

Eva Hsu

Hello, I'm Eva.
*I build brands,
tell stories
& develop communities.*

What I can help you with



Market Research

- Gain in-depth understanding of target demographic
- Data collection
- Accurate brand positioning



Brand Strategy

- Brand identity
 - Who are you?
 - What do you do?
 - How do you do it better or different from the pack? Who's your customer?



Copywriting

- Write with planning, for the right content output, e.g. WeChat article, video, infographic, photography, etc.



Content Production

- Website
- Photography
- Video production
- Blog article
- WeChat article
- Infographic
- Storyboard

Market Research



I'll dive into your industry to assess market size, health, stability, trends, and challenges.

Then, I'll evaluate the competition and define points of parity, difference, and industry imperatives.

Finally, I'll help you understand consumer and technology trends and behavioral shifts and the impact on your brand and business.

Brand strategy

Who are you? What do you do? How do you do it better or different from the pack? Who's your customer?

We'll work together to determine what makes you stand out in the Chinese market. I'll create your core brand elements: positioning, benefits, RTB, brand story and verbal identity.

I'll also help you define who your customer is (We'll get tight on this- not some vague "persona" nonsense), their pain-points, behaviors, and motivations.



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Copywriting

I'll craft the right content based on the findings from market research and definition of brand strategy.

