



Lee Kum Kee partnered up with Dreamworks' release of **Kung Fu Panda 3**. The campaign was launched on Chinese New Year, 8th February 2016, and ran through to mid-April 2016.

Lee Kum Kee are one of the world's largest suppliers of sauce and condiments, serving over 220 products to more than 100 countries.

Magnetic were appointed to create a visually striking campaign in the UK, Germany and Netherlands. Magnetic designed all aspects of the campaign, including the campaign identity, social media posts and all promotional material.

DESIGN CHALLENGE

The main design challenge was to find a middle ground for the traditional Chinese elements and the current modern setting. We also had to relate the design to the Kung Fu Panda characters.

Other challenges included having to work in three different languages and undergoing strict approval processes. Every element we designed was subject to very strict and lengthy approval by Lee Kum Kee and Dreamworks. Due to the approval time frames, design elements had to be meticulously planned months in advance. This involved diligent multi-tasking and coordination to ensure a succinct flow of information and design.

CAMPAIGN IDENTITY DESIGN

CAMPAIGN IDENTITY DESIGN

The campaign identity was created in line with Kung Fu Panda themes. The typeface reflected the **bold nature of pandas** and incorporated large round shapes. A similar style was adopted in the logo design, which used black and white colours and bamboo leaves to **reflect an animalistic nature**.



**LET'S
PANDA!**

Eat and have fun like a panda.



Eat and have fun like a panda.



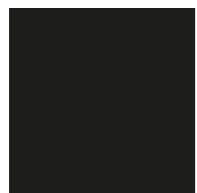
**LET'S
PANDA!**

Eat and have fun like a panda.



Eat and have fun like a panda.

Basic colours



C: 0
M: 0
Y: 0
K: 100

R: 29
G: 29
B: 27
#1D1D1B



C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255
#FFFFFF

Secondary colours



C: 0
M: 20
Y: 84
K: 100

R: 255
G: 206
B: 54
#FFCE36



C: 0
M:
96
Y: 96
K: 0

R: 228
G: 31
B: 26
#E41F1A



C: 57
M: 19
Y: 7
K: 0

R: 117
G: 175
B: 214
#75AFD6



C: 0
M:
62
Y: 62
K: 0

R: 238
G: 125
B: 93
#EE7D5D

TITLES OR HIGHLIGHTS
MATIZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBTITLES
GEOGROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PARAGRAPHS
GEOGROTESQUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SLOGAN
ABEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KEY VISUALS / PRINT ADS

KEY VISUALS / PRINT ADS

We designed two adverts for the campaign.

The first was centered around Chinese New Year, and included red, white and yellow colours and appropriate imagery such as decorations and fortune-related shapes. The theme for the second advert was Chinese cuisine. It included traditional elements of the Chinese eating culture such as dumplings and steamers, and featured an authentic hand-made paper background.

The adverts were designed in three languages, English, German and Dutch, and will also be used as as tube adverts.

李錦記
 LEE KUM KEE
 香港
 HONG KONG

LET'S PANDA!

Eat and have fun like a panda.

Follow Po's recipes on **KungFuLKK.com**

PROMOTION CODE: DUK

and upload photos of your own dishes to win 1 of 4 trips to a European city and meet real giant pandas. **Many other prizes await!**

Lee Kum Kee Europe @LKKEurope

Further offer: **BUY ANY 3 LEE KUM KEE PRODUCTS to get one of the noodle bowls**

Available in World Food Asia, Tesco, Waitrose, Asda, Morrison, Sainsbury's, major Chinese supermarket and Cash & Carries. Online @Amazon

ONLY IN CINEMAS

Available in World Food Asia, Tesco, Waitrose, Asda, Morrison, Sainsbury's, major Chinese supermarket and Cash & Carries. Online @Amazon

Chinese New Year - Key visual 1

李錦記
 LEE KUM KEE
 香港
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Chinese Cuisine - Key visual 2



OTHER APPLICATIONS



We also created a 3D floor sticker to be used in supermarkets to help promote the products.



