



Creating a New Product  
Brand for a Popular  
Chinese Organic  
Meat Company

VOLK FAVOR

# Creating a New Product Brand for a Popular Chinese Organic Meat Company

Volk Favor is a household name for organic meat products in Hong Kong and China. With the recent introduction of a new product, Volk Favor asked Base Creative to create a new product brand.

## **Business Strategy**

## **Brand Strategy**

Brand DNA  
Brand Differentiation

## **Design and Touchpoints**

Brand Identity  
Brand Grid  
Character Design  
Packaging Design  
Writing & Translation  
POS Design  
Advertising Design  
Videoshooting

## **Digital & Social Media**

UI and UX Design  
Brand Website  
Analytics



# Volk Favor Brand Creation

Developing a New Brand for a Chinese Organic Meat Supplier



Base Creative developed a lively and appealing brand identity, and applied it in designing packaging and marketing materials. The new brand targets families and maintains the company's healthy, organic image.

## Scope of Work

## Business Strategy

## Brand Strategy

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