

Mcdodo

BRAND STORY





What is Mcdodo?



Brand Keywords



Smart

Simple

Together

Different

From the Heart

From the Heart



Smart



Different



Together



Simple



Brand Concept

FOCUS ON SCENARIOS. CONNECT WITH LIFE

A digital brand that knows your life better

From every scenario,
To be a digital peripheral brand that connects people's lives,
demonstrates the simple and smart of the product.

Further [Knows your life better]
Close the distance with consumers.



Mcdodo

A digital brand that knows your life better!



What Mcdodo do?



01

Curious.
Dig out deeper needs from people,
Explore the overlooked details,
Make the best of simple things;
Make smart choices,
Understand you,
A good digital peripheral partner.

02

Exquisite product.
Contemporary Trendy.
Focus on your life,
What you can't think of,
We Will do for you.
Provide thoughtful products and services.
for you constantly.

03

Shaped to your needs.
Digital life connected.
Define products' function and value.
Ease to use, simple and efficient product,
A thoughtful services.
Together. You, me, we.

Keep Exploring

Curious.

Dig out deeper needs from people,

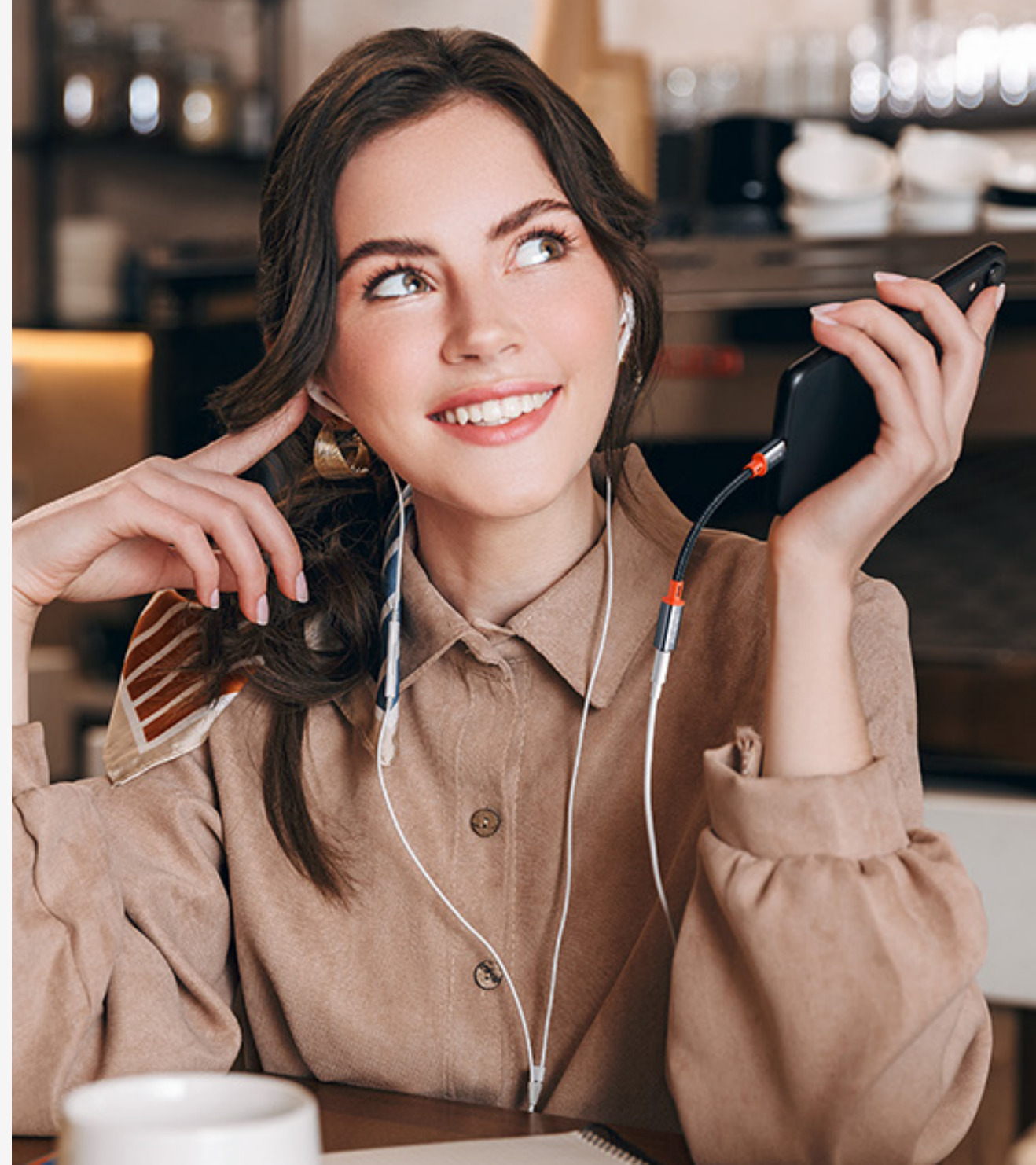
Explore the overlooked details,

Make the best of simple things;

Make smart choices,

Understand you,

A good digital peripheral partner.



Perfect Adaptation

Shaped to your needs.

Digital life connected.

Define products' function and value,

Ease to use, simple and efficient product,

A thoughtful services.

Together. You, me, we.



Thoughtful Experience

Exquisite product.

Contemporary Trendy.

