

FIVE :SECONDS OF:
IMPRESSION
TIME



HELLO FROM FIVE:IT...

We brainstorm for breakfast, create like rockstars, and believe anything is possible. Through smart strategy and great design, we craft platforms, products and experiences to grow & transform brands.

Our team consists of international entrepreneurs working to redesign the universe, one creation at a time. We work together under the same roof and build based on one common philosophy...



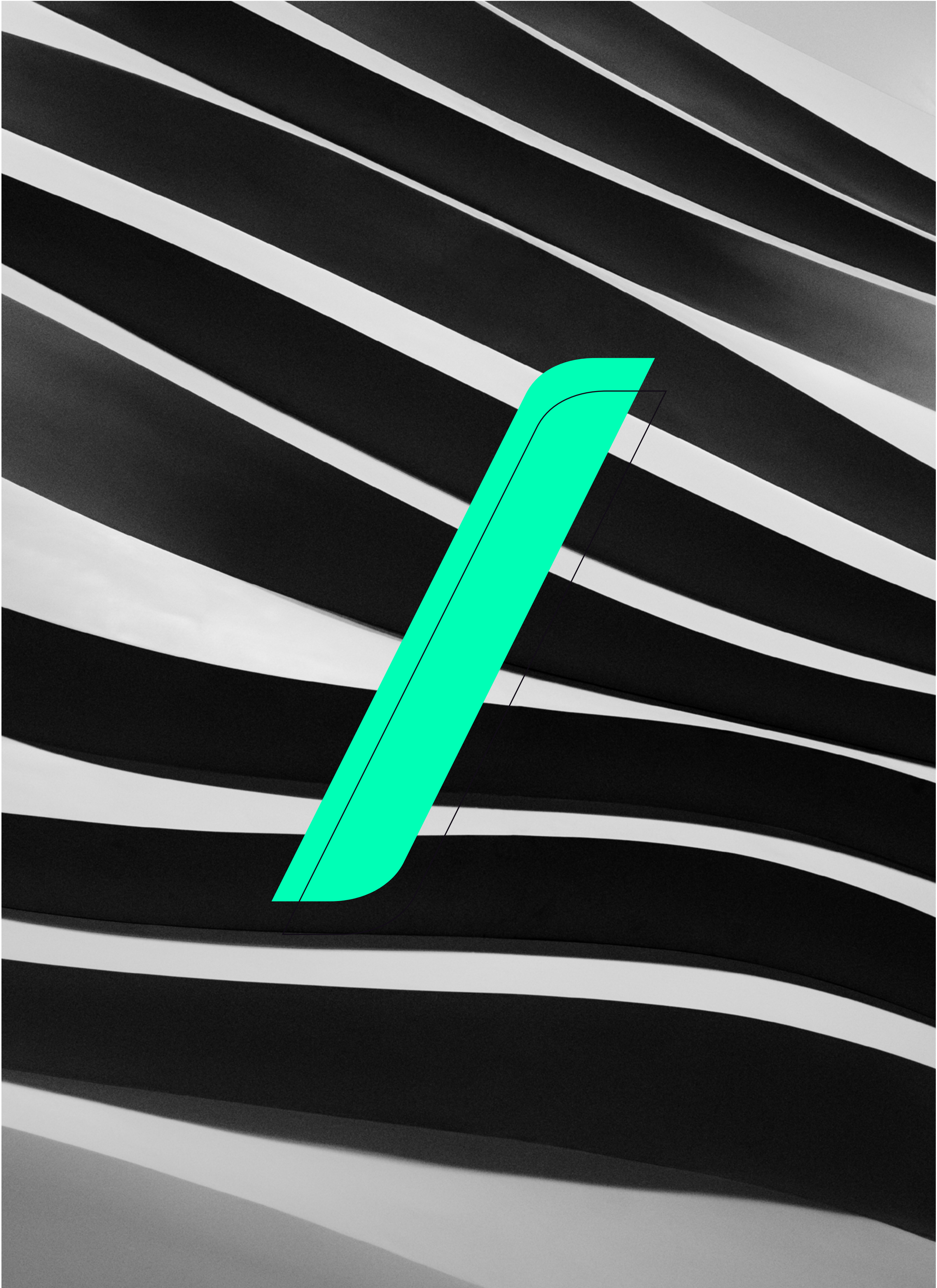
That great ideas can change the world.



**Man's mind,
once stretched
by a new idea,
never regains
its original
dimensions.**

the

AGENCY





AKOS KOVACS

CHIEF EXECUTIVE
OFFICER



MATT WHATELY

CHIEF OPERATING
OFFICER

A G R O W I N G T E A M O F 10 / L E D B Y...



BENJAMIN F. PEARCE

CHIEF GROWTH
OFFICER



JUAN. D GONZALEZ

SENIOR DESIGNER





MARKETING

Strategy. SEO & Analytics. Content. Campaigns. Social.

WEBSITES

Global Design. Content Driven. Tech Enabled. Mobile Responsive. CMS Driven. Wordpress. Visual Storytelling.

MOBILE & WEB

eCommerce. Payment Gateways. Mobile Apps. Campaign Pages. WeChat. H5s.

UI/UX DESIGN

Usability Design. User Experience. Interface Design. Web & Mobile Front-end Development.



DESIGN

Dedicated or On-Demand Production Design. Collateral Design. Event Booth Design.

BRANDING

Identity Setup/Revamp. Product Branding. Content. Brand Story. Guidebooks.

ADVERTISING

Digital Advertisement. Print Media Banners. Posters & TV Commercials - From Storyboarding to Production.

PRODUCTION

Collaterals. Stationary. Verticals. Signages. Installation & Post Production

the

CLIENTS

webpower
marketing gets personal

SUMERIAN

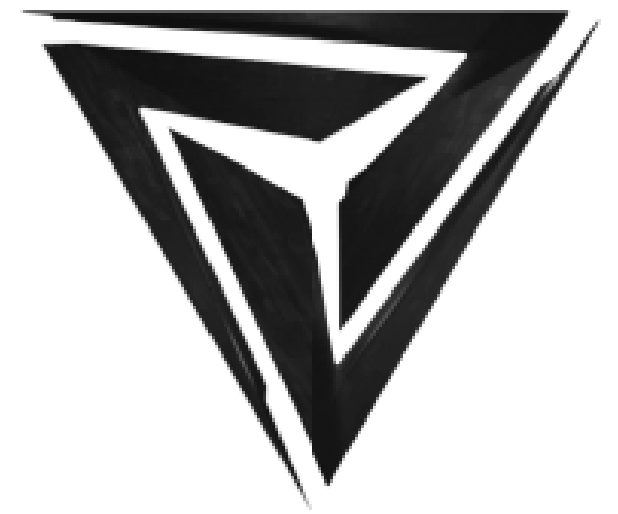
DOGTOWN

DB SCHENKER

OVER
THE WALL

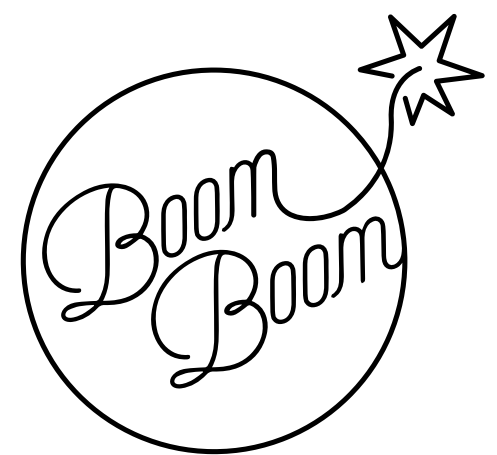


MustFilms



Lush Lash
TRULY YOU

DOZO
DOZO



UFC



el willy
HAPPY SPANISH RESTAURANT



**DEVELOPMENT
HOUSE**

**BRAND
FACTORY**

**CREATIVE
WORKSHOP**

**Your brand is
what other people
say about you
when you're not
in the room**

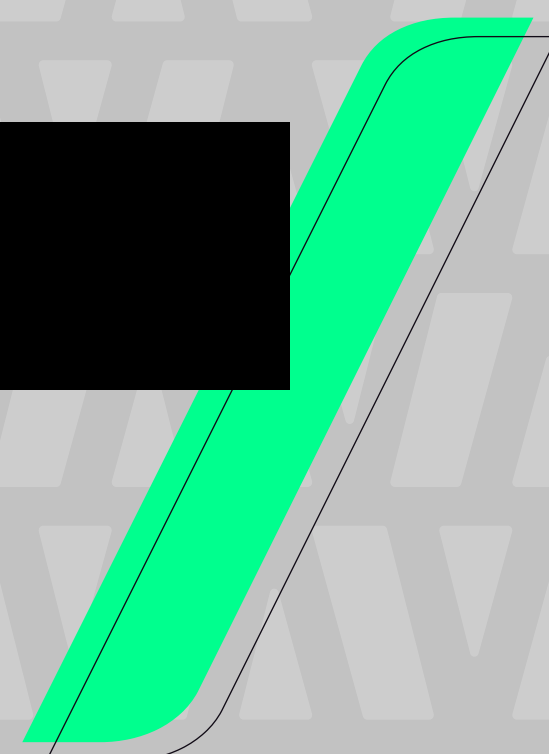


PRO/ECTS

▶ DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP

DB SCHENKER

WECHAT MINISITE



▶ DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



DB SCHENKER

WECHAT MINISITE



✕ db schenker

Services

Info



Who We Are



Career



Find Us

Introduction

Milestones

Produ
Serv

DB Schenker in China

2015-05-20 DBSchenker 德铁信可



DB SCHENKER

the client

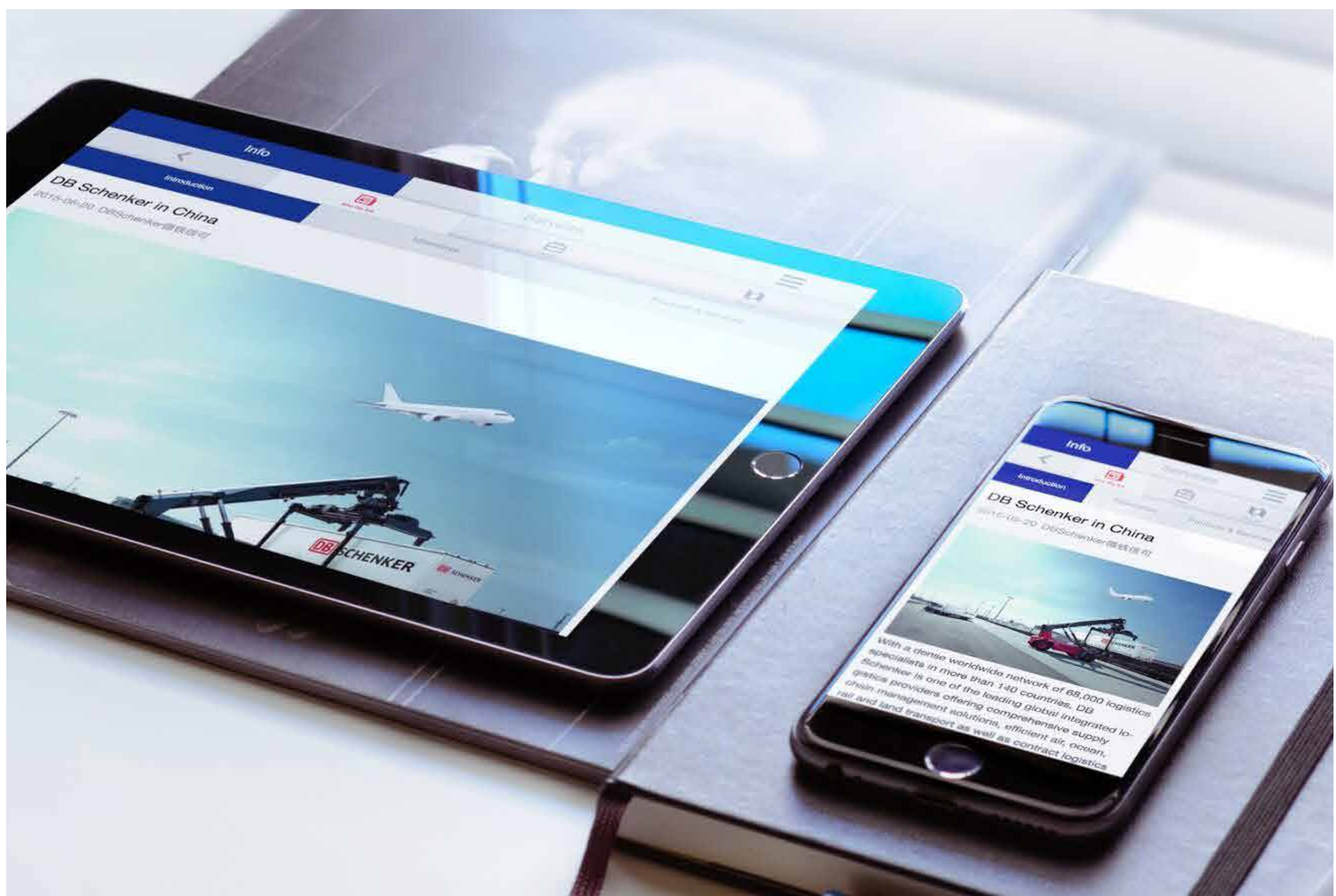
“DB Schenker is the world’s leading global logistics provider, providing support industry and trade in the global exchange of goods through land transport, worldwide air and ocean freight, contract logistics and supply chain management.”



WECHAT MINISITE

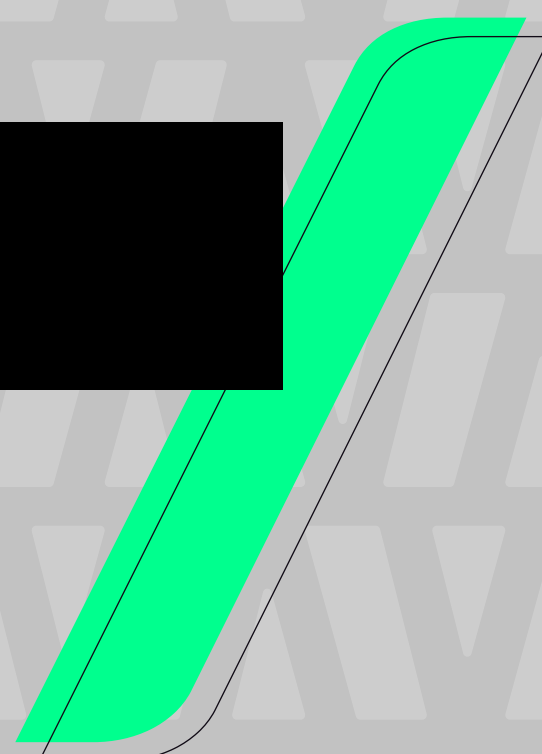
the project

DB Schenker’s Wechat Service Account Mini Site was developed with HTML5, and optimized to uphold branding guidelines. Very specific functionalities including logistics tracking, inquiry & booking form submission, and career page integration were incorporated. Special consideration was given to the UI/UX during development, ensuring the Mini Site had a visually appealing and functional flow.



