



fresh

***—Innovation in the
Year of the Snake***



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2025 is the Year of the Snake in the Chinese Lunar Calendar. While it's commonly perceived that there are negative views towards snakes, appealing to consumers in the Greater China region requires innovative ideas and packaging. Let's begin with a video interview to explore these opportunities.



2025

乙巳蛇年

Competitive analysis

Fresh faces main competition in China from brands like Kiehl's, Aesop, Origins, and Tatcha. We will focus on analyzing Kiehl's marketing strategy during the Chinese Year of the Dragon.



Kiehl's collaborated with Chinese illustrator Mojo Wang from New York to launch a limited edition Chinese New Year packaging featuring the tiger, inspired by the Chinese zodiac.



Star Products Limited Edition Packaging



Festive Limited Edition Gift Set

Insights and opportunities

Insight:

Kiehl's blends culture with art through artist collaborations, modernizing traditional Chinese New Year motifs. Their limited edition festive products double as marketing tools and collector's items, enhancing appeal and expanding purchase options with holiday-themed offerings.

Opportunities:

Cultural Reinterpretation: Partner with diverse Chinese artists to reimagine the snake, emphasizing positive traits like wisdom and regeneration in unique packaging designs.

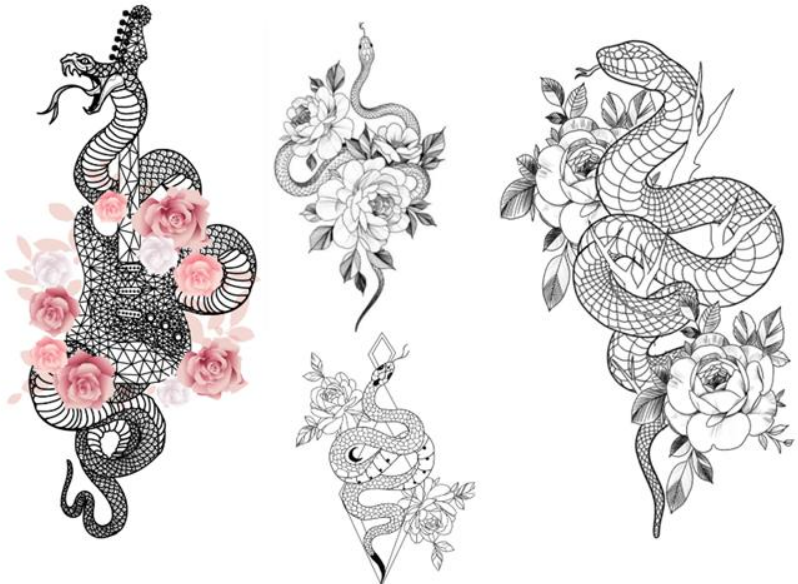
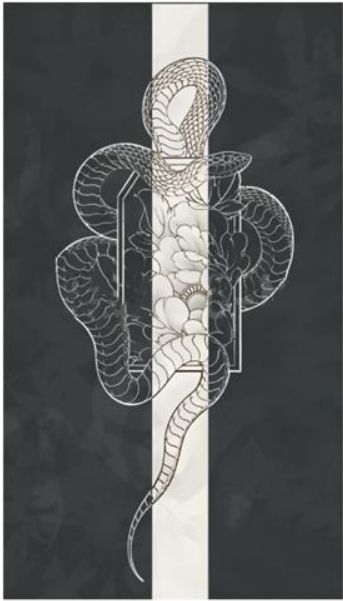
Thematic Products Packaging: Introduce snake-themed product packaging, leveraging the snake's symbolism to draw interest.

Cultural Events: Host snake-themed events across digital and physical platforms to strengthen brand identity and promote cultural insight.

Social Media Engagement: Engage consumers with interactive social media campaigns, focused on Snake Year culture.



Creative Vision



Healing powers and Flowers

We take inspiration from the blossoming of flowers to signify rebirth, paralleling the snake's shedding with the flower's bloom. This represents natural growth and aligns with Fresh's vision for beauty and skincare—continuous renewal and flourishing. Together, they symbolize the elegance of transformation and Fresh beginnings.



