

# WORK PORTFOLIO

CHERLYN LI

Cherlyn Li is a Hong Kong-based digital creator and communication planner. She is currently a Journalism and Communication senior student at Loyola Marymount University and The Chinese University of Hong Kong.

She've always been an imaginator and adventurer since little with her love of theatre and nature. For the past 3+ years, she've spent time working across different areas of communication, including marketing planning, product & graphic design, content creation as well as news work.

Her interest in international social media marketing further sparked during her internship In Wunderman Thompson. She got the chance to work in the Asia Pacific region team and navigate cross-cultural interactions with co-workers from around the world. She continued working freelance for several companies and organized campaigns in school, before moving to Los Angeles as an exchange student to gain more international exposure.

At the moment, she still enjoys the process of adapting to this exciting journey of relocating alone. While also tries to immerse herself in a brand new work environment by working for The Lion as the social media editor on the LMU campus. She is excited to make the leap and continue refining her skills in entertainment or advertising agencies.

Outside of work, she loves traveling around, being in the woods and waters of the national parks, and enjoying theater. She aspires to bond others together through her own experiences and creativity.

# About Me



CHERLYN LI

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# Communication Planning

P. 4 - 9

## PROBLEM & NEEDS

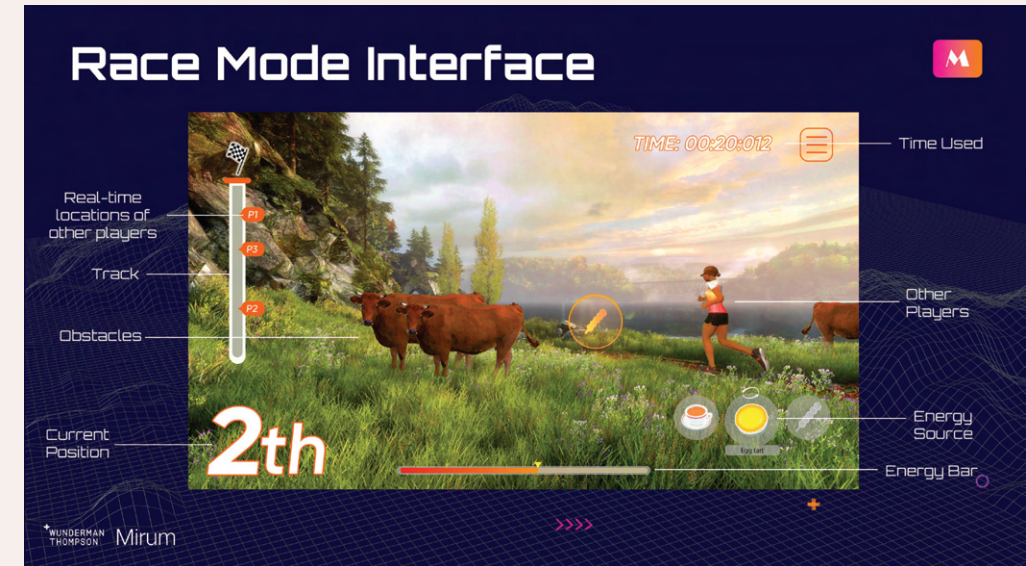
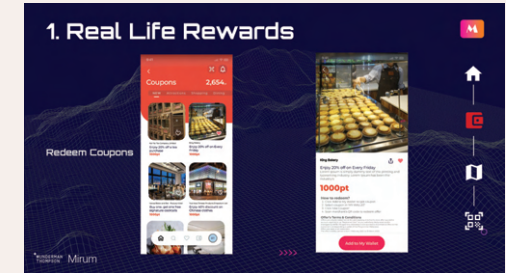
Wunderman Thompson Hong Kong wish to discover the possibility of Metaverse in travel & hospitality industries' advertising. Hong Kong Tourism Board is chosen as the client for the marketing simulation pitch.

