

Eva + su

Hello, I'm Eva.

I build brands,
tell stories
& develop
communities.

What I can help you with



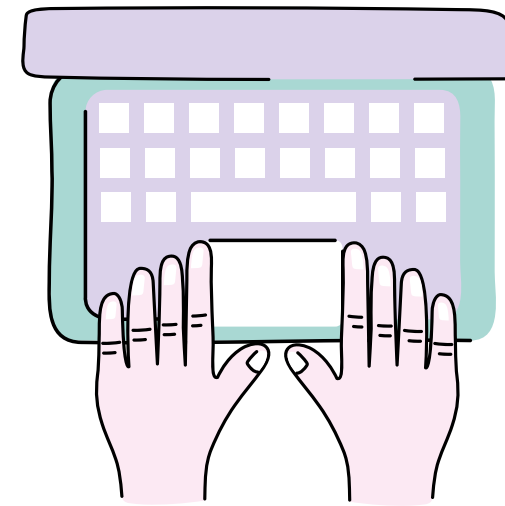
Market Research

- 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

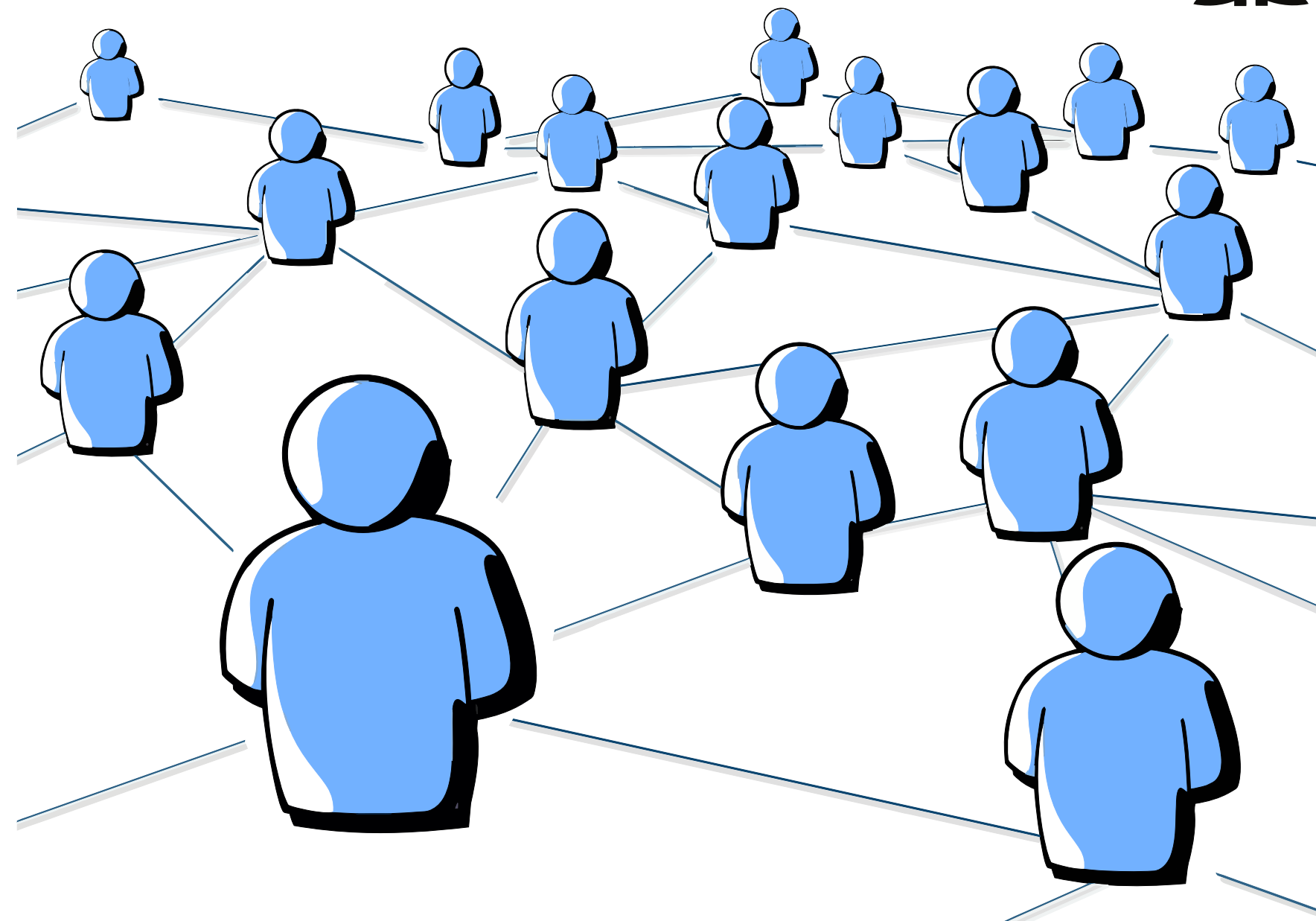
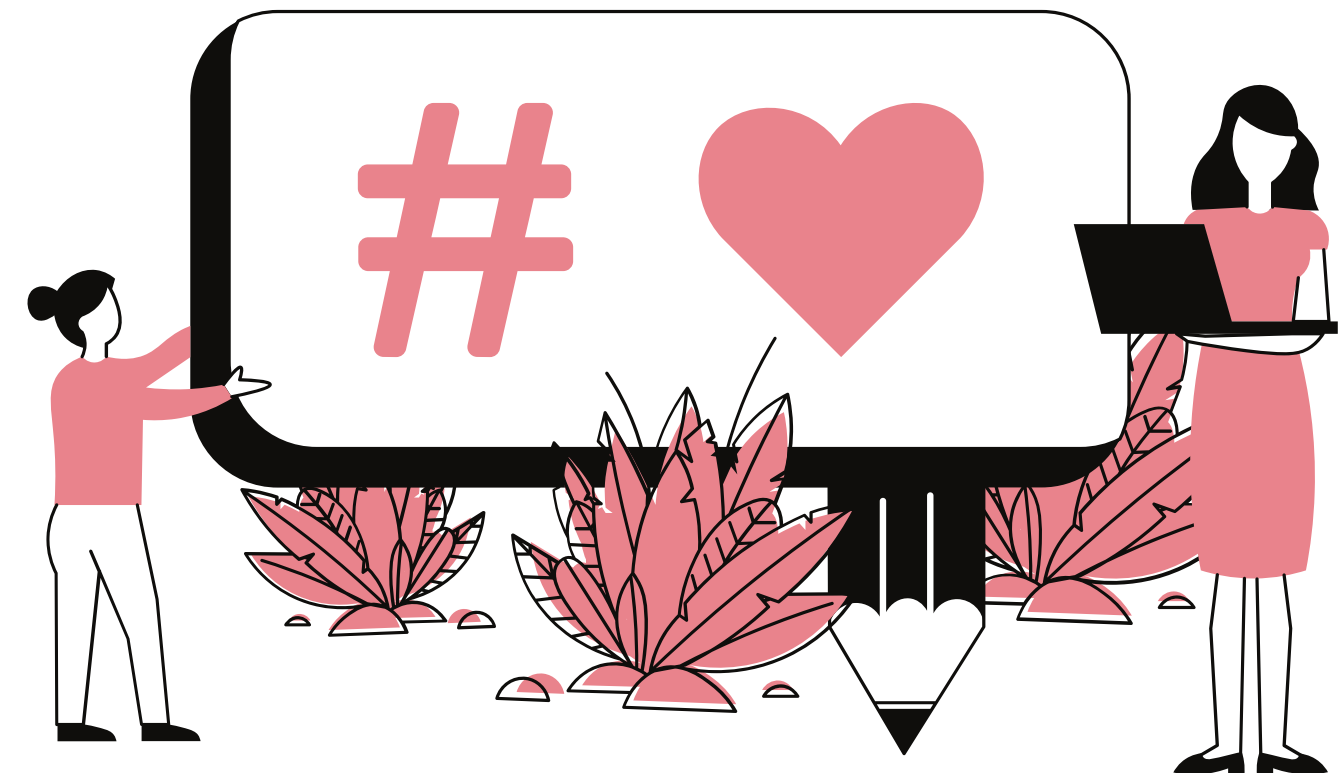
