



CA DESIGN

Beyond the Brand

Business success and market reputation are the top priorities of design work, according to ROSANNE CHAN.

A 21-year old Rosanne Chan was a promising art director for a local magazine when fate knocked on her door. “I did a design project for my boss’s friend, a PR manager at a 5-star hotel. The agency serving the hotel was unable to finish promotion material for an event in time. The PR manager couldn’t get another budget approved, so she turned to my boss for help.”

Rosanne volunteered, completing the project with much quality, speed, and enthusiasm. This was when she met the assistant PR manager, who later became director of PR and publicity for the British Council. Impressed with her creativity and professionalism, she invited Rosanne to take over the British Council’s corporate identity building, design and production of all its printed collaterals. At the same time, the hotel’s PR manager referred Rosanne to the Chase Manhattan Bank as local creative consultant for private banking.

With twin opportunities, Rosanne left the magazine to establish C A Design in 1982. In ten years, the company expanded from a small design studio to an SME comprising gifted designers of unique strengths. Through word of mouth, its client base has expanded overseas to New York and London, in collaboration with local design agencies to complete significant projects.

A Delicate Approach

“Intensified competition amongst brands in an Internet-savvy industry has quickened the pace of seasonal promotion campaigns. Hence, demand for ad hoc publicity campaigns has grown, providing more opportunities for our business growth.”

To stand out in the market, C A Design’s competencies translate beyond sheer aesthetics. “Design is more than just visual impact. The success of mar-



keting and promotion lies on strategic design thinking and innovative ideation of visual identity of the corporation, i.e. the brand identity. Our expertise entails understanding brand DNA and visualizing a sound business strategy for promoting the brand for anchoring customer engagement. This specific expertise ranks us above other designers who, largely, present only visually pleasing designs that lack deeper meaning and have less impact potential.

“Our clients’ business success is our top concern; hence each project is treated as our own. This means understanding the product or service to be promoted, exploring its essence, brainstorming with clients to seek their desired market position and conducting a thorough evaluation. Only then do we propose design solutions. This process enables clients to actively participate and create design concepts with us. We share both the pressure our clients deal with and the joy of a successful campaign.”

Personal Dedication

In much of the creative industry, it is likely to have customers who possess less foresight – those who see expense instead of investment. They are inclined to choose suppliers solely based on affordability. Rosanne nonetheless puts effort in reaching out and getting through to such clients. “The main obstacle is

educating clients to distinguish between good design service from those that would only waste their time and resources. Price should not be the key factor; the choice should be made by assessing the potential result.”

Its claims of greater value are concrete. In 2015, C A Design further branched out with two new divisions as part of its Product Service Development expansion. C A Event optimizes clients’ market exposure and network by organizing suitable events. C A Space provides training for clients’ staff on creative self-understanding and innovation team building. “These are key factors for business success, as talent is a corporation’s prized asset. Staff performance and team power is the foundation of remarkable brand identity.”

Few things are a better testament of quality than 30 years of lauded service. Rosanne’s passion for her work and her clients has won their trust and love; her designs and proactive service in providing further solutions and managing risk consistently satisfy their needs. In working with the company, they cannot help but feel C A Design’s strong sense of belonging, valuing their interests as much as its own. ■

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