

ALEXANDER KANG

CV + Portfolio

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citizenship: USA



Creative Lead & Content Video Director

Alexander Kang

website: <https://www.vdoape.com/>

email: lx_kang@naver.com

WhatsApp/WeChat: +86-173-2117-6604

citizenship: USA



Creative & Content Video Director with a global perspective.
Lived and worked across **Korea, the United States, and China.**

Leads creative and video production teams to deliver culturally-driven content, crafting brand narratives that resonate with audiences and deliver measurable impact.

Also **explores Ai-driven content** that expand how stories can be developed and experienced.



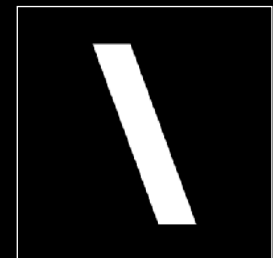
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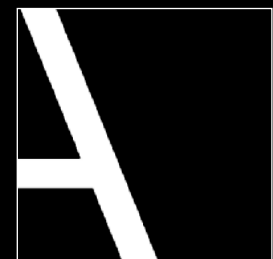
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TBWA - Shanghai - 2021 to Present

Creative & Content Video Director



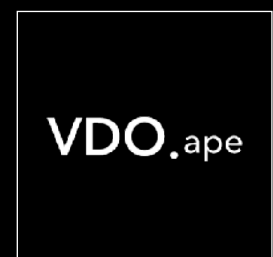
Anomaly - Shanghai - 2019 to 2021

Content Creator



Grey Group - Shanghai - 2017 to 2019

Content Creative + Editor/Producer



VDO.ape - Shanghai - 2016 to Present

Film Director

LANGUAGES:

- English, Korean, and Chinese (Mandarin)

EXTRA SKILLS:

- Various Video Softwares, Video Cameras, Various Ai Tools, etc.

EDUCATION:

University of Michigan, Ann Arbor

- BA in Screen Arts & Cultures
- BA in English Language & Literature

Shanghai Theatre Academy

- MA in Intercultural Communications





Awards:



Gold, Silver & Bronze Lions



Graphite & Wood Pencils



CLIOS Bronze



Best of Discipline, Gold, Bronze, & Merit



Grand Prix, Gold, & Bronze



LIA Gold & Silver



Grand Lotus



Grand Prix & Gold



MAD STARS Bronze & Crystal



effie Gold & Silver



数英奖 DIGITALING AWARDS Gold



ONE ASIA Creative Awards Silver & Bronze



Branded Works

(selects)