Another element of the campaign included a competition to win Kung Fu Panda 3 noodle bowls. We blended traditional Chinese patterns with colourful colours to give a fun, modern twist to the bowls.

CALENDAR

Adopting the same traditional patterns as the noodle bowls, calendars were designed using vivid colours and bold fonts to create a modern and fun design.

The calendar sheets were inserted on the front page of the sheets, with useful information about seasonal ingredients or chinese words of wisdom on the back.

Three versions of the calendars were designed; English and Chinese, French and Chinese and Dutch and Chinese.

一月 January

S	M	T	W	T	F	S
					1 New Year's Day	2
3 Wed	4 Thu	5 Fri	6 Sat	7 Sun	8 Mon	9 Tue
10 Wed	11 Thu	12 Fri	13 Sat	14 Sun	15 Mon	16 Tue
17 Wed	18 Thu	19 Fri	20 Sat	21 Sun	22 Mon	23 Tue
24 Wed	25 Thu	26 Fri	27 Sat	28 Sun	29 Mon	30 Tue
31 Wed						

Over the years we have passed over 500 tests to prove that our sauce is healthier to physical, chemical and food safety properties, but there is a need to be alerted by such a complex process. What matters most is that it means the quality of our sauce is guaranteed.

我們每一瓶醬料都是經過了六百多項國際對農、物種、化學及食品安全測試，不丟標準，都是為了大家飲食安全着想。



Lee Kum Kee Sriracha Mayo

January is the best month for beetroot.

Rich in fibre and free from fat, **beetroot** is one of the healthiest vegetables around. In 1870, it was nominated as Britain's favourite salad vegetable.

To cook **beetroot** whole, first wash the skin thoroughly then cut the skin to leave just 0.5cm. Leave the root intact to prevent the colour from bleeding. Its natural intense red makes great soups and can be used as a natural colouring for red velvet cake.

一是食用前將整根的甜菜根，徹底清洗皮層後，並且帶根煎，留下一層很薄的皮。不僅能在燉湯時，還在1970年被英國人評為最受歡迎的沙拉蔬菜。

在煮成湯或個甜菜根之前，只要將外皮清洗乾淨，將它保留到至0.5厘米去皮保留根蒂就可以很好地保留它的汁液和顏色。也可用作天然的染料，做出無人工色素的蛋糕或餅乾。

Is it an illness, a habit, or just something to try it out or that, missus? But it's good to have friends come from afar to let you know how to do it. To do otherwise is to let it go. It's a good idea to try it out.

學六神醫之，不必強求，亦不必自強，亦不必強求，人不知，而不強，不必強求乎？——孔子



Lee Kum Kee Sriracha Mayo

七月 July

S	M	T	W	T	F	S
					1 Independence Day	2
3 Wed	4 Thu	5 Fri	6 Sat	7 Sun	8 Mon	9 Tue
10 Wed	11 Thu	12 Fri	13 Sat	14 Sun	15 Mon	16 Tue
17 Wed	18 Thu	19 Fri	20 Sat	21 Sun	22 Mon	23 Tue
24 Wed	25 Thu	26 Fri	27 Sat	28 Sun	29 Mon	30 Tue
31 Wed						

Do you know that Lee Kum Kee soy sauce products are manufactured using high-quality liquid-state fermentation, giving our soy sauce multiple health benefits?

冷門小知識，李錦記的醬油採用高品質液態發酵方式進行生產，只有這樣，才能保證最好的微生物發酵技術，產生有益人體的氨基酸成份，讓您吃的更放心。



Lee Kum Kee Soy Sauce

It's barbecue season! Don't forget to bring a bottle of Lee Kum Kee Sriracha Mayo.

The perfect combination of the smooth mayonnaise and the heat of the sauce is a deliciously irresistible. Perfect for burgers, steaks and chicken wings! Remember though, burgers are always best when they're hot!

