



Creative ideas start with us

More about us on www.jadeset.cn

JadeSet, creative ideas start with us

Known for its expertise among the finest global brands, JadeSet Creative Agency assists an international clientele with a global integrated strategy to succeed in China.

Since 2008, we have successfully designed, produced and managed more than 100 events, product launches, exhibitions, design and construction of retail stores, photo-shootings and videos production in Greater China, while mastering the entire spectrum of a fully Integrated Communication Agency.

Many influent and famous global brands have come to JadeSet for: the quality of our expertise, the dedication of our teams and the creativity of our solutions.

It is by training and nurturing our network of suppliers and partners, that we have delivered projects with an equal and outstanding success across all main cities in China for the last 5 years.

More than any other global communication agency in Shanghai, being fully independent has allowed JadeSet to focus on each of our clients' interest, treating each project with the utmost dedication and passion. We believe that your success makes our success, and confirms our commitment to excellence.





EVENT & EXHIBITIONS

CONCEPT-DESIGN-PRODUCTION-MANAGEMENT

Make your brand shine

Events

*Fashion shows or Product launches
Grand ceremonies or Corporate events
Press conferences*

Exhibitions

*Showcases & road tours
Art exhibitions*



BRANDING SERVICES

Make your campaigns outstanding

Marketing tools

*Visual identity (logo, graphic chart...)
Marketing materials (brochures, flyers...)
Photo shootings, Print ad & advertorial
Videos & multimedia contents*

Marketing strategy

Solutions to reach your targets & objectives



DESIGN & BUILD

CONCEPT-DESIGN-PRODUCTION-MANAGEMENT

Showcase your brand

Interior design

*Showrooms, stores...
Architecture design to construction and implementation*

Seasonal design

Window display, exhibition booth...

Fixtures, displays, POSM



DIGITAL

Create & entertain your community

Direct marketing

Jadeset Database, Emailing campaigns

Contents for your Social Networks

Contents to increase awareness and interaction (viral videos...)

Community management

Weibo and Facebook management

Mobile applications

A community gathered around your brand



Creative ideas start with us



EVENTS & EXHIBITIONS

CONCEPT- DESIGN-PRODUCTION-MANAGEMENT

Make your brand shine

More on Jadeset TV
www.jadeset.cn



Creative EVENTS & EXHIBITIONS

Jadeset is fully engaged to create innovative concepts for your events. From design to management, our creative team provides high quality services and ready to go events designed to please your guests and to reach your objectives.

Jadeset Creative Events has solutions for all kinds of events, from the most basic events to the most detailed and elaborated ones.

Events

Fashion shows
Product launches
Grand ceremonies
Corporate events
Press conferences

Exhibitions

Showcases
Road tours
Art exhibitions



Creative ideas start with us



Make your brand shine





ABSOLUT VODKA Masquerade night





RÉMY COINTREAU

COINTREAU
君度®

SINCE 1703

MOUNT GAY RUM
BARBADOS



REMY COINTREAU International Bar Association in Beijing





戴德梁行

THINK-IN

Providing Insight, Creating Vision

提供洞察 创造远见



DTZ/Cushman & Wakefield
Think In Forum

UNDERSTANDING THE FUTURE GROWTH FOR PUDONG

How Internet+ will bring new opportunities

解读浦东未来发展

互联网+ 将如何带来新机遇

Number of internet users in China and penetration rate (2005-2014)