Happy New Year Training

Client: adidas

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/adidas-happy-new-year>



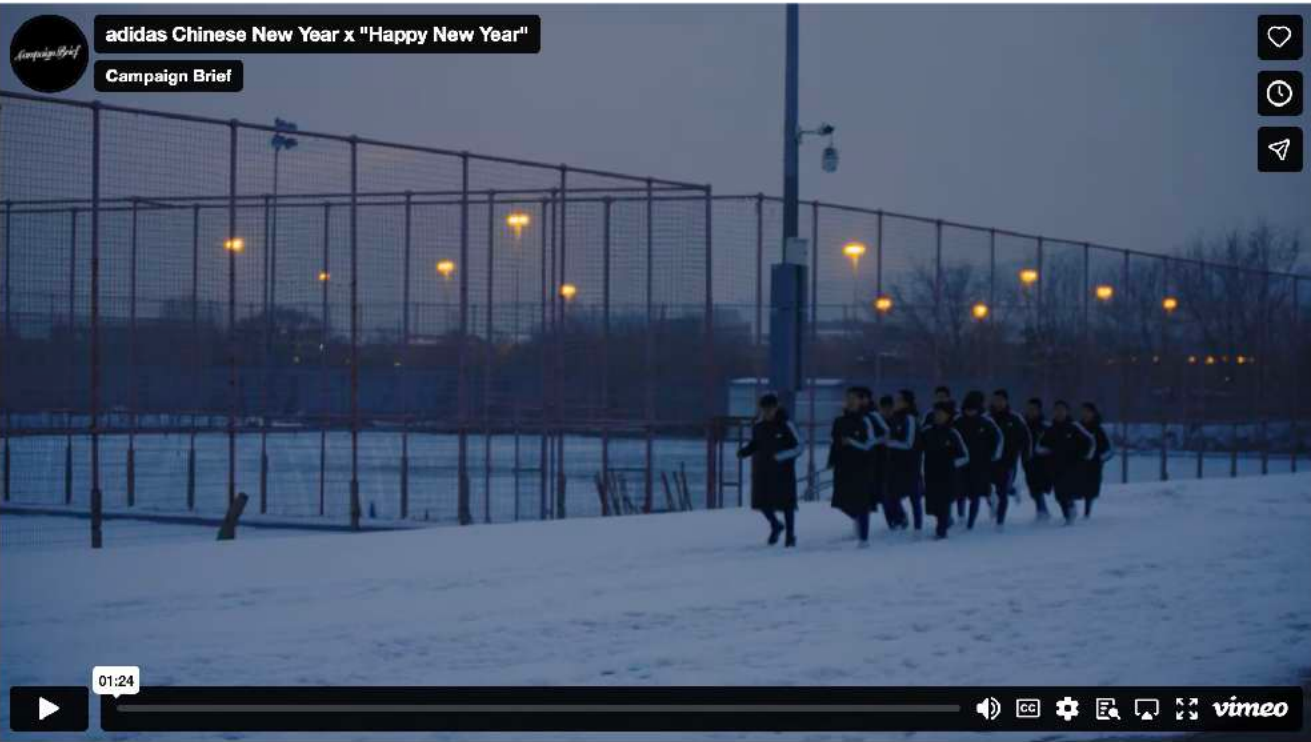
INSIGHT: Chinese New Year means reunion. Young footballers spend it training.

IDEA: Turn that sacrifice into a CNY film, wrapped in a nostalgic "Happy New Year" motif.

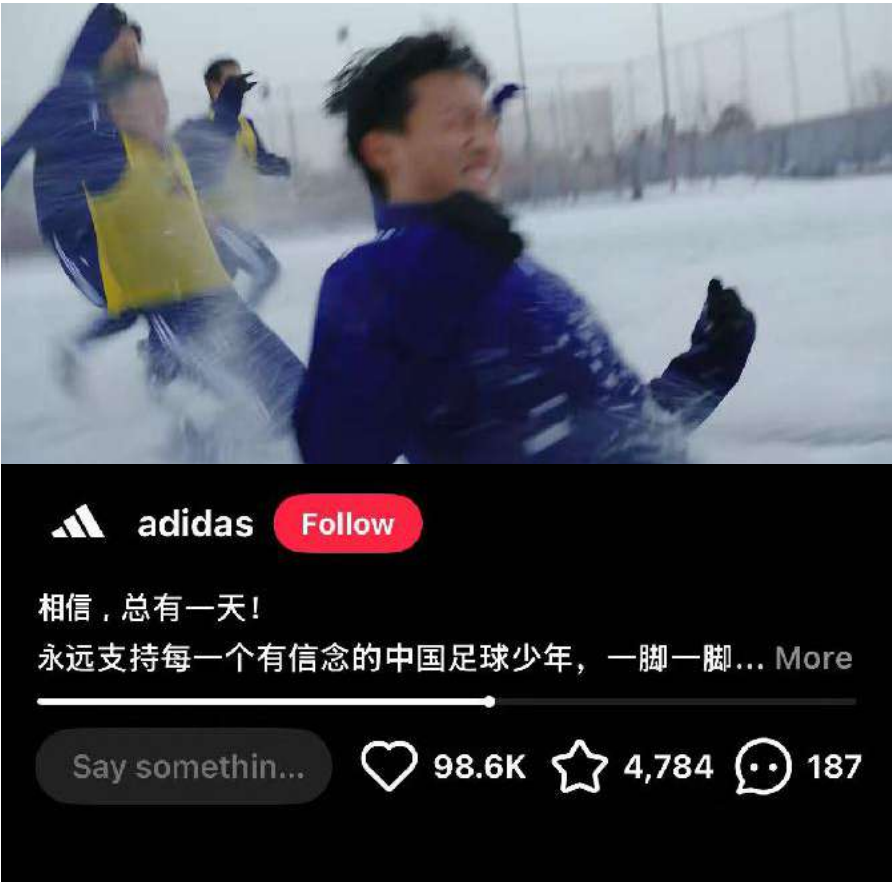
RESULT: 620K+ engagements across Douyin, Xiaohongshu, and WeChat.

