

AUDEMARS PIGUET
QEII CUP
愛彼女皇盃

Marketing Collaterals for
One of Hong Kong's
Top Sporting Events – 2015

AUDEMARS
PIGUET

Audemars Piguet and The Hong Kong Jockey Club cordially invite you to the
愛彼與香港賽馬會誠邀閣下撥冗光臨

AUDEMARS PIGUET QEII CUP GALA PARTY 2015
愛彼女皇盃派對 2015

Date 日期 : 24th April 2015 (Friday)
二零一五年四月二十四日 (星期五)

Venue 地點 : Parade Ring, Happy Valley Racecourse
跑馬地馬場馬匹亮相圈

Dress Code 衣著 : Cocktail Attire 酒會服飾

Time 時間 : 6:30pm Cocktail Reception 酒會招待
7:30pm Opening Ceremony 開幕
7:45pm Buffet Dinner 自助晚餐
Party 派對

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 the 2015 edition of this remarkable annual racing event 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