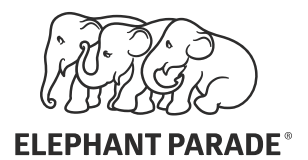


Peninsula Elephant  
by The Peninsula Bangkok  
Bangkok 2016



**BUSINESS TO BUSINESS**  
CORPORATE GIFT GUIDE 2019



**You and I**  
*by Victor Tan*  
Singapore 2011



Siam Paragon, Bangkok 2015

## THE ART OF GIVING

Give your clients something special and unique from our Elephant Parade Corporate Gift Guide.

We have a select range of products including hand crafted replicas, which can be personalised to suit your needs. Depending on your budget and time frame, our in house studio can create lots of options to make your gifts shine even brighter.



### CSR

Corporate Social Responsibility gifting offers unique and thoughtful gifts that give back, while demonstrating a social consciousness that will set your company apart from your competitors.

Your choice shows your clients and the community what a great cause you're advocating for.

Not only are Elephant Parade® gifts memorable but they also help to strengthen your emotional connection with customers.

20% of Elephant Parade net profits are donated to elephant conservation projects.

### Let's Save Elephants

The Asian elephant is threatened with extinction. Their available habitat has shrunk by 90% and it's population has declined by at least 90% over the last 100 years to less than 50,000 remaining elephants. If we don't take action now, the Asian elephant will become extinct within less than 30 years.





## HOW IT WORKS



1. Contact Elephant Parade to discuss your needs and set the brief.
2. We will work within your budget to create your personalised corporate gift.
3. Quote and time-line to be approved by you.
4. Initial concepts by Elephant Parade to be presented for final sign off.
5. Production and delivery by due date.

### Conditions

- Minimum order depending on size: 50 units
- All packaging will be our standard Elephant Parade Packaging unless specified in initial meeting and brief.
- Lead Time: approx. 4 months from initial meeting. Concepts can be delivered within 1 month.
- 50% deposit upon signing of order and the remaining 50% before shipment.

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## HAND- CRAFTED

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**Cleopatra**  
*by Gudrun Hauser*  
Hong Kong 2014



All our elephant replicas are handcrafted.

Your elephant replica is a unique art piece and comes with a certificate of authenticity, which is numbered and signed.

Depending on quantity, you also have the option to have your own branded box and/or giftcards.



## CORPORATE GIFTING

Top left:  
**Cohiba** for *The Pacific Cigar*

Top Right:  
**PSA Original** for *PSA*

Bottom left:  
**Joy of Lanna** for *Shangri-La*

Bottom right:  
**Amousebouche** for *David's Kitchen*

Far right:  
**Airline** for *Thai Airways*



Depending on your budget and suitability, Elephant Parade can work with you to customise your corporate gifts in various options as follows:

### Replicas:

Our design team can work with you to create your bespoke elephant replicas; either branded with your logo and choice of colours and/ or custom designed artwork.

### Packaging:

We have a range of special gift boxes ranging from a small giftbox for 1 elephant to a branded multipack box with 3 elephants. Depending on your budget, the box can be re-designed to suit your needs.

### Promotional Materials:

In conjunction with your elephant replica, we can produce gift cards, flyers and/ or swing tags depending on your requirements.





## BESPOKE PRODUCTS

Non replicas development



### Tree Of Life

*Swire Properties, Pacific Place Hong Kong*

#### Redemption item / Pop up space:

PACIFIC PLACE, SPL. Hong Kong

- Tea-pot and Tea-cup/saucer set
- Full size elephant statue
- 10, 15, 20, 30 & 75cm replicas



Tree of Life by Diana Francis

#### Objective:

During the Elephant Parade in Hong Kong inside Swire Properties, to encourage sales within Pacific Place to redeem premium, commemorative tea-pot set and to retail the replicas range for Tree Of Life.