TBWA SHANGHAI CREATES ADIDAS CNY FILM CELEBRATING CHINA’S RISING FOOTBALL STARS

FEBRUARY 5 2026, 1:38 PM | BY ADAM SHAW | No Comments



Adidas has unveiled a touching and emotionally resonant Chinese New Year film that celebrates China’s next generation of football talent. Centered around the song ‘Happy New Year’, the film, created by TBWA Shanghai, showcases young footballers from Xu Genbao Football Base and Tsinghua University High School Football Team, who pause their festive celebrations to reunite with their football family – coaches and teammates – during Chinese New Year. The film beautifully captures their passion for the game and the joy football brings to their lives.



adidas Marks Chinese New Year With Film Celebrating Young Footballers

The film is a homage to the heart and dedication of China’s youth footballers and depicts the shared spirit of football that resonates with the values of the Chinese New Year.

by APAC Ad Junkie · February 5, 2026

TBWA\Shanghai, adidas celebrate youth, family, and football in festive campaign

adobo magazine February 5, 2025 0 8 1 minute read



Adidas' Lunar New Year film lets football speak for itself

In China's crowded market of 289 million fans and no shortage of noise, Adidas simply laces up and gets on with the work.

by Ad Nut

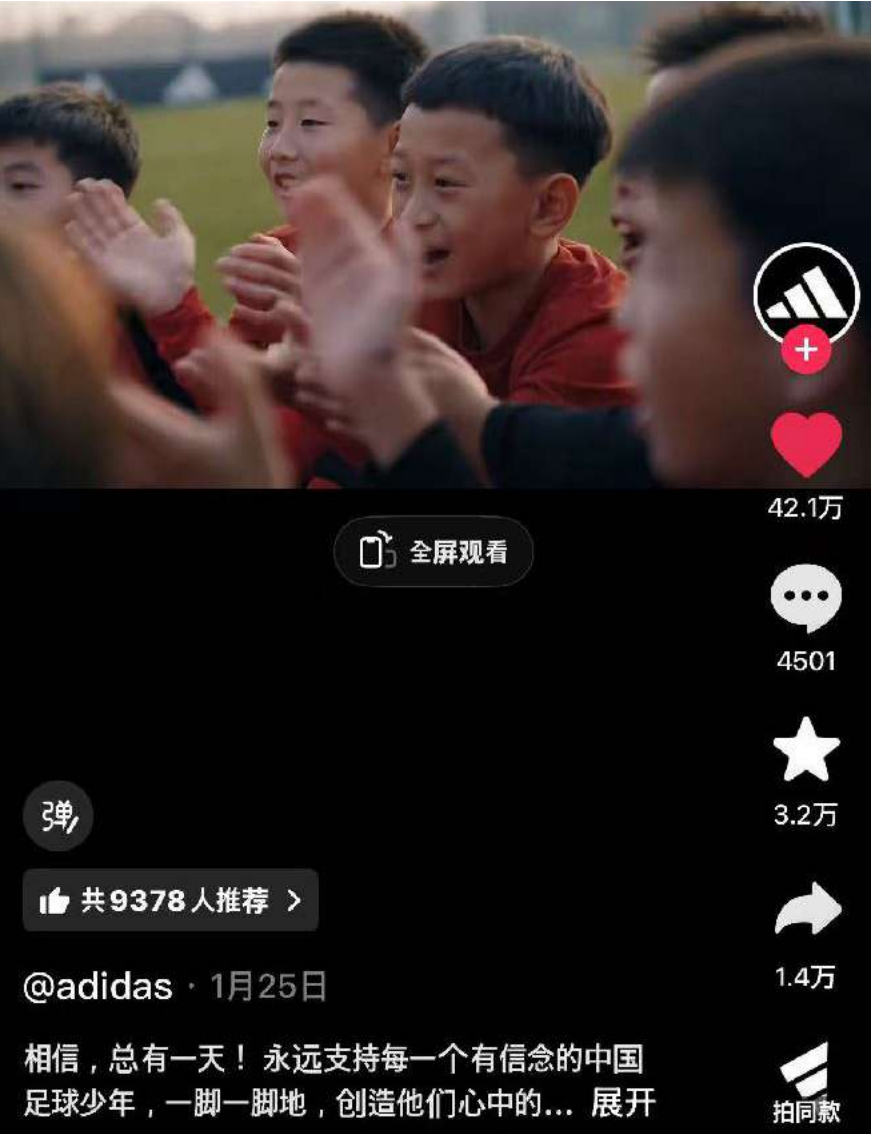


Campaign Spotlight: adidas Chinese New Year film celebrates youth football dedication

By Valentina Giannella | 6 February 2026

adidas releases CNY campaign celebrating China’s next generation of footballers

by Aliza Carmona · February 5, 2026



Yangzhou Qiaobei Musical Suite

Client: Yangzhou Culture and Tourism

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/yangzhou-qiaobei-musical-suite>



INSIGHT: Qiaobei was a Yangzhou heritage ritual almost no one paid attention to.

IDEA: Rebuild it as music and performance — heritage turned into something shareable.

RESULT: +65.5% engagement, +45% mentions, and adopted as the opening theme for a national football tournament.



1 Silver



1 Silver / 1 Bronze /
1 Merit



1 Bronze



1 Bronze / 1 Crystal



Problem

