Portfolio

Desmondchan.org

Desmond Chan

DON'T ASK WHICH CAME FIRST, ASK WHERE IT CAME FROM

We don't care whether the chicken or the egg came first.
What we do care about is the chicken that comes before the burrito.
Where and how food is raised is what makes a burrito so tasty, so we make sure all our ingredients are sourced locally and raised chemical-free, respecting animals, our farmers and the environment.

Better burritos start by asking where.

CHIPOTLE
MEXICAN GRILL

Learn more about Food with Integrity at Chipotle.com

WE COULD ASK WHO'S THERE,

BUT ALL WE CARE ABOUT IS WHERE

We don't care who's at the door.
What lets us trust a stranger is knowing where they come from and the values they carry.
They aren't strangers if we know their story. We think the same applies to burritos.
Where and how food is raised is what makes a burrito so tasty, so we make sure all our ingredients are sourced locally and raised chemical-free, respecting animals, our farmers and the environment.

Better burritos start by asking where.

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STRATEGY

THE APPROACH:

I imagined it like this, two pieces of meat can both be called chicken, but it doesn't mean they are the same.

THE INSIGHT:

Where did that come from and how did that get here?
Change how people see food and tie that directly back into Chipotle's core values.

THE EXECUTION:

I want you to look at this ad and realize that the way you've been looking at food is as wrong as the way you've been hearing these phrases.

Just because you can "deal with it", doesn't mean you have to.
Rip irritation out with Hanes TAGLESS shirts and briefs.

Hanes

100% Irritation

Tags are like that really big kid that stole pepperonis off your pizza because he got his growth spurt before you did.

Some irritations just don't have to be dealt with anymore.
Rip irritation out with Hanes TAGLESS shirts and briefs

100% Irritation

Tags are like that guy who overtakes you during your super-fast "I need to get somewhere" speed then decides to slow down immediately after passing you.

Imagine dealing with that moment of irritation. All. Day. Long.
Rip irritation out with Hanes TAGLESS shirts and briefs

STRATEGY

THE APPROACH:

I imagined the copy-heavy ads to be perfect for subway rides while the more visual ad geared towards a magazine type feel.

THE INSIGHT:

When something irritates us, we learn to just deal with it. The same thinking applies to clothing label tags. We've grown so accustomed to this irritation, why go out and make the change?

THE EXECUTION:

Rip it off! Take the "deal with it" insight and magnify this irritation. The reader should understand that "dealing" with these scenarios all day would drive a person crazy.

Dealing with tags all day is no different.

Carry your STORY with Fjällräven

Not just a bag,
they're storytellers

It doesn't matter where you're going or what you're doing, Fjallraven can handle it. And the marks, the scuffs, the wear you leave behind personalizes it, carrying a new memory every time.

FJÄLL RÄVEN

ANYTHING becomes a story with Fjallraven

Not just a bag,
they're storytellers

Your experiences forge a bond between you and your Fjallraven, held together by a lifetime of memories and our G-1000 material - built to handle anything. That anything becomes part of your story, so we make sure it lasts.

FJÄLL RÄVEN

STRATEGY

THE PRODUCT:

A bag that can last through any weather and made with super high-quality materials.

THE INSIGHT:

Each mark, scuff and wear carries a part of your story, and Fjallraven is the one to tell it.

There are obstacles in life. And as you go through each one, it leaves a mark. What happens to your bag is a representation of who you are as a person, whether you climbed Mount Everest or commute to school every day, people will wonder where you've been, what you've done. Since it's so durable and well made, it can handle a lifetime of wear.

THE EXECUTION:

It's about adventure and has a sense of mysteriousness to it.

"I remember that mark. That was when I..."
It means go ahead and beat up your bag, make Fjallraven yours.

HARD WORK COMES WITH BLOOD,
SWEAT AND TEARS

AND FOR BLOOD, SWEAT AND TEARS
THERE'S

STRATEGY

THE APPROACH:

It was simple. Reel in the average millennial man. What would get him to do laundry? What would get him to think about Tide?

THE INSIGHT:

This person is hungry. He is working to get to where he wants to be, and yet he doesn't do his laundry much. He probably refrains from doing laundry until he's down to his very last underwear.

THE EXECUTION:

Hard work. Getting your hands dirty. Tide. These go hand in hand and I needed to execute on this idea.

FIT TO MAKE YOU HEARD

Unless we're talking about the fit of your earphones, why fit in?
Quiet look. Loud statement.
Carry yourself in a way that speaks louder than words. **X11i**

Klipsch®

_____. BE HEARD

Patented oval ear tips – fits perfectly to make sound sound better.
The latest micro-technology is packed inside the
smallest and lightest earbuds – you'll forget they're even on.
Others won't. Make a statement that speaks louder than words with **X11i**

Klipsch®

STRATEGY

THE CHALLENGE:

The product is a $350 premium earphone. The problem was balancing between talking about features of the product and the personality it embodies.

THE PERSONALITY:

I imagined this person as someone who doesn't speak much, but when he/she does, people listen. Elegant, quiet and strong, everything they do is carefully calculated.

They aren't flashy, they like subtlety in things. Quality matters. This is what the earphone personality would be as well.

THE EXECUTION:

Nobody needs to tell you how great these earphones are. Notice the finish – its sleekness, listen to the sound it produces – you understand that this is something different.

One of the most famous features about Klipsch is their fit, so I wanted to tie that back with displaying your personality and who you are. Both you and the earphones are "heard". You make a statement wearing these perfectly "fit-in" earbuds.

Sleep
it's as easy as brushing your teeth.

This 100% drug-free sleeping toothpaste is made with all natural ingredients. Relaxes your mind to put you fast azzzzzzzzzzz.

PearlyDreams

Natural Sleep Enhancing Toothpaste

STRATEGY

THE PRODUCT:

Yes it's real. Toothpaste that makes you fall asleep.

THE EXECUTION:

Brushing your teeth = sleeping.