PHILIPS



PHILIPS International Press Conference





DTZ Global brand launch





VIRGIN ATLANTIC Global TVC launch





KÄRCHER Opening Ceremony Changshu





WESTGATE MALL The XMAS Snowball





Each event is unique and every detail counts



DTZ
a UGL company

戴德梁行

1993
20 years in China
2013



DTZ 20 YEARS IN CHINA



NORDIC Lighthouse

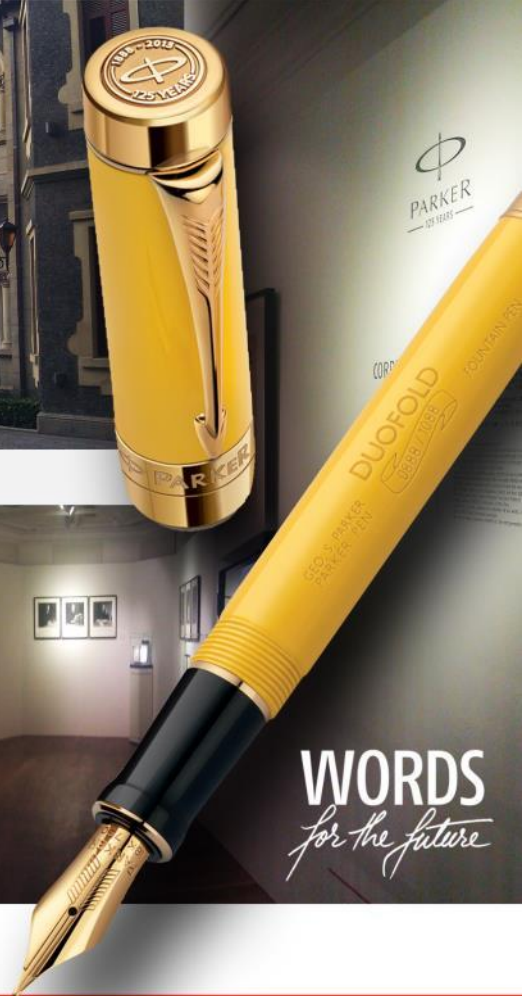


NORDIC LIGHTHOUSE Nordic brands exhibition





PARKER 125 years anniversary, Words for the future exhibition



1888 • 2013

JACOB JENSEN DESIGN | DETAO SHANGHAI

雅各布延森设计 | 德稻上海



JACOB JENSEN DESIGN / DETAO Opening ceremony





INTERNATIONAL
NEUROLOGY AND PSYCHIATRY
SUMMIT 2014

 **CNPDW** 中国神经精神疾病周
Chinese Neurology & Psychiatry Disease Week



LUNDBECK / International Neurology & Psychiatry Summit



DJ MOSEY AKA PIERRE SARKOZY / Performance in Shanghai





ELEGANCE

LONGEVITY



DESIGN

V-ZUG / Zugorama grand opening





World Fairy Tales

Discover our new artistic project and communicate through Art to emotionalize your brand.

WORLD FAIRY TALES Art exhibition





Creative ideas start with us



BRANDING SERVICES

Make your campaigns outstanding

More on Jadeset TV
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Creative BRANDING SERVICES

Jadeset provides high quality services to make your branding & campaigns outstanding.

Our branding services include all the tools that you could need to create your identity: Marketing materials, Photo Shootings, Video & Multimedia contents...

Our in depth knowledge of the Chinese market, and local network allows us to tailor-made the most relevant marketing strategy plan for your brand.

Marketing materials:

Catalog, brochure, flyers, invitations, displays...



Video & multimedia contents:
Corporate, documentary, events filming, promotional video...



Photo shootings, Print ad, Advertorial



Marketing tools

Visual identity

Marketing materials

Photo shootings

Print ad & advertorial

Videos: corporate, documentary...



Marketing Strategy

We are specialized in marketing strategy to increase sales and achieve a sustainable competitive advantage: Brand management, co-branding, and relational marketing are some examples of our expertise.

Customer relationship management is the core of your business. Jadeset helps you create interactions with your customers, clients and sales prospects.