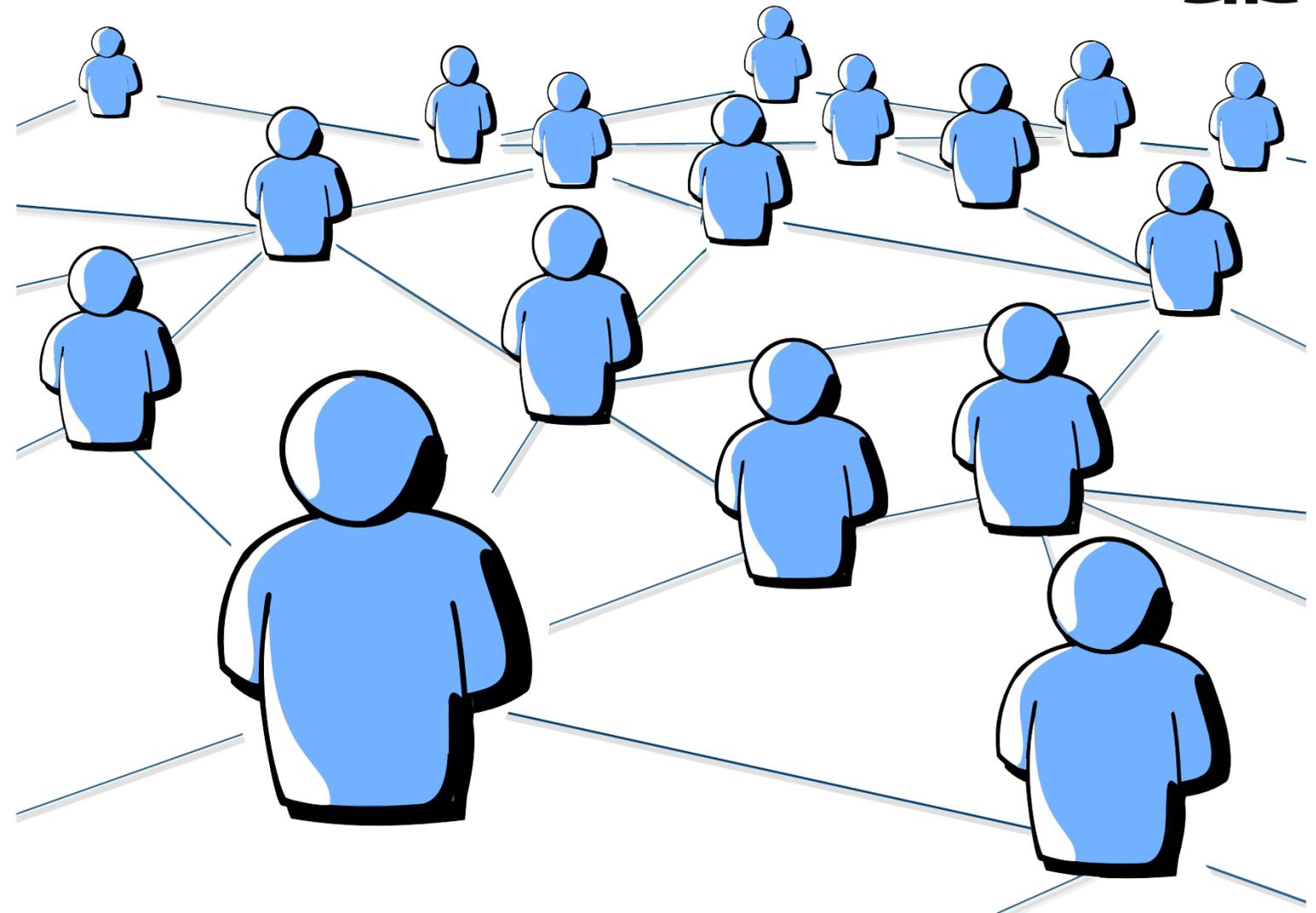
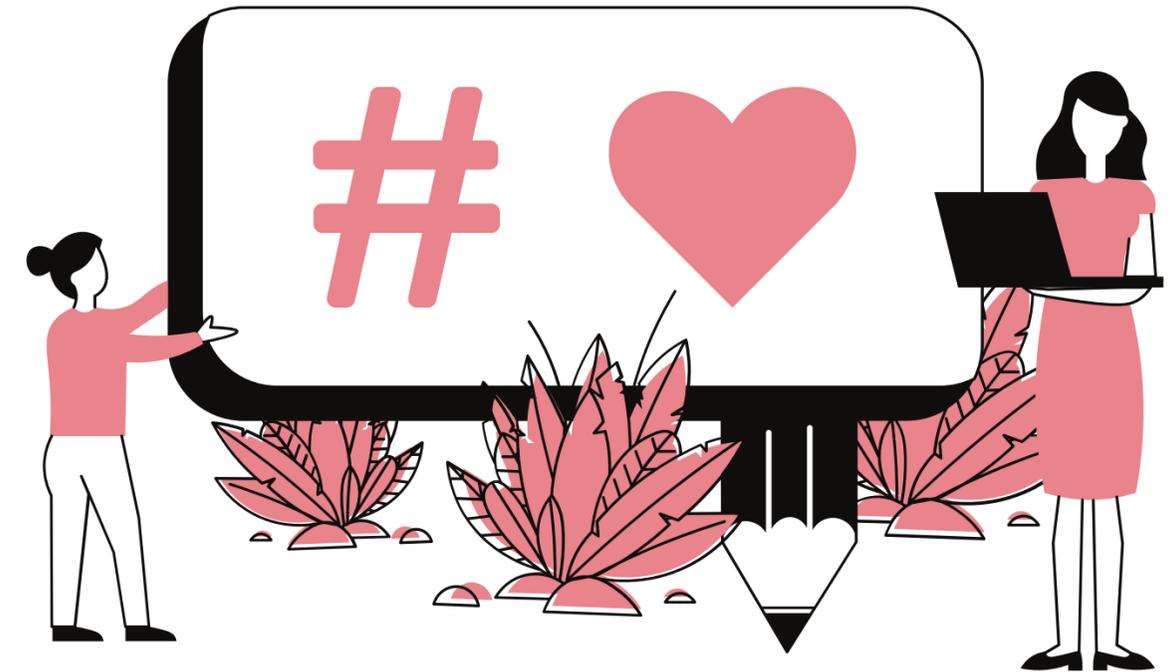
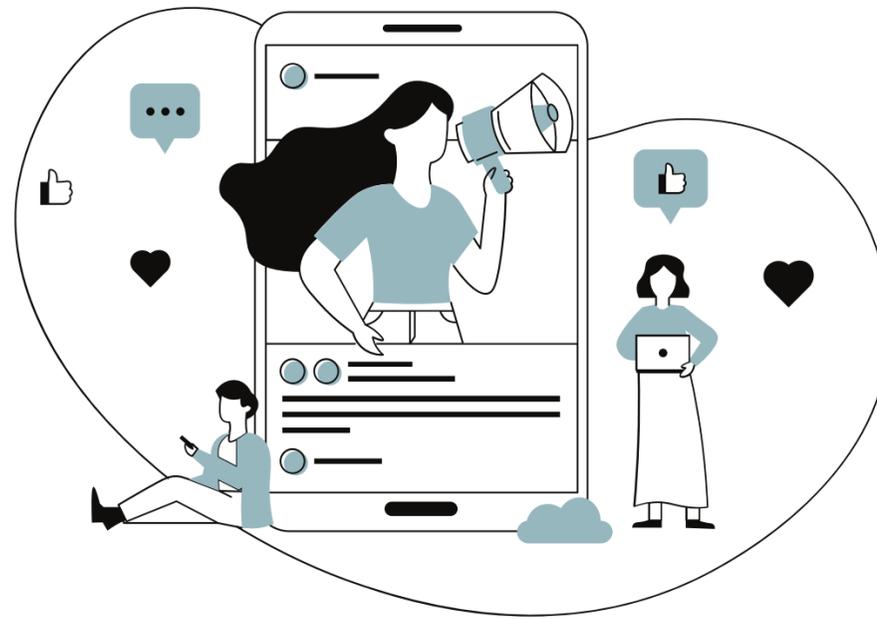
It can be a blog article, WeChat article, script for a video production, storyboard for an animation, any type of content production that communicates your brand to your target demographic.