Symbolizing Wisdom and Rebirth

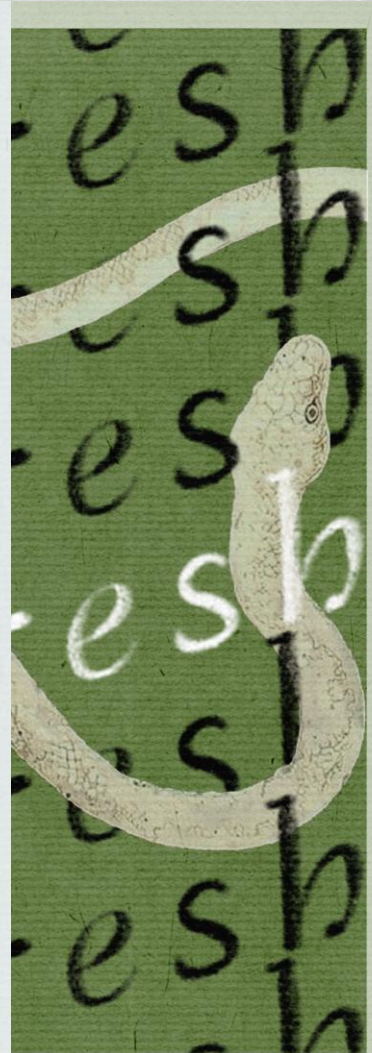
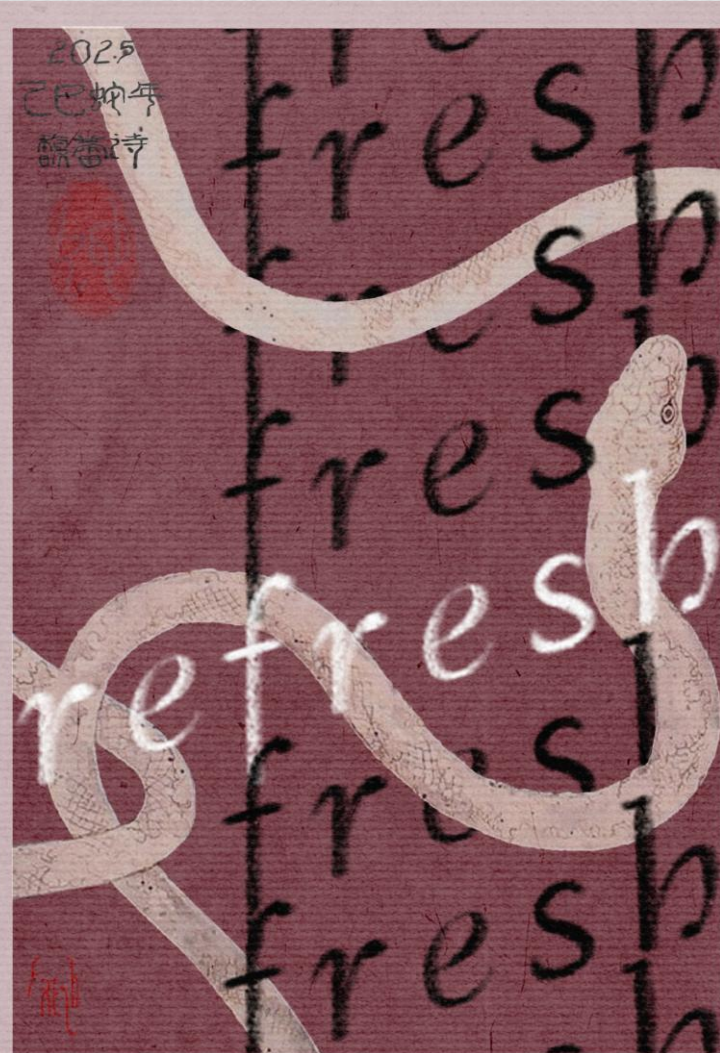
Our strategy reimagines the snake as a symbol of wisdom and renewal rather than its traditional negative image. We highlight its shedding as a metaphor for rejuvenation, reflecting Fresh's commitment to skin renewal and regeneration.



