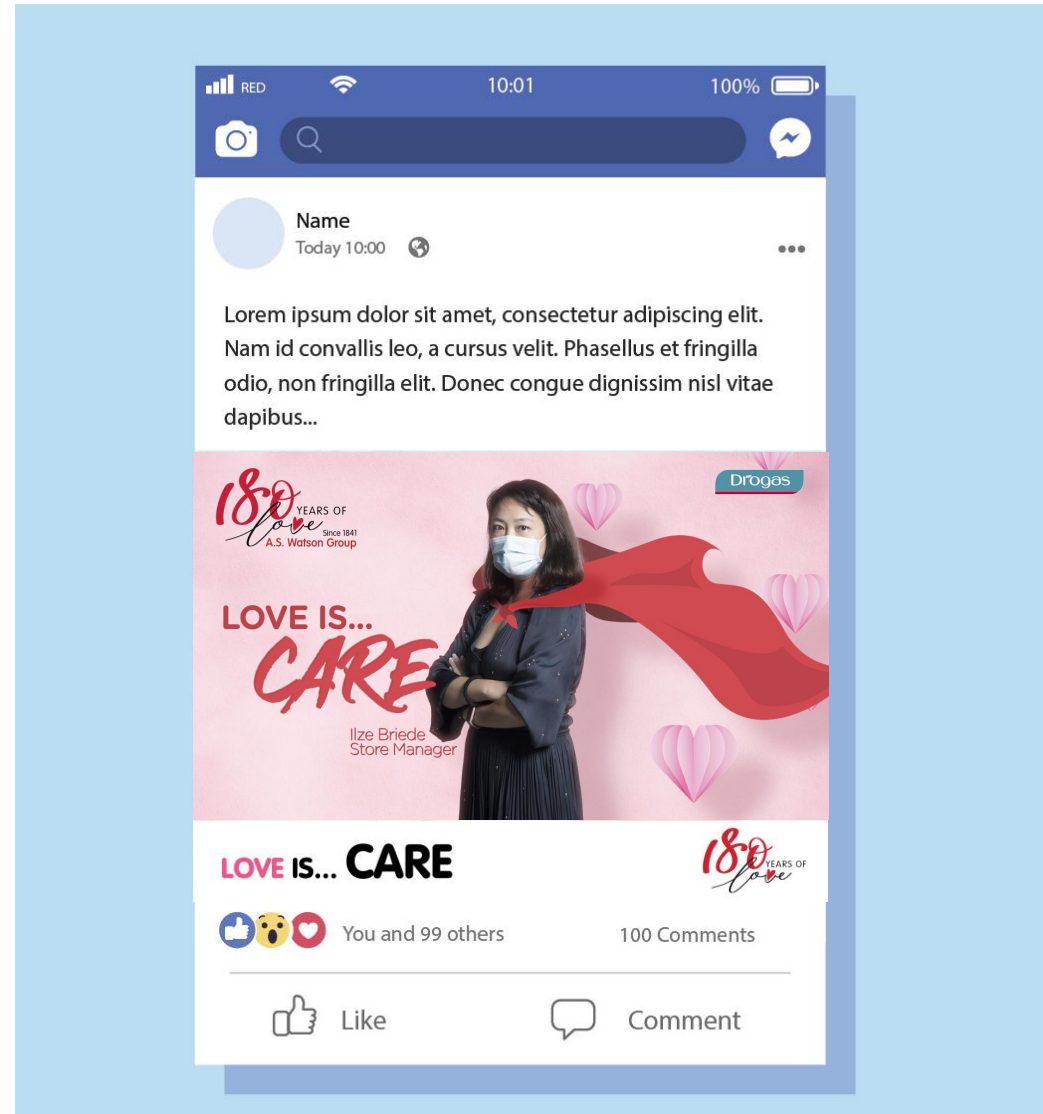
SECOND PAGE (HERO, NAME, TITLE AND STORY)

Heroes Behind Our Brands – Social Media Post Example

“I’m Annie Zhou and I joined Watsons China in 2017. As a Senior Finance Manager, I support the business by doing financial analysis, and I also love giving back to the community after work. I’m proud to be a part of the A.S. Watson Group’s Operation Smile Yunnan medical mission. We help children with cleft lips and palates put a new smile on their faces. I do this all because of LOVE!

