

# CircleSquare announces new hires & dual campaign aesthetics



CircleSquare introduces first two hires, Chloe Tabarie and Adrienne Lin, from its Graduates Creative Talent Program to its Hong Kong-based office

CircleSquare, the expert in retail marketing, brand activations and consumer engagement, has welcomed its first UAL (University of the Arts London) graduates to its Hong Kong office, as part of its Graduates Creative Talent Program. CircleSquare will be putting in place stronger recruitment links with UAL in the new year.

Chloe Tabarie and Adrienne Lin have joined the Hong Kong creative team, working alongside the senior creatives across digital, content and experiential design.

This move by CircleSquare speaks to the growing shift in corporate creative and marketing spend toward China and the emergence of Chinese brands competing with international standard campaigns to export their offerings overseas.

Jason Scott-Levis, General Manager, Hong Kong, CircleSquare, points out the creation of dual campaign aesthetics, which focus on similar strategies, but different executions for Chinese and non-Chinese consumers.

“Despite the many predictions of its demise, Hong Kong’s traditional role as a bridgehead for China remains more relevant today than ever.

CircleSquare, with its Hong Kong office, is privileged to be part of the story of a new Hong Kong, where world-class digital marketing adapts to the challenges posed by China’s seemingly unstoppable

growth.”

In related news, CircleSquare has appointed Wami Cheng to Client Services Director Greater China, overseeing all client relationships across CircleSquare’s five offices in China.