Yangzhou, an ancient city in China, boasts bathhouse culture as its most significant heritage. Unfortunately, most people have never visited a bathhouse and see it as an outdated service, unaware of the artistry it embodies. This tradition is on the verge of extinction.

Goal

With bathhouse culture and the iconic bathhouse massage - Qiao Bei - fading among the new generation, our goal was to promote this culture by reintroducing it in a relatable, artistic, refreshing, and engaging way for the Yangzhou Culture and Tourism Bureau.

Idea

We see Qiao Bei as transcending massage service; it's a captivating art form.

To appeal to a broader audience, we created "The Yangzhou Qiao Bei Musical Suite", reintroducing Qiao Bei in an unexpected and resonating way that highlights its artistry with a fresh and engaging musical take.

We broke conventions by incorporating music, design, digital and offline experience. By remixing the rhythmic back-tapping sound with creative music arrangements, we created four distinctive music pieces.

This was further amplified with a key cultural event. On the final game day of the Jiangsu Football City League, we created a Qiao Bei symphony connecting Qiao Bei with contemporary culture and consumer interest.

Execution

We engaged with practitioners and recorded four Qiao Bei rhythms. By remixing the rhythm with creative music arrangements, we created four distinctive music pieces expressing their cultural meaning. The content was shared across social media and music platforms. Through music visualization, we designed bath towels with an NFC chip in the packaging to access the music.

To amplify impact, we hijacked the 2025 Jiangsu Football City League, which is a massive stage for cultural competition among different cities. On the final game day, we transformed Qiao Bei rhythm into an exciting symphony of cheers for the Yangzhou team, further igniting interest, engagement and pride.

Result

On social media, during its launch period:

+385% Mentions
+209% Engagement
+17.9% Positive sentiment

These numbers indicate a significant transformation in people's awareness and perception of Yangzhou bathhouse culture. Moreover, the campaign's impact has extended beyond bathhouse culture to promote the city of Yangzhou.