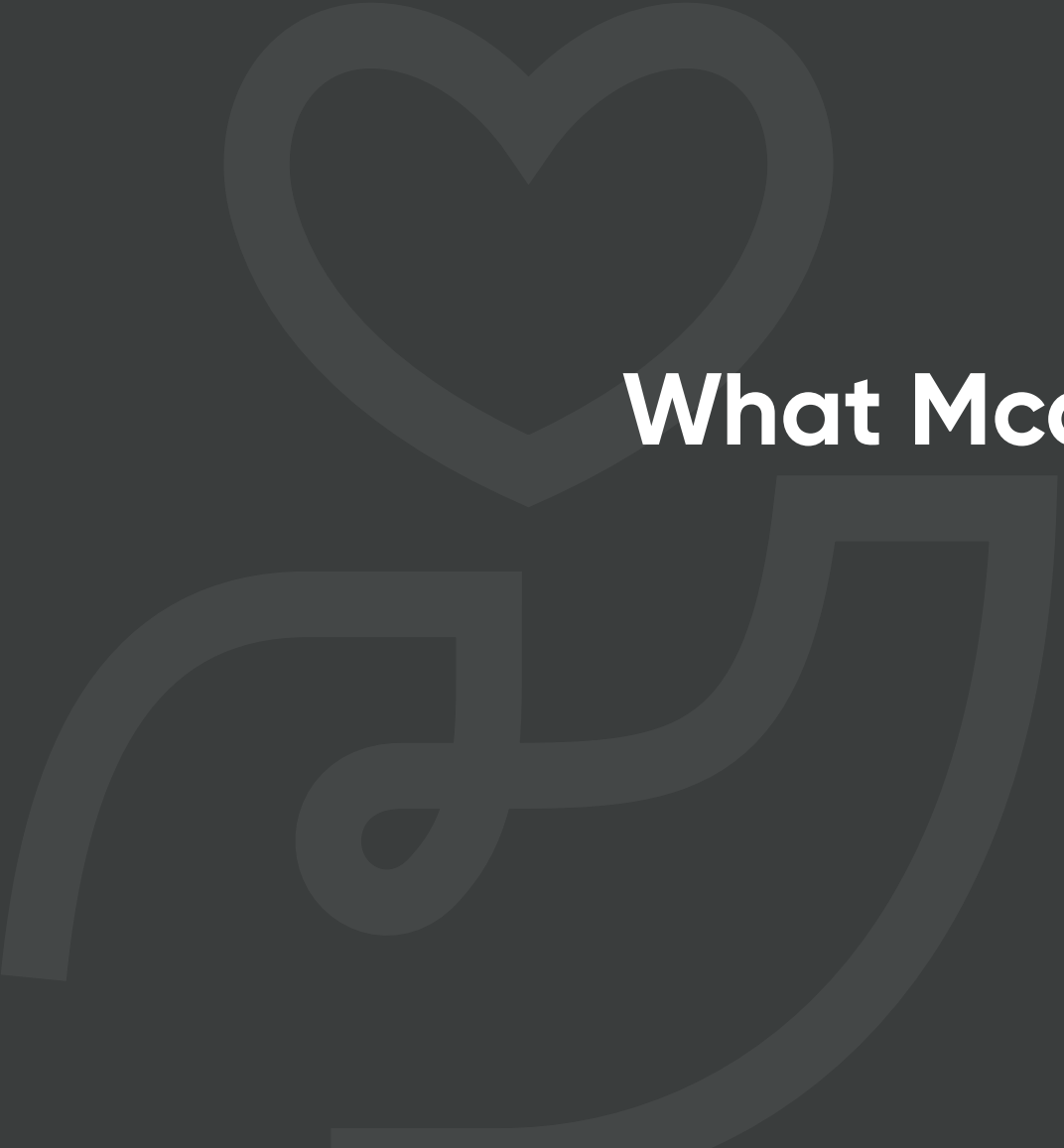
Focus on your life,

What you can't think of,

We will do for you.

Provide thoughtful products and services for you constantly.





What Mcdodo Offer?

Brand Values

And from those themes we have established the following brand values for MCDODO...

Smart. Simple. Together.
Different. From the Heart.



Brand Values

Which means...

Smart. Simple. Together. Different. From the Heart.

Smart delivered through **Simple** products, platforms, and places, that bring people **Together**. That creates a **Different** brand and incredible new relationship. That provides thoughtful service to people. **From the Heart**.





Brand Values

How do our values Connect to people on a deeper level?

Building a [smart] brand not only provide a functional solutions to people, but also a comprehensive emotions. Connect users' digital life with product usage scenarios.

More than making a digital peripheral brand, we make a brand which can understand your needs and spreads energy, make you smile and comfortable.

Our brand future will be more humane. Offer the most thoughtful experience by a mundane product, persue the incredible digital experience with people in their life.

Brand Story



Keep Exploring.
Your Best Partner.



Focus Your Life.
Perfect Adaptation.



Care About You.
Making You Smile.

MCDODO MAIN ELEMENTS	Cognition	View	Now, We Got You!
		Position	A digital brand that knows your life better!
