



Chilling Out.  
Veuve Clicquot Style.

VEUVE  
CLICQUOT  
PONSARDIN



# Chilling Out. Veuve Clicquot Style.

Base Creative designed the ART HK12 after-show party for the sublime French champagne brand Veuve Clicquot.

## Business Strategy

- Business Model Adaptation
- Business Process Changes
- Organisational Empowerment

## Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Ongoing Brand Management



## Design and Touchpoints

- Brand Identity
- Brand Grid Refreshment
- Product Photography
- Writing & Translation
- Booth Design
- Advertising Design

## Digital & Social Media

- UI and UX Design
- Brand Website
- Ecommerce Website
- Social Media Management
- Social Media Advertising
- Analytics

# Veuve Clicquot Ponsardin After-show Party

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With über chic set design and leading international DJs, the focus of the party was on summer fun and games in one of Hong Kong's best indoor/outdoor venues.

#### Scope of work

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