



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

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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.



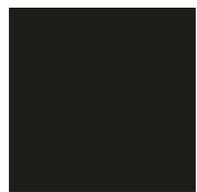
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Basic colours



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

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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 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

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For more information, please visit KungFuLKK.com Terms and conditions apply

ONLY IN CINEMAS

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 vibrant 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.



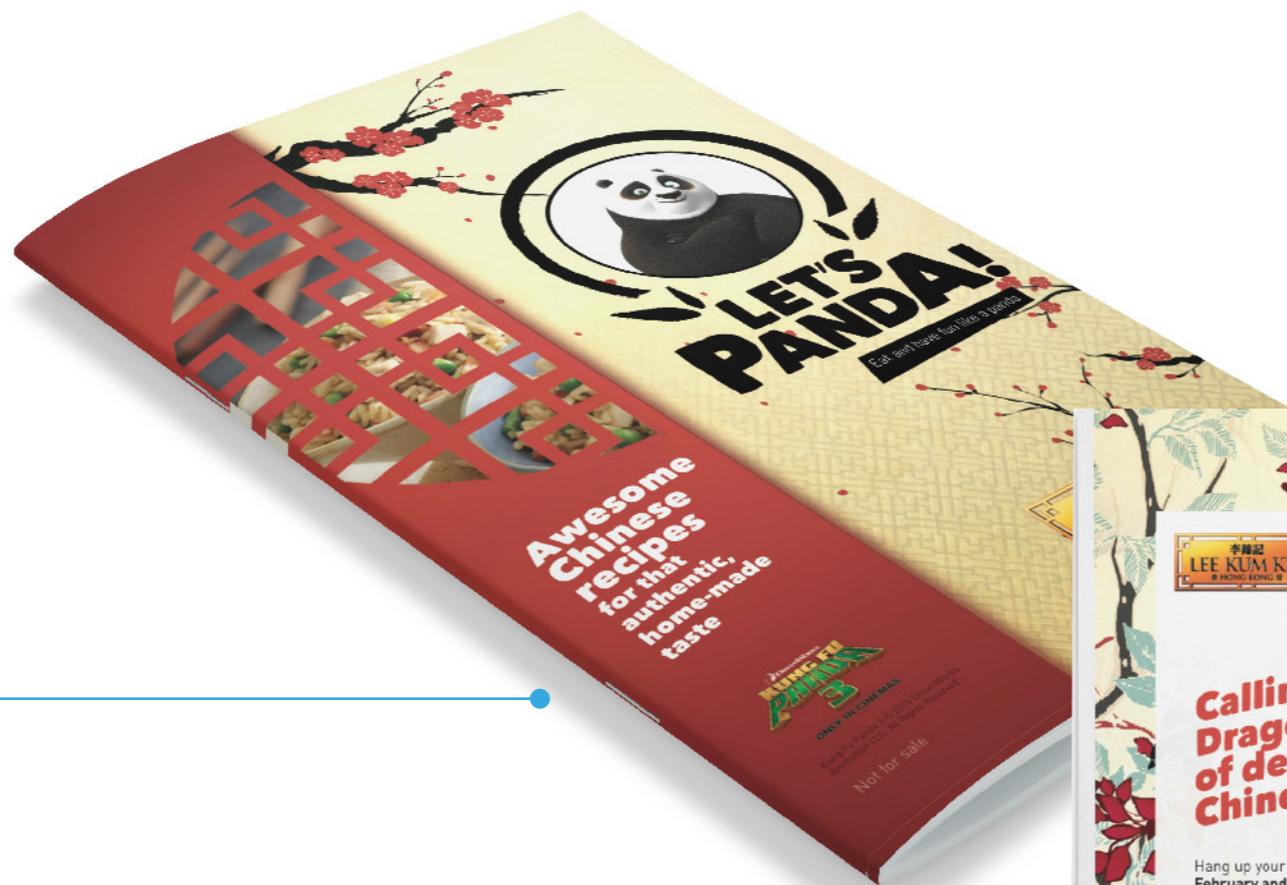
RECIPE BOOK

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 AN INTERACTIVE JOURNEY

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)

SCAN THIS PAGE WITH LAYAR

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

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.