又到了無熱不歡快的季節，自己做的漢堡總是缺點醬料，帶上一瓶李錦記的辣醬，完美地結合了蛋黃醬的滑潤與李錦記的辛辣，搭配上烤好的肉餅或牛排，在一羣朋友面前絕對給你長面了。

There is a saying between Chinese and English, like water, let it flow. The hot and the cold are never far apart. It is a saying that we all know and love. Zhang Zhongjing.

君子之交淡如水，小人之間甘若飴。——莊周



Lee Kum Kee Sriracha Mayo

二月 February

S	M	T	W	T	F	S
	1 Wed	2 Thu	3 Fri	4 Sat	5 Sun	6 Mon
7 Tue	8 Wed	9 Thu	10 Fri	11 Sat	12 Sun	13 Mon
14 Tue	15 Wed	16 Thu	17 Fri	18 Sat	19 Sun	20 Mon
21 Tue	22 Wed	23 Thu	24 Fri	25 Sat	26 Sun	27 Mon
28 Tue	29 Wed					

We invented oyster sauce in 1858 and, to this day, we insist on making our oyster extracts from 100% fresh oysters. This is what makes our sauce so popular throughout the world, guaranteed to bring amazing flavour to your dishes.

李錦記自1858年發明蠔油開始，一直堅持採用100%新鮮蠔製成蠔汁。正是這，我們一直就是這蠔油各種不同風味，最理想的選擇。



Lee Kum Kee Oyster Sauce

Legend has it that dumplings were invented by Dr Zhang Zhongjing.

One day on his way home, he saw a number of poor people suffering from flu-like symptoms. He was moved to stop and asked if he could provide them with some cooked dumplings with herbs. He got off of course. He spent time and money to buy the ingredients. The next day, he made the dumplings all the way through to everyone and they were cured. Giving people a prescription has been his life.

The saying 'legend has it that dumplings were invented by Dr Zhang Zhongjing' is not complete. Without dumplings to make the delicious filling, keep the proportion of vegetables to meat 1:1, and don't forget to add oyster sauce and pure sesame oil before allowing the filling to marinate.

傳說餃子最早是由他發明出來的。他在窮苦人家的路上看到很多病倒的老百姓的耳朵發紅，於是中午他做了一百個，為百姓解了急。後來他做了一百個，名名百姓都上。那天冷好，從那天起，百姓們每天都吃餃子。直到今天，冷好了，冷好了。這就是餃子最早的由來。

隔風說回來，沒有餃子的餡料是不完美的。要將肉餡和好，只要菜肉的比例1:1，就能做出口香肉嫩的餃子。而醬油對於餃子更顯重要，加一點醬油更顯美味。

This dish is a must for any celebration and is a wonderful addition to any dinner. It is a tradition that is passed down from generation to generation.

餃子之，喜慶之，團圓之，健康之，流行之——《禮記·中庸》



Lee Kum Kee Oyster Sauce

十月 October

S	M	T	W	T	F	S
					1 National Day	2
3 Wed	4 Thu	5 Fri	6 Sat	7 Sun	8 Mon	9 Tue
10 Wed	11 Thu	12 Fri	13 Sat	14 Sun	15 Mon	16 Tue
17 Wed	18 Thu	19 Fri	20 Sat	21 Sun	22 Mon	23 Tue
24 Wed	25 Thu	26 Fri	27 Sat	28 Sun	29 Mon	30 Tue
31 Wed						

Apart from cash machines, what else would you use? Our computerized tracking system that you can use every day to guarantee the quality and safety of each of our Lee Kum Kee sauces.

除了ATM還有什麼是24小時工作的？那就是我們的電腦化追蹤及數據追蹤系統了。保證了保證您使用的每一瓶金福地都更放心。



Lee Kum Kee Soy Sauce

Pumpkin is great for reducing the risk of heart disease.