BRASH

www.hellabutters.cn/en/
WEBSITE

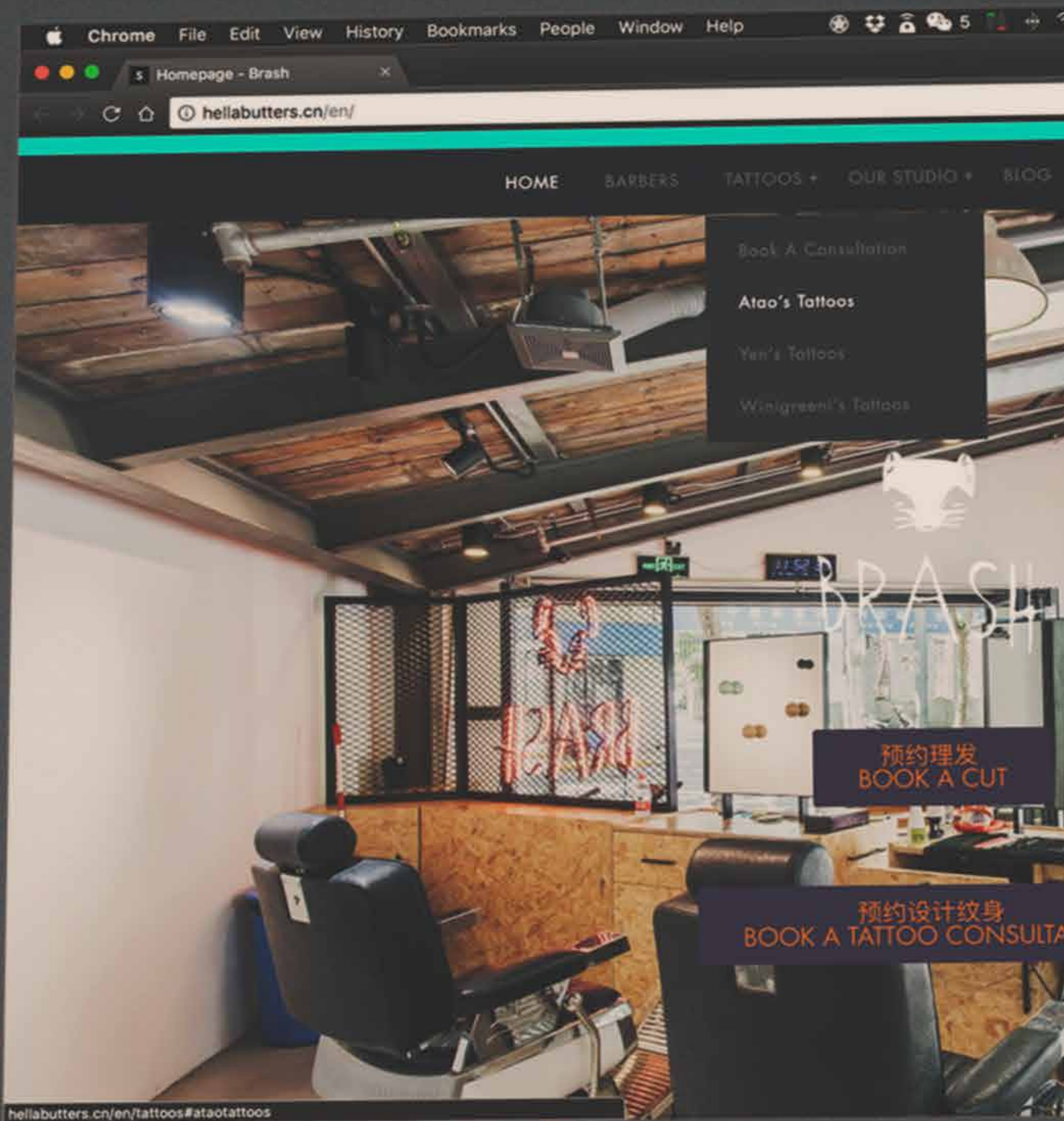
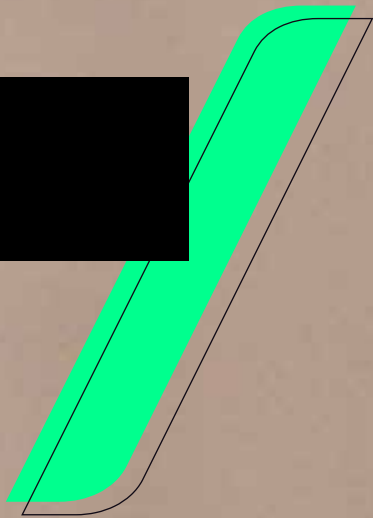


► DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



BRASH

WEBSITE



MacBook Pro

BRASH

the client

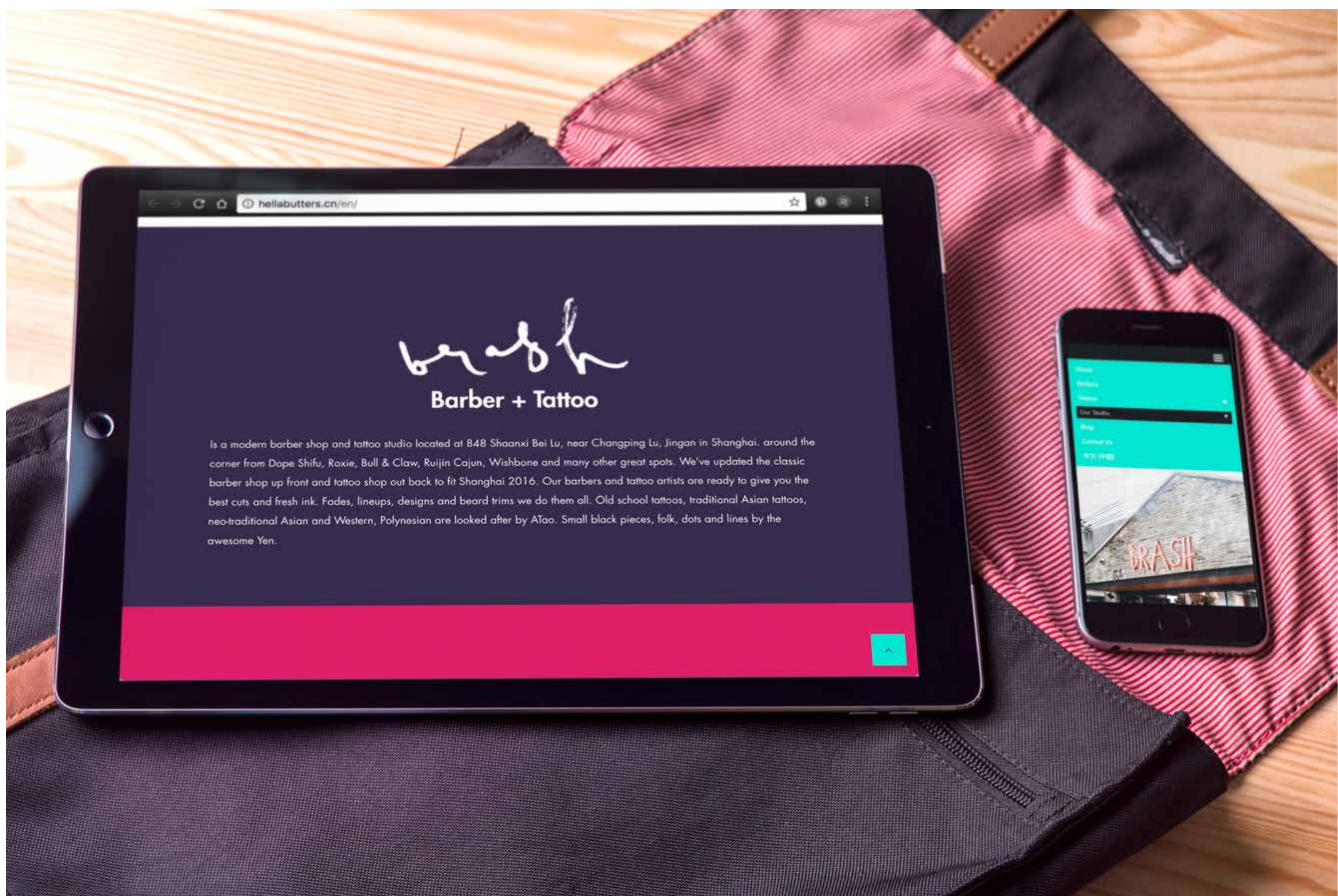
“A modern barber shop and tattoo studio. Fades, lineups, designs and beard trims; we do them all. Old school, traditional & neo-traditional Asian and Western, and Polynesian tattoos are looked after by artist ATao. Small black pieces, folk, dots and lines by the awesome Yen.”



WEBSITE

the project

The opening banner scrolls through photos of both inside and outside the shop, with the logo and buttons to set up both cuts and tattoos right in the center. The header features the option to change the entire site between English and Chinese. Just below is the description of the company that was short and to the point, followed right way by the tattoo artists' work.



BUDWEISER STORM

www.a2storm.cn
WEBSITE



► DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



BUDWEISER STORM

WEBSITE



BUDWEISER STORM

the client

Storm Music Festival is Shanghai's first (and China's biggest) major international electronic dance music festival featuring artists from all over the world. This multi-show event extends beyond Mainland China to Taiwan and Australia.

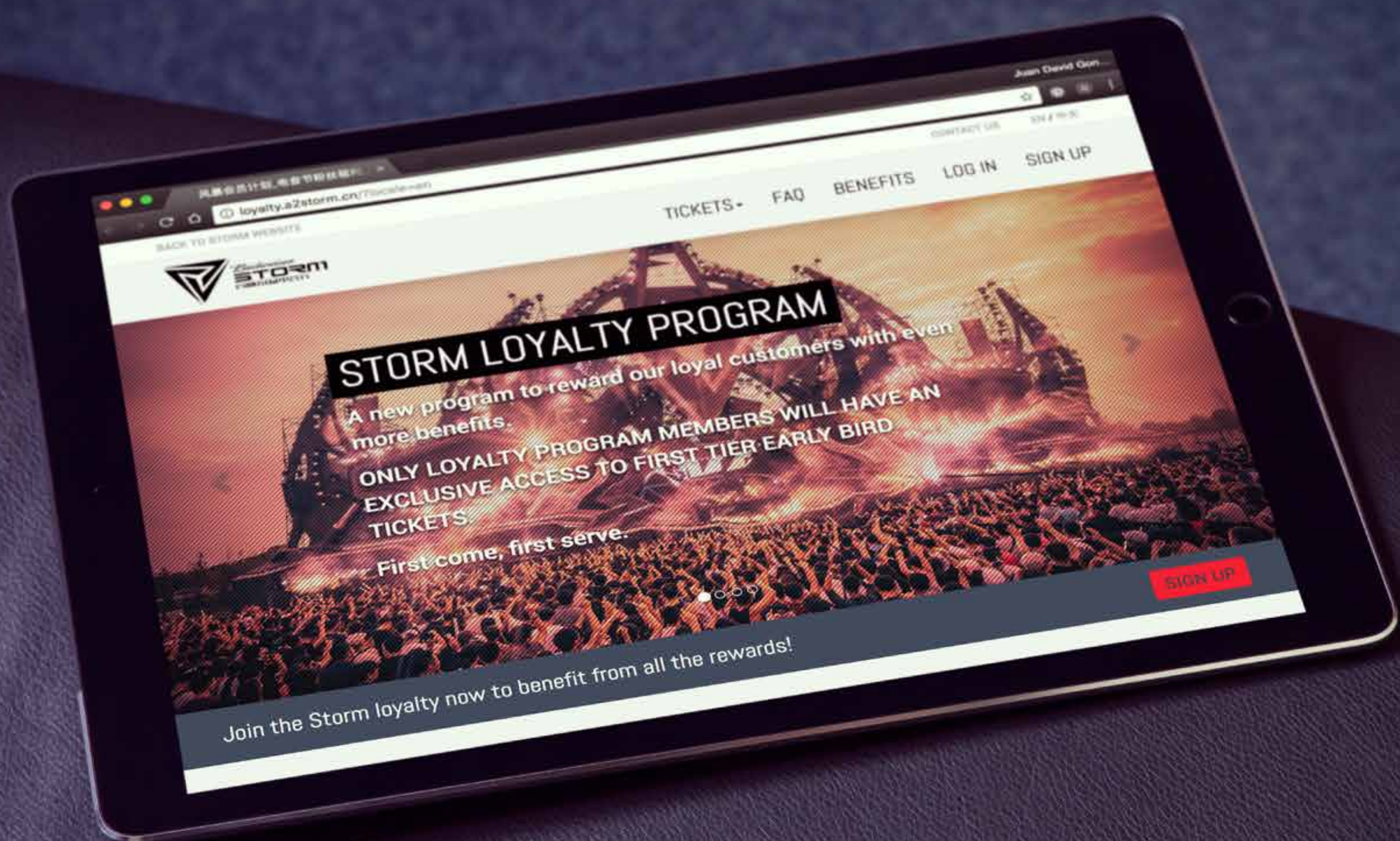


WEBSITE

the project



We developed three stand-alone websites, including all animations and designs, and rolled out a robust loyalty program that accumulates points from ticket purchases, in-venue purchases, and sharing links on social media sites. The websites were built on three separate servers to best serve international needs.



GOLDEN GLOVES

WEBSITE



▶ DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



GOLDEN GLOVES

WEBSITE



Golden Gloves Boxing

Dedicated Boxing Gym in Shanghai



Classes

Whether you're looking for a fun workout to get in shape or train to compete, Golden Gloves Boxing Gym is the right place. Come by for a free trial.