Chinese Legendary Culture

We delve into Chinese traditional culture, particularly the stories of Nuwa creating humanity and the Legend of the White Snake, integrating these narratives into our product design. The image of Nuwa mending the heavens represents creativity and care, and our design concept draws from ancient mythology, portraying the snake as a symbol of creation and love. In these stories, the snake is a source of wisdom and strength; Nuwa mended the heavens and created humankind, while the White Snake is a symbol of loyalty and love.







2025
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Visual design——Packaging design



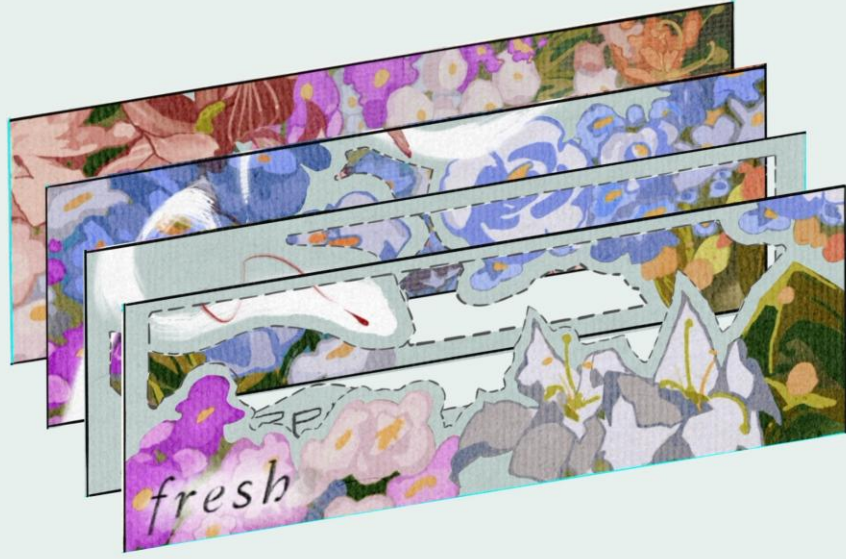
-Packaging
Bottle



-Packaging
Rectangular box



-Packaging
Square box



Market Campaign

Online

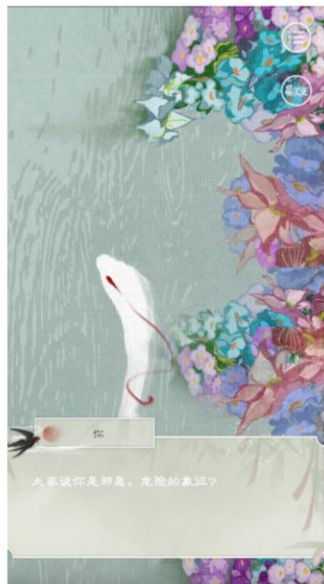


Thematic
Interactive
Game!

- Social media
advertising & theme
story collection
- Live selling
- Thematic short play
- Wechat red packet

Open page & Banner

-Social media; Shopping app; official website



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1-26 18:00 来自 微博网页版

2025,

馥蕾诗与你一起, 呈现生命之蛇, 传奇之新。

在这蛇年,
放飞内心, 焕发无限可能。

与馥蕾诗,
共同创造属于你的传奇时刻!

#馥蕾诗##生命之蛇, 传奇之新##红茶精华水#



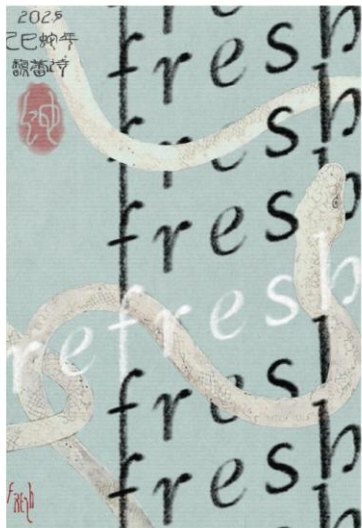
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Market Campaign

Offline




Theme activity !
-Themed tea party,
skincare sharing

Pop up store & visual merchandising

Airport and downtown exposure
-Posters and LED screens

REFRESH WITH FRESH PRODUCTS



JOIN US FOR AN EXCITING ACTIVITY
PROMOTING FRESH PRODUCTS!

THANK YOU

