

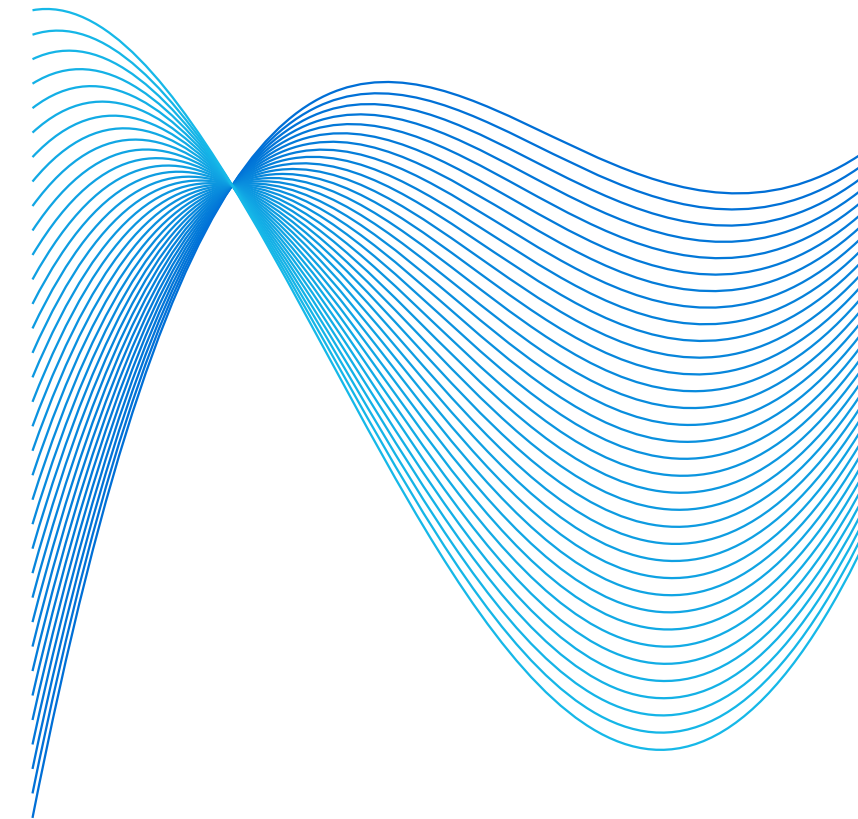


**AIKOLHubs Brand**

# **SPORTS EXPERIENCE FOLIO**

Brand strategy, identity, event experience and international activation

Featuring Richard Henderson with Alex Jiang and Choo Tan



AIKOL Hubs | Australia - China - Japan

**23.07.26**

# FROM IDENTITY TO INTERNATIONAL IMPACT

AIKOLHubs Brand combines world-class creative leadership with cross-border partnerships, digital activation and market delivery across Australia, China and Japan.

## THE VALUE WE BRING



### Brand Strategy

Clear positioning, narrative and commercial purpose.



### Identity Systems

Distinctive identities across every audience touchpoint.



### Event Experience

Fan journeys, place branding and memorable live moments.



### Commercial Growth

Sponsorship, partnerships and brand-led value creation.



### Cross-Border Activation

Localised campaigns and market access across Australia, China and Japan.

# THE LEADERSHIP BEHIND THE WORK

Creative experience, international relationships and disciplined market execution in one team.



**Richard Henderson**

**Brand & Creative Lead**

Richard brings deep sports and event branding experience across major identities, campaigns and destination-led events. The selected work in this folio reflects his creative leadership and industry experience.



**Alex Jiang**

**Co-Founder | International Partnerships**

Alex leads strategic relationships, commercial partnerships and Australia-China-Japan market access, connecting brands, institutions, tourism, sport and business opportunities across borders.



**Choo Tan**

**Co-Founder | Strategy & Digital Activation**

Choo leads business strategy, technology delivery, digital platforms, AI-enabled marketing and campaign execution - turning brand thinking into measurable market activity and growth.