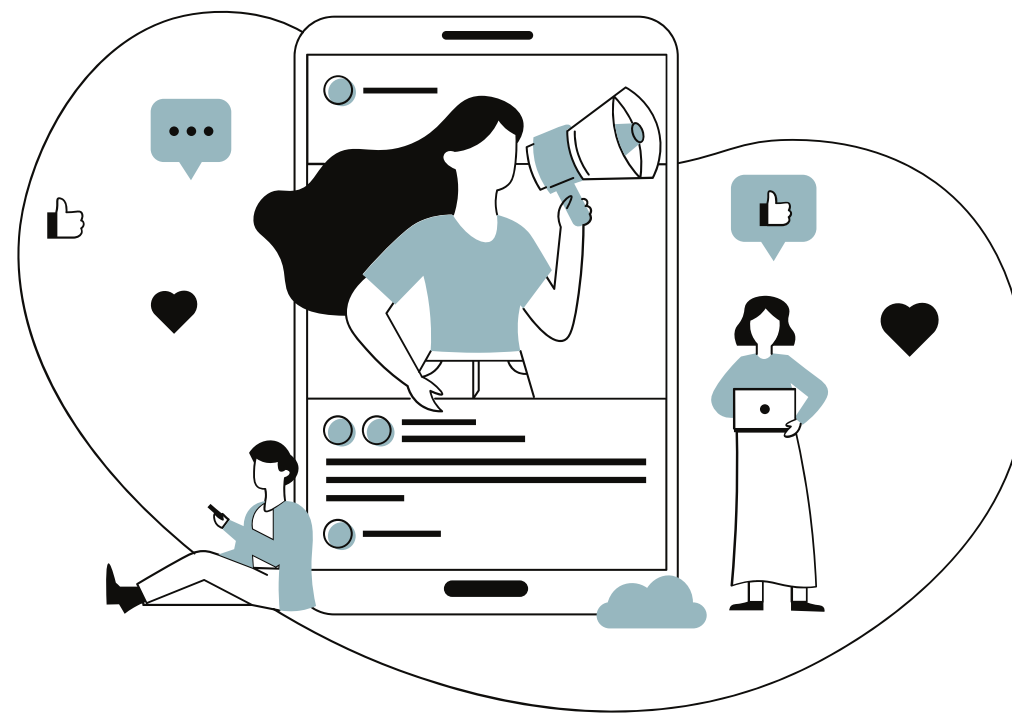
I'll craft the right content based on the findings from market research and definition of brand strategy.