It's a creation process and we normally go through a creative funnel to refine the brand's content production, I am open for communication throughout the process to craft the right brand message.

*I'm also a
data architect.*

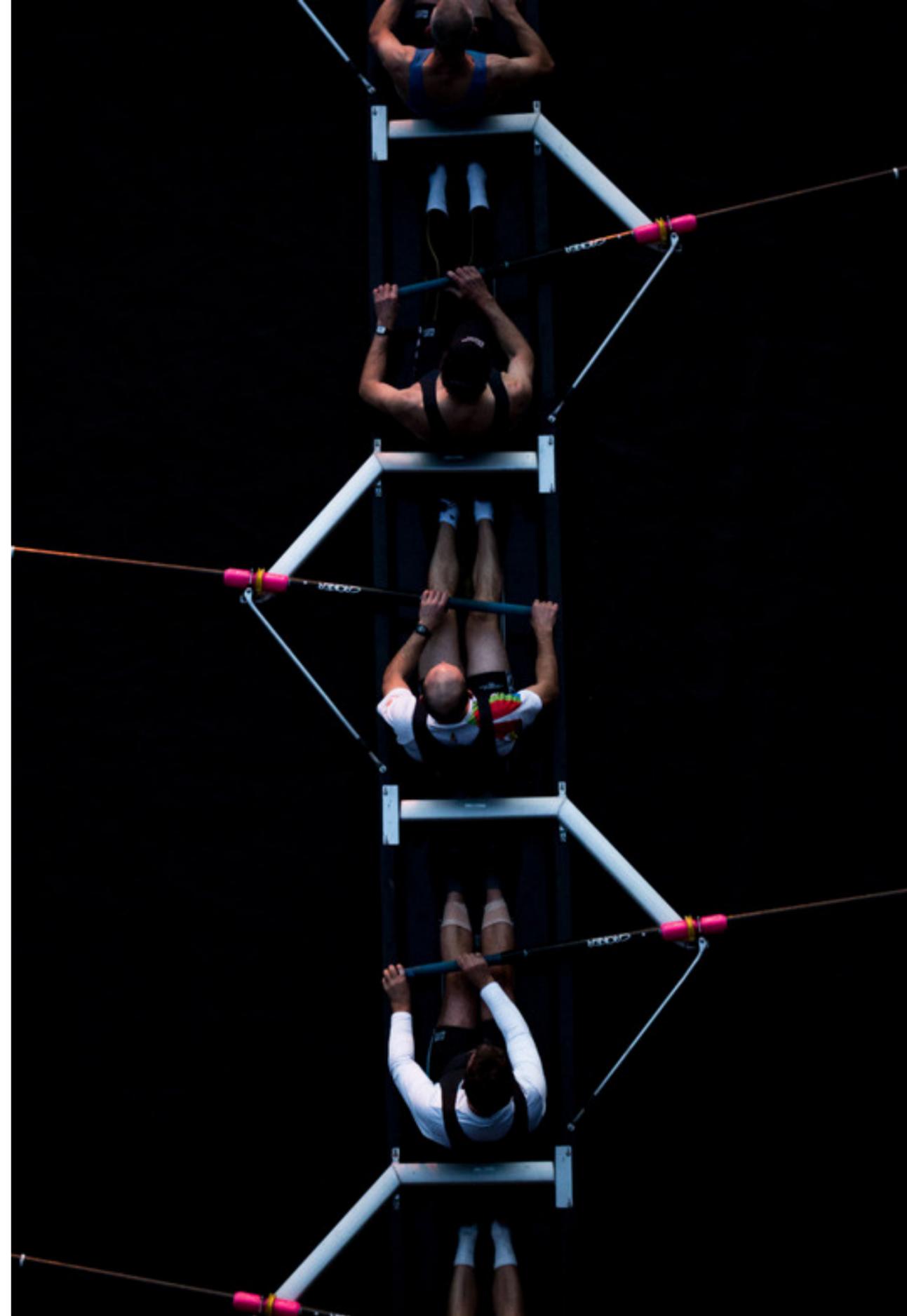
**This means I will suggest
apps, channels and
partners that can spread
our branded content.**

