

# Giannoccaro<sup>TM</sup>

Italian design & creative agency · 意大利设计 & 创意机构

MARKETING



BRANDING



EVENTS



PRODUCT DESIGN



RETAIL SOLUTIONS



VIDEO



E-COMMERCE



GRAPHIC DESIGN



# Damon Frank Giannoccaro

Creative Director and Founder



# The Creative Director 创意总监

“创造令人惊叹的作品并超越客户的期望”，这一直是我的座右铭。在过去 20 年里，我很幸运地在大大小小的机构中担任过创意总监，然后创办了自己的创意公司，并且现在在中国、荷兰和南非都有办事处。我曾与全球知名的品牌合作，也曾与初创企业和小型公司合作。在我担任创意总监的这些年里，我在整合营销活动、品牌推广和多学科设计项目方面赢得了许多奖项。在与客户的合作中，我寻求能长期发展的伙伴关系，以创造价值和实现品牌目标。

*Create amazing work and exceed my clients' expectations, that has always been my motto. Over the last 20 years I have been fortunate to work as a Creative Director in both small and big agencies before starting my own Creative Agency, which now has offices in China, Holland and South Africa. I have worked with famous global clients but also with start ups and smaller companies. In my years as Creative Director I have won many awards for integrated marketing campaigns, branding and multidisciplinary design projects. Working directly with Clients, I seek to develop long term partnerships to create value and achieve a brand goals.*

截至目前，我已有 29 年的国际品牌管理、营销和设计经验。我曾与兰博基尼、利物浦足球俱乐部、Anne Fontaine、谷歌平台、Tweezerman、Zwilling 集团等国际著名品牌合作。

*I now have 29 years of experience in international brand management, marketing and design. I worked with international famous brands such as Lamborghini, Liverpool Football Club, Anne Fontaine, Google Platform, Tweezerman, Zwilling Group and many more international brands.*

我也是联合国工业发展组织 (UNIDO) 的品牌和营销专家顾问，并作为国际专家、导师和指导者与他们一起工作，以帮助以前处境不利的国家提升。

*I am also an Expert Consultant for Branding and Marketing to UNIDO (United Nations Industrial Development Organisation) and work with them as an international expert, mentor and guide in projects to uplift previously disadvantaged countries.”*

# “Able to be Sustain(able)” 可持续的

“自 2015 年以来，我把将可持续性融入我所有的工作作为我的目标。这不仅是指在市场营销和品牌推广方面可能会有可持续的元素，也意味着在我的相关设计项目中使用可持续的材料，从产品设计、室内设计到零售设计。”

*Since 2015, I have made it my goal to bring sustainability into all of my work. This could mean having sustainable elements in marketing and branding, but also using sustainable materials in projects that involve my design skills, ranging from product design to interior and retail design.*

我创办的公司 *Giannoccaro Design and Creative Agency* 是一家在中国、荷兰和南非都有办事处的营销、品牌和设计机构。我们采用以结果为导向的营销和品牌建设方法，精心设计独一无二的方案来帮助客户实现其商业目标。

*My business, Giannoccaro Design and Creative Agency is a Marketing, Branding and Design Agency based in China, Holland and South Africa. The Agency employs a results-driven approach to marketing and branding, crafting one-of-a-kind programs to help clients achieve their business goals.*

指导品牌从品牌创建到营销策略，再到最终产品的定位，使品牌和制造商不仅着眼于中国，而且采用一种国际吸引力，将品牌推向国际受众。

*Guiding brands from brand creation to marketing strategies to a final product that positions brands and manufacturers to not only look into China but adopt an international appeal that propels brands to an international audience.”*

**“我们让人们活出你的故事”**

是我们机构的座右铭，也是我们的一个工作重点。

**“We make people live your story”**

*Is our agency motto and a key focus.*

# About Damon Frank Giannoccaro

Damon 成功地担任了许多国际论坛和研讨会的主讲人和主持人。作为盖蒂图片社和 EyEm 图片社的顶级摄影师，Damon 的摄影作品在世界各地都能看到。他十年前曾代表联合国儿童基金会，现在是联合国工发组织 (UNIDO)，他努力教授和扩展他的许多成就。同时也是深圳国际知名的“马兰戈尼时尚学院”高级讲师。刚刚被任命为“欧洲和美国商会顾问委员会成员，目前正专注于在中国建立和扩大他的创意机构“诺卡罗设计创意(广东)有限公司”，其目标是通过接触全球所有的商业部门来影响全球社区，从而扩大他的代理的客户基础和声誉。他因其在国际可持续性和设计方面的工作而获奖。

Damon has successfully been the keynote speaker as well as the host at many international forums and seminars. Amongst many international and local awards received for design and creativity, Damon's photography can be seen around the world as he is a premium listed photographer on GETTY IMAGES and EyEm. Having represented UNICEF a decade ago and now the United Nations (UNIDO), he endeavours to teach and expand on his many accomplishments.