If you have been spoiled by children loving to eat or treat, a cup of creamy pumpkin soup is a healthy choice.

To be something different, add a bit of XO sauce to your pumpkin soup. It's a healthy choice. Add a bit of oyster sauce and 1 tsp of XO sauce. Add a touch of oyster sauce mixed with water to thicken up the soup before serving.

南瓜有助於預防心臟病，如果你愛吃，加一點李錦記的蠔油。加一點李錦記的蠔油。

如果你愛吃，加一點李錦記的蠔油。加一點李錦記的蠔油。加一點李錦記的蠔油。

There is a saying about what is old and new in the future, we will see some new things in the future.

人與地，新與舊，一孔子



Lee Kum Kee Oyster Sauce



RECIPE BOOK



The design of the recipe book was consistent with the same traditional elements used throughout the brand identity, with matching fonts, colours and imagery.

As well as Chinese recipes, the book also included information about Chinese cuisine such as basic cooking methods, traditions and tips.

We also enriched the book with augmented reality to allow users to watch related videos when scanned.

Three versions of the recipe book were created, in English, Dutch and German.



INTERACTIVE DIGITAL CONTENT AVAILABLE

1. DOWNLOAD THE FREE LAYAR APP
2. SCAN THE PANDA QR CODE
3. ENJOY THE INTERACTIVE CONTENT

Just remember... to make something special, you have to believe it's special. That's what makes Mr Ping's noodles so popular.

MR PING'S SECRET INGREDIENT NOODLE SOUP

Serves 4

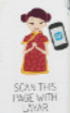
Calling all Dragon Warriors of delicious Chinese cooking

Hang up your red 'good luck' lanterns... Chopsticks at the ready... **February and March 2016** are going to be totally awesome months as we celebrate the **Chinese New Year** and the **release of Kung Fu Panda 3**.

Lee Kum Kee – inventor of **Oyster Sauce** and much-loved brand in Chinese communities, is helping stir up the excitement. The famous Dumpling Sisters are also joining in the cooking fun and frolics. They've been inspired by our movie-star friends from the mystical Valley of Peace and Secret Panda Village who have added their names to this mouth-watering collection of classic Chinese recipes.

Get ready to eat like a Dragon Warrior with **Po's Training Potsticker Dumplings**. Tuck into **Mei Mei's Sticky Plum Sauce Ribs**. Find your inner satisfaction with **Master Shifu's Crunchy Sesame Seed Stir Fry**. And discover what makes Mr Ping's 'Secret Ingredient' **Noodle Soup** so tasty that super-cute panda Bao and the Furious Five warriors keep coming back for more.

But that's not all. As we're an **authentic Chinese sauces company**, Lee Kum Kee would like to share the **stories of this special time of year in China**. We'll also share with you the secrets of Kitchen Kung Fu – simple skills and techniques that once mastered will turn you into a culinary legend.



www.KungFuLKK.com
 www.LKK.com
 [LeeKumKeeEurope](https://www.facebook.com/LeeKumKeeEurope)

INGREDIENTS

- 1.5 litres chicken stock
- 2 tsp vegetable oil
- 4 slices ginger (cut into matchsticks)
- 3 spring onions (finely sliced)
- handful fresh coriander (roughly chopped)
- 250g rice noodles (soaked in hot water until al dente, then drained)

SOUP SEASONING MIX

- 2 tsp Lee Kum Kee Premium Oyster Sauce
- Lee Kum Kee Pure Sesame Oil (optional)

FOR HOMEMADE CHAR SIU



- 350g pork loin
- 4 Tbsp Lee Kum Kee Char Siu Sauce
- 1 Tbsp Lee Kum Kee Premium Oyster sauce


METHOD

1. Marinate the pork loin in 3 Tbsp of Char Siu Sauce and 1 Tbsp Premium Oyster Sauce for at least 30 minutes, ideally overnight. Roast in a 190°C oven for 20 minutes. Brush on the remaining Char Siu sauce, turn off the heat and leave the char siu in the oven to rest for a couple of minutes before slicing.
2. Heat the vegetable oil in a large saucepan over a medium heat. Add the ginger matchsticks and fry for a minute until fragrant. Pour in the stock and cover.
3. Bring the stock to a boil, then add in the soup seasoning mix, half of the spring onions and all of the remaining ingredients except for the char siu.
4. When the noodles have warmed through, ladle the noodle soup into big bowls. Serve with the char siu slices and remaining spring onions sprinkled on top.