		Slogan	Charge Faster, Go Further
	Propagation	Value	1.Keep exploring 2. Thoughtful experience 3.Perfect adaptation
		Brand Style	Fashion Thoughtful Energetic
	Concept	Brand Concept	Focus on scenes,connect with life, a digital brand that knows your life better
		Product Concept	Quality and safety. Efficient and easy to use
		Product Feature	Ingenious design, focusing on creating classic, textured products

Mid high-end people who love life, pursue new trends, and have a life attitude

Main Consumer Group

User - Mcdodo

What you get?

Prospective Experience

Exceed expectations,
a more humane experience

Enhance the Sense of Happiness

From exquisite products
to get efficient and surprise of life

Together

Close the distance between human and
electronic technology. Digital life connected

User enjoy the convenient and
exquisite experience from Mcdodo's product



Mcdodo offer a more friendly lifestyle

Smart Product and Service

Understand users, smart brand

Vision for Customer

Loyal to customers, understand users,
insist on originality

A New Solution

More emotional design in details

What we offer?

Brand Story

Not only a digital brand,
Mcdodo understands your needs and spreads energy.

Keep exploring.
Thoughtful experience.
Perfect adaptation.
Start a different digital life.

Mcdodo keep exploring the good life,
Be a good partner that can make you smile and comfortable.
Now, we got you!

Thanks

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