2 Gold



1 Silver



1 Grand Prix \ 2 Gold



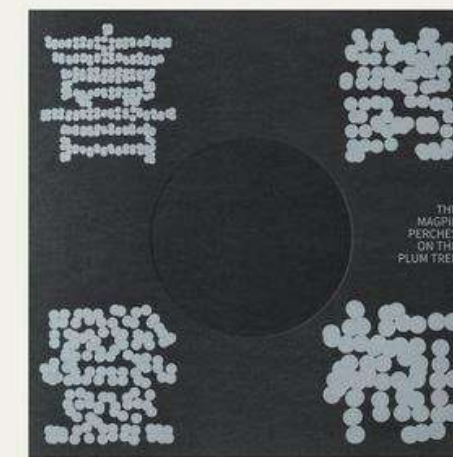
The Yangzhou Qiaobei Music Suite performed for the finale of Jiangsu Football City League (JSCL) on November 1st, 2025



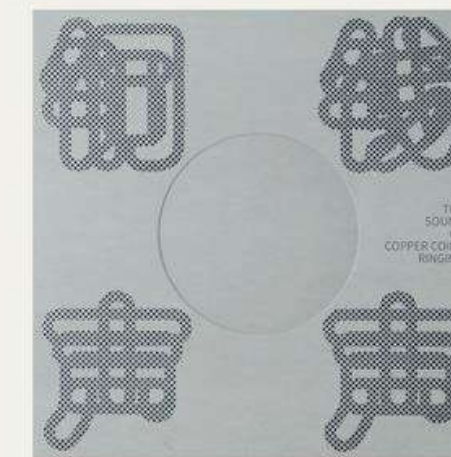
A meditative beat cycle rooted in auspicious Chinese numbers and traditional harmony.



A driving rhythm mimicking galloping hooves from Yangzhou's canal-side history.



Playful rhythms echo the calls of magpies, symbolizing joy and good fortune.



Metallic strikes recreate the jingle of coins in Yangzhou's old marketplaces.



Nothing But Sheer Joy



Client: BMW

Role: Creative + Content Director

Work Link: <https://www.vdoape.com/works/nothing-but-sheer-joy>

INSIGHT: BMW stands for delivering Sheer Driving Pleasure. But, it wasn't reaching Gen Z.

IDEA: Turn BMW into something Gen Z could join: a film, stickers, and a dance challenge built on cultural symbols.

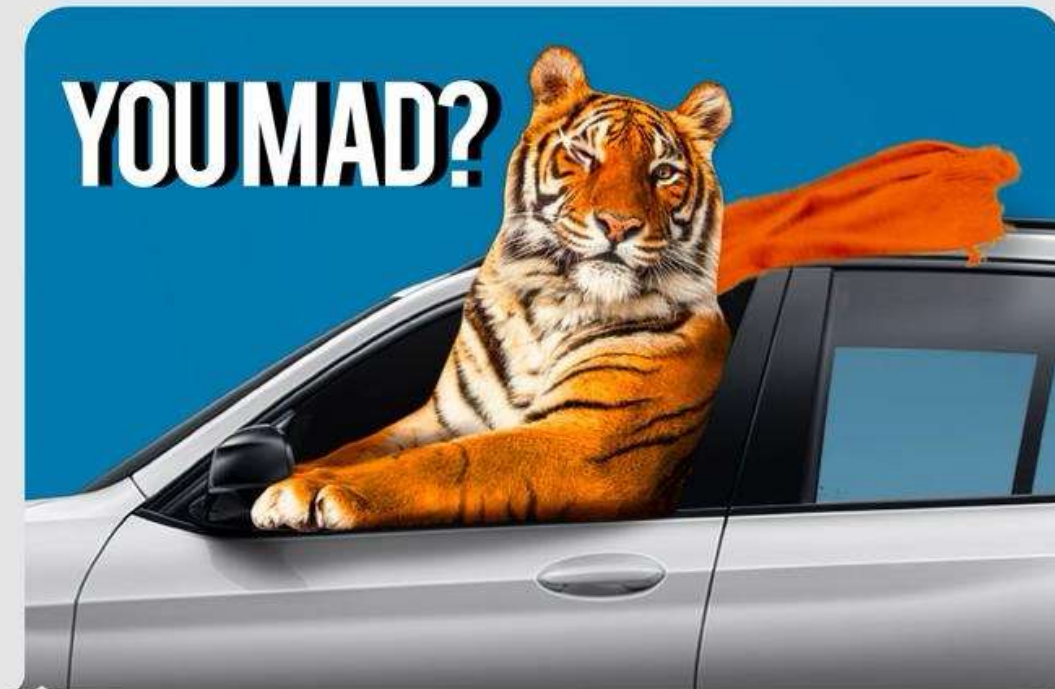
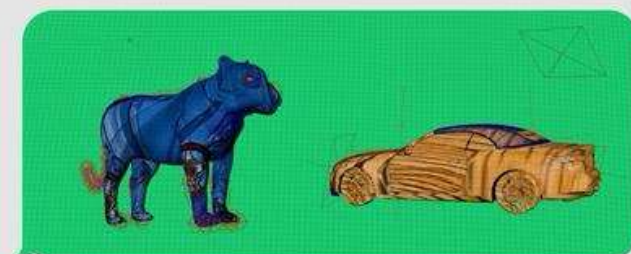
RESULT: 258M+ views, 688K+ UGC posts, 140K new followers (65% Gen Z), 88.5% positive sentiment.