GOLDEN GLOVES

the client

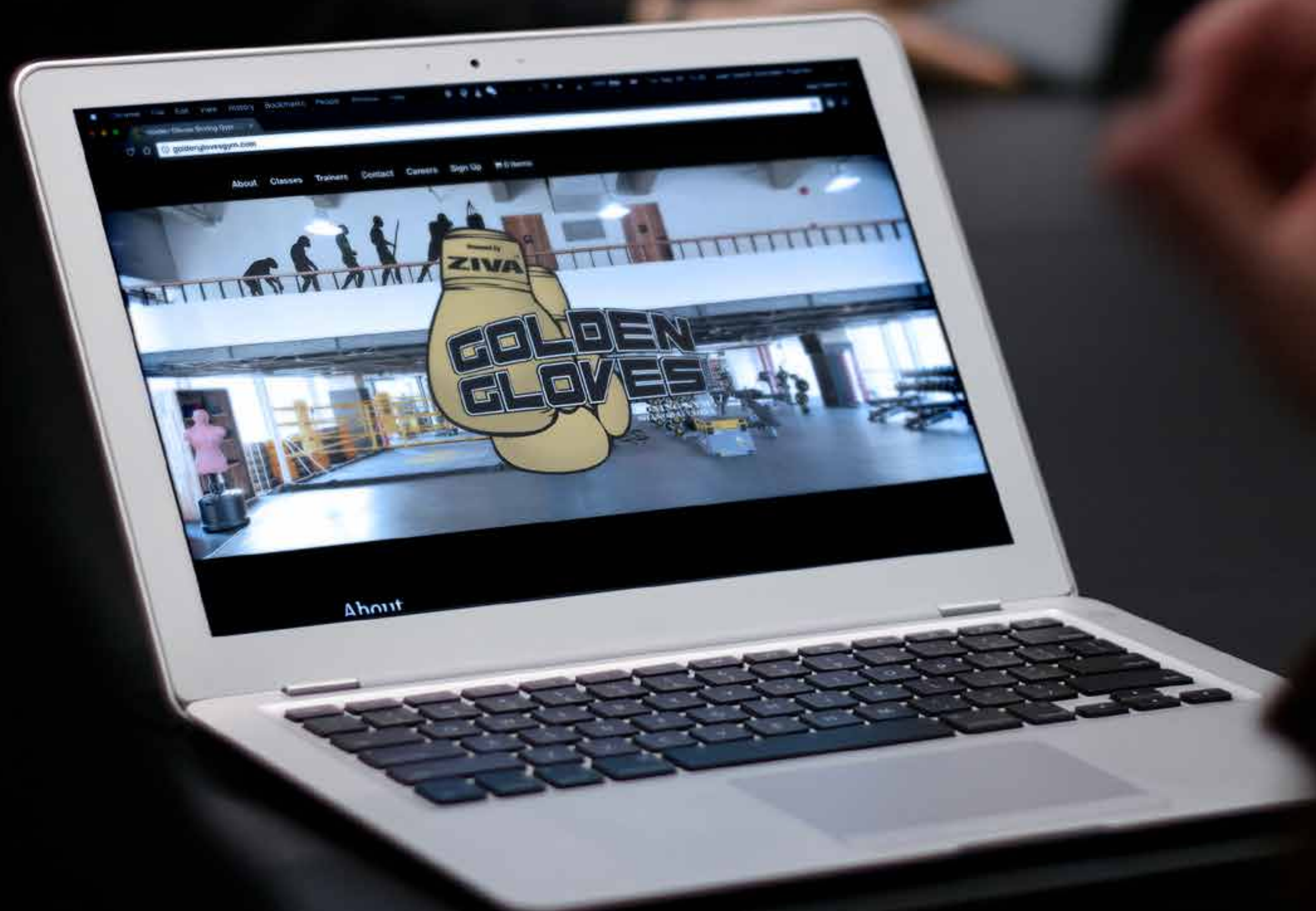
This gym is characterised by its friendly atmosphere and high energy classes. Founded in 2012 by Shane Benis and Alfonso Cuadra, most of Shanghai's white collar boxers train in this gym. It is also home to boxers and athletes that use the facility outside of class hours.



WEBSITE

the project

The project was executed in two phases. First, we built a website to showcase the gym, outline its service, and advertise its newest location. Second, we developed a membership registration functionality by installing a CRM on the backend of the site. Payment options including Union Pay, Alipay, Paypal, and WeChat were also implemented on the site.



MUST+

www.mustfilms.com
WEBSITE

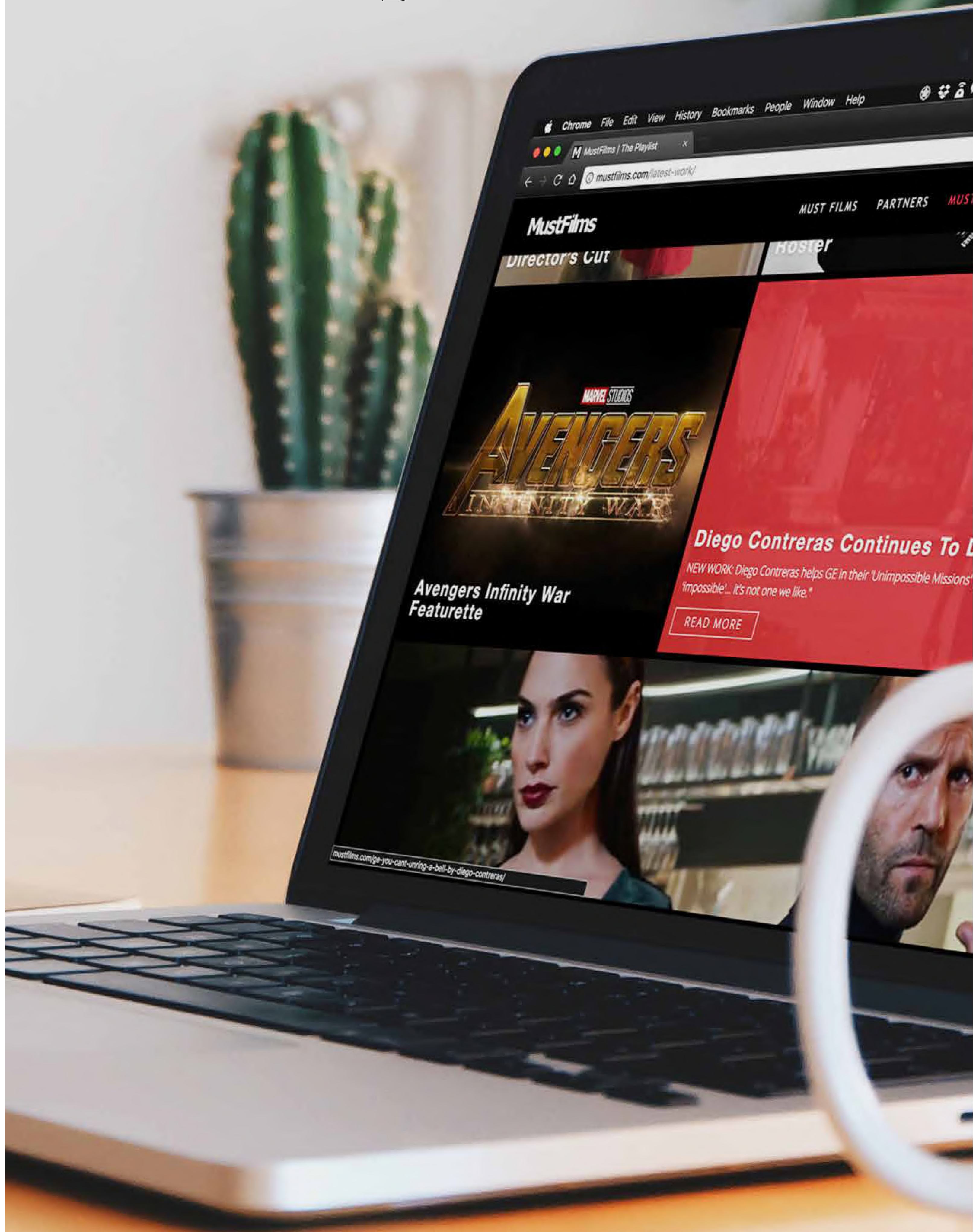


▶ DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



MUST+

WEBSITE



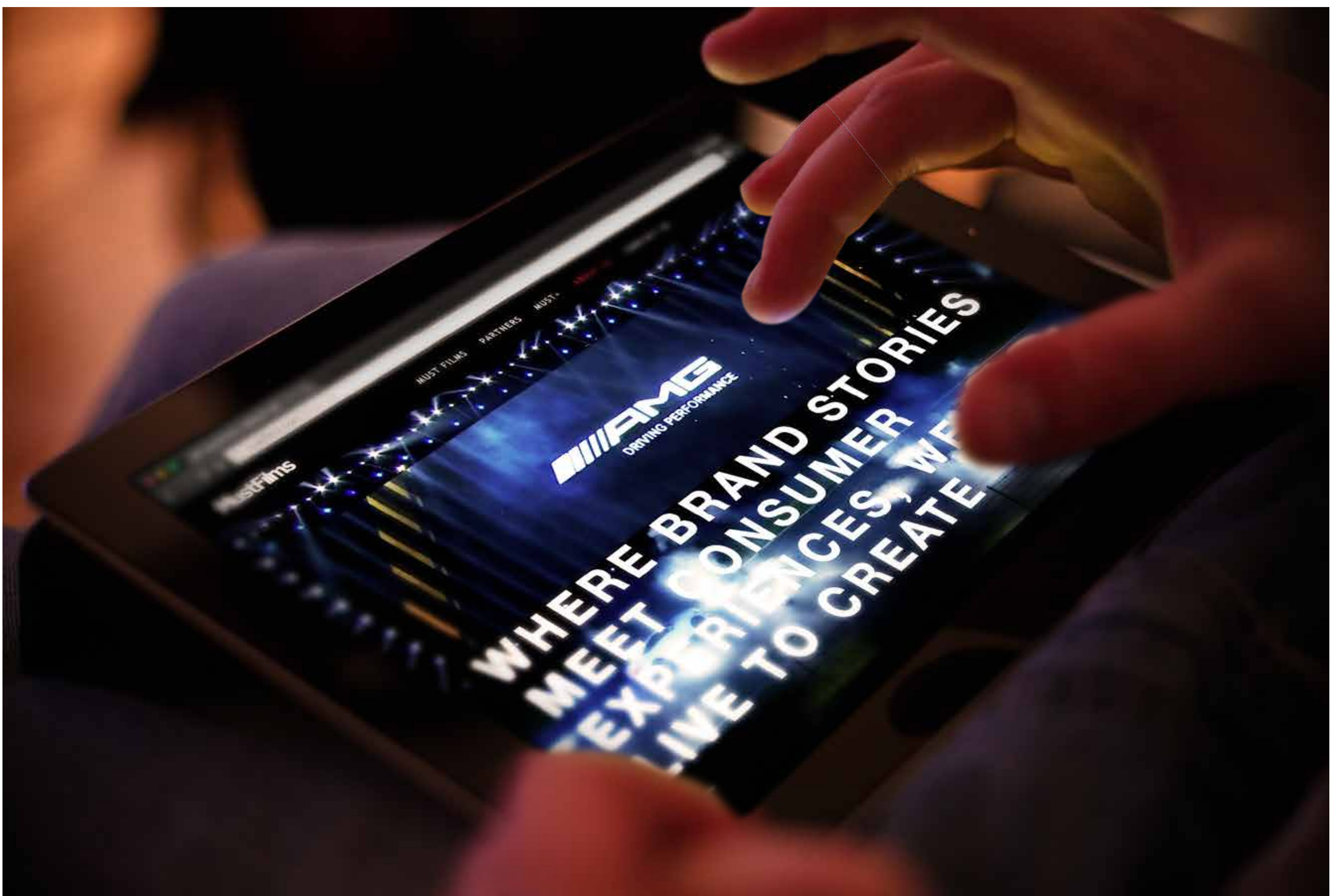
MUST+ the client

Must+ is a talent management company connecting an exclusive new frontier of storytellers and innovators to China's leading marketers and advertisers.

The MustFilms logo is displayed in white text on a black rectangular background. The word "Must" is in a standard sans-serif font, and "Films" is in a bold, italicized sans-serif font with a small star above the 'i'.

WEBSITE the project

We built a graphic-heavy, visually pleasing website optimized to host and showcase video content. The site is hosted in Hong Kong on a dedicated server in order to address the project's challenges of hosting a bandwidth intensive, video-based website in China ensuring the site is accessible throughout greater China and beyond.