## INSIGHTS

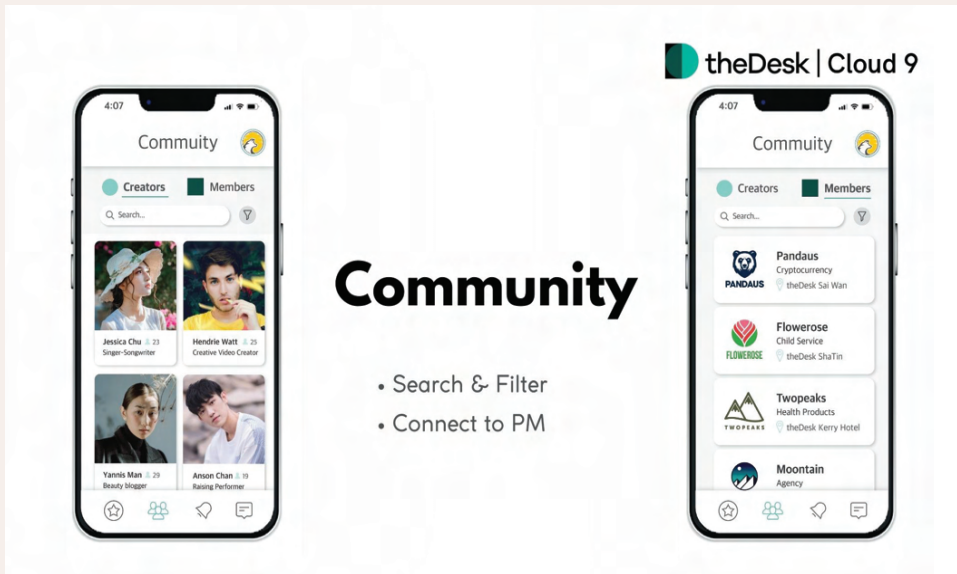
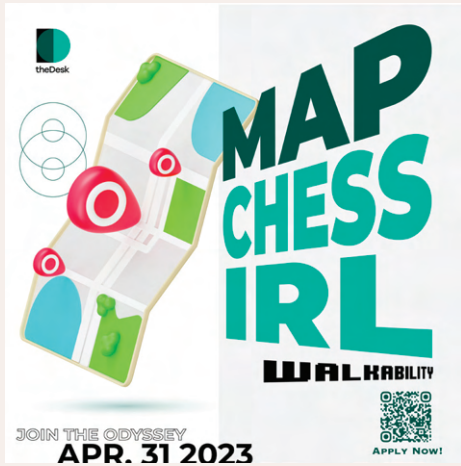
Hong Kong's tourism is facing huge challenges after COVID, the No. of tourists close to zero in 2021. With relatively harsh Covid restrictions, Hong Kong has ceased to become the well-known tourist destination. However, HKTB has huge ambition on smart travel experience and is willing to promote HK in a different way.

## SOLUTION

With Hong Kong's special geological location, it's one of the most famous urban hiking cities. We targeted amateur nature lovers and created a "MountainVerse" to recreate the cities' famous city hikes in a form of game. The rewards and trail maps on the game is linked to HKTB's mobile app, connecting metaverse and reality through real life check points and coupons that tourists could use in HK. Aim to maintain HK's exposure and attract more tourists.



# Communication Plan for Wunderman Thompson



## Community

- Search & Filter
- Connect to PM

# Communication Plan for theDesk

## PROBLEM & NEEDS

theDesk lacked a specific target audience to stand out from its competitors in the Co-working space ecosystem. The client wish to have a more effective community building and a maturer service platform.

## INSIGHTS

Content creator is an emerging occupation due to the development of web2.0 and COVID. They found collaboration with peer professionals attractive and crave the opportunity to meet potential business partners.

## SOLUTION

Targeted the audience to micro-influencers and content creators, transform the brand from co-working to a pioneer of co-creating. Created a C2C platform bridge collabs and community between existing members and content creators. Designed a 2 phrase marketing campaign including socials, promotion videos and a kick start event.

## PROBLEM & NEEDS

Health IN Action had a dull image as a low-income community focused medical non-governmental organization. The medium of promotion is limited, hard to reach more targeted audience. Lack of proper marketing to promote its believes out of the bubble. The client wish to have a more effective marketing to attain a healthy society for everyone.

## INSIGHTS

30 to 55 years old working class in Hong Kong have low awareness on occupational safety and personal healthcare. They resist going to the doctor or body check once a year due to hectic lifestyle. In general, they rather proritize their work or family related responsibilities.

## SOLUTION

Focused on clients' vision and pinpointed three points in the campaign: Health ownership, Disease Prevention and Health Equity. Designed a 3 phrase campaign with the theme "Commitment". Aim to improve the visibility of the brand and build a better long-term community to eneage with a wider audience.