马马虎虎 /ma ma hu hu/
HORSE HORSE TIGER TIGER

[BMW] NOTHING BUT SHEER JOY // ↩

2022 CNY ✨

✨ The campaign collaborated with Artists from all over the world to celebrate the Year of Tiger ✨ IN THE BMW WAY ✨



DESCRIPTIONS // 🔍

CHALLENGE To fulfil BMW's brand promise of bringing joy to consumers for the Lunar New Year, a time of family reunion and the most important cultural festival in China. It is expensive, crowded, and full of cliched emotional "tear-jerky" stories that make it difficult for brands to stand out. // ↩

INSIGHT The pandemic brought increased pressures over the past year. With travel uncertainty amidst Covid-19, what was needed most was a bit of light hearted entertainment to laugh and share. // ↩

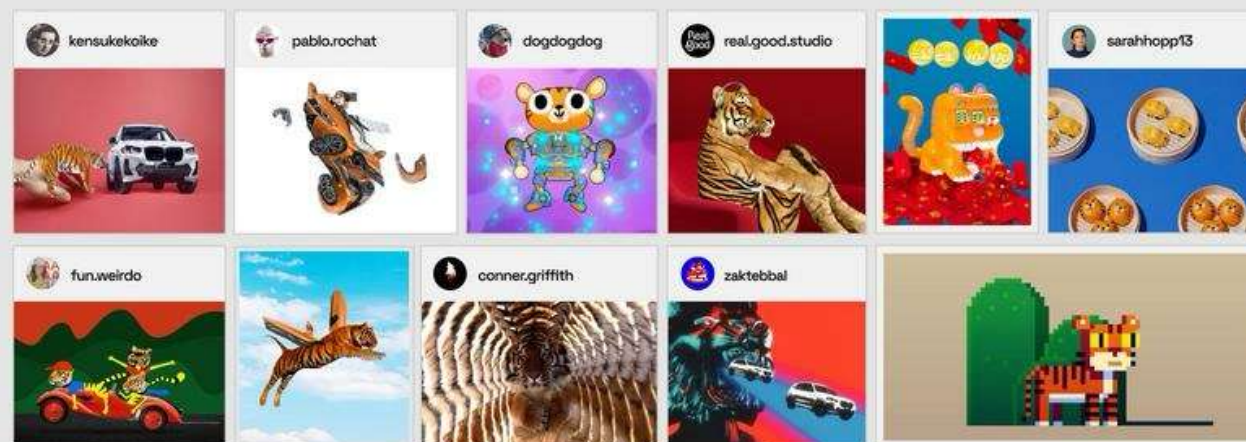
IDEA The "Nothing but sheer joy" campaign uses a mind-boggling interplay between a horse (BMW's Chinese name translates as "Precious Horse") and the tiger (2022 is the Year of the Tiger) in diversified engaging hack friendly formats: film, interactive content, stickers, dance challenges and more. "Ma" (Horse) and "Hu" (Tiger) when combined also mean "don't be too serious, just enjoy." // ↩

This seemingly crazy campaign was designed to overturn stereotypes and cultural codes with a fresh perspective. Our goal: no tears, no pressure, nothing but sheer joy to share with each other.