TIPS

- You can serve other cooked meats with the noodle soup too, such as shredded chicken breast.
- For an extra kick of spiciness, add a dollop of Chiu Chow Chili Oil.



 ONLY IN CHINA

OTHER MATERIALS

Other promotional material designed included an apron, lantern, merchandising unit and banner. All of which were consistent with the colours and imagery of the brand identity.



李錦記
LEE KUM KEE
HONG KONG

LET'S PANDA!

Eat and have fun like a panda.

**YEAR OF THE MONKEY
EXCLUSIVE DEALS
WITH LEE KUM KEE**
李錦記 農曆新年 特別優惠

TODAY ONLY £5
per sauces gift set
worth over £15
at normal RSP

£5
**CHILLI
KICK
DEAL**

£5
**MILD
CHI
DEAL**

KUNG FU PANDA 3
ONLY IN CINEMAS

Free Kung Fu Panda 3 gift set with purchase in stores.
www.KungFuLKK.com

Lee Kum Kee Europe @LKKEurope 李錦記歐洲 enquiry.europa@LKK.com

WEBSITE

WEBSITE

A fully-responsive, dynamic and modern website was designed in line with the typefaces and colour palettes of the brand identity.

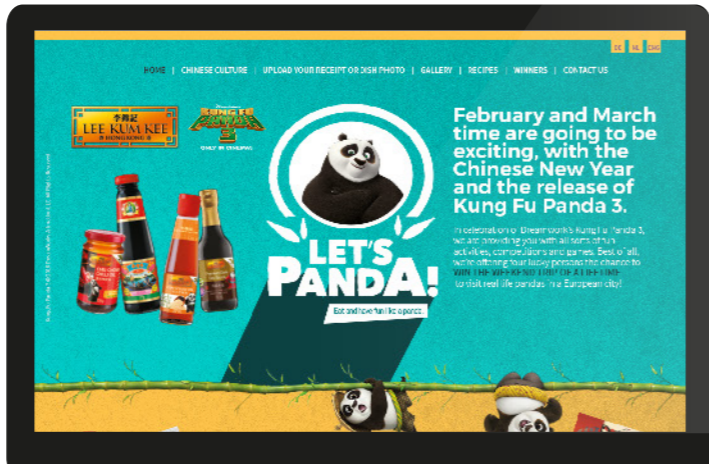
The website had two different prize draw mechanisms, as well as an admin page to manage the applications.

The first option was to upload a photo of a Chinese dish. This guaranteed entry into the main prize draw. The second option was to upload a product receipt. This granted an instant noodle bowl win as well as entry into the main prize draw.

Another page of the website displayed 16 recipes created exclusively for this project.

The website also included a Chinese culture page with lots of fun and exciting activities. Users were able to find out their Chinese horoscope sign or learn about the eight different regions and cuisines of China.

Magnetic offered a turn-key service. As well as designing the website, we were also responsible for handling the development, domain registration and setting up campaign mail boxes and hosting.



VARIETY OF PRIZES WITH US!

1 WIN A EUROPEAN TRIP TO SEE THE GIANT PANDAS BY UPLOADING A PHOTO OF YOUR BEST DISH!

Do you have a friend or a friend of a friend who has traveled to China to see the giant pandas? Or do you have a friend who has traveled to China to see the giant pandas? Or do you have a friend who has traveled to China to see the giant pandas?