# Communication Plan for Health IN Action





# Marketing Plan for Kenny Kwan

## PROBLEM & NEEDS

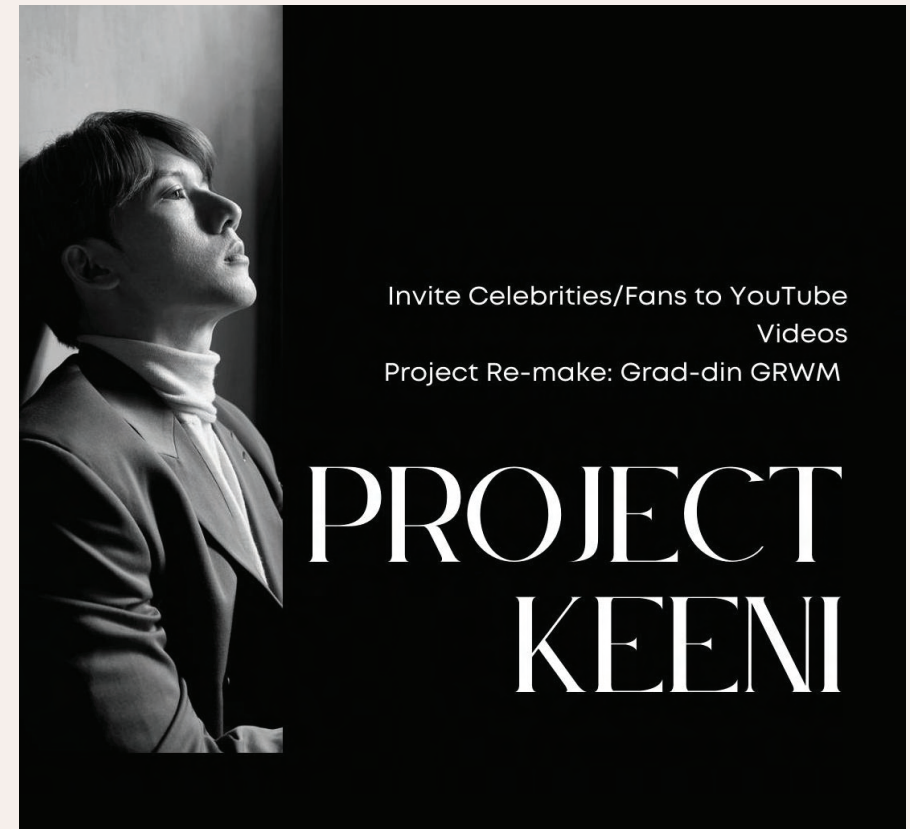
Singer Kenny Kwan is a ex-member of the boyband Boy'z. His popularity gradually decreased after his peak in the mid-2000s. He hits the age of stagnation and struggle to rebrand himself after quitting the band. The client wish to have a more diverse career path and expand his fanbase.

## INSIGHTS

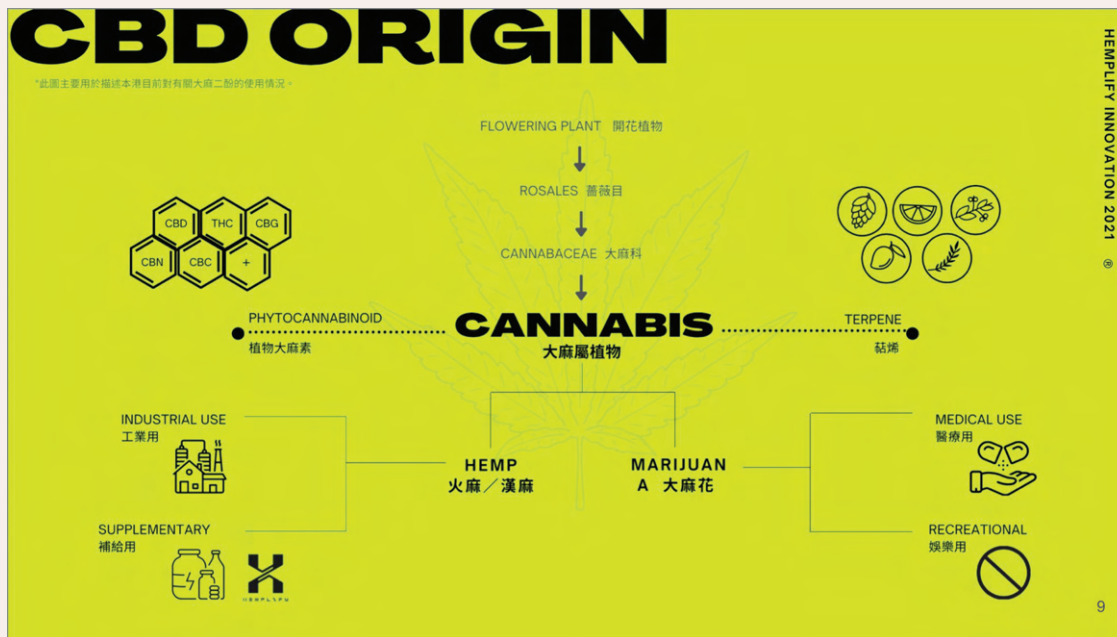
Kenny Kwan is famous for his glass skin and unaged appearance. Yet, He lack the oppotrtnity to showcase his talent in fashion and beauty to the general public. The public still associate him to the boy band, not knowing his solo songs.

