



Advertising Campaign
for a Prominent
Asian Education Group

KUMON

Advertising Campaign for a Prominent Asian Education Group

With increasing competition among education providers in Asia, long-standing international education organization Kumon needed to raise its brand awareness and differentiate itself in the cluttered market, as well as reinforcing its credibility and reassurance among parents.

Business Strategy

Brand Strategy

Creative Theme
Photo Styling

Design and Touchpoints

Advertising Design
Copy Writing
Key Visuals
Model Photography
Props Design
Talent Management
Photo Retouching
Design Adaptation

Digital & Social Media

Kumon Advertising Campaign

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We created a series of print ads that successfully tapped into parents' minds, positioning Kumon as a positive alternative to traditional education in Asia.

Scope of work

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