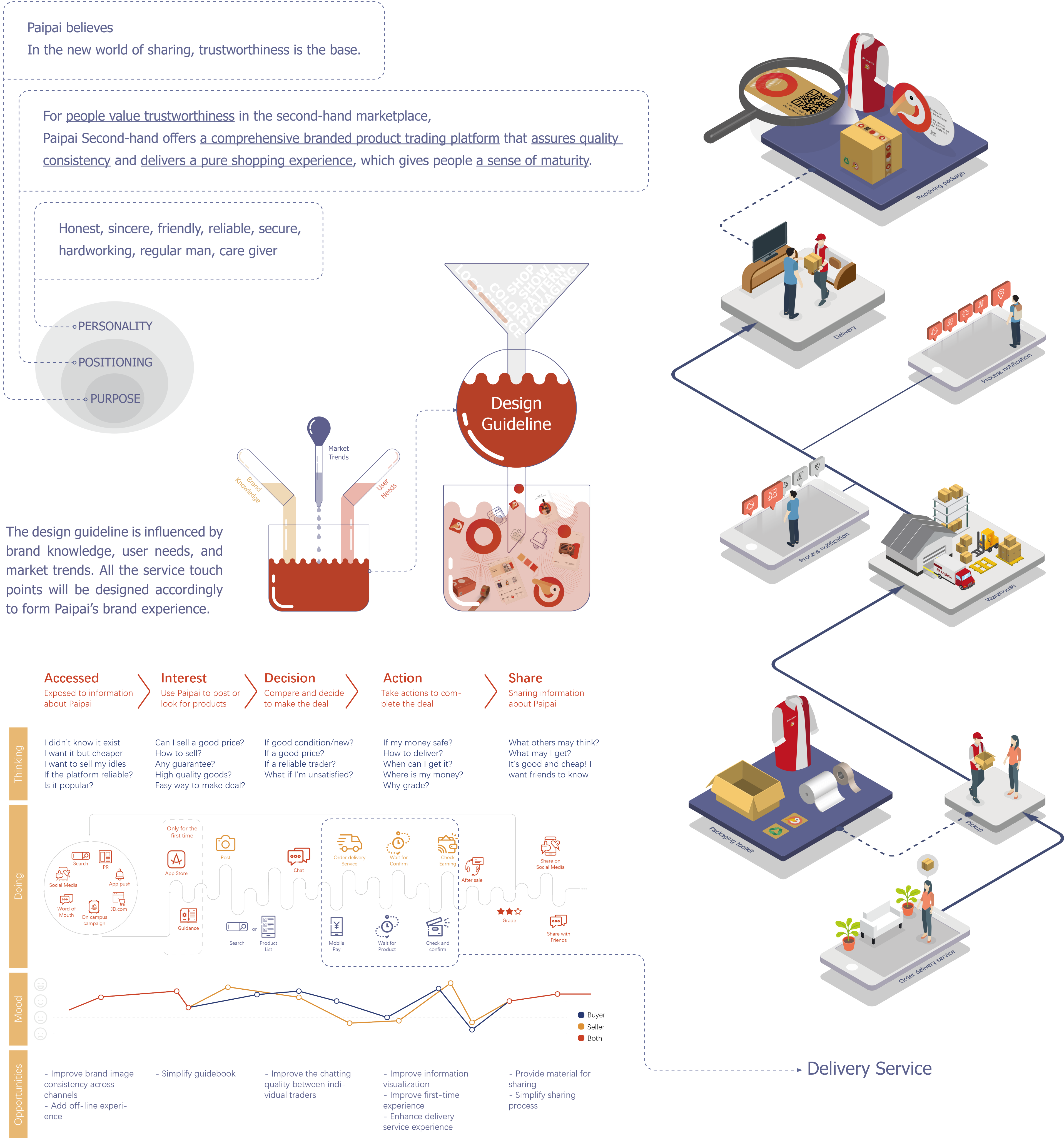


BRAND EXPERIENCE DESIGN

for a second-hand trading platform



The project is about an online second-hand trading platform running in China, named Paipai Second-hand (Paipai). The project aimed to tailor a branding strategy for Paipai and deliver the according brand knowledge through a holistic brand experience to create Paipai's brand image in consumers' mind and build up its brand equity.



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