Damon is also a Senior Lecturer at the famous Internationally acclaimed “Istituto Marangoni” in Shenzhen. Having just been appointed to the “Advisory Council to the European and American Chamber Of Commerce, He has just been appointed as aboard and faculty member of the IFAD and is now laser-focused on building and expanding his Creative Agency based in China “GIANNOCCARO Design and Creative Agency and GIANNOCCARO Casa Ltd ” aim is to reach the global community by reaching out to all business sectors around the globe as he grows his agencies client base and reputation. He is also awarded for his work on sustainability and design internationally.





# Awards & Acknowledgments

## 奖项 & 认证

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2023 Shop ACO Awards Contest Conference  
2023 Shop ACO 大奖赛发布会

2023 Keynote Speaker at the Guangzhou International Space Display and Exhibition  
2023 广州（国际）空间展示及会展产业展览会 演讲嘉宾

2023 Keynote Speaker at the Shop Digital Marketing Awards  
2023 Shop 数字化营销大奖 演讲嘉宾

2023 Keynote Speaker at the South China Beauty Forum 2023  
2023 华南国际美博会 美容论坛 演讲嘉宾

2023 Appointed as the Creative Director of Shop ACO  
2023 被任命为 Shop ACO 创意总监

2023 International Design Trends 2023- 2024 Keynote Speaker  
2023年 国际设计趋势主题 2023 - 2024 年演讲嘉宾

2023 Shop! Great China Gold Award "Grand Prix Gold award for Best across all categories"  
2023 Shop! 大中华区金奖"所有大赛类别组的最佳金奖"

2023 Shop! Greater China Gold Award for "Best Pop-Up of the Year 2022"  
2023 Shop! "2022 年度最佳快闪店"大中华区金奖

2023 BeautyINC Award for "Innovative Marketing Campaign for 2022"  
2023 BeautyINC "2022 年创新营销活动" 奖

2023 South China Beauty Forum Guest Speaker  
2023 Appointed as a judge for Shop! 2023  
2023 被任命为 Shop! 的评委! 2023年

2022 International Design and Innovation Speaker  
2022 年国际设计与创新演讲者

2022 Open Lecturer at Zero Business Collage - Marketing and Branding  
2022 年零商业学院的公开讲师- 市场营销和品牌

2022 Speaker for Jiangxi Institute of Fashion Technology - Digital fashion  
2022 年江西服装学院主讲人-数字时尚

2022 Speaker at the Hangzhou Digital Economy Tourism International Conference  
2022 年杭州数字经济旅游国际会议演讲嘉宾

2022 Appointed as Senior Lecturer at Zero Business Collage  
2022 年被任命为零商陈学院高级讲师

2022 Global lighting summit - Guest speaker on the roles of design and marketing in the lighting Industry  
2022 年全球灯饰照明产业高峰论坛——设计与营销在照明行业中的作用

2022 Open Lecture at Istituto Marangoni - Brand Marketing in the Digital Age  
2022 年马兰戈尼学院公开讲座—数字时代的品牌营销

2022 Innovator of the Year Award – GA  
2022 年最佳创新者奖 – GA

2022 Speaker for the CICC on the Metaverse  
2022 年元界CICC演讲嘉宾

2022 Appointed Speaker on Sustainability in Design for Shop! China  
2022 年指定商店设计可持续性演讲者! 中国

2022 Open Lecture at Istituto Marangoni on Traditional Retail to New Retail  
2022 年马兰戈尼学院传统零售到新零售公开讲座



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2022 Inducted as a member of the Shenzhen Institute of Interior Design