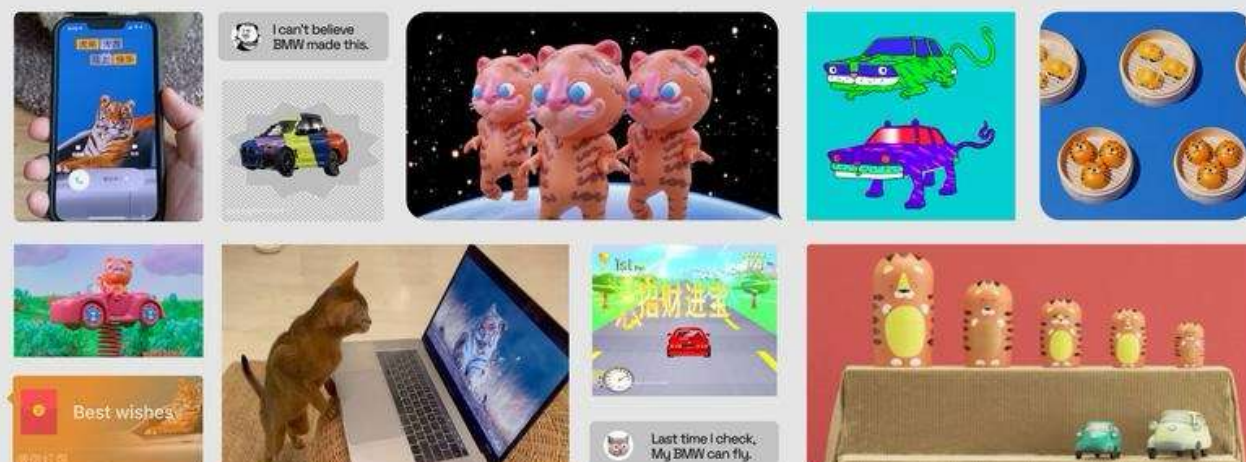
The media strategy was designed based on the ways consumers celebrate Lunar New Year, with a Gen Z platform first focused approach. // ↩

RESULT The campaign broke nearly every BMW viewership and engagement record on every social platform, elevated from brand campaign to part of popular culture during the busiest advertising time of the year. // ↩

Q Artists



Q UGC CONTENT



CANNES
LIONS

1 Gold

THE
ONE
SHOW

1 Best of Discipline /
1 Gold

Spikes Asia

1 Silver / 2 Bronze

NUMBERS ↩ • 258M VIDEO VIEWS 🍷 // —————> 4.02M • SOCIAL 🗨️ // ↩
ENGAGEMENT // ↩ 🏆 140K • FANS' GROWTH // ↩ 🏆 688K UGC CONTENT

The Yoga Village

Client: adidas

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/yoga-village>



INSIGHT: Yoga in China reads as urban, expensive, and exclusive. But in a rural village YuGouLiang, elderly women were already doing it simply because they love it.

IDEA: We put their love for yoga on screen — their authenticity breaks the stereotype.

RESULT: Widespread social discussion and organic amplification around inclusivity.



1 Grand Prix / 1 Gold
3 Bronze /
Agency of the Year



1 Grand Lotus



1 Gold / 1 Bronze /
1 Merit

T H E

BACKGROUND

ADIDAS released a new brand platform "You Got This", aiming to disarm the pressure in sports. In China, sports participation is growing rapidly. But as a competitive society that cares about appearance and winning, the pressure we put on ourselves can be a barrier to truly enjoying sports, particularly in the context of yoga, which has experienced significant growth in China.

IDEA

ADIDAS discovered a group of yogis in Yugouliang, an impoverished village where over 80% of residents are aged 65+ and face health challenges. Introducing yoga to their daily routine since 2016, they transformed everyday activities into yoga movements, using wheat fields as their studio and repurposing mattresses and colorful headscarves as yoga essentials. The practice of yoga has significantly improved their lives, leading to reported health benefits.

Y O

EXECUTION

To keep the authenticity, we partnered with the photographer who originally documented their story. Rather than staging the villagers in a studio with branded products, we captured them in their natural state, wearing their own clothes. To maximize the impact, we chose a billboard next to a leading yoga brand in one of Shanghai's most prestigious shopping complexes and released their stories and images online on International Women's Day, when yoga and sports brands advertise heavily. The images of the villagers transforming their own lives through sports provided a compelling alternative to the typical brand narrative.