As the flagship Health and Beauty brand of A.S. Watson Group, Watsons reopened in Mainland China in 1989. ”

A.S. Watson has been spreading love and happiness around the world.
Because of LOVE



Key Visual Application – Office Decoration

Office Lobby



Elevator Sticker



Key Visual Application – Virtual Business Name Card



Celebratory Campaign Example – Love Hero Voting

- Invite staff to nominate and vote for colleague as **Staff Hero** through internal communication platform
- Staff with the most votes are named as “Staff Hero”
- Stories of Staff Heroes will be shared on internal communication platform



Celebratory Campaign Example – Love Gift for Staff

- Handy **sweet gift / Own Brand products** with tailormade messages





Our Customer

Key Visual Application – Advertisement Frame

Advertisement Frame



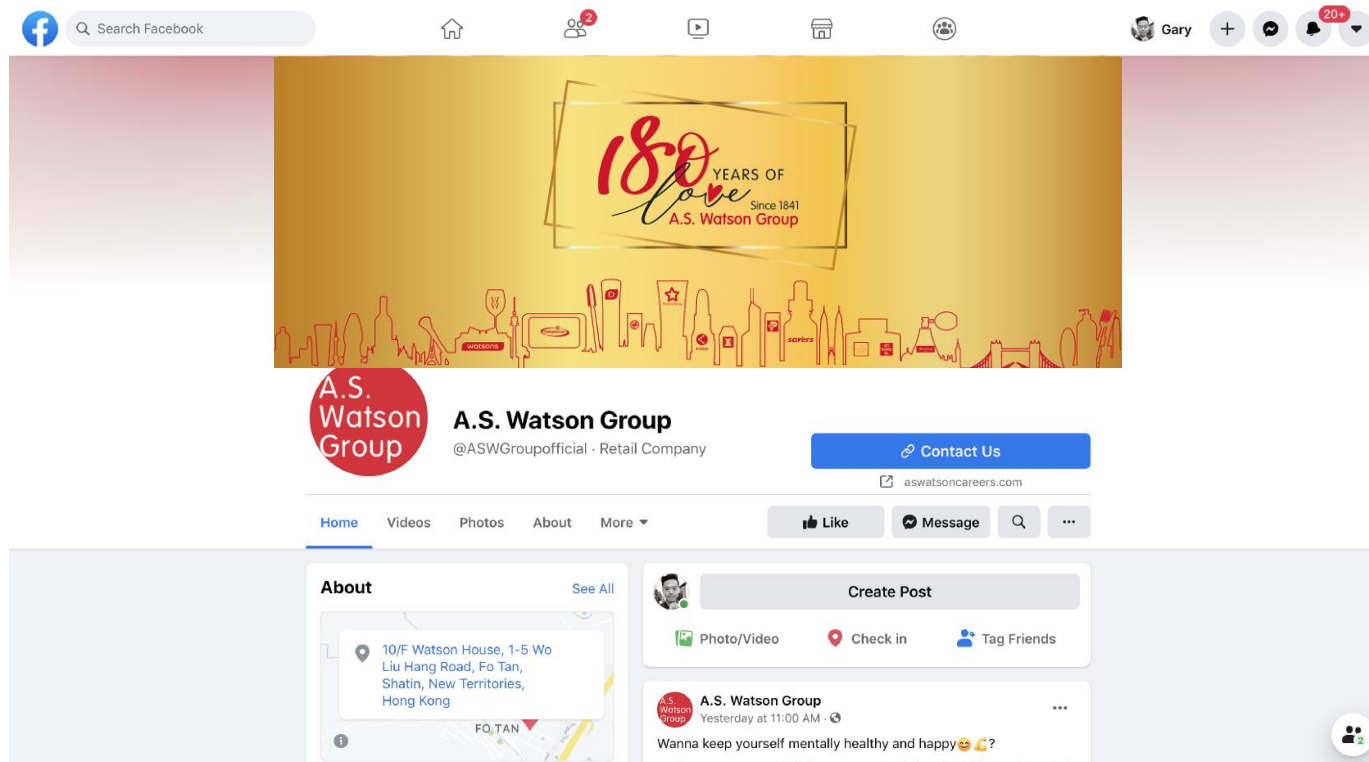
The frame device can be adapted for different orientation and dimensions as long as the composition and the relationship between visual components remains the same. Please use artwork provided as a starting point.