Our goals:

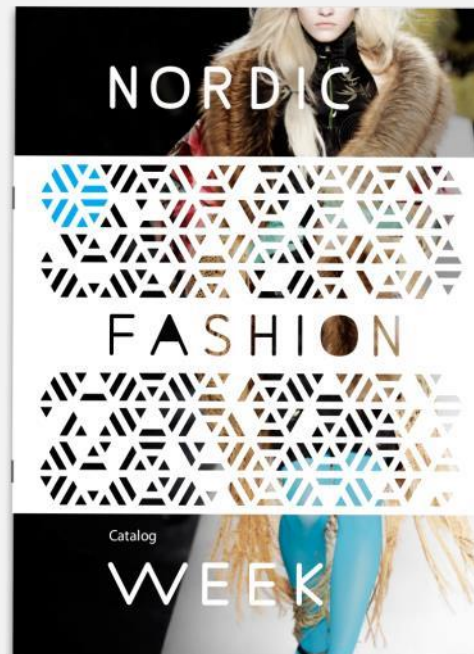
- Strengthen brand preference for your company
- Generate loyalty from your customers & increase your business...

How:

Creating your own relational marketing strategy.

A community gathered around your brand.

We create a real sense of belonging with simple tools. (your brand magazine, your club, news, privileges...)



MARKETING MATERIALS: Our team of cutting edge designers provides you with the tools you need to promote and build your brands or events (logos, invitations, brochures, posters...)



PHOTO SHOOTING: We conceive, facilitate and produce shoots with the world's hottest photographers, capturing the world's most famous or influential people and brands,cooperating with the best magazines.



PRODUCT PLACEMENT: We cooperate with the best magazines to organize your product placement.



GATORADE Photo shooting





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DESIGN & BUILD

CONCEPT-DESIGN-PRODUCTION-MANAGEMENT

Showcase your brand

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Creative DESIGN & BUILD

Jadeset is fully engaged to create innovative projects. From design to production and management, our artistic team provides high quality services to bring your passions to life with creativity.

Jadeset collaborates with the most qualified architects & designers to create atmospheres and showcase your brand and products.

Interior Design
*Showrooms, stores...
Architecture design
to construction and
implementation*

Seasonal Design
*Window displays,
exhibition booth...*

Fixtures, displays, POSM
To showcase your products



ECCO / Window display design Spring Summer 2015



KidsHQ



KIDS HEADQUARTERS Store at Superbrand Mall, Shanghai





DISNEY Showroom for sales meeting





NEW BALANCE Showroom for sales meeting

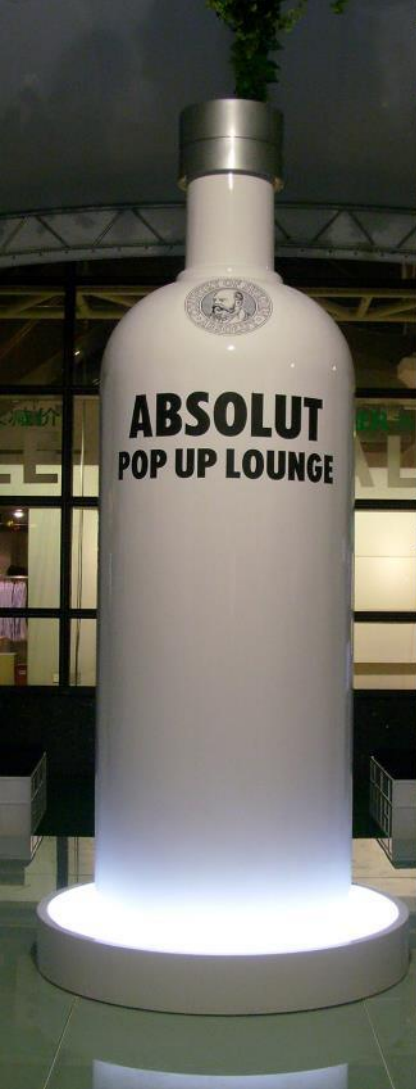


NAUTICA Showroom for sales meeting

TESSENDIER & FILS Exhibition booth



From design to production, we create your exhibition booth to highlight your brand and products.