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.*

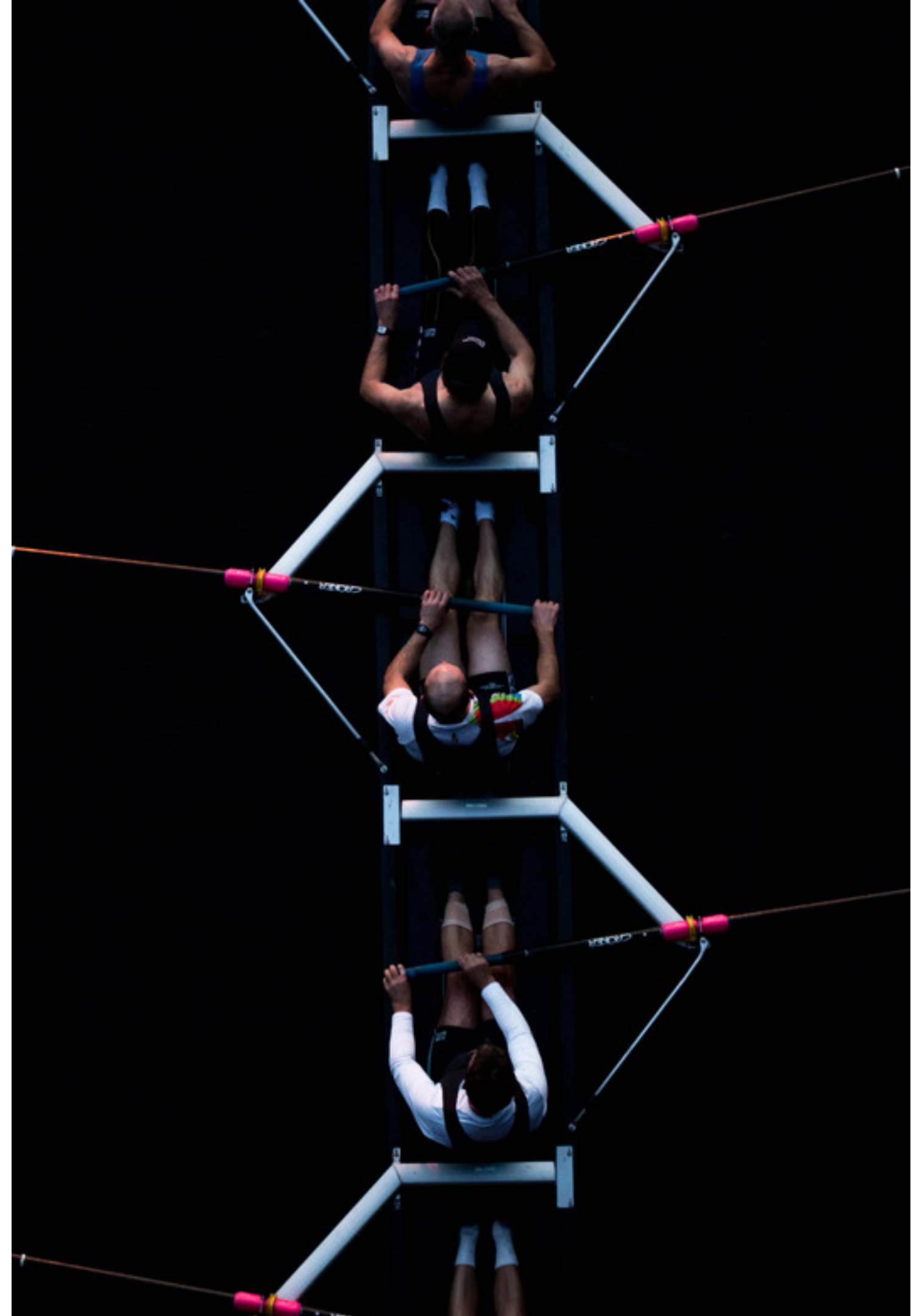
**This means I will suggest
apps, channels and
partners that can spread
our branded content.**



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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