2022 年入选深圳市室内设计学会会员

2021 Member of Shenzhen Chushang International Club

2021 年深圳楚商国际俱乐部会员

2021 Shop! Student Awards Contest and Lecture

2021 年学生大奖赛奖和讲座

2021 Global lighting summit - Guest speaker - sustainable design in the lighting Industry

2021 年全球照明峰会-演讲嘉宾-照明行业的可持续设计

2021 Istituto Marangoni open lecture on Branding

2021 年马兰戈尼品牌演讲

2021 Tangent & Altada - AI mentorship and Workshop

2021 Tangent & Altada - 人工智能指导和研讨会

2021 Appointed as the Designer for "Together we are Stronger Apparel Brand"

2021 年被任命为“Together we are Stronger Apparel Brand”的设计师

2021 Art Connects Shenzhen - Guest Speaker on Marketing and Branding

2021 年艺术连线深圳-营销与品牌主讲嘉宾

2021 Art Connects Shenzhen - Guest Speaker on the interior design process

2021 Art Connects Shenzhen - 室内设计流程演讲嘉宾

2020 Shop! Greater China Awards Contest

2020 年商店! 大中华区大奖赛

2020 The Shop! Asia Awards - Certificate of Appreciation

2020 年商店! 亚洲大奖 - 感谢状

2020 Speakers trophy for the Shop! C-Star Retail Forum

2020 年演讲者奖章-中国国际零售营销广告协会C-STAR零售论坛

2020 Appointed as Judge and juror for the POPAI Brazil Awards

2020 年评委-巴西POPAI大奖!

2020 Appointed Judge for the Shop! Greater China Contest

2020 年被任命为中国国际零售营销广告协会年大中华大赛评委

2020 Appointed to the Advisory Board and Faculty Member - IFAD (Institute of Fashion, Arts and Design).

2020 年被任命为-IFAD (时尚、艺术&设计) 顾问委员会和教职员工

2020 Appointed as Judge for the Shop! VM Challenge China.

2020 年被任命为-VM Challenge 首届橱窗挑战赛评委

2020 Guest Speaker at the South China Beauty Forum

2020 年华南美容论坛演讲嘉宾

2020 Appointed Judge and Mentor for the "Shop! Student Design Awards - China!

2020 年“Shop!”学生设计大奖-中国!

2019 – 2020 Appointed to the European American Chamber of Commerce Advisory Board

2019 –2020 年被任命为欧洲美国商会顾问委员会成员

2019 Certificate of Appreciation for the Sustainability workshop and Seminar, Pakistan for the IAF (International Apparel Federation) & PREGMEA

2019 年巴基斯坦可持续性研讨会和研讨会认可证书- IAF (国际服装联合会) & PREGMEA

2019 Shop! Speakers Trophy - Shop! Retail Forum

2019 年演讲者奖章- 中国国际零售营销广告协会



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2019 EXCELLENCE AWARD - The Dongguan Public Diplomacy Association

2019 年优秀奖- 东莞公共外交协会

2019 Guest Speaker at the 11th China Processing Trade Products Expo

2019 年第十一届中国加工贸易产品博览会

2019 Honouree Acknowledgment - The Cluster Development Initiative in Punjab by the Pakistan Government

2019 年荣誉致谢- 巴基斯坦政府在旁遮普邦的集群发展计划

2018 Creative Vision and Energy Award - OB

2018 年最具创意愿景和能量奖-橙创品牌管理

2018 Hangzhou Mayors Cup Bronze Award - Hangzhou Government

2018 年杭州市长杯铜奖—杭州市政府

2018 UNITED NATIONS (UNIDO) CERTIFICATE OF APPOINTMENT - UNIDO (UNITED NATIONS | AUSTRIA)

2018年联合国(工发组织)聘任证书-工发组织(联合国|奥地利)2011/2012 TOKYO Fair 2011/2012 "Grand Prix Prize 1st Place" - Tokyo Fair SP Tool Contest

2011/2012 "大奖赛第一名" - 东京博览会 SP 工具竞赛

2011/2012年2008 CEO & Creative / Peoples Choice Award – (The EXCO Board Members and Senior Management )

2011/2012 年首席执行官 创意 / 人民选择奖 – (EXCO 董事会成员和高级管理层)

2008 Gold award for best Marketing Campaign - Agency award

2008 年最佳营销活动金奖-代理商奖

2005 Best sales and Marketing Award - SMARA

2005 年最佳销售和市场营销奖- SMARA



GIANNOCCARO CREATIVE

Giannoccaro  
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Thank You!  
谢谢你!

Damon Frank Giannoccaro  
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创意总监|创始人

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