

Bringing “the Ultimate Coffee Experience” to Hong Kong Consumers



NESPRESSO

Introducing a New Coffee Brand to Hong Kong Consumers

In launching its stores in Hong Kong, the fast-growing aspirational coffee brand Nespresso – which has been described as “the ultimate coffee experience” – commissioned Base Creative to design its brand communication materials for better traction and awareness in the market.

Business Strategy

Brand Strategy

Ongoing Brand Management

Design and Touchpoints

Advertising Design
Marketing Collaterals
Promotion Coupons
POS Design
Event Invitations
Gift Cards
Newsletters

Digital & Social Media

eDirect Mail
Web Banners

Nespresso Brand Communications

Marketing Campaign for a Fast-growing Coffee Brand



Knowing that Nespresso is not just about coffee, but also a lifestyle that is simple and refined, timeless and elegant, we wanted to stay true to the brand values as well as creatively adapting to the local market and mindsets of the discerning coffee drinkers in Hong Kong.

Scope of Work Business Strategy

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From magazine advertorials to in-store promotions, we have helped Nespresso to design a series of effective communications that target the drinkers' lifestyle and creatively capture the brand's essence.

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