ABSOLUT VODKA Pop up lounge, Xintiandi, Shanghai





LF ASIA Fixtures for stores and showrooms



LF ASIA



FIXTURES, DISPLAYS, POSM: From design to production,
we help you to showcase your products.





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DIGITAL

Create & entertain
your community

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Creative DIGITAL

Jadeset is fully engaged to create and entertain your community with innovative contents and tools.

From design to conception and management, our digital team provides high quality services to create interactions with your customers and sales prospects.



Direct Marketing

*Jadeset Database,
Emailing campaigns*



Contents for SNS

*Contents to increase
awareness and interaction
(viral videos...)*



Community management

*Weibo and Facebook
management.*

*We create interactions with
your customers and
sales prospects.*



Mobile applications

*A community gathered
around your brand.*





PREMIUM

IMPACT

DATABASE

The most exclusive
DATABASE for your
marketing campaigns
and events

Senior executives, top decision-makers
from international and domestic companies,
lawyers, accountants, bankers, journalists...
Your potential customers.



Creative DIGITAL



Contents for SNS
*Contents to increase
 awareness and interaction*



Editorial

ENTERTAIN
 YOUR
 COMMUNITY

Videos /documentaries
 Photos report
 Copywriting

Promotional

CREATE
 THE
 BUZZ

Viral videos
 Advertising
 Teaser

We create tailor-made contents for your social networks and other online media.



**Download our
 Social Media Landscape
 www.jadeset.cn**

Creative DIGITAL



Community
management



facebook

Weibo and Facebook management.

We create interactions with
your customers and
sales prospects.

Jadeset provides a full package service to
manage your online media and SNS.
Our copywriters, journalists and experts provide
daily or weekly contents to surprise your
community.

EXAMPLE OF FEED

Food & beverage

Lifestyle

Luxury

Fashion

Business

Car

Travel



Mobile applications

The world changes quickly. Your marketing strategies need to respond to the new habits of your clients. Create a branded application has many benefits:

- RESPOND TO THE NEW BEHAVIOR CHANGES
- CREATE ENGAGEMENT
- INCREASE YOUR BUSINESS

Mobile applications are a simple & easy solution to boost your activity.

NEW BEHAVIOR CHANGES

Your communication becomes mobile.

The way to receive and consult information has changed. Traditional PC declines. Mobile tools, smartphones, tablets...are becoming the first way to receive information for your clients and the proportion is growing fast.

CREATE ENGAGEMENT & LOYALTY

A world of hyper communication.

Communication is everywhere. In a world of hyper communication your brand needs to catch the attention of your clients creating a community. Mobile applications helps you gather your targeted population around your brand identity, your values...Mobile applications create engagement and create the buzz using the social networks.

INCREASE YOUR BUSINESS

Interactive & instantaneous.

Mobile applications are interactive and instantaneous. With your branded contents you can promote your message, your business every day: Promotion, seasonal products, collections, events...your clients become the centre of your brand's life....finally your community.

Mobile App



A few CLIENTS & FRIENDS

Your success is our passion

LI & FUNG LTD

KÄRCHER

makes a difference



RÉMY COINTREAU



NAUTICA KIDS

GREY GOOSE
World's Best Tasting Vodka



DAMIANI
HANDMADE IN ITALY SINCE 1924



ECCO

LANCÔME
PARIS



SINCE 1703
MOUNT GAY RUM
BARBADOS

BETTINA
RHEIMS

世界 LOOK



Swiss perfection for your home

VERO MODA

madame
TANIGUCHI



PHILIPS



BVLGARI

PARKER

CELINE



ONLY



Esquire

CHINA BOATING



AGATHA
RUIZ DE LA PRADA



A TOUCH OF SCANDINAVIA

JACK & JONES



REPLAY



MINT
SHANGHAI

Rose Studio 玫瑰坊 高级定制时装
GUO PEI