044



Some of my happy clients

Doremus China, Proximity China,
American Institute of Architects (AIA
Shanghai), Urban Land Institute (ULI),
The Dolar Shop (hotpot brand),
AngelHack, FinnAir, RenewMaterial,
WildAid, Bespoke Shanghai



International Projects

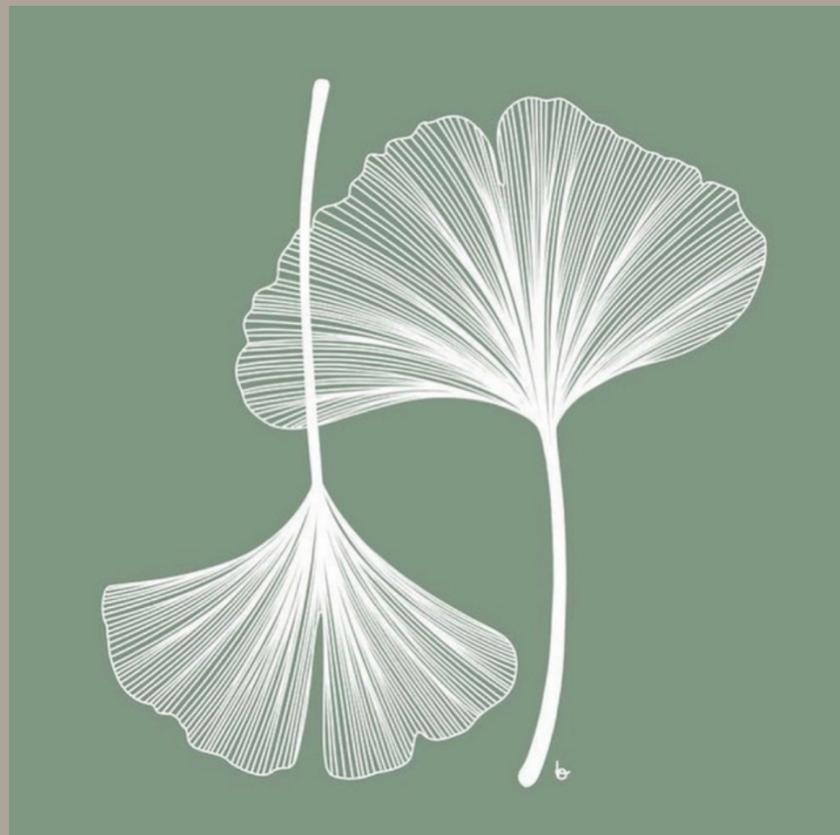
The Dolar Shop International

CHALLENGE: The Dolar Shop – Shanghai hotpot brand – was expanding overseas and needed to conduct overseas staff training, but all staff training manuals were in Chinese.

ACTION: I was assigned to do the English translation and polishing of the original staff training manuals in Mandarin Chinese.

RESULT: The Dolar Shop International store locations in Australia, the US, and Canada are still in operation, during the pandemic.