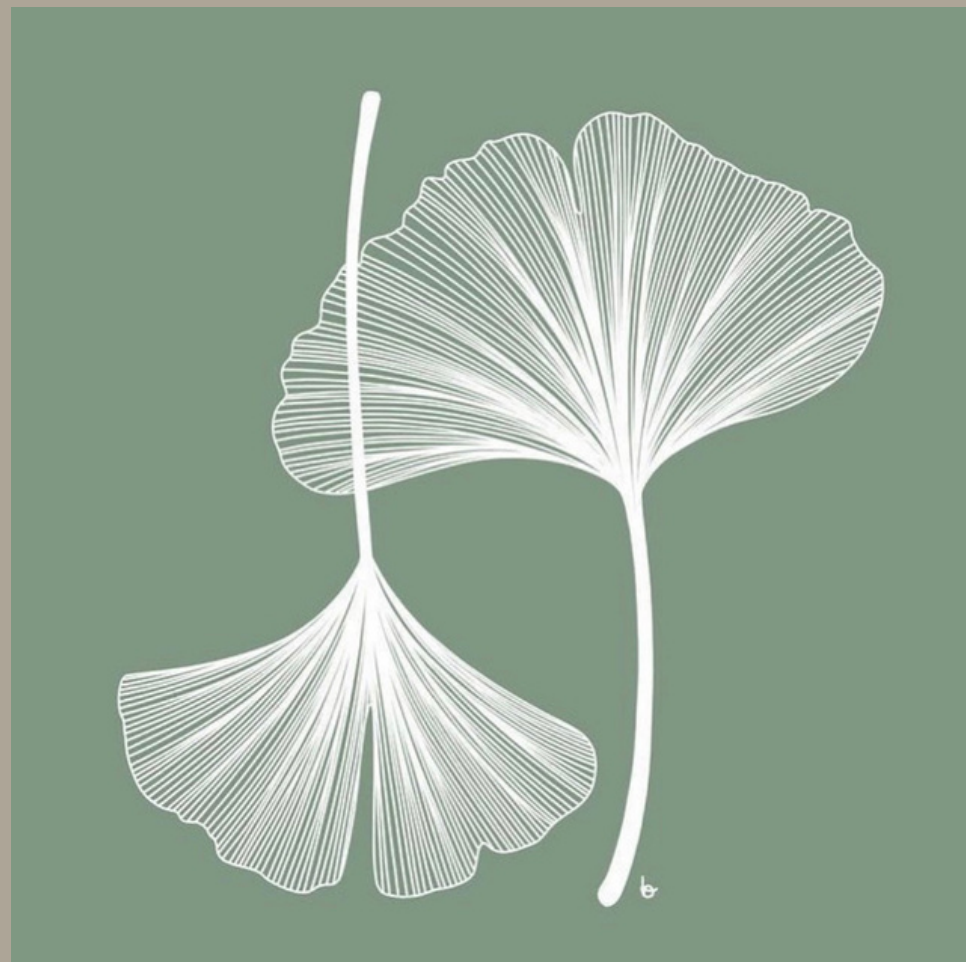
The Dolar Shop International

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.



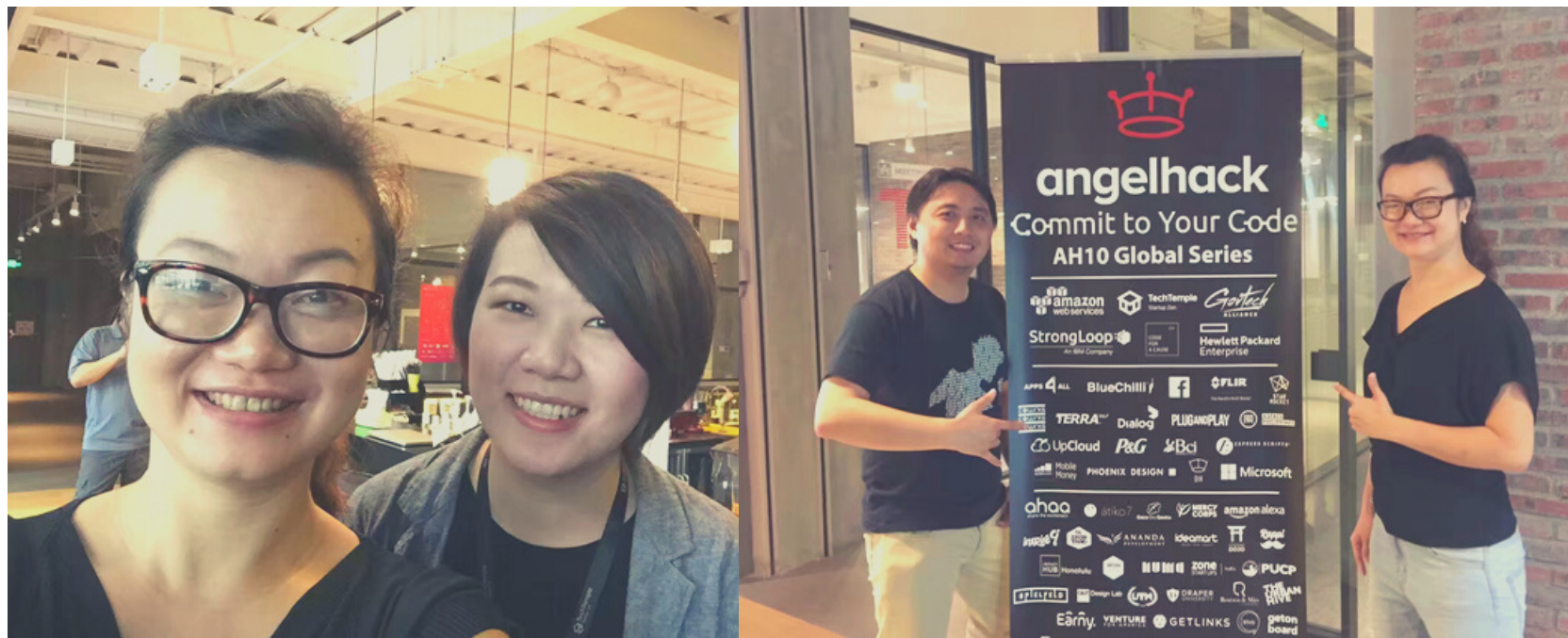


TULA Wellness Website

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.

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