



REDDER DOOR LTD.

What the Mind can Conceive

Envisioning a more effective and motivated creative design agency, CHET CHAN assembled a crack team to redefine industry standards.

Jaded with the lack of enthusiastic major players in the creative industry, Chet Chan determined to set a better example. "I took up communication studies majoring in films in university. After graduation I worked in the then burgeoning mass media industry which, at that time, attracted many talents including brilliant creators, producers and opinion makers. I was fortunate to have the opportunity to work with and learn from numerous renowned experts in the field during those early years," says Chan.

"The new media industry prospered around 2005/2006 with the rapid growth of the Internet. I was certain that traditional mass media had to evolve, as the downturn was ahead of them."

After 9 years of professional training in the industry, Chan established Redder Door Ltd. in 2006 with the support of a senior media professional, who had instructed him intensively on business management. His micro-scale creative production house had only two staff members at the beginning. Today, the award-winning company has almost 20 employees – the optimal size for a design and production company in Chan's book. "We take pride in our many projects, spanning branding, TV commercials, film and photography, art direction/costume design for movies, event management and productions, package design and publication. The journey thus far was like a thrilling roller-coaster ride."

The Right People

According to Chan, unlike finance and real estate, creativity and design is, unfortunately, not an important industry for ethnic Chinese. Thus, innovation and perfectionism are more crucial to surviving and building customer confidence.

"Redder Door is a professional company specializing in visual communication. We always offer one-stop, end-to-end creative/visual communication



Redder Door Team with Creative Director and Co-Founder Chet Chan (front row 4th from left) and Project Director Cecilia Chik (front row 5th from left).

services which is our competitive edge," says Chan. "The value of a company lies in its capability to solve customers' problems."

Chan has assembled a resilient unit for the task. "I can conclude from my 9 years of experience that a good team engenders a successful company. There is no shortcut. In this respect, I am glad that we in Redder Door have our responsible Project Team, our passionate Design Team, our inquisitive and avant-garde Creative Team, and our diligent and meticulous Admin Team. The healthy growth of Redder Door is the outcome of this coalition."

Redder Door attributes its more recent development to new partners, Alvin Chau, Alex Dong, and Paco Wong.

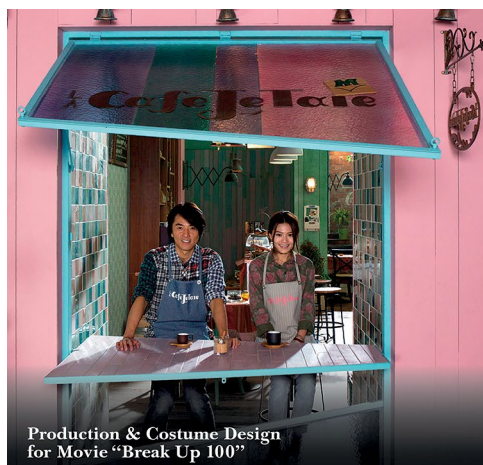
"Their blueprint has helped substantially, particularly in opening up the Macau and Mainland China markets for the company. Trust is the key to this synergy. The new partners' absolute confidence gave us immense support."

What it Takes

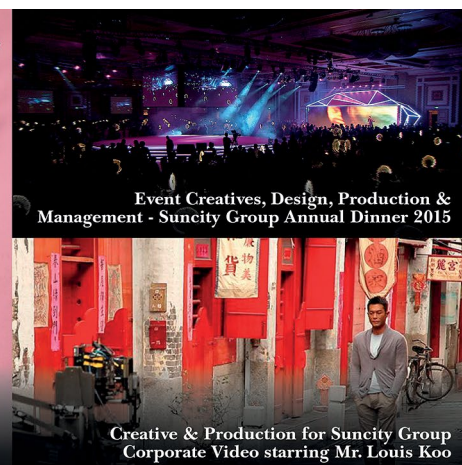
Apart from maintaining growth in Hong Kong, Redder Door plans to further its business in Macau, Mainland China and Taiwan. "Greater China is not a novel concept anymore. Practitioners in our industry ought to devise plans to expand into the larger market. We are working hard on realizing it," says Chan.

In business, Chet Chan abides by an old wisdom: "not in excess yet not in deprivation, do not rush yet do not dawdle, not to be conceited yet not to feel inferior (不多不少; 不除不疾; 不亢不卑)". He believes the company possesses the requisite qualities of curiosity, observation, independent thinking, communication skills, perseverance, and professionalism that spell effectiveness in the industry. With these, it has much to expect in its future. Nevertheless, an adherence to core beliefs and sincere efforts in bringing happiness to clients and employees has earned Redder Door much success. ■

For additional information please visit www.redderdoor.com



Production & Costume Design for Movie "Break Up 100"



Creative & Production for Suncity Group Corporate Video starring Mr. Louis Koo