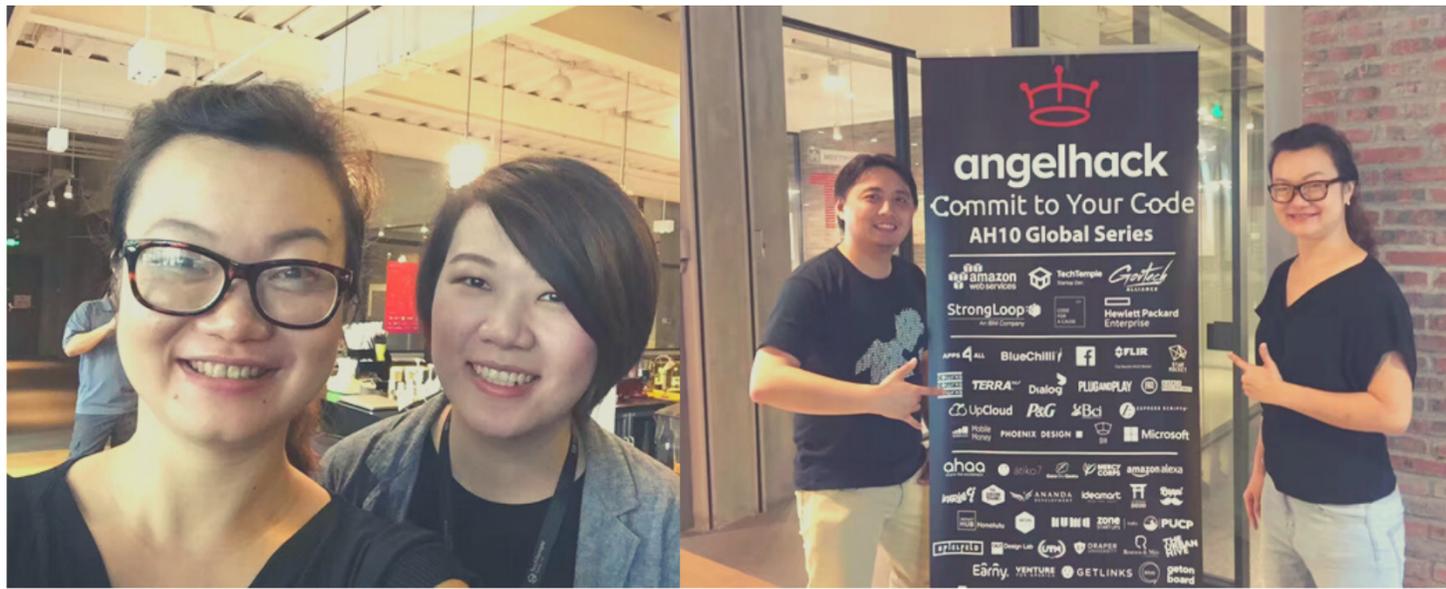


TULA Wellness Website

CHALLENGE: TULA wellness was putting together wellness offerings that had a mix of Eastern and Western practices and needed a copywriter who was cross-culture to craft the right message.

ACTION: I was the English copywriter for TULA's website, working with the brand director and Taiwanese wellness instructor to craft the website message and course offerings.

RESULT: The website copywriting was completed in 2 weeks of time, with a proper amount of constructive discussion with the team.



AngelHack's China come back

CHALLENGE: AngelHack decided to come back to China, after an unsuccessful first round of events. The challenge was to launch a community event.



ACTION: I got acquainted with AngelHack's Partnership Director and helped out with event launch with event material translation, WeChat article write-up, partnership development, and event cross-culture communication.



RESULT: AngelHack now (2020) is in all China big cities, from Beijing to Shanghai, from Shenzhen to Hong Kong, with a stable growth for future possibilities.

China Projects



PURPOSE: Worked with MMR Consulting in creating a localized story for a potential anti blue light skin care product of Uniliver.

The Story of Rainbow Cats
(Can share a copy upon inquiry)



FINNAIR CHINESE WEBSITE

Copywriting & Polishing

PROBLEM: Finnair wanted an upgrade of their Chinese website.

SOLUTION: After understanding the main problem of the Chinese website (a lot of the terms and sentences read similar to machine translation), I dived into the project, working on polishing with some copywriting.

A 10-day project, working with Finnair's only Chinese staff (based in Helsinki) to confirm on brand alignment of the updated text.



Senaatintori (赫尔辛基议会广场) — 议会广场及其环境形成了一种独特且有凝聚力的建筑存在。该广场上矗立着四大建筑：赫尔辛基大教堂、政府宫、赫尔辛基大学主楼和芬兰国家图书馆。

Helsingin Tuomiokirkko (赫尔辛基大教堂) — 可以说是芬兰最著名且上镜最多的建筑。2002年，这座伟大的建筑迎来了其150年的华诞。

veeam

云数据管理

面向云端、虚拟及物理环境的单一
备份和数据管理平台

马上开始

VEEAM CHINESE WEBSITE

Translation

PROBLEM: VEEAM was entering the Chinese market and needed a Chinese version of their English website.