HOTELIER AWARDS

www.hotelierawards.com
WEBSITE

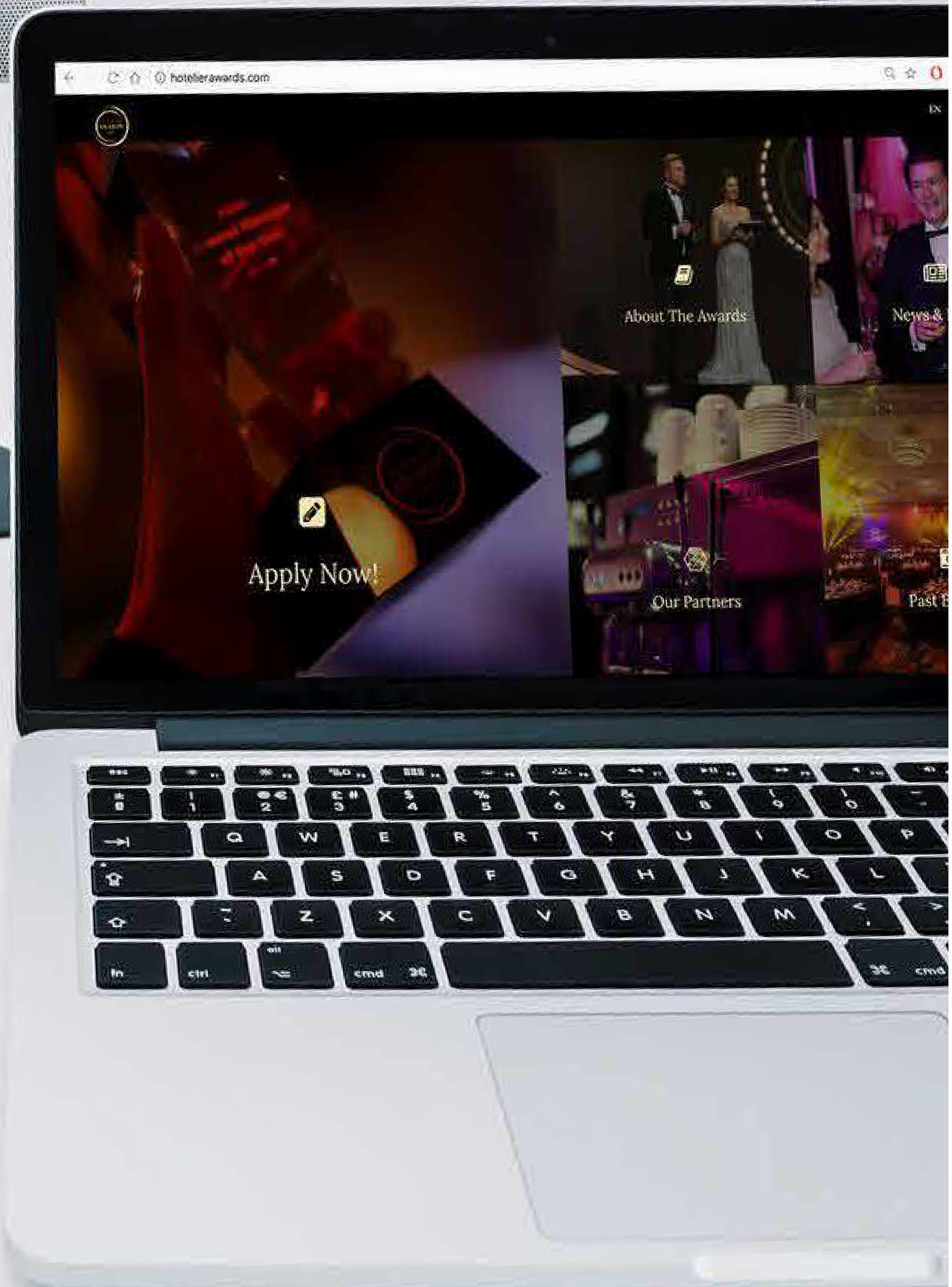


▶ DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



HOTELIER AWARDS

WEBSITE



HOTELIER AWARDS

the client

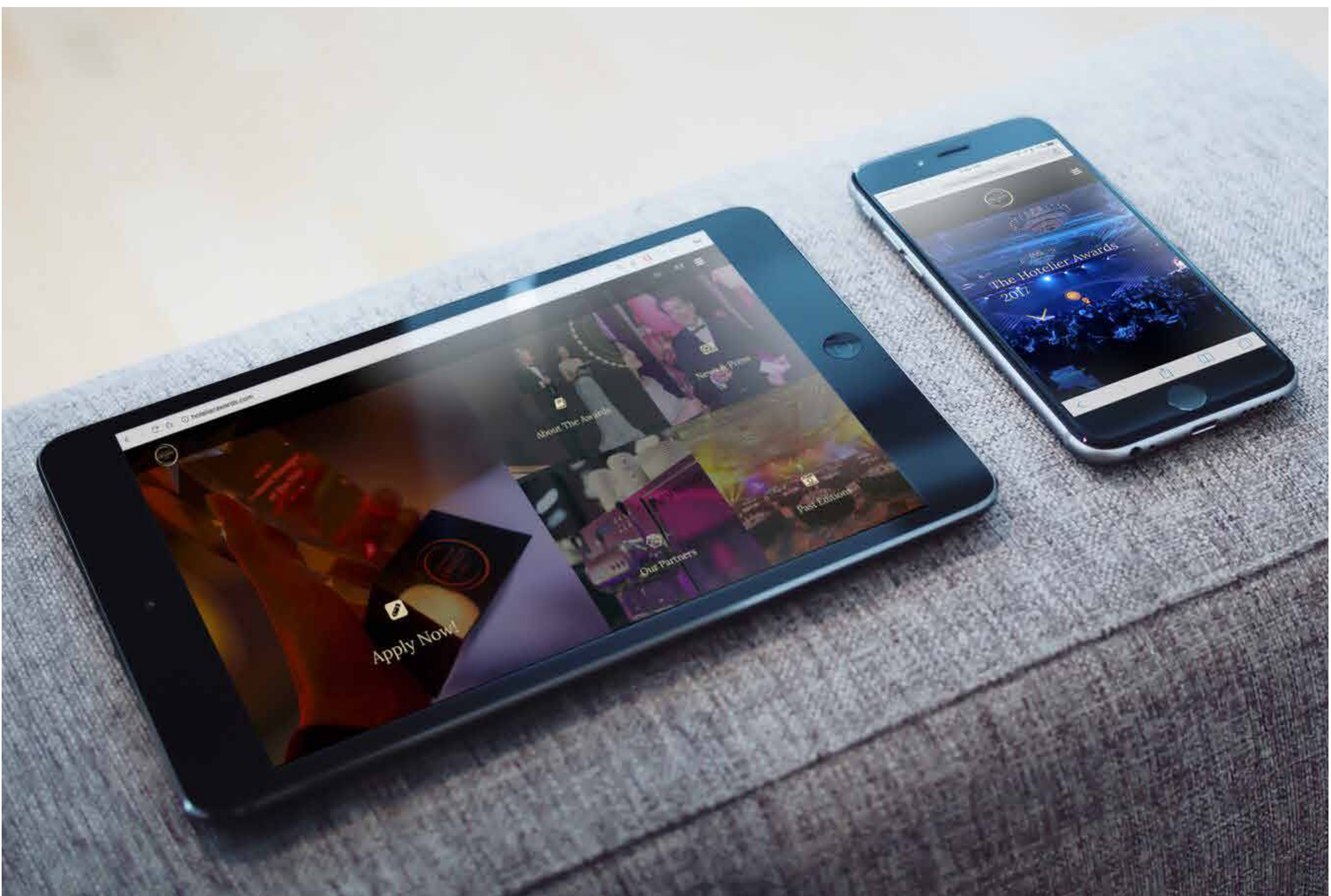
The Hotelier Awards are the only accolades in Asia which honour the dedicated professionals of the hotel industry. The annual rendezvous is an overdue recognition bestowed upon those individuals, who are the best in their field. It is also an opportunity to celebrate with their peers.



WEBSITE

the project

We developed a design heavy and robust website that was capable of handling all of the client's required functions. This resulted in building a promotional website for the Hotelier Awards, complete with an online application portal for prospective award winners to apply for the award, and a voting system for the public awards vote.



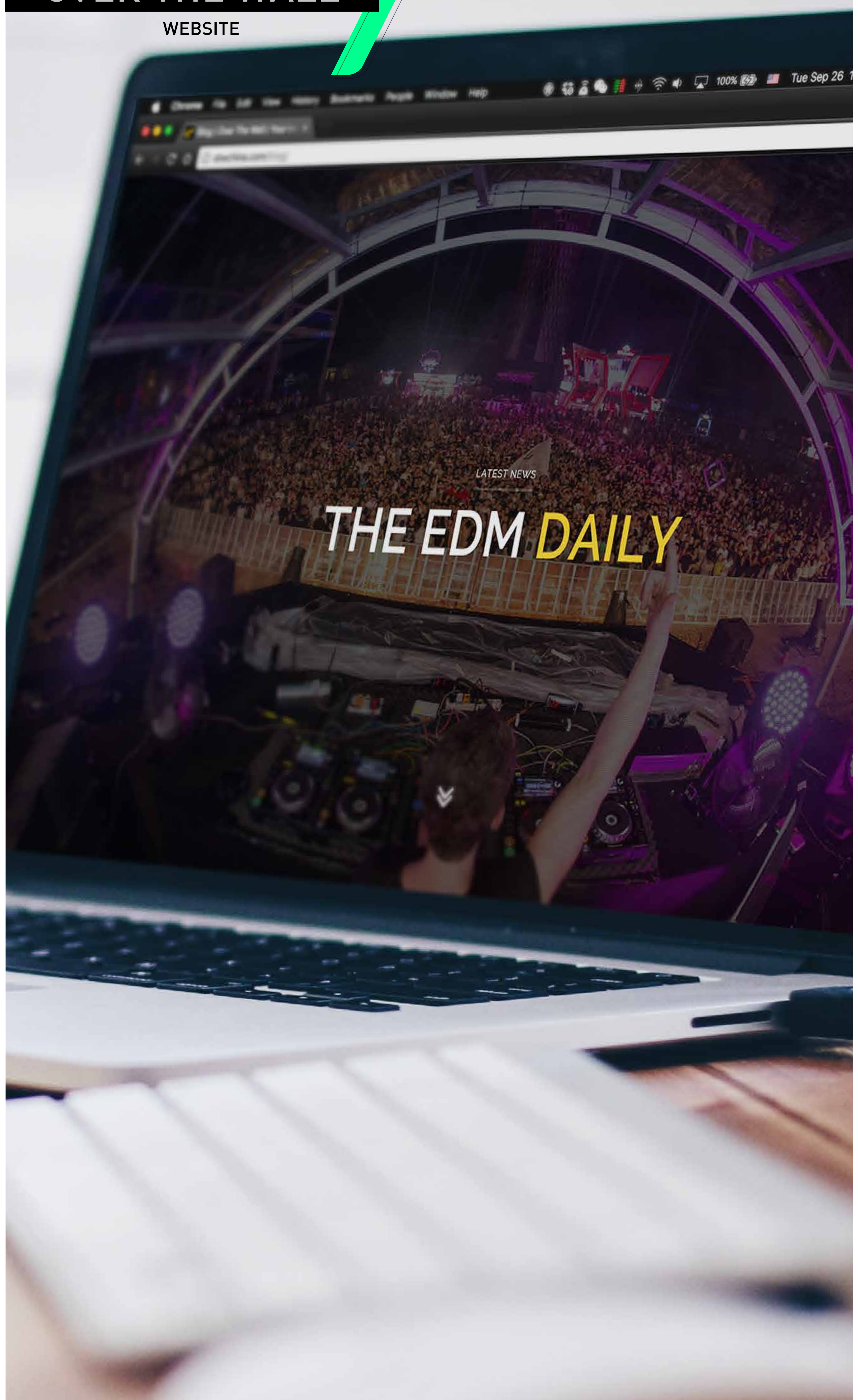
OVER THE WALL

www.otwchina.com
WEBSITE

► DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP

OVER THE WALL

WEBSITE



OVER THE WALL

the client

Over The Wall is a social media agency, servicing international artists in China. It provides social media strategy, channel management, content creation & localization, influencer (KOL) services, and campaign development.

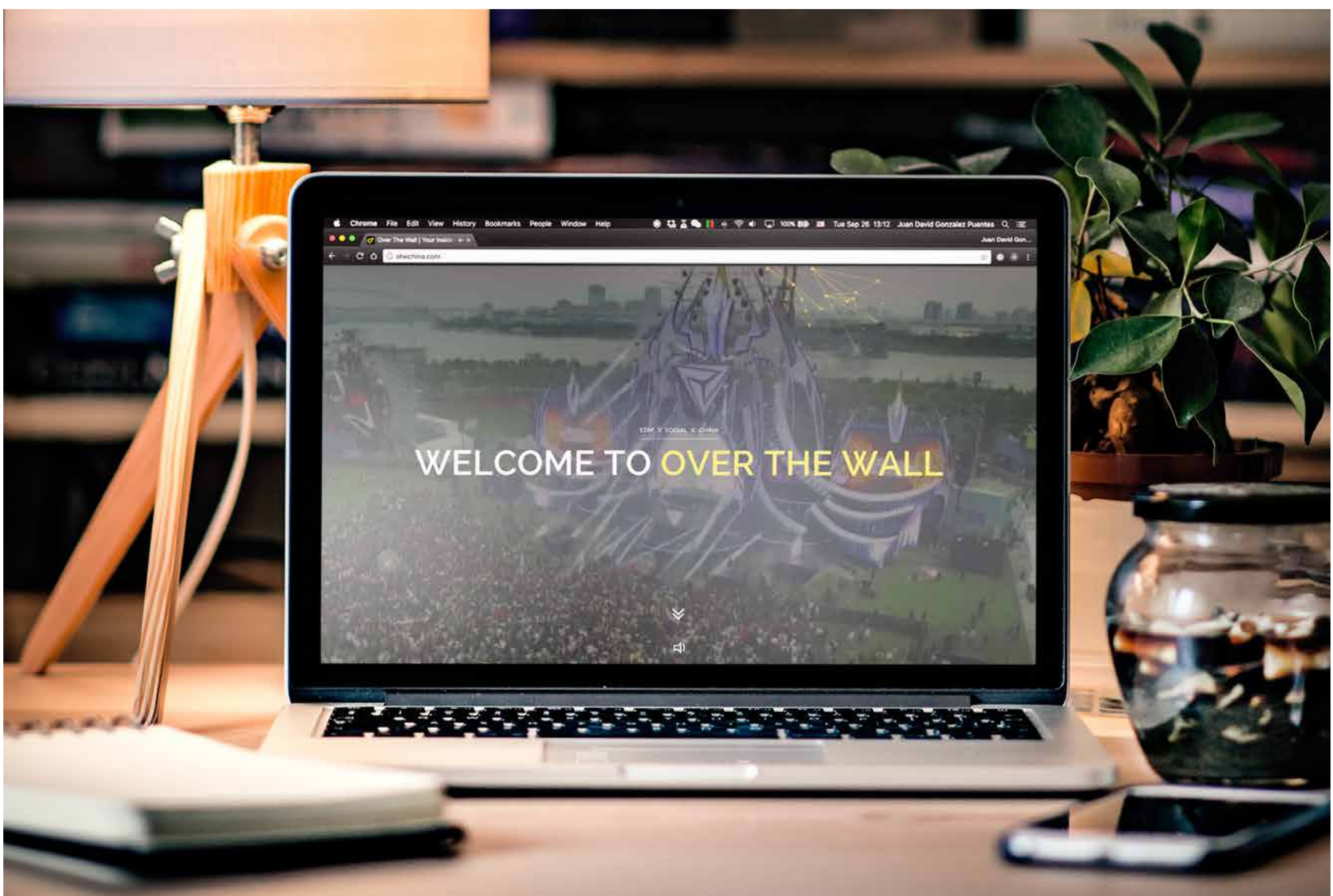


WEBSITE

the project



Immediately, the viewer is presented with an eye popping video that highlights the agency's purpose, showing musicians and their fans at an event. Relevant quotes with interesting background visuals are also scattered between each section of the page, as well as presenting recent news of the EDM community and festivals.



