

Marketing Collaterals for
One of Hong Kong's
Top Sporting Events – 2010

AUDEMARS
PIGUET

Marketing Design for a Major Horse Racing Event

The Audemars Piguet Queen Elizabeth II Cup (Audemars Piguet QEII Cup) has been one of Hong Kong's major sporting events since 1999. For consecutive years, the Swiss haute horlogerie brand has enlisted Base Creative to design and manage all of the event's stationery, premiums and marketing collaterals.

Business Strategy

Brand Strategy

Design and Touchpoints

- Invitation Card Design
- Packaging Design
- Printing and Production
- Event Management

Digital & Social Media

Audemars Piguet Marketing Communications

Marketing Collaterals for a Leading Sporting Fixture



Blending contemporary design with traditional artistry, we helped Audemars Piguet to highlight this remarkable annual racing event in 2010 while bringing out the brand's values of unparalleled craftsmanship, cutting-edge technology and heritage to its worldwide audiences.

Scope of Work Business Strategy

Brand Strategy

Design and Touchpoints
Invitation Card Design
Packaging Design
Printing and Production
Event Management

Digital & Social Media