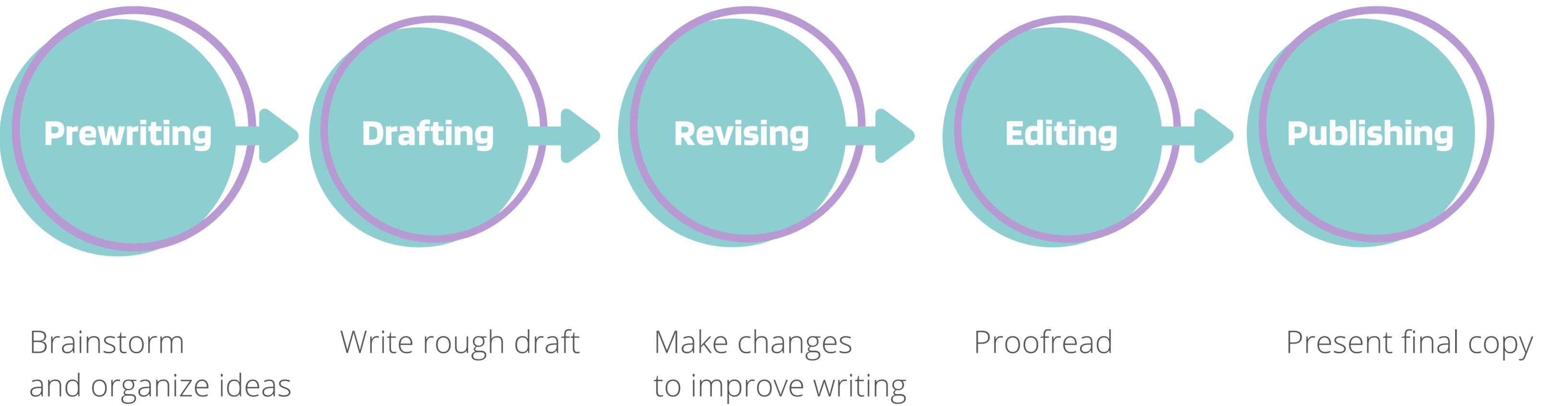
SOLUTION: Given my experience in fin tech (finance technology), I provided Chinese translation to VEEAM's website for a smooth landing into the Chinese market.

Work Method

I like what I do, and I like to create happy projects.

To better understand
what to expect during project development,
I have created visual aids in the following slides for us
to have a good experience in copywriting and content creation.

The Writing Process



Prewriting

Brainstorm
and organize ideas

Drafting

Write rough draft

Revising

Make changes
to improve writing

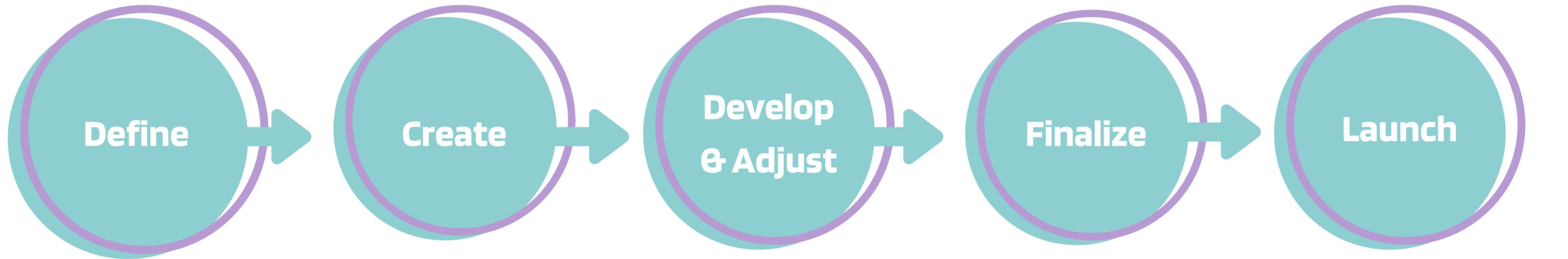
Editing

Proofread

Publishing

Present final copy

Creative Workflow



Defining the need for the content, detailing a general idea of the content, and setting a structure to effectively create the project.

Generate ideas with the team through brainstorming and other techniques.

Develop content with the ideas collected.
Adjust content to better fit the topic and client preference.

Reach internal agreement and finalize content.

Showing the content produced to the public via promotion channels.

SO NOW IT'S YOUR TURN

TELL ME ABOUT YOUR PROJECT



DROP ME A MESSAGE AT:
EVA@RIPPLR.CC



I'M ALSO ON WECHAT:
EVA_TAIPEI101



AND LINKEDIN: EVA HSU