Key Visual Application – Facebook

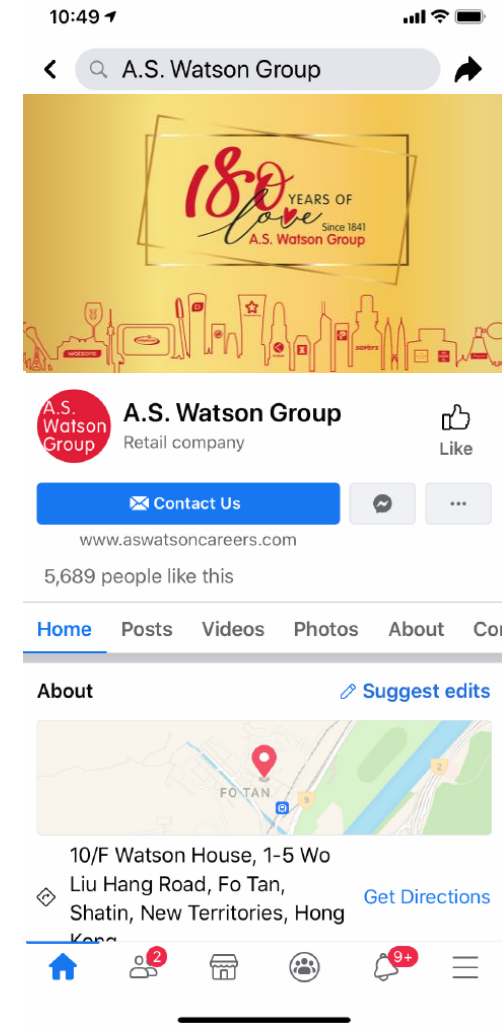
Facebook Fan Page

1702px X 624px

Desktop

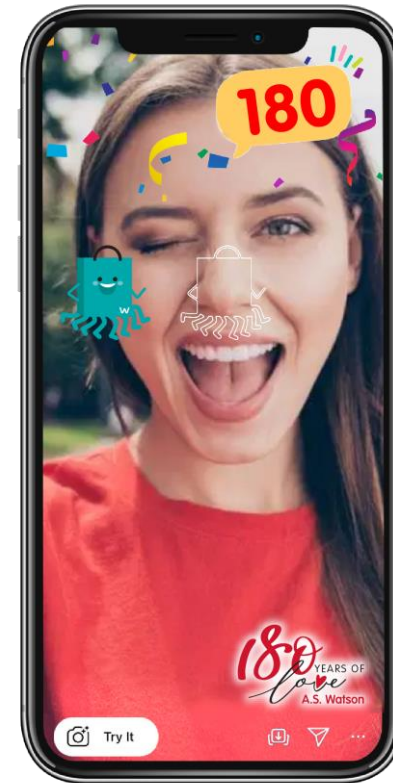


Mobile



Celebratory Campaign Example – 180 Eye Blink Game for Customers

- An **engaging and exciting social media game** that WatsBag running from left to right with counting 0-180
- Players blinks eyes to **freeze WatsBag at 180**, and share fun on IG/Facebook





Our Community



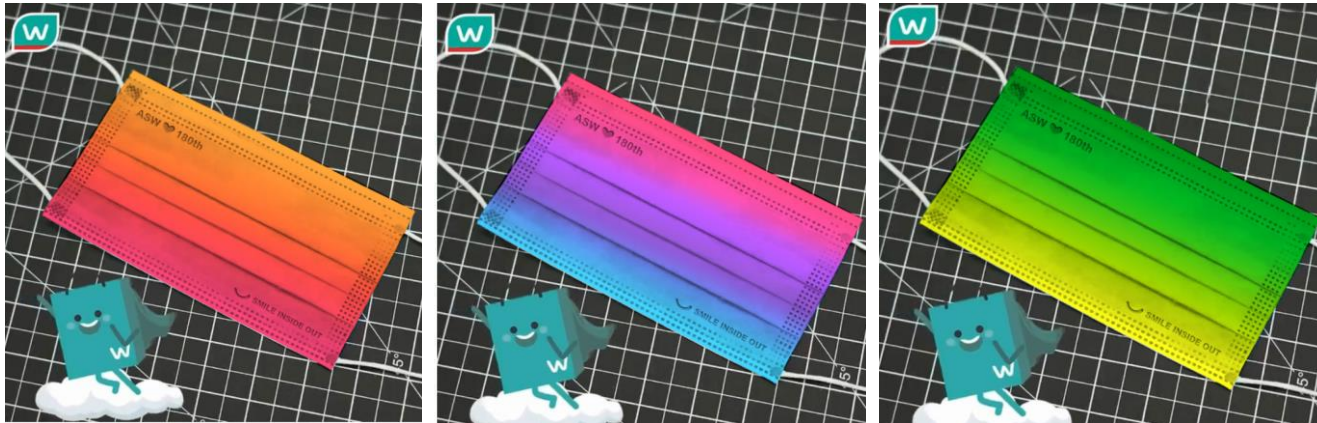


Smile
Inside Out

Celebrating 180th Anniversary by Inspiring Smiles Donates Surgical Mask to Operation Smile

180th Limited Edition Watsmask

- A.S. Watson pledges a donation of its own brand surgical mask WatsMask WeCare, to support the global needs of surgery for Operation Smile.
- donate 180K pcs of masks or equivalent to HK\$1.8M value's mask to Operation Smile since mask is a much-needed medical equipment in a surgery.



Schedule and Key Events

Preparation

Key Events



Let Us Know Your Plan!

**BU Celebration Activity Plan
Submission Deadline:**

30 Nov 2020

Celebration Campaign Period:

End of December 2020 – 2021