WEB POWER

WEBSITE

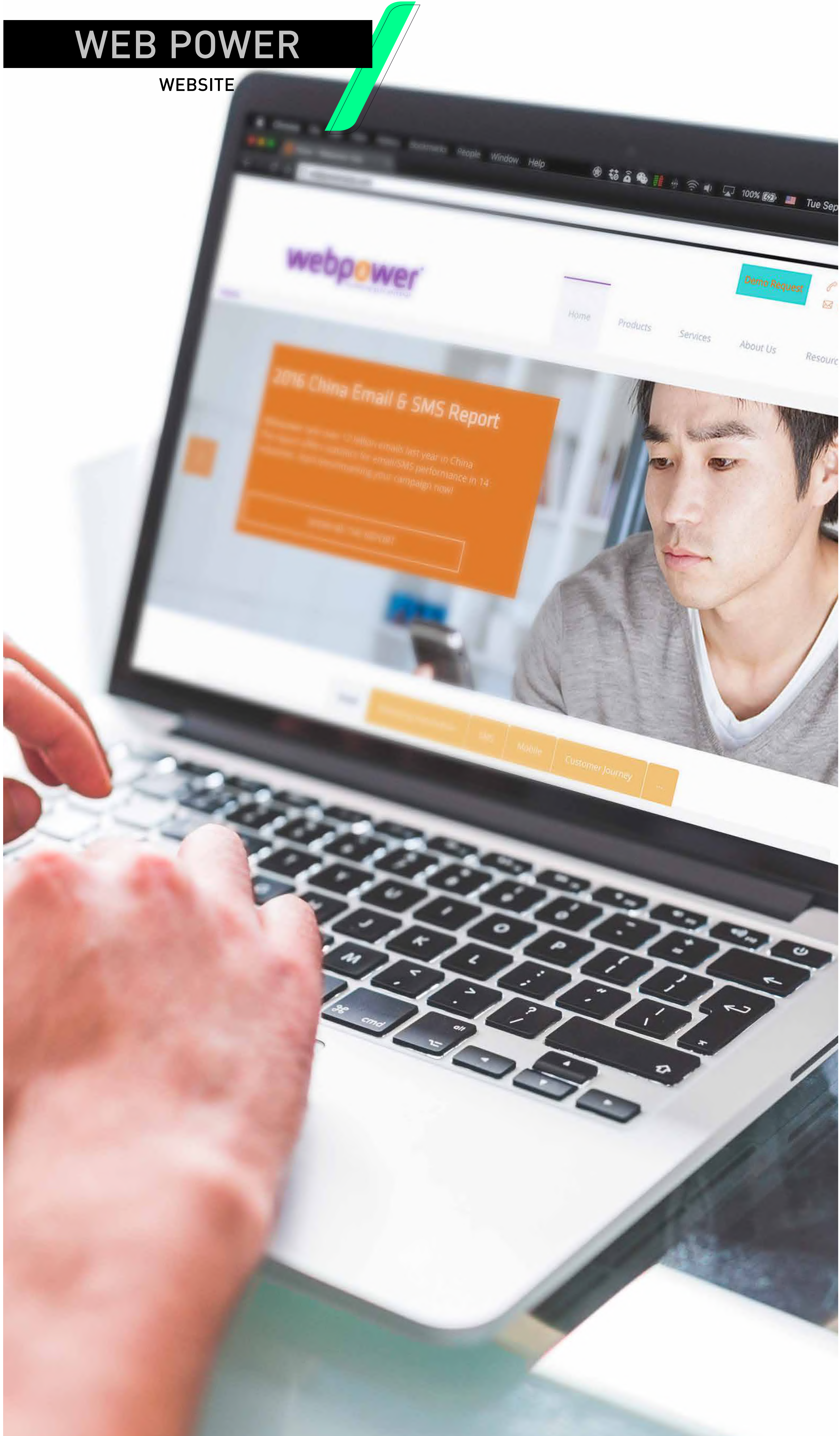


▶ DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



WEB POWER

WEBSITE



WEB POWER

the client

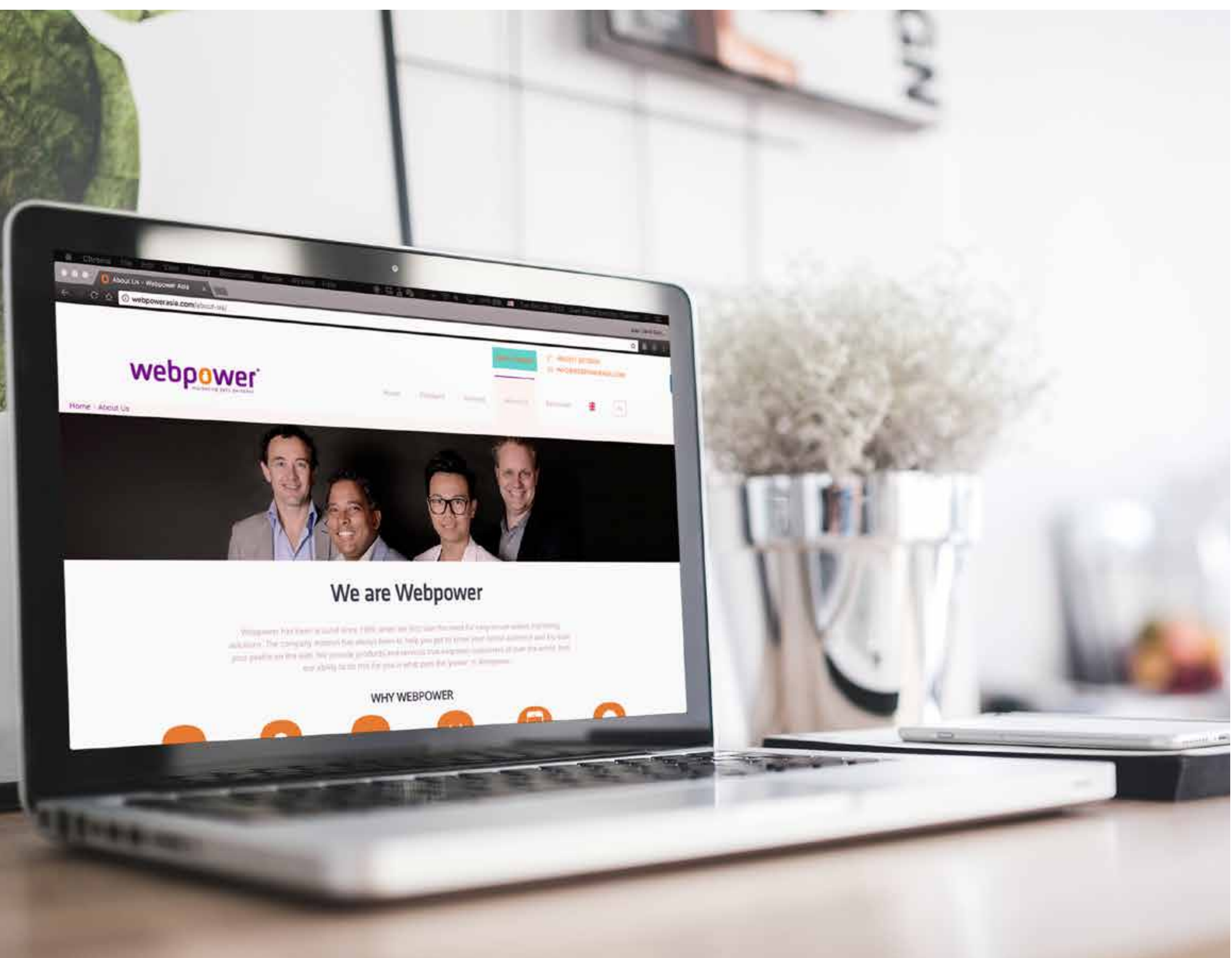
Webpower is a recognized global player in marketing automation. They provide high quality customer insight and help clients engage their audience through personal and relevant content via emails, push notifications, SMS messages, social media, and their website.



WEBSITE

the project

Highly professional and clean, this webpage is set up with a header that immediately informs the viewer of the site's content, and includes translations to six different languages. The slideshow presents the company's skills and accomplishments, alongside crisp and professional visuals followed by the multiple platforms they provide their services for.



SHANGHAI HOKEY CLUB

WEBSITE



► DEVELOPMENT HOUSE
BRAND FACTORY
CREATIVE WORKSHOP



SHANGHAI HOKEY CLUB

WEBSITE



SHANGHAI HOKEY CLUB

the client

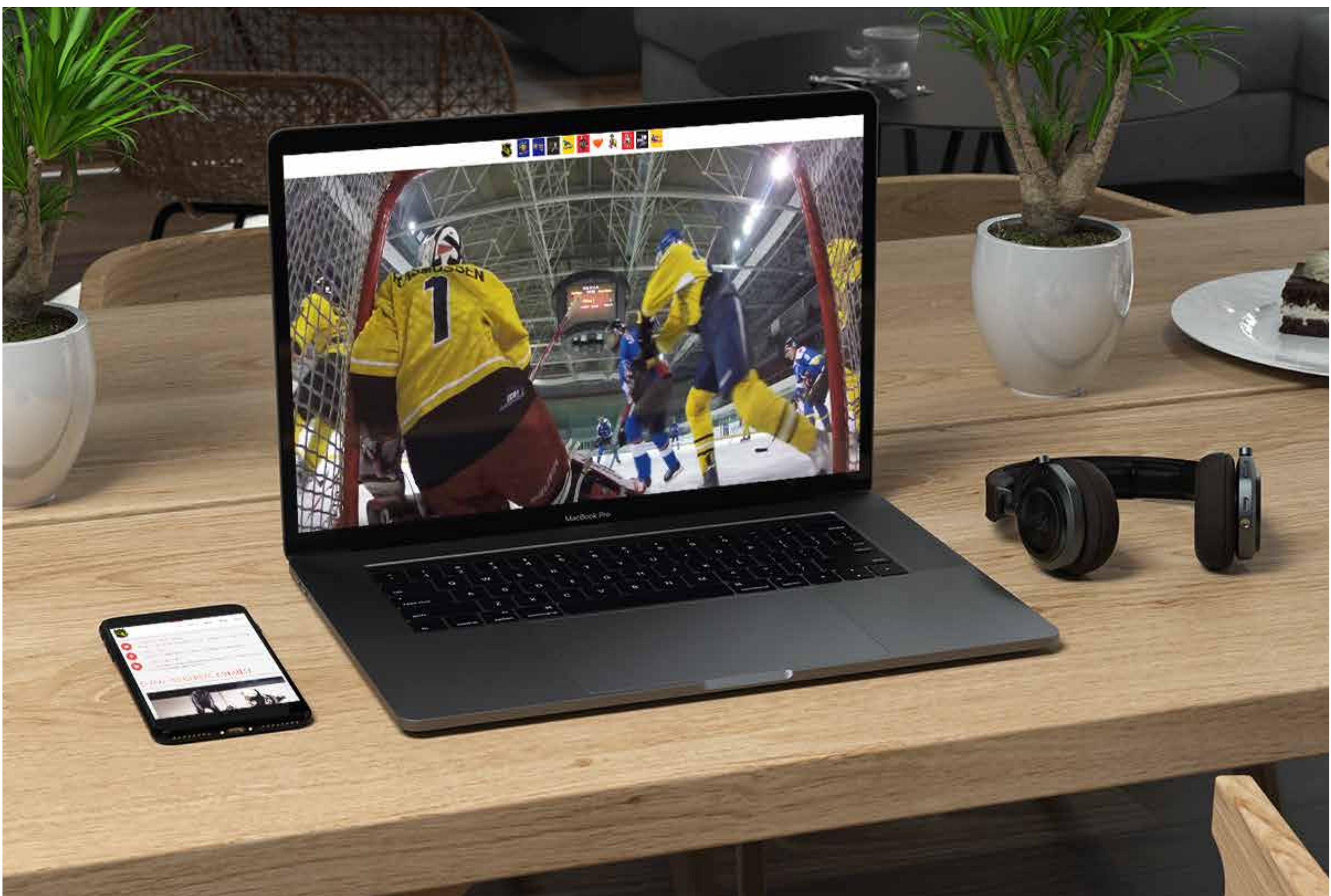
Operating out of Shanghai, China, the SHC is Asia's premier amateur ice hockey league. Consisting of approximately 150 members from nations all over the world, the majority of players hail from the "Big-6" hockey nations.



WEBSITE

the project

Instead of visiting a webpage, you find yourself on the ice amidst jersey clad vikings at war on the ice. Logos of all included teams adorn the crown of the page like jewels linking to each team's schedule. News, an event calendar, and polls for fans to proclaim their champions are also found here.



