




TIGER BALM

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25/CU AI: Your New Creative Partner
(ADC-2571-OL)
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OUTLINE

HISTORY:

Tiger Balm is the result of the vision and determination of two brothers, Aw Boon Haw and Aw Boon Par. Their story begins in Rangoon, Burma (now Yangon, Myanmar), where their father, Aw Chu Kin, a Chinese herbalist from Fujian, China, established a physician's practice and apothecary called Eng Aun Tong. After Chu Kin passed away in 1908, he left the family business to his sons. While Aw Boon Par remained in Burma, his brother Boon Haw had been studying in China. The two reunited and combined their knowledge Boon Par focusing on traditional Chinese medicine and Boon Haw contributing with his entrepreneurial flair. Working together, they refined and perfected their father's herbal remedy into a powerful, multipurpose ointment. With Boon Haw's business acumen and Boon Par's medical insight, the brothers transformed the humble formula into what became known as Tiger Balm. Through bold marketing, global expansion, and unwavering belief in their product, they built an international empire and lasting legacy one that began with a simple jar of healing balm and went on to touch millions around the world.

PROJECT OUTLINE:

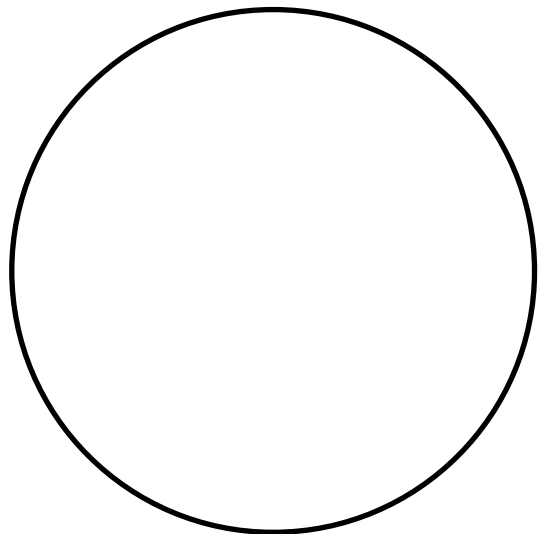
One concept for the Tiger Balm project focuses on how the ointment can help heal specific injuries commonly faced by athletes. The visual could feature an athlete wearing a red and black striped shirt, applying Tiger Balm to his arm, emphasizing relief and recovery. Another idea involves a tiger holding a lip balm, playfully hinting at the product's name. Both concepts highlight the product's effectiveness while subtly reinforcing the Tiger Balm brand identity.

PROMPT REWRITTEN:

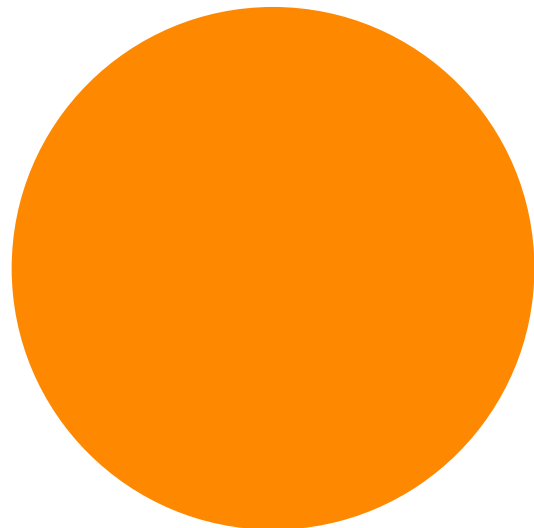
-An athlete running on a treadmill alongside a tiger, both in stride — dynamic, powerful, with motion blur and a sense of raw energy.



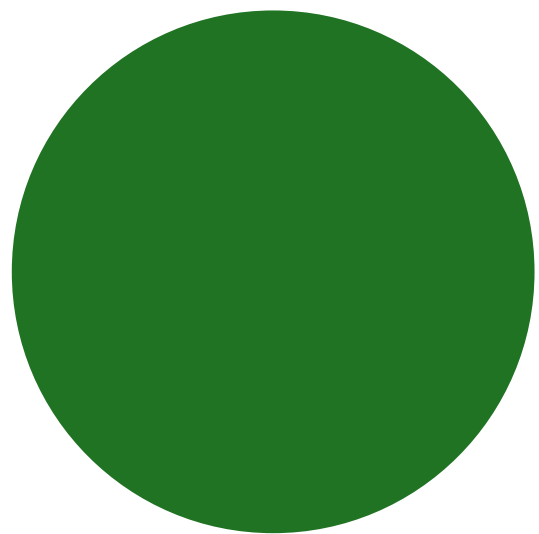
MOODBOARD - COLOR PALLETTE



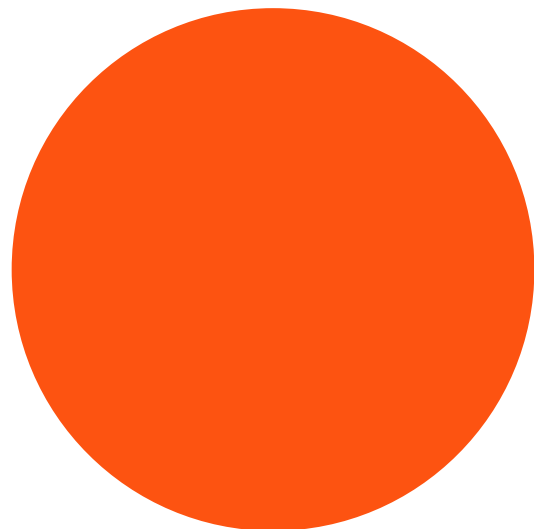
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Strength in Every Swipe.



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TIGER BALM®