

Chinese New Year
Promotions for a Leading
Swiss Private Bank

LOMBARD
ODIER

LOMBARD ODIER
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瑞士隆奧

Sophisticated Seasonal Greetings for a Swiss Private Bank

Lombard Odier is one of the largest private banks in Switzerland and Europe. Base Creative helped the company to celebrate Chinese New Year with its high-profile clients by designing one-of-a-kind red packet boxes, as well as a greetings card.

Business Strategy

Brand Strategy

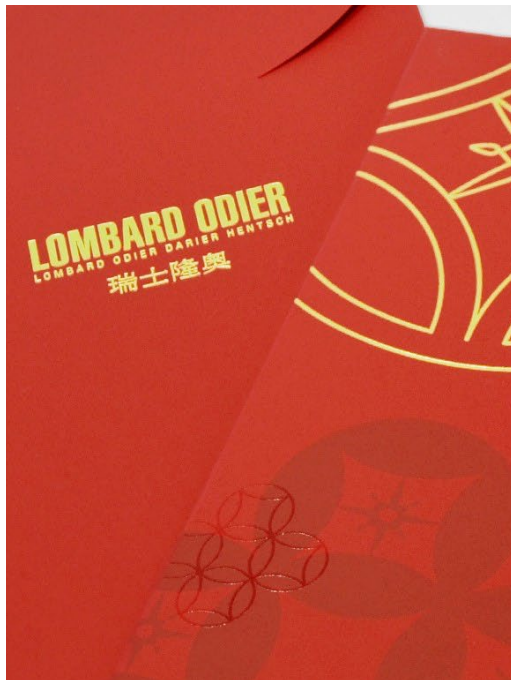
Design and Touchpoints

Red Packet Design
Packaging Design
Production Management
Material Suggestion

Digital & Social Media

Lombard Odier CNY Promotions 2016

Marking the New Year with Luxurious Promotional Items



Primary colours are lunar red and tinted gold. The surface is also embellished with the glint of a gold finish, which produces a luxurious sensation when felt by hand. The result shows the unique kind of exclusivity and commitment that the private bank has to offer.

Scope of Work

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- Production Management
- Material Suggestion

Digital & Social Media