Upload File Send

2 GET A KUNG FU PANDA 3 NOODLE BOWL BY UPLOADING YOUR PRODUCT RECEIPT

Have you purchased any \$1 or \$2 Ram Kee products?

Upload File Send

1st PRIZE

A TRIP TO A EUROPEAN CITY TO VISIT REAL PANDAS
Rome, Madrid, Edinburgh, Florence
+ 11 set of noodle bowls
+ 11 set of noodle bowls

2nd PRIZE

FULL SET OF NOODLE BOWLS + APRON + LANTERN + RECIPE BOOKET
(\$100 value)

3rd PRIZE

APRON + LANTERN + RECIPE BOOKET
(\$50 value)

CHECK OUT OUR RECIPES!

Why not take a look at some of our amazing recipes by The Dumpling Sisters to discover all sorts of tasty Chinese dishes?

See recipes >

ABOUT CHINESE CULTURE

CHINESE NEW YEAR

Are you dining comfortably? Then let us tell you the story of the Chinese New Year...

HOROSCOPE

Pig Chinese New Year: 2019 Western Zodiac: Oct 23 - Nov 21	Dog Chinese New Year: 2018 Western Zodiac: Sep 16 - Oct 15	Rooster Chinese New Year: 2017 Western Zodiac: Aug 23 - Sep 22	Monkey Chinese New Year: 2016 Western Zodiac: Aug 16 - Sep 15	Sheep Chinese New Year: 2015 Western Zodiac: Jul 20 - Aug 19	Horse Chinese New Year: 2014 Western Zodiac: Jul 13 - Aug 12
Snake Chinese New Year: 2013 Western Zodiac: Jun 13 - Jul 12	Dragon Chinese New Year: 2012 Western Zodiac: Feb 10 - Mar 10	Rabbit Chinese New Year: 2011 Western Zodiac: Jan 30 - Feb 28	Tiger Chinese New Year: 2010 Western Zodiac: Jan 23 - Feb 21	Ox Chinese New Year: 2009 Western Zodiac: Jan 16 - Feb 14	Rat Chinese New Year: 2008 Western Zodiac: Jan 9 - Feb 7

A TIME TO FEAST

Right across China, people come together each New Year to celebrate. And while every region and every generation has its own take on the classics, here are some delicious dishes you'll find on every family table.

CHINA'S REGIONAL CUISINES

THE DUMPLING SISTERS

More than just dumplings, these sisters share their love for Chinese food. They only use the best ingredients to make the most delicious dumplings. And they share their recipes with you.

SOCIAL POSTS

Magnetic also developed the social media posts for the whole campaign, which included both copywriting and design.

李錦記
LEE KUM KEE
HONG KONG

LET'S PANDA!

We're offering the chance to win a trip to Europe.
All you have to do to enter the prize draw is upload a photo of your best Chinese dish!

ONLY IN SINGAPORE

LET'S PANDA!

Take a look at our Kung Fu recipes to inspire you to make delicious Chinese dishes!

李錦記
LEE KUM KEE
HONG KONG

李錦記
LEE KUM KEE
HONG KONG

COLLECT YOUR EXCLUSIVE KUNG FU PANDA 3 NOODLE BOWLS!
Check out: www.KungFuLKK.com

ONLY IN CINEMAS

李錦記
LEE KUM KEE
HONG KONG

LET'S PANDA!

WANT TO FIND OUT WHAT YOUR CHINESE HOROSCOPE IS?
Simply enter the year you were born in and find out!

ONLY IN SINGAPORE

李錦記
LEE KUM KEE
HONG KONG

Find out more about the origins of the Chinese New Year
by checking out the culture section of our website

LET'S PANDA!

李錦記
LEE KUM KEE
HONG KONG

LET'S PANDA!
Eat and have fun like a panda.

www.KungFuLKK.com

ONLY IN CINEMAS

magnetic

LONDON | ISTANBUL

www.magnetic-london.co.uk