Above: Iskes Tugboats

Right: 'Ginger & Brent' Tugboat - 15cm Elephant Parade Replica



Iskes Towage & Salvage is a Dutch company with a long history in professional towage. Founded in 1928, Iskes was a sponsor of Elephant Parade Antwerp 2008.

The owner asked us to develop a full size elephant based on the design of his new boats. When the design was finished, he loved it so much he requested mini replicas to be made.

Every year, Iskes gives this unique elephant as a thank you gift to their best customers.



Above: Standard & Chartered 3 Pack - Asia, Africa and Middle East in 7cm replicas

Right: Standard & Chartered 15cm Elephant Parade Replicas in Africa and Middle East styles



This Elephant Parade multi-pack was developed as a give away for the Standard & Chartered annual meetings worldwide. The design concept was based on their logo with inspiration taken from the different continents where Standard & Chartered operate.

# TANGS



Right: Tin Trunk - 10cm Elephant Parade Replica

TANGS is the oldest home-bred department store in Singapore and a leading player in the retail industry.

“Tin Trunk” is an example of a retail gift for customers. Shoppers who spend over 250 SGD and carry out their tax refund in store will receive the delightful Tin Trunk elephant. To date 70,000 of these elephants have been produced as a redemption present.

The inspiration behind this elephant carries equal charm, demonstrating the founding story of the brand.

It all began with an old tin trunk. In 1932, a young man, Tang Choon Keng, popularly known as CK Tang arrives in Singapore from Swatow China. Peddling hand-made lace, he carried his goods in a tin trunk. After years of hard work, CK Tang went from strength to strength, to become the globally known department store and brand TANGS. CK Tang kept his old tin trunk, as a humble reminder of the start. Modern day Singapore’s most famous high street name TANGS started from small and humble beginnings – the Tin Trunk.



Above: CanCan 15cm Elephant Parade replica

Right: BMW GS Trophy rally



Elephant Parade’s creative team designed ‘CanCan’ elephant, in the GS Trophy and Thailand colours, especially for the fifth edition of the BMW Motorrad International GS Trophy. This unique 1.5-meter high statue accompanied the GS Trophy on each stop, making children and adults smile along the route whilst raising awareness for elephant conservation.

CanCan was then auctioned off by Christies in aid of The Golden Triangle Asian Elephant Foundation and Friends of the Asian Elephant.

At the end of the event, each of the 100 BMW R 1200 GS motorcyclists from across the globe were presented a miniature replica based on the CanCan elephant as a memorable participatory gift to mark the event.

## WORKING WITH WILDLIFE NGO'S



Wildlife Reserves Singapore  
Conservation Fund



### WRSCF Singapore Zoo

*Jungle Buddies*

#### Cross marketing and character development with Singapore Zoos & retailers:

Cross branding opportunities with other conservation organisations.

Retailing inside and outside of Singapore Zoos through Elephant Parade retail partners, increased funds raising and awareness for WRSCF.

Retail of Jungle Buddies elephant multi-pack at Singapore Zoos, TANGs department stores and LS Retail at Changi Airport in Singapore, launched 2015 to commemorate SG50.

#### Objective:

To create awareness and fundraising for locally endangered Singapore wildlife for WRSCF, from working with Elephant Parade as an ambassador.

## WORKING WITH COMMUNITY NGO'S



Shine Bright  
by Donnie Yen & Cissy Wang

**'SHINE BRIGHT' IN AUCTION RAISED \$170,000 HKD FOR HEEP HONG SOCIETY**



When exhibiting in an event, Elephant Parade's way of 'giving back' and contributing to 'painting a brighter future' also lies in the community as well as

### Elephant conservation:

- Community involvement through workshops and bespoke community elephant design, raises funds and awareness for community NGO. Reinforces Elephant Parade's brand positioning 'LET'S PAINT A BRIGHTER FUTURE!'
- Local celebrity endorsement for the community NGO, gives PR value to the parade and public interest in Elephant Parade
- Painting a smile onto the face of a community, is a campaign which can run in each city creating campaign-able fund raising for community NGOs on a larger scale.