DOZO

VISUAL IDENTITY & PRODUCTION



DEVELOPMENT HOUSE

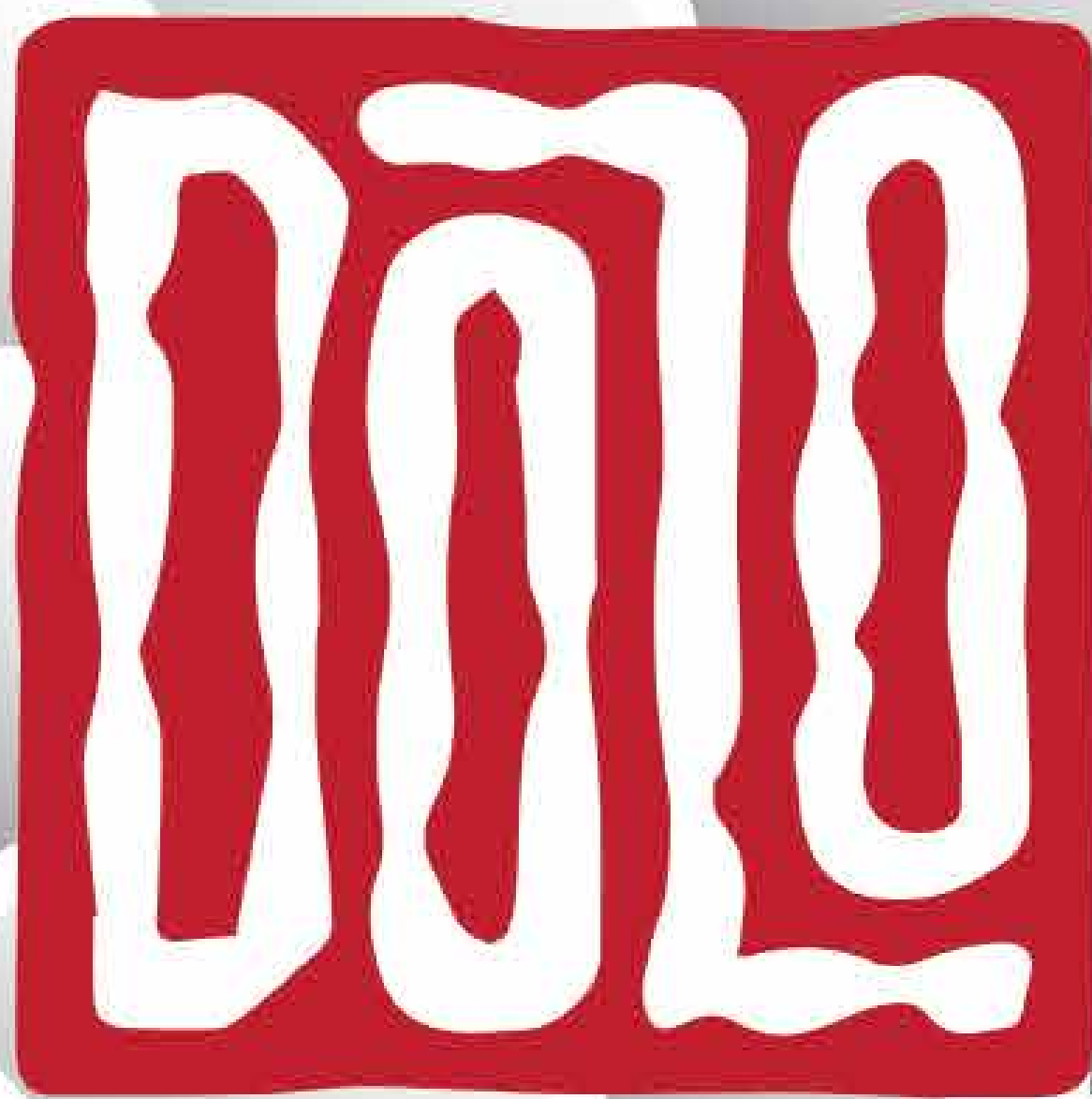
 **BRAND FACTORY**

CREATIVE WORKSHOP



DOZO

VISUAL IDENTITY & PRODUCTION



DOZO

S H A N G H A I
M O D E R N I Z A K A Y A
D I N I N G B A R

DOZO

the client

Entering this modern Japanese Fusion restaurant you may find yourself enamored with the soft, warm lighting, stylized visuals, and ambient decor. Strut your stuff on the catwalk that takes you to your table, and get ready for a delicious meal.

VISUAL IDENTITY

the project

The designs needed to convey a “modern, hip Japanese” feel, and fit with the restaurant’s dim-lit atmosphere. We proposed a large, hand-drawn piece to enhance Dozo’s existing branding, and designed and produced all menus, business cards, signage, and other artwork.



THE BREW

DESIGN & PRODUCTION



DEVELOPMENT HOUSE

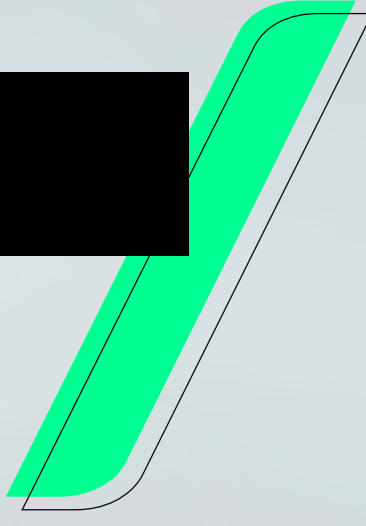
▶ BRAND FACTORY

CREATIVE WORKSHOP



THE BREW

DESIGN & PRODUCTION



1/2 Pint 半杯 (52) / Pint 一杯 (55)

TO SHARE: Barrel 3L (290)

Brewmaster's Dark Side
酿酒师特选黑啤

'Light Weights Only' Session Stout
“轻盈”季节世涛

1/2 Pint 半杯... (42)
Pint 一杯... (55)
1L 一升... (130)

TO SHARE
Barrel 3L... (290)
三升桶装

Brewmaster's
酿酒师本...

Mulberry Hel...
桑葚小麦

1/2 Pint 半杯... (42)
Pint 一杯... (55)
1L 一升... (130)



BEVERA
BUESAIA
TO SHARE
INSULT & GUN

THE BREW

the client

Kerry's brew-house is an Australian-designed craft brewery situated in Pudong. It features signature beers brewed on-site by a resident brew master, a menu of classic pub favorites, and nightly live music entertainment.



LIGHT ROOM MENU

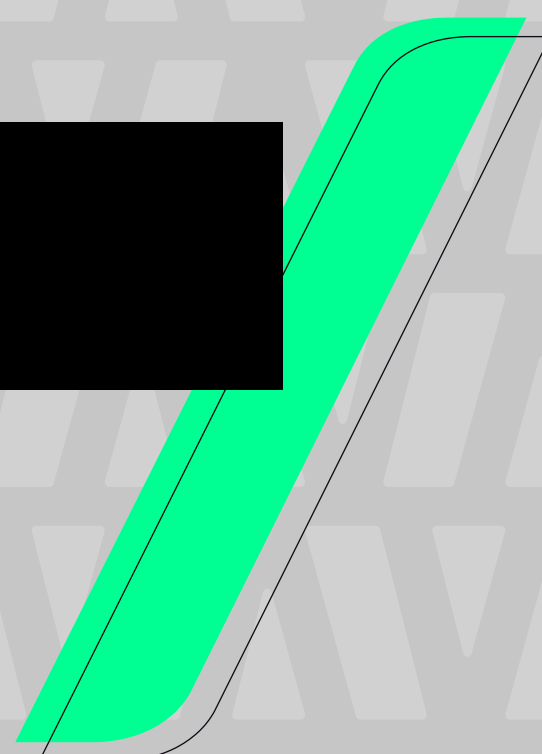
the project

To design and produce a wood menu for Kerry's brew-house, Five:IT first produced the wooden boards with multiple coats of varnish to create just the right visual style. We then added a UV print to the boards, and made use of craft paper to ensure the final product was in line with the brew-house's VI.



EL WILLY

MENUS



DEVELOPMENT HOUSE

 **BRAND FACTORY**

CREATIVE WORKSHOP



EL WILLY

MENUS

OUR SEXY DRINKS



EL WILLY

the client

Spanish restaurant by "Willy" Trullas Moreno. In a nod to the local culture, the structure of the menu follows the Chinese yin-yang structure of a meal. All the food is designed to be shared family style and eaten comfortably with chopsticks.

MENUS

the project

El Willy's quirky-yet-endearing visual style often combines dissimilar imagery, which is just the kind of challenge we like to get our hands on. To mesh "sexy Spanish food", funny cartoons, and head chef Willy, we worked with the client in an iterative process to bring a playful, balanced aesthetic to the menus.



LA BODEGUITA DEL MEDIO

MENU - PLACEMAT - COLLATERALS



DEVELOPMENT HOUSE

▶ BRAND FACTORY

CREATIVE WORKSHOP



LA BODEGUITA DEL MEDIO

MENU- PLACEMAT- COLLATERALS



LA B DEL M

the client

Largely regarded as the home of the mojito, this 1950s style Cuban watering hole brings its smooth flavor to Shanghai. For dining, dancing, and drinking, "LBDM" invites you to enjoy their patio, balcony, cigar lounge, live bands, and even a gift shop.



MENU-PLACEMAT-COLLATERAL

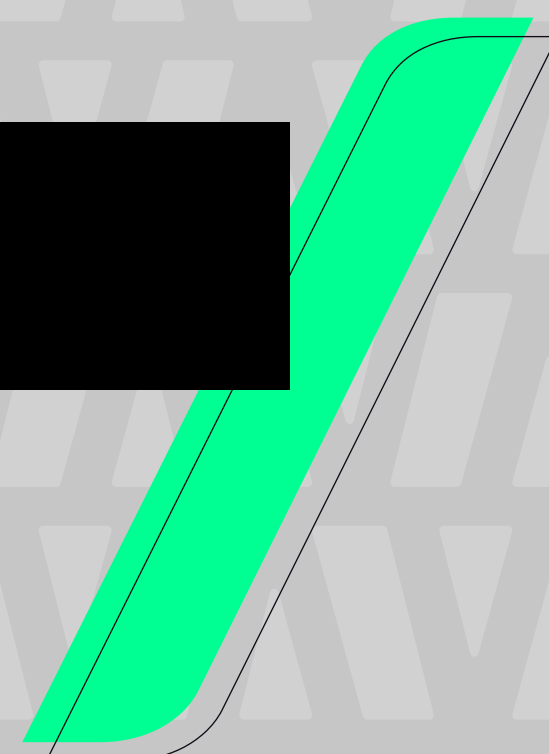
the project

With cocktails as good as theirs, our client needed us to design and produce waterproof drink menus, craft paper placemats, raffle tickets, vouchers and collaterals. The restaurant's branding and character were maintained through clear thematic visuals.



HEAT

BRANDING & PRODUCTION



DEVELOPMENT HOUSE

▶ BRAND FACTORY

CREATIVE WORKSHOP



HEAT

MENUS



HEAT

the client

If you're looking for delicious rotisserie in Shanghai, then look no further than Heat. Combining hip background music with a stylized interior, a meal at Heat is like one that comes straight from Grandma's kitchen; love included. Don't miss the mural above the bar!



BRANDING

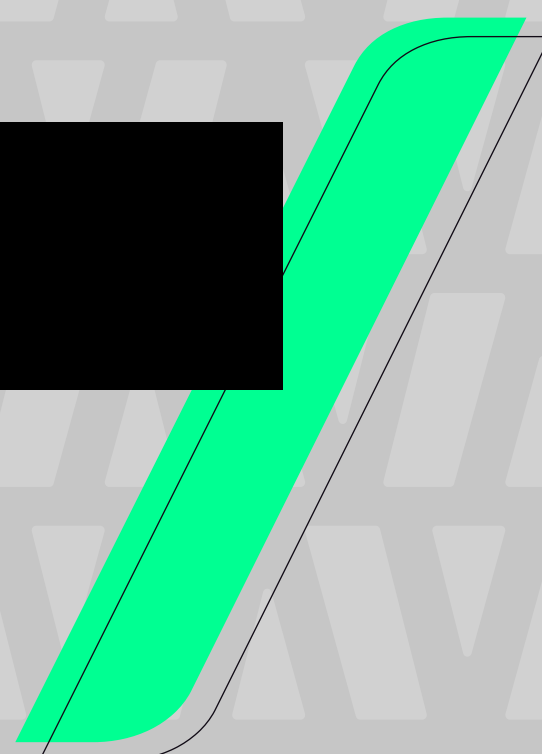
the project

Five:IT created Heat's brand new visual identity, including logo, color palette, interior and exterior decorations and collaterals. For this client, we also created a visual identity including design, production, and installation of outer signage and verticals.



THE BREW

DESIGN & PRODUCTION



DEVELOPMENT HOUSE

▶ BRAND FACTORY

CREATIVE WORKSHOP



THE BREW

DESIGN & PRODUCTION



THE BREW

the client

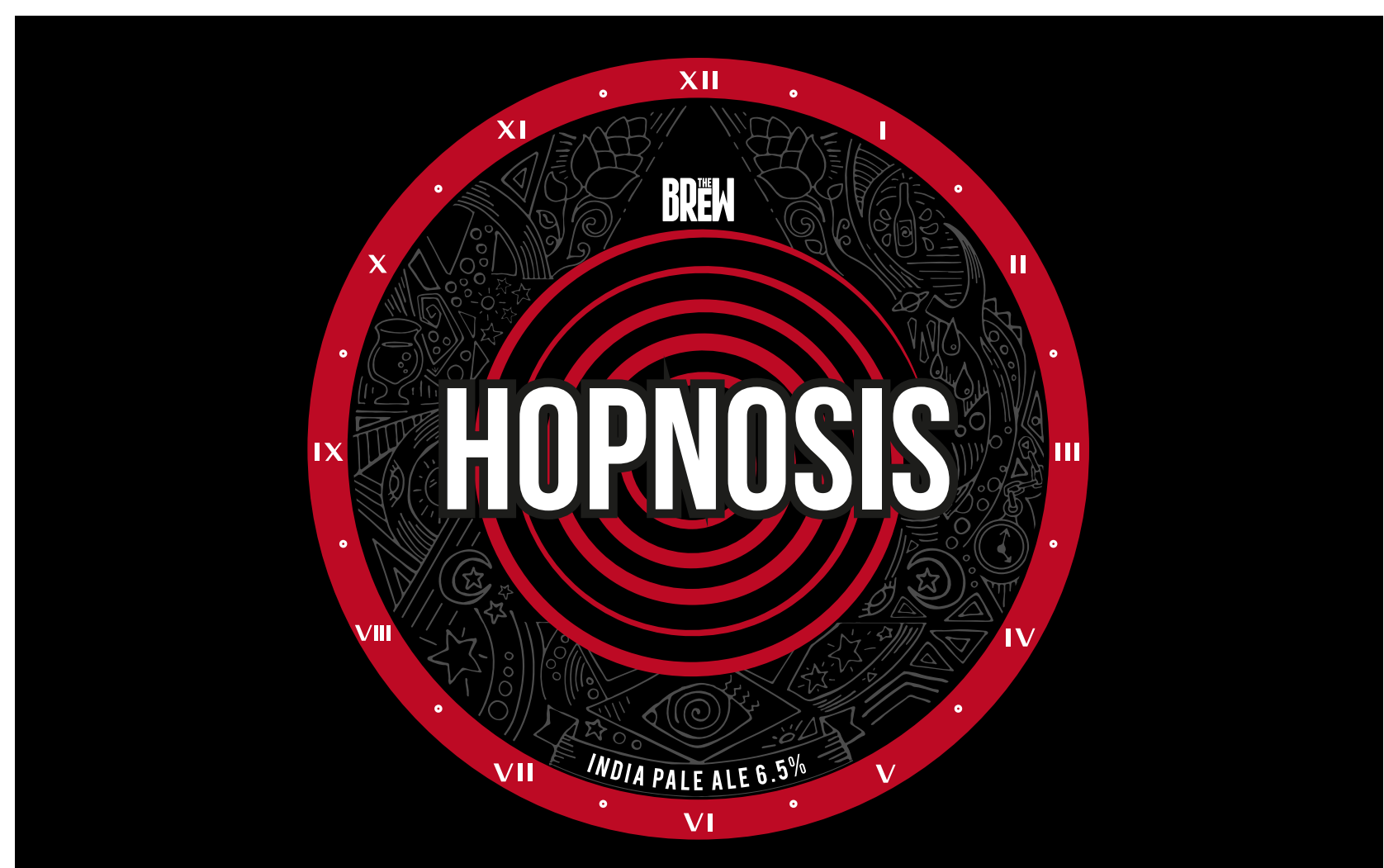
Kerry's brew-house is an Australian-designed craft brewery situated in Pudong, featuring signature beers brewed on-site by a resident brew master, a menu of classic pub favorites and nightly live music entertainment.