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 yourself to challenge you to make the best Chinese dish? Upload a photo of your best Chinese dish to win a trip 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 more Ram Kee products? Upload a receipt to win a Kung Fu Panda 3 Noodle Bowl!

Upload File Send

1st PRIZE

A TRIP TO A EUROPEAN CITY TO VISIT REAL PANDAS

Rome, Madrid, Edinburgh, Hong Kong

• 14 set of noodle bowls

2nd PRIZE

FULL SET OF NOODLE BOWLS + APRON + LANTERN + RECIPE BOOKET

(100 winners)

3rd PRIZE

APRON + LANTERN + RECIPE BOOKET

(2000 winners)

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?

Use our past together to find the way to help you by the Dumpling Sisters. The Dumpling Sisters, so you can impress your family and friends with your best Chinese dishes. You can make them at home. So you're always ready for to make the perfect recipe. In fact, you'll also find out how well you'll always have to make all your favorite dishes in a few simple steps.

[See recipes >](#)

ABOUT CHINESE CULTURE

CHINESE NEW YEAR

Are you dining comfortably? Then let us tell you the story of the New Year which means 'New Year'.

Back in the middle of time, there was a fierce beast called Nian. When winter turned to spring, the happy Nian would come down to earth to eat the food. People would set off fireworks all night long to frighten Nian away.

Today, the people still have the custom of setting off fireworks to celebrate the New Year. It's a tradition that has been passed down for generations.

HOROSCOPE

Pig	Dog	Rooster	Monkey	Sheep	Horse
1947-1958, 1971-1982, 1995-2006	1946-1957, 1970-1981, 1994-2005	1959-1970, 1983-1994, 2007-2018	1952-1963, 1976-1987, 2000-2011	1991-2002, 2015-2026	1943-1954, 1967-1978, 1990-2001, 2014-2025
Snake	Dragon	Rabbit	Tiger	Ox	Rat
1953-1964, 1977-1988, 2001-2012	1928-1939, 1952-1963, 1976-1987, 2000-2011	1963-1974, 1976-1987, 2000-2011	1950-1961, 1974-1985, 1998-2009	1949-1960, 1973-1984, 1997-2008	1940-1951, 1964-1975, 1988-1999, 2012-2023

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.

- Spring roll:** Just like the name, it's a roll of dough filled with meat and vegetables. It's a traditional dish that's eaten during the New Year.
- Dumpling:** A popular dish that's eaten during the New Year. It's a roll of dough filled with meat and vegetables. It's a traditional dish that's eaten during the New Year.

CHINA'S REGIONAL CUISINES

- Canton:** Cantonese food is known for its delicate and flavorful dishes. It's a traditional dish that's eaten during the New Year.
- Shandong:** Shandong food is known for its hearty and flavorful dishes. It's a traditional dish that's eaten during the New Year.
- Hunan:** Hunan food is known for its spicy and flavorful dishes. It's a traditional dish that's eaten during the New Year.
- Sichuan:** Sichuan food is known for its spicy and flavorful dishes. It's a traditional dish that's eaten during the New Year.
- Anhui:** Anhui food is known for its hearty and flavorful dishes. It's a traditional dish that's eaten during the New Year.
- Zhejiang:** Zhejiang food is known for its delicate and flavorful dishes. It's a traditional dish that's eaten during the New Year.
- Jiangsu:** Jiangsu food is known for its delicate and flavorful dishes. It's a traditional dish that's eaten during the New Year.
- Fujian:** Fujian food is known for its delicate and flavorful dishes. It's a traditional dish that's eaten during the New Year.

THE DUMPLING SISTERS

Meet the two sisters who have mastered the art of making the perfect Chinese dumplings. They not only know how to make them, but they also know how to make them taste like a dumpling. So you can impress your family and friends with your best Chinese dishes. You can make them at home. So you're always ready for to make the perfect recipe. In fact, you'll also find out how well you'll always have to make all your favorite dishes in a few simple steps.

SOCIAL POSTS

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

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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!

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

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LET'S PANDA!

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

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

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

www.KungFuLKK.com

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