

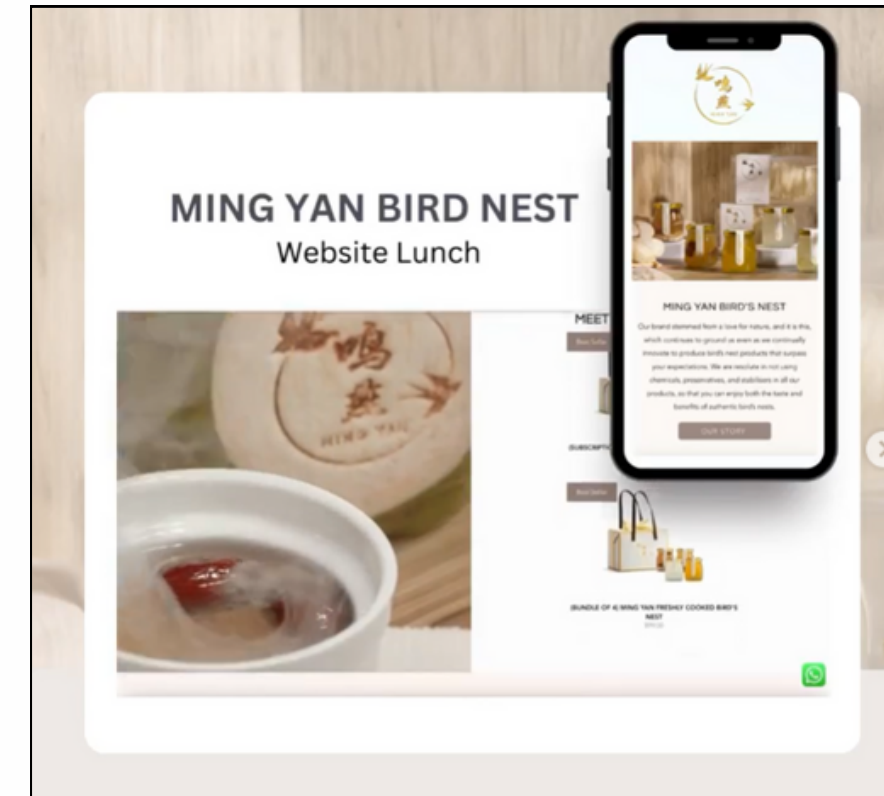
CASE STUDY: MINGYAN BIRD'S NEST



Founded in 2017, Ming Yan has established itself as a premium provider of bird's nest products, offering fresh, high-quality nests directly sourced from its swiftlet houses in Sarawak, Borneo. With a strong commitment to both traditional craftsmanship and modern convenience, Ming Yan ensures each nest is meticulously cleaned and processed by hand to preserve its purity. The company prides itself on providing the freshest bird's nest products, prepared and delivered with care to meet the demands of urban lifestyles. As part of its continued growth, Ming Yan is expanding its presence to cater to customers who seek natural, health-boosting delicacies with exceptional quality and freshness, delivered right to their doorstep. With a focus on sustainable practices and premium quality, Ming Yan aims to set new standards in the bird's nest industry, offering an indulgent yet wholesome experience to health-conscious consumers. The brand continues to prioritize customer satisfaction, ensuring every product is handled with the utmost care, and remains committed to enhancing well-being through the natural benefits of bird's nest. With a dedicated approach to excellence, Ming Yan is positioned to become a trusted name in premium bird's nest consumption worldwide.

Our Approach:

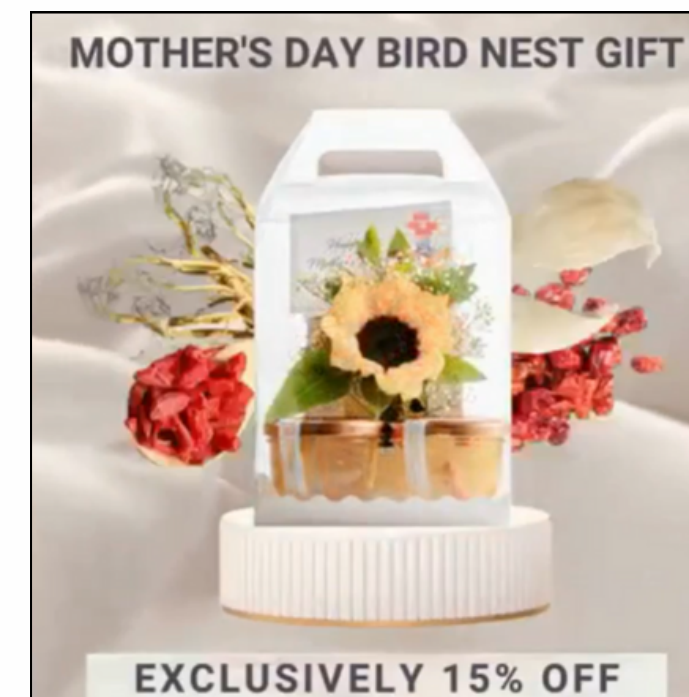
- ✓ Developed a brand identity, ensuring consistency and alignment across all brand touchpoints to reinforce Ming Yan's premium positioning and strengthen its market presence.
- ✓ Transitioning the brand from its first to second generation by shifting from traditional approaches to an omnichannel strategy, enhancing customer engagement and expanding reach across multiple platforms.



Website



Campaign



Campaign