DESIGN & PRODUCTION

the project

We designed logos for two of The Brew's best selling beers: an American Pale Ale style of beer, and a more traditional German Pils. We also created two vending cars. For this we designed, produced and installed the vinyls made using the beer logo styles.



27. CAFE

FRESH BRAND ID



DEVELOPMENT HOUSE

▶ BRAND FACTORY

CREATIVE WORKSHOP



27.CAFE

FRESH BRAND ID

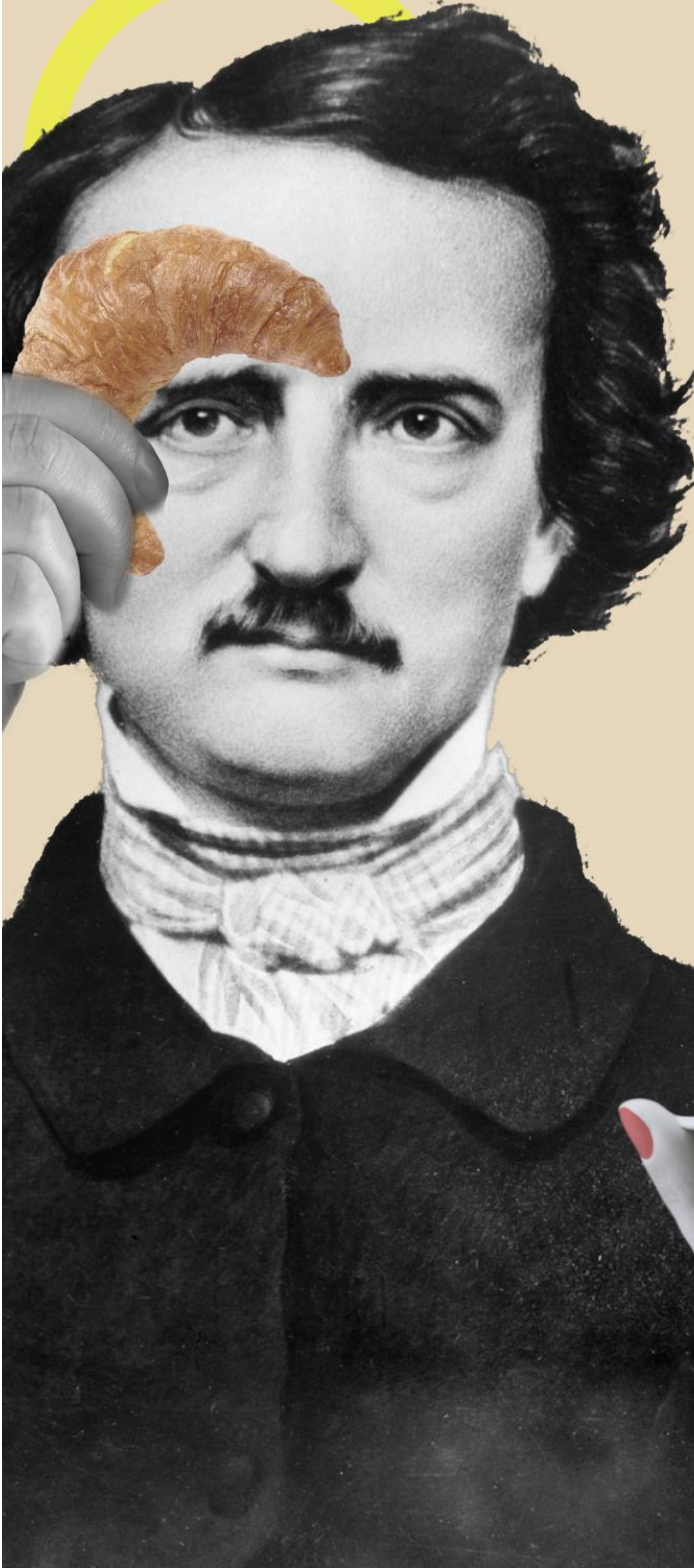
CAFE & BAKERY

TEL:
010 8470002

DELICIOUS
FRESH BREADS
PASTRIES,
AND COFFEES
THAT WILL
CHANGE YOUR

DAY

27.



27. CAFE

the client

Located in Beijing, 27 Cafe is composed of smooth white beams, floor-to-ceiling windows and a vaulted roof of sky lights giving a European style noticeably similar to the owners' other restaurant: Florentina.



FRESH BRAND ID

the project



A set of proposals for their interior design were created including a poetry stage using old Chinese poetry books to create an environment of literary expression. Not stopping there, we also did decorations for the floor-to-ceiling windows in cut vinyls, a cut out wooden tree for the bar, and information boards.

SMOOTHIES 新鲜水果冰沙

40
RMB

绿丝绒 GREEN VELVET

(Kiwi, Pineapple, Spinach, Honey, Yogurt)
(猕猴桃, 菠萝, 菠菜, 蜂蜜, 酸奶)

可可巴纳 COCO BANA

(Mango, Peach, Banana, Orange, Honey, Milk)
(芒果, 水蜜桃, 香蕉, 橙子, 蜂蜜, 牛奶)

草莓日落 STRAWBERRY SUNRISE

(Strawberry, Passion Fruit, Banana, Honey, Yogurt)
(草莓, 百香果, 香蕉, 蜂蜜, 酸奶)

非常莓 VERY BERRY

(Raspberry, Blueberry, Strawberry, Honey, Yogurt)
(树莓, 蓝莓, 草莓, 蜂蜜, 酸奶)



COUPLES SMOOTHIES 情侣冰沙68两杯

黑丝森林 BLACK FOREST

(Cocoa, Sea Salt, Banana, Yogurt) (可可, 香蕉, 花生酱, 牛奶)

雪白之心 WHITE HEART

(Lychee, Honey, Yogurt) (荔枝, 蜂蜜, 酸奶)



EMPIRE

REBRANDING



DEVELOPMENT HOUSE

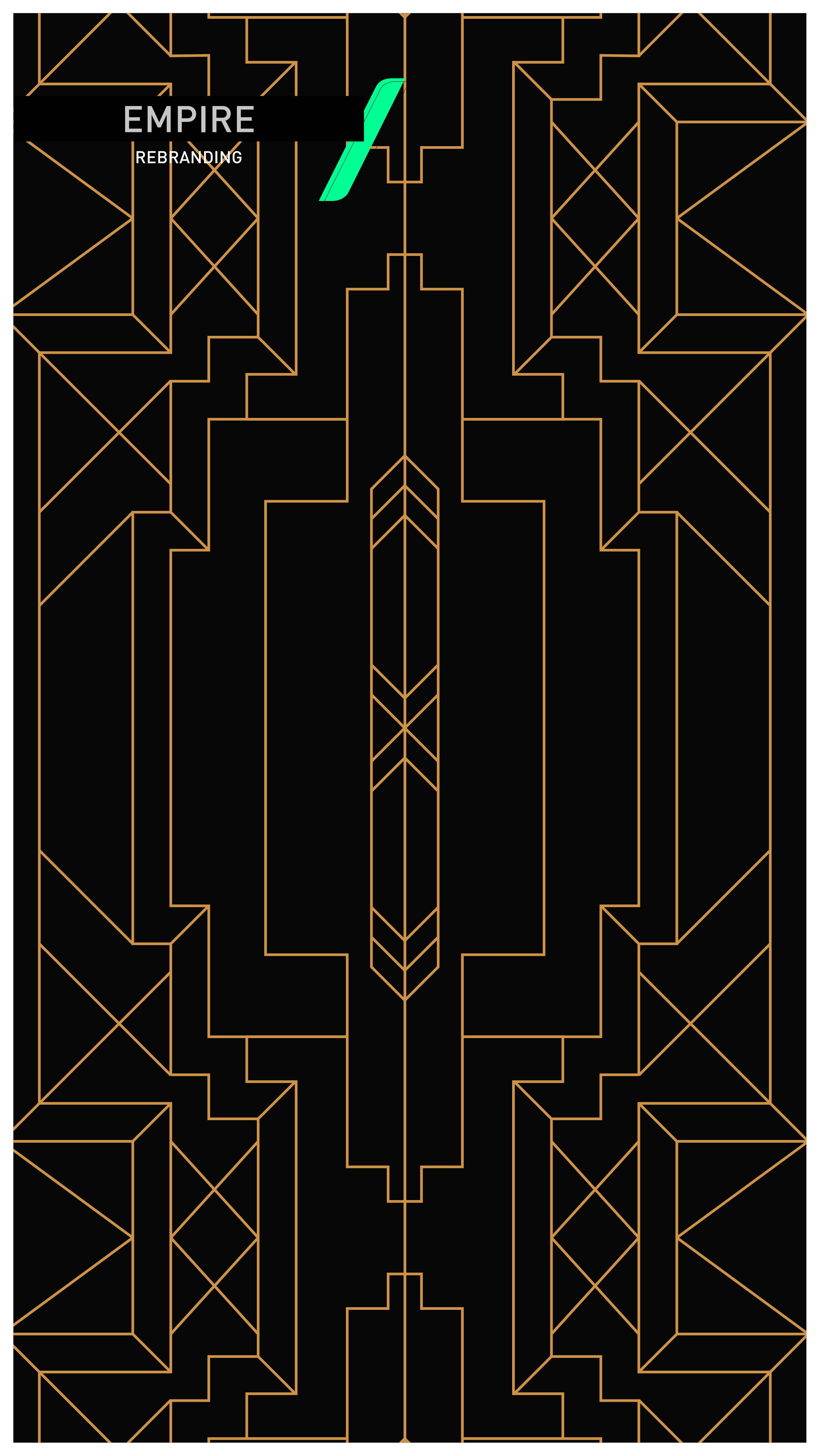
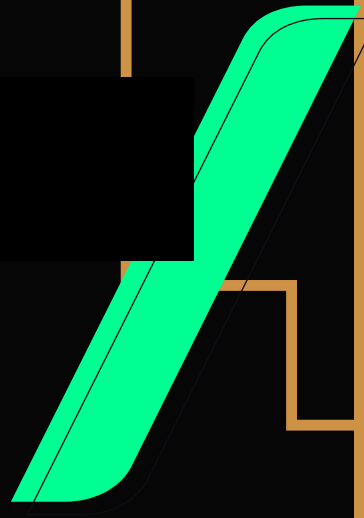
▶ BRAND FACTORY

CREATIVE WORKSHOP



EMPIRE

REBRANDING



EMPIRE

the client

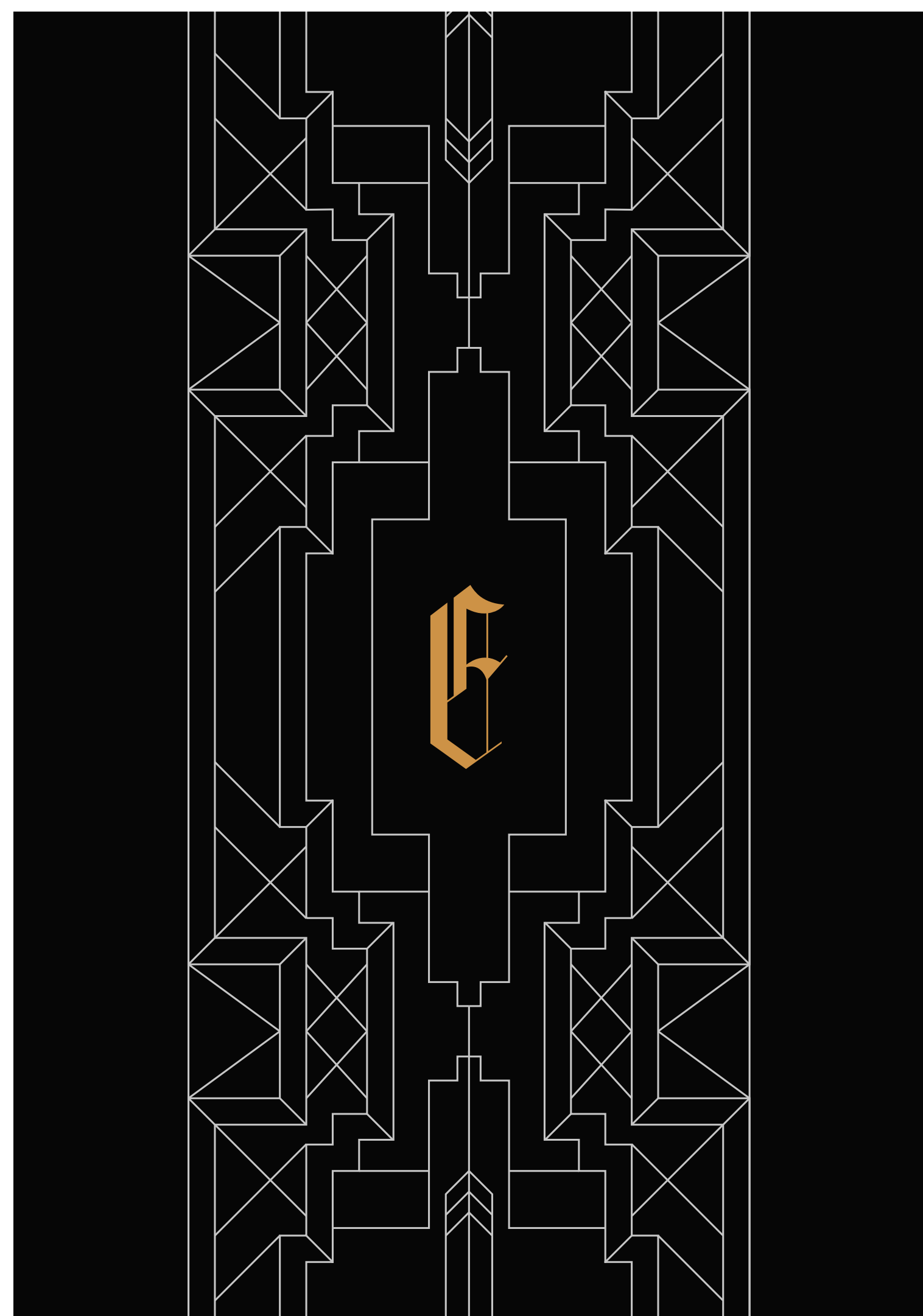
A new restaurant and lounge located on the Bund, Empire is inspired by the multi-cultural boroughs of New York. Strong cultural global street elements have been integrated into their identity to bring fresh new life to the Bund.