## SOLUTION

Designed a campaign to launch clients' own skincare / cosmetic brand, and futher developpe clients' current YouTube channel with new content pillar focus - beauty and fashion. Aim to set a clear position for Kenny Kwan and build the path as the frist local male beauty "trendsetter" celebrity.







### HEMPLIFY INNOVATIONS

#### → 「失意」主題廣告片

**《失·意》**  
 失意，唔人類表達情緒嘅正常表現

而情緒，就係你問我每時每刻都要面對嘅命題。人生無可能凡事都順風順水，你同我都試過失落、沮喪、失意嘅時間，有人選擇正面突破，有人選擇逃避，你呢？你會點做？

Introduction Problems Campaign Outcome Others

### HEMPLIFY INNOVATIONS

#### → Personalization 線上體驗

☐ 以類似心理測驗的形式向顧客提問，從而了解他們的主要壓力來源和「失敗」

☐ 三條問題分別是：

- 平時身處邊一個地方，感覺最自在 / 最有壓力？
- 假日有空餘時間，會想做咩嘢？
- 如果有回到過去嘅機會，最想 唔生活邊一個範疇重新開始？

☐ 最後推薦最適合的客人的新手「失意套裝」box set

Introduction Problems Campaign Outcome Others

## PROBLEM & NEEDS

Hemplify lacked a special position to stand out from its competitors in the CBD products market. The general public also have few to none understanding on CBD, the brand struggle to bulid a positive image to the public. The client wish to expand its customer base and promote CBD understanding.

## SOLUTION

Designed a 4 phrase campaign to rebrand Hemplify to a “stress-relief companion”. With Hong Kong being one of the most stressful cities in the world, emotional appeal advertising is adopted to connect consumers and the product. Aim to build a special relation with a larger group of costumers and showcase the brand image through events and product repackaging.

# Marketing Plan for Hemplify

# Marketing Design

P. 10 - 13



DESIGN

- Promotion copies for events
- 4 official souvenirs product designs: towel, die-cut stickers, bag, T-shirts
- 3 official booklets with over 60 pages
- Promotion socials and graphics

# Product & Graphic design for Chung Chi College Orientation

# Graphic design & Video Production for Chung Chi College Student Festival



## DESIGN

- Promotion copies and socials for events
- Official event product designs: tickets, wristbands, T-shirts
- 2 Promotion videos



DESIGN

- Promotion socials for events
- Official event product designs: T-shirts and bag
- Creative headshot photography



# Graphic design & Creative Photography for CUHK Drama Competition production

# Content Creations

P. 14 - 16



## CONTENT

Content creator and designer for the Informative page about old Hong Kong movies and their background stories. Gained almost 150 followers for the first month.

# Movie Through Our Lens

[https://www.instagram.com/movie\\_thruourlens/](https://www.instagram.com/movie_thruourlens/)

# HK Talkie

<https://www.instagram.com/hktalkie/>

## CONTENT

Audio interactive page about community development and collective soundscapes.



## CONTENT

Informative page about gender equality and LGBTQ+ community. Gained more than 800 followers in less than 8 months. Collaborated with influencers and YouTubers.

# Cirqual HK

<https://www.instagram.com/cirqualhk/>





# Audio Works

P. 17 - 18

# Podcast Series: Beach Bums and Netflix Chums

EP: The silent threat of breathless dorms - <https://on.soundcloud.com/tcU11>

CONTENT

Podcast Series connecting LMU issues to the unheard voices behind it.

# Audio Vignette: SoundsLMU

EP: Being and representing Japanese - <https://on.soundcloud.com/kWxks>

CONTENT

Short audio stories interviewing people in LMU with different background, and tell their stories.

# Radio News Package

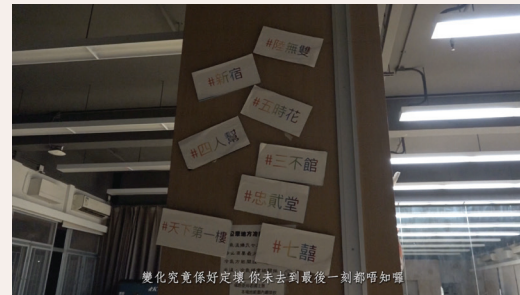
EP: Orientation of food poisoning (in Cantonese) - <https://on.soundcloud.com/tkv8R>

CONTENT

Radio news packages covering stories on campus and in the city.

# News Publications

P. 19 - 21



CONTENT

16 minutes long documentary about the fading university dorm culture under school policies and social climate.

# News Documentary: Flickering in fumes (有殺無培)

\*Unable to air publicly due to sensitive topic & identity conceal



# Reporter and photographer for GTC News Letter

<https://www.gtcollege.edu.hk/newsletters/>

# Let's keep in touch!

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