



MAXI COMMUNICATIONS LTD.

Brand Beyond Extraordinary

CHARLES NG's deep understanding of how a company's core identity, message, and values are hardwired into successful brand building has benefited clients for the past 15 years.

The measure of a successful brand is its ability to encapsulate the essence and best qualities of an enterprise while effectively appealing to its target consumer. To this end, Maxi Communications Ltd. (MCL) has empowered numerous businesses with bespoke branding solutions.

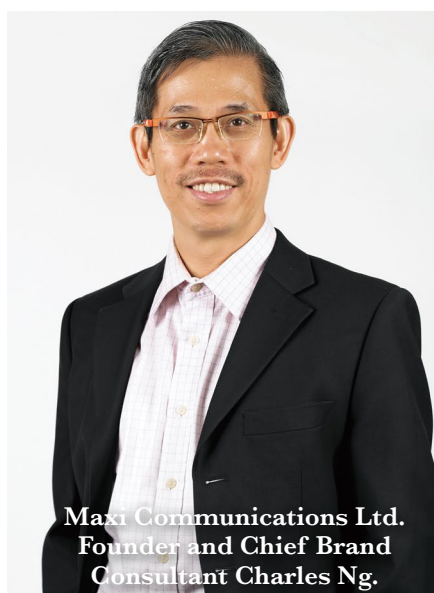
Established in late '94, MCL is a creative brand consultant company comprising experts in brand auditing, analysis, strategy, design, communications, training, management, promotion, and integration. MCL's holistic approach to brand design covers creative works in graphic, product, spatial and retail aspects. Its strategic approach involves in-depth research, mapping, planning and implementation processes.

Under founder Charles Ng's cultivation and leadership, MCL has become an authority in Hong Kong and Greater China for brand building, design and communication these last 15 years. MCL's beliefs, value system and successful execution continuously attract clients from many industries, spanning both corporate and government sectors.

A Delicate Science

"We help OEMs transform their business models from manufacturing into branding," says Ng. "We also help Hong Kong manufacturers and retailers develop the domestic China market through branding design, which includes the brand identity overhaul, reinvention, repositioning and rejuvenation.

"In the branding industry, many of our counterparts focus only on design services. In their perspective, that is the only thing that matters in the project. The most significant difference between MCL and other companies is that we believe

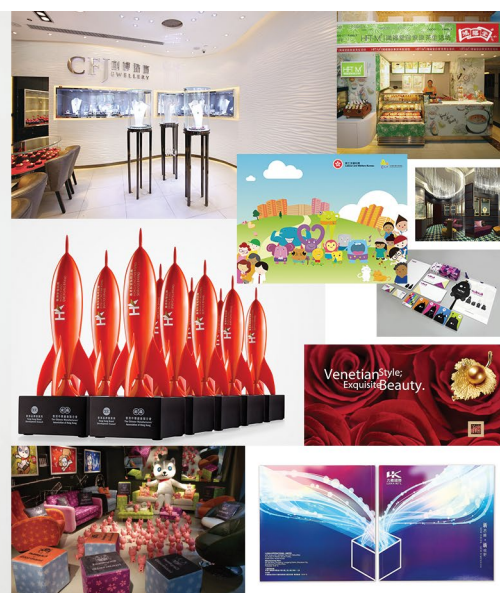


Maxi Communications Ltd.
Founder and Chief Brand
Consultant Charles Ng.

that branding is more than designing a logo or an advertisement. It is a holistic effort, which redefines business modules, recaptures opportunities, re-categorizes product portfolios, renews target markets, restructures brand DNA and values, and revitalizes companies through new image and identity. Brand building is an integrated and comprehensive design system. It helps companies build long-term relationships with its valued customers."

MCL offers distinct and creative solutions to make brands stand out in the market, following a strict and rigorous process. It begins by establishing a brand task force to facilitate the comprehensive branding project. Preliminary brand auditing and market research commences while a master working schedule comes up. The task force then engages customers in bi-weekly meetings, leading to the proposal of the brand book. Day-to-day communication with the client then takes place until the achievement of the final product.

"In this systematic workflow lies the key competitiveness that helps MCL earn



the trust from customers and fame in the industry, and allows us to create brands originally, authentically and practically."

Consistent Success

MCL holds many internal brand-training courses, seminars and workshops among industrial and commercial enterprises. A brand leadership coach, Ng has led numerous blue chip businesses and SMEs to success through his proven brand building model and philosophy.

"Perfect brands are created by authentic brand consultants who offer a strategic brand approach and holistic design system, and provide total integrated brand solutions in a more professional way," says Ng. "We create brands authentically, with true value to the market and measurable effectiveness, from identity to system, and from strategic thinking to implementation." ■

For additional information please visit www.maxicomm.com.hk