# Intelligence

# Why event branding matters

Emotion turns sport iconic

Identity unites global audiences

Brand elevates event stature

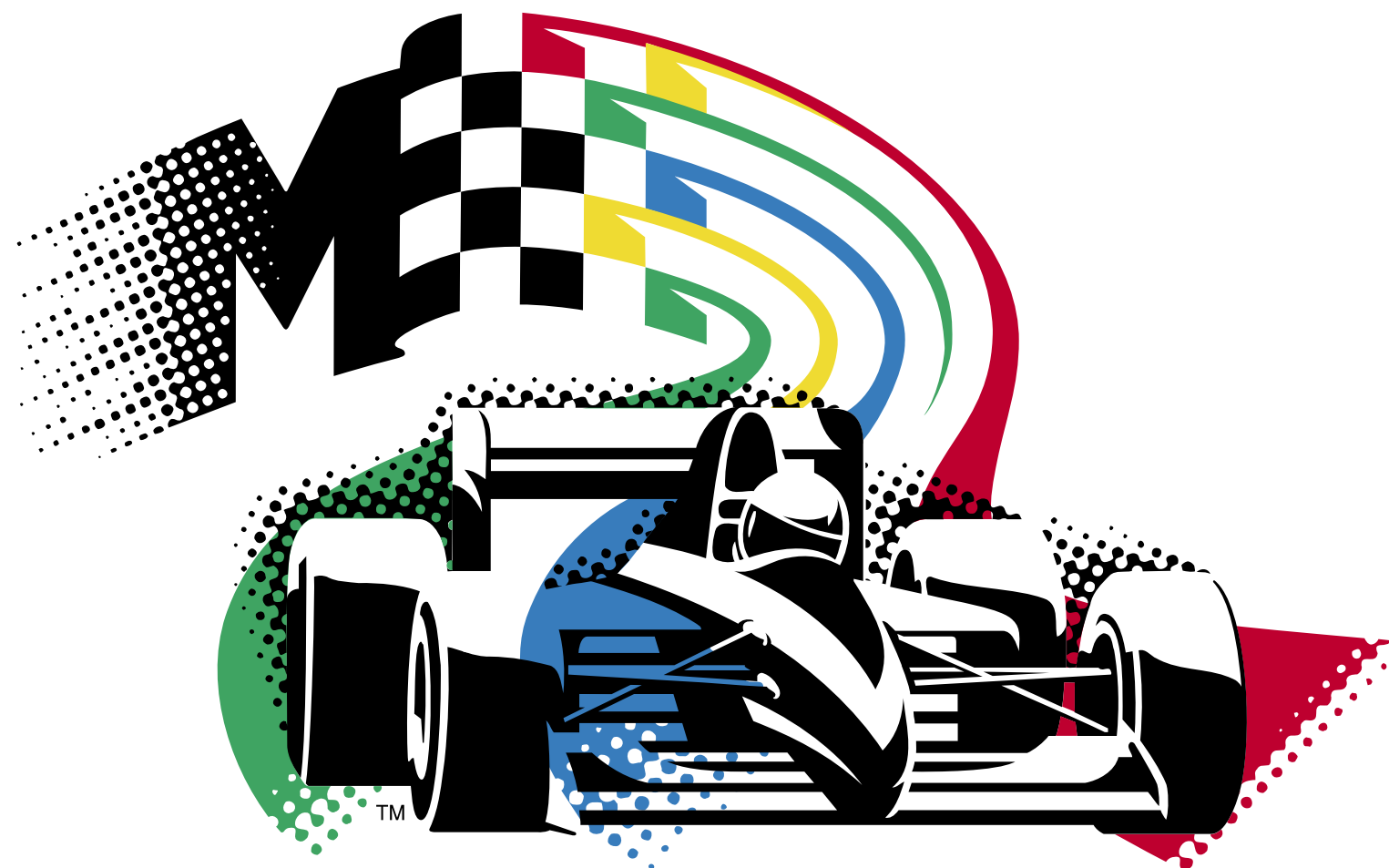
Story builds lasting memory

Design amplifies fan passion

Recognition drives commercial value

# Creativity



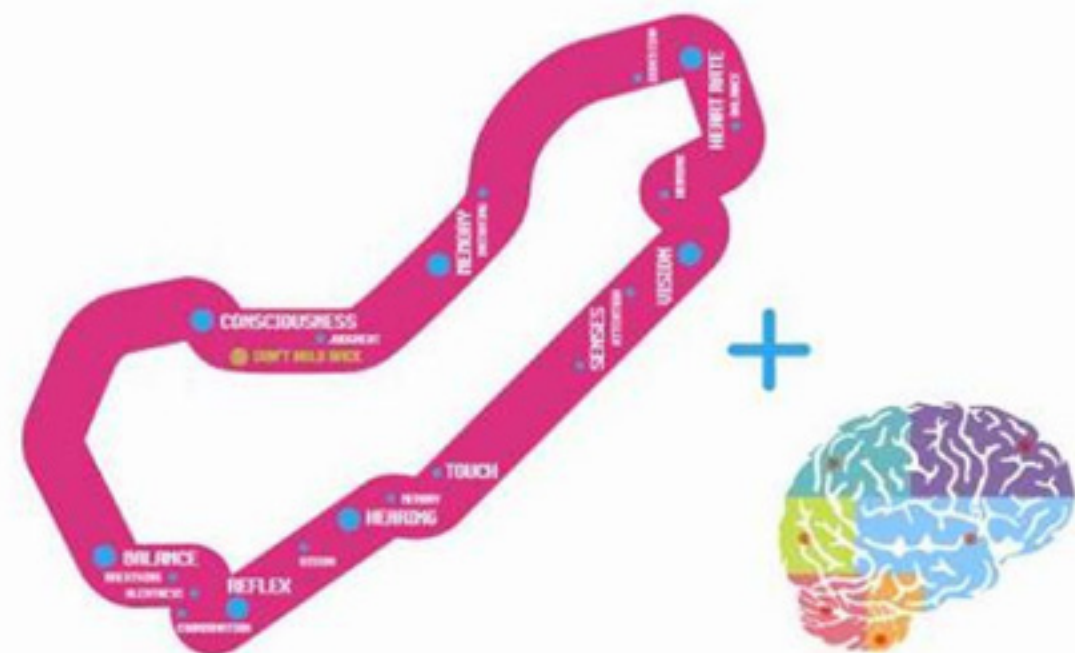


A U S T R A L I A N  
**GRAND PRIX**

MELBOURNE 1996



# AUSTRALIAN F1 TRACK



## Colour Palette











TM©  
SYDNEY 2000  
OLYMPIC  
TORCH  
RELAY





MELBOURNE  
2006

THE XVIII COMMONWEALTH GAMES



TM©



MELBOURNE 2006  
COMMONWEALTH GAMES

Queen's  
Baton Relay™  
XVIII COMMONWEALTH GAMES









**NATIONAL  
SPORTS  
MUSEUM**





**CRICKET**  
AUSTRALIA







**GolfAustralia**





TEAM AUSTRALIA CHALLENGE 2024  
YOUTH & WOMEN'S AMERICA'S CUP REGATTAS





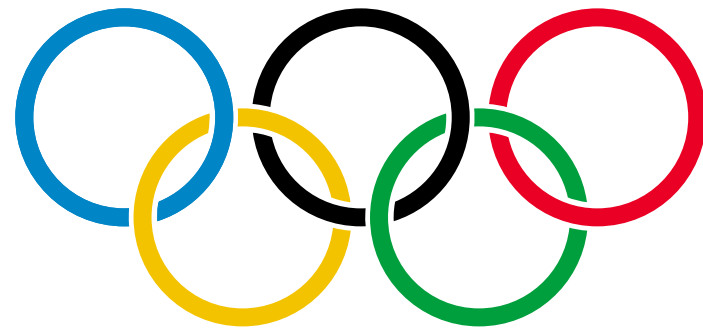
**mmmu**



**TIFONE!**



Beijing 2008<sup>TM</sup>



# How brand brings value to events, cities and regions

Sport attracts global attention

Events elevate city reputation

Tourism follows sporting spectacle

Cities become global stages

Sport powers destination identity

Legacy builds long-term value



**AIKOLHubs Brand**

# **BUILD THE NEXT ICONIC SPORTING EXPERIENCE**

Brand leadership. Commercial relevance. International reach.



**[www.aikolhubs.com.au/aikolhubs-brand](http://www.aikolhubs.com.au/aikolhubs-brand)**

Richard Henderson | Alex Jiang | Choo Tan

Selected historical work shown in this folio represents Richard Henderson's sports and event brand experience. AIKOLHubs Brand brings that creative capability together with international partnerships, digital platforms and market delivery.