### Objective:

During Elephant Parade Hong Kong, we partnered with a local community charity, the 'Heep Hong Society' to support fund raising and awareness for 40 local special needs schools.

We succeeded in not only raising funds and awareness, but also gained PR value and marketing exposure, which then raised further funds for The Asian Elephant Foundation.



## SCHOOLS & COMMUNITY EVENTS



### Background of the project:

Concept of project was for the school to look at environmental and social issues within Singapore and to communicate this visually through the medium of art.

A collaboration became the perfect platform to communicate this concept through all year groups as our mission is to 'Paint A Brighter Future' for the Asian elephant. This mission also worked very well for the project in mind for the CIS in respect to the environmental issue CIS wanted to address. As the age of the students at CIS ranged from 3-4 years old, up to 12 years old, there was full participation from all the school age groups.

From this directive and approval, CIS ordered the following elephants for their students to develop their environmental and social issues story within Singapore 'Read All About It':

- 245 of the small 2D canvases for our PK, JK, SK students
- 430 of the 10 cm elephants for Grades 1 and 2
- 425 of the 15 cm elephants for Grade 3 and 4
- 210 of the 20 cm elephants for Grade 5
- 1 of the 1.5 m elephant for the Grade 6 exhibition piece.

For the full size elephant for Grade 6, Diana Francis joined the year group as guest artist and worked with the children to develop their individual environmental and social issues inspired art pieces, to apply to the full size elephant.

### Inspiration:

A sign of our times we have our eyes wide shut. Let's have an education on life to see the beauty in the world we live in. We share one world and this lifetime together; so let's care. Read all about it and let the world listen.

After discussing with Mike Spits at Elephant Parade, we also feel that this is such a great story for Canadian School to work such a story with Elephant Parade, that Elephant Parade are happy to include 'Read All About It' to join the global herd of elephants, to go on tour to mark the 10th anniversary of Elephant Parade this year, 2016



## PAINTING WORKSHOPS



### Corporate/ Retail

After seeing the decorated elephants and visiting our Elephant Parades, many of our visitors are often inspired to create their own masterpiece and paint their own elephant.

#### Painting Workshops:

Visitors can take part in one of our fun and unique painting workshops (usually between 1 – 3 hours). We provide acrylic paints & brushes, blank elephant replicas, professional guidance and a beverage. These workshops attract a lot of people, especially when in progress, and you will find that guests can produce the most beautiful creations!

*\*The workshops must always be supervised by a dedicated staff member whenever customers are participating. Ideally, the staff member should have some artistic ability and be able to inspire and help customers such as showing our ArtBooks from previous parades, suggesting colours etc.*

They are also a great, creative company team building activity.

## ARTBOX



The Elephant Parade ArtBox is a great present and fun activity for your clients/company staff to discover their artistic talent.

The Elephant Parade ArtBox comes in a smart black box which contains the following materials: 1 blank 15cm elephant replica, 6 acrylic paints in assorted colours, instruction booklet (English, Dutch, French, German, Italian and Spanish languages) and 3 paint brushes.

Everyone who paints an elephant from our ArtBox has the opportunity to enter our Global ArtBox Competition.

## CONTACT DETAILS

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**Colours of Chiang Mai**  
by Khunakorn Muenpang  
Asia Traveling Herd 2016



For marketing materials, inquiries, guidance and approvals, please contact:

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*All the models in the Elephant Parade collection, by merit of their artistic content and particular creative character, are protected by copyright, a legal institution that is universally recognised and safeguarded; legal protection is assured for the whole life-span of the author and for 70 years after his/her death (or the death of the last surviving co-author).*

# LET'S PAINT A BRIGHTER FUTURE!

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Become an Elephant Parade Superstar! Take a photo with our elephants and upload it onto social media with the hashtag **#elephantparade** and tag **@elephantparadefan**



[elephantparade.com](http://elephantparade.com)



ELEPHANT PARADE®