REBRANDING

the project

The challenge was to propose a brand and redesign a logo which aligns with the restaurant's atmosphere creating a true-to-roots vibe that bridges New York's urban sensibilities with Shanghai's increasingly international culture. The logo and name are a nod to Shanghai's growing interest in multi-cultural experiences.



PURE & WHOLE

FRESH BRAND ID



DEVELOPMENT HOUSE

▶ BRAND FACTORY

CREATIVE WORKSHOP



PURE & WHOLE

FRESH BRAND ID



LET'S *spice*
THINGS UP,
IF YOU KNOW
WHAT I *mean*.

PURE LOVE FOR THE WHOLE WORLD.



PURE & WHOLE

the client

Pure & Whole is a western-style vegetarian restaurant serving highly nutritious food and drinks crafted with health in mind. With three locations in Shanghai, Pure & Whole serves up delicious and nutritious plant-based dishes in a modern, comfortable environment.



FRESH BRAND ID

the project



As a well received vegetarian restaurant in Shanghai, Pure & Whole asked us to help them bring their healthy dishes to food courts, so we created their first ever "kiosk". This extended to signs and menu boards, and we handled ideation of content present in the stationary and colaterals.

SICHUAN

bowl



50 RMB



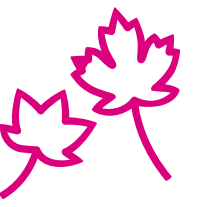
THE BETTER YOU *eat*,
THE LESS FILTERS YOU *need*. #

PURE LOVE FOR THE WHOLE WORLD.



BE A *rebel*,
eat **SPRING ROLLS IN AUTUMN.**

PURE LOVE FOR THE WHOLE WORLD.



SO HEALTHY IT WILL
bowl **YOUR MIND!**

GOOSE ISLAND

DESIGN & PRODUCTION



DEVELOPMENT HOUSE

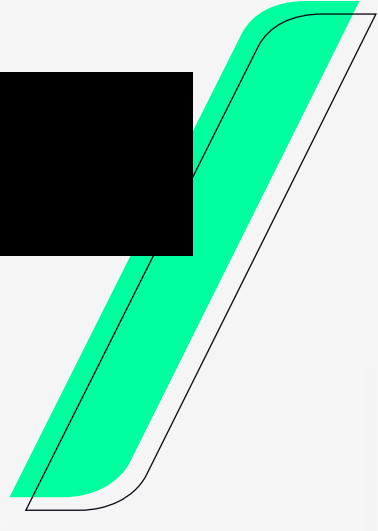
BRAND FACTORY

▶ CREATIVE WORKSHOP



GOOSE ISLAND

DESIGN & PRODUCTION



GOOSE ISLAND

the client

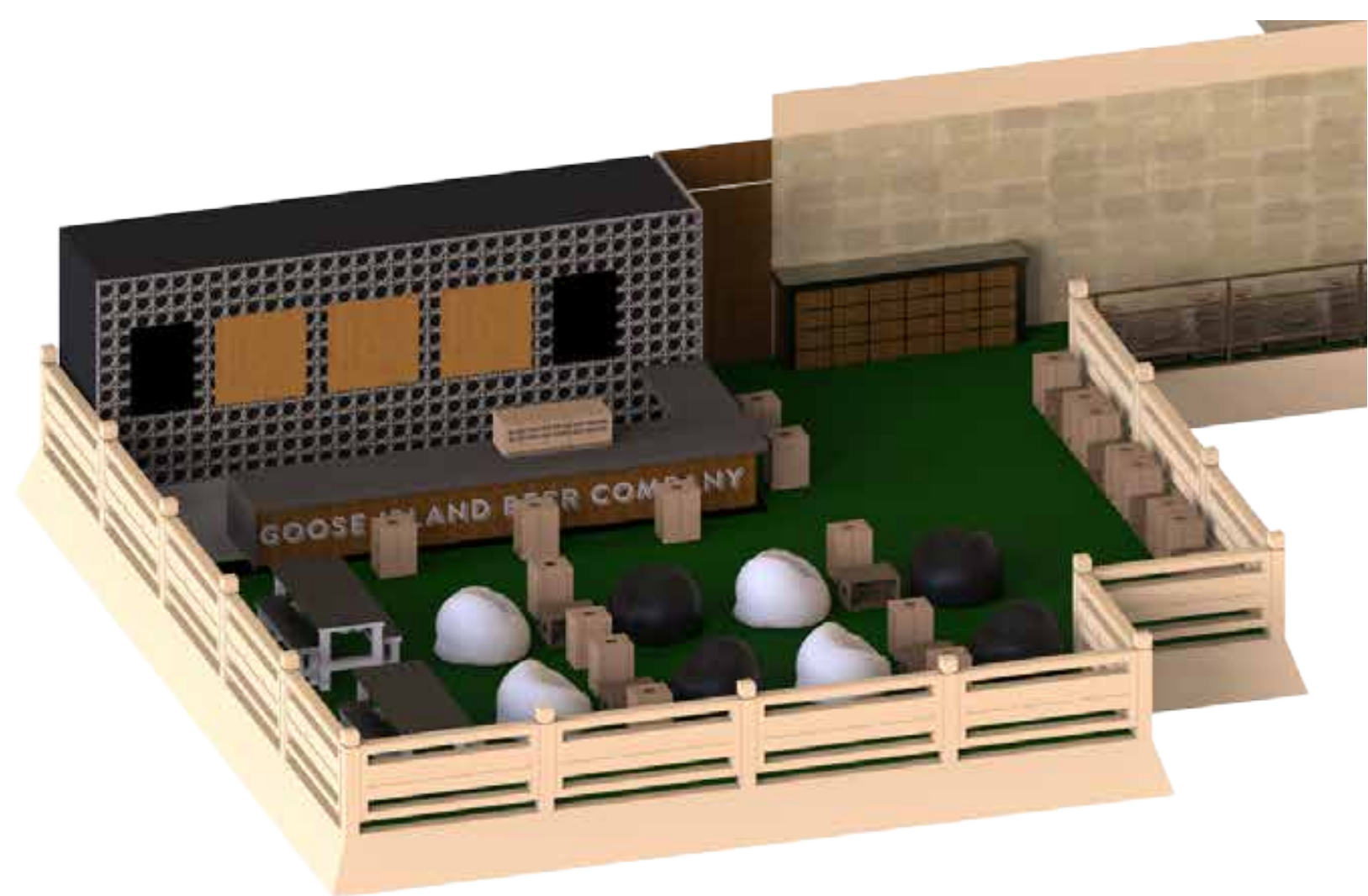
Goose Island is a Chicago based beer company that has rapidly migrated around the world. This swanky pop up roof top bar was an open air terrace to hang out while enjoying a beer. A welcome respite from an afternoon beer to an after-dinner drink.



ROOF TOP BAR

the project

To create a rooftop bar that was industrial style but still warm and casual, we designed and produced a large wooden door with signage on top as the main entrance to convey a sense of industrial grandeur and authenticity. For the chairs and tables we choose wooden boxes and used artificial grass on the floor to allow people to sit on it as well.



DOGHOUSE

DESIGN & PRODUCTION



PRODUCTION

CREATIVE

DIGITAL

 **DEVELOPMENT**



DOGHOUSE

DESIGN AND PRODUCTION

CHILI (香辣培根狗) 45 元
Bacon, Homemade Beef
CHILI
Crispy Onions
培根, 手工辣牛肉
醬, 脆炸薯

PIZZA (披萨风味)
Pepperoni
Sausage
意大利辣香肠
干酪

WEEKLY PROMOTIONS AT THE DOG HOUSE
热狗屋每周促销

MONDAY 周一 TO 星期三 WEDNESDAY 周三
HOT DIGGITY DOG DAYS 11:30 - 13:30

Buy 1 get 1 on Hot Dogs. 热狗买一送一

THIRSTY CIDER THURSDAYS 周四
Buy 1 get 1 Cider Republic Cider all
苹果酒全天买一送一

FREE FRY FRIDAYS 周五*
A free portion of seasoned waffle fries
with the order of any 2 Hot Dogs.
购买任意两款热狗可
免费享用经典咸薯格一份

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Apple Republic
苹果共和国



DOG HOUSE

the client

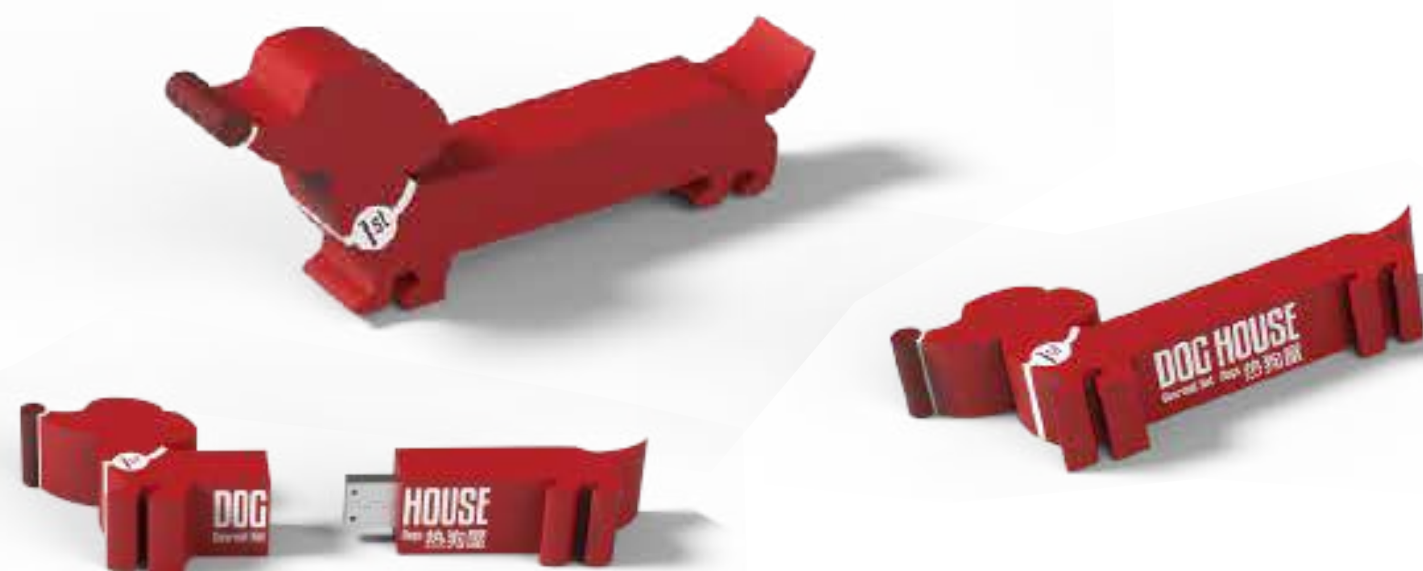
You don't need to wander the streets of New York to find a good hot dog. Instead, find one of Doghouse's locations and grab a gourmet hotdog in arenas and foodcourts alike.



DESIGN & PRODUCTION

the project

We started by creating the visual identity working on the facade, front bar, pictures, cashier covers and floor graphics following with the design and production of collaterals such as business cards, menus, packaging, POS items and finalizing with the interior design of the outlets. We took care of the whole process, from the initial design to the final production.



DOG HOUSE
Gourmet Hot Dogs 热狗屋

THE OFFICIAL HOT DOG OF THE MERCEDES-BENZ ARENA

Mercedes-Benz Arena
梅赛德斯-奔驰文化中心

BEST SELLER 人气王

PEKING 手撕鸭肉狗 45¥	CHEESY 芝士总汇狗 40¥	TROPICAL 热带迷情狗 35¥	CUP OF CHILI 一杯辣肉酱 30¥
SICHUAN 四川麻辣狗 40¥	PIZZA 披萨风味狗 40¥	GARDEN 素食主义狗 35¥	DRINKS 饮料 COCA COLA - 可口可乐 DIET COKE - 健怡可乐 10¥ SPRITE - 雪碧
KOREAN 韩国烤肉狗 45¥	REUBEN 俄式风情狗 35¥	WAFFLE FRIES 薯格 SEASONED WAFFLE FRIES 经典咸薯格 15¥	CRAFT BEER 精酿啤酒 40¥
JAPANESE 日本海鲜狗 40¥	CHILI 香辣培根狗 45¥	TOPPED WITH CHEESE 芝士薯格 20¥	CIDER REPUBLIC 苹果酒共和国 40¥
PHILLY 费城牛肉狗 45¥	MEXICAN 墨式田园狗 40¥	BLT 赤碧烟肉狗 35¥	
		TOPPED WITH HOMEMADE BEEF CHILI 秘制辣肉酱薯格 25¥	

Logos: KARL STRAUSS BEER, LAGERS, GOOSE ISLAND



A hand is shown holding a white and red DOG HOUSE hot dog box. The box features the brand logo and a silhouette of a dog. Next to it is a large, detailed menu board that replicates the one shown in the top image, listing various hot dog flavors and prices. The menu board also includes a QR code and a list of drinks.

RESTAURANT SIGNAGES

DESIGN & PRODUCTION



DEVELOPMENT HOUSE

BRAND FACTORY

 CREATIVE WORKSHOP



RESTAURANT SIGNAGES

WHAT WAS DONE



RESTAURANT SIGNAGES



BOOM BOOM BAGELS



LA B DEL M



HEAT



DOZO

made with ❤️ by five:it

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FIVE:IT

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