We went to the village and made a detailed documentary of their daily yoga routine.

We put the elder yoga villagers onto city billboards with zero adidas products. We even organized an exhibition on their yoga journey to inspire more sports lovers.

IMPACT

Despite no media spend, the total owned media reach was 100K+ with 5.8K engagements in only seven days. In PR, there were 12.34 million impressions worth 4.8 million RMB. The out-of-home campaign generated an exposure of 3.2 million in only 7 days. The response was overwhelming with comments like "While all sports brands are busy with promoting 'brand', ADIDAS hasn't forgotten about the essence of sports."



V I L L A G E



1 Graphite / 1 Wood



1 Gold



5 Shortlists

We Are M

Client: BMW

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/m-love>



INSIGHT: People who don't own a BMW stick M stripes and badges on their cars anyway.

IDEA: Welcome them in. We created a film thanking the fans and a site where they could M badge and M stripe their own cars. Mercedes, Audi, Tesla, etc. owners thank you all.

RESULT: 33.8M impressions, 6.5M views, zero media spend.

WE ARE



CHALLENGE

Part of why BMW is number 1 in China is because it has a huge community of fans who love to talk about and engage with the brand. 2022 was BMW M's 50th anniversary and there was a calendar full of events for owners. But, BMW M wanted to extend the celebration to all of its fans, not just the owners.

OPPORTUNITY

It's very easy to find people who love BMW M but don't own one. They are the ones who are sticking unofficial M badges on their cars! While some may say this is an offense to the brand, we see this as love. So we wanted to find a way to welcome these BMW M fans into our family.

CREATIVE IDEA

We welcome these fans into the BMW M community with a video acknowledging and thanking them for their love. And then we gave them a website where they can decorate their own cars with authentic BMW M badges.

WE ARE M VIDEO



抖音 小红书 哔哩哔哩

33.8M IMPRESSIONS

6.5M VIDEO VIEWS

40K ENGAGEMENT

0 MEDIA SPEND

CAMPAIGN SITE



UGC



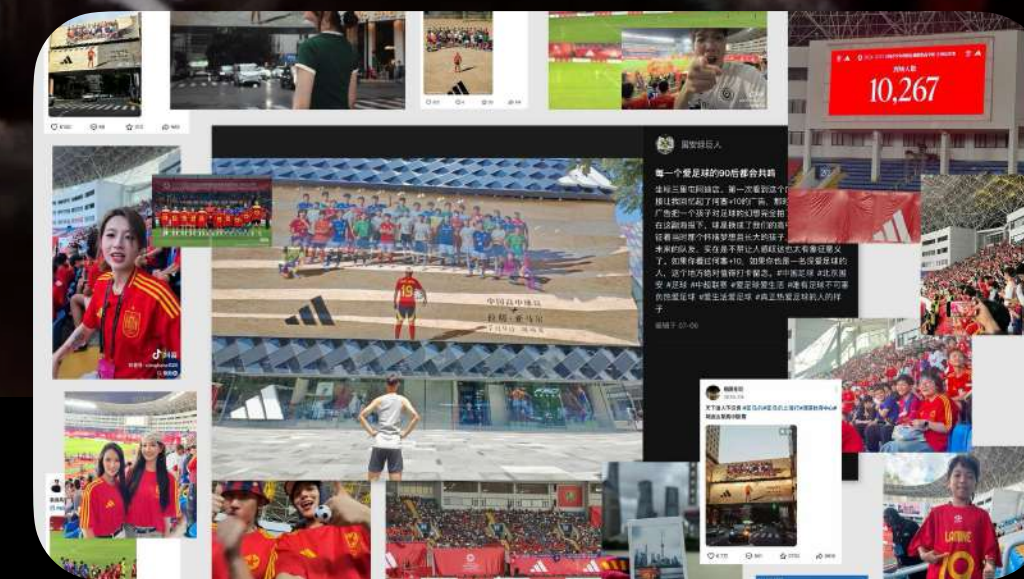
 **50** JAHRE BMW M 

Yamal + China High School Football League

Client: adidas

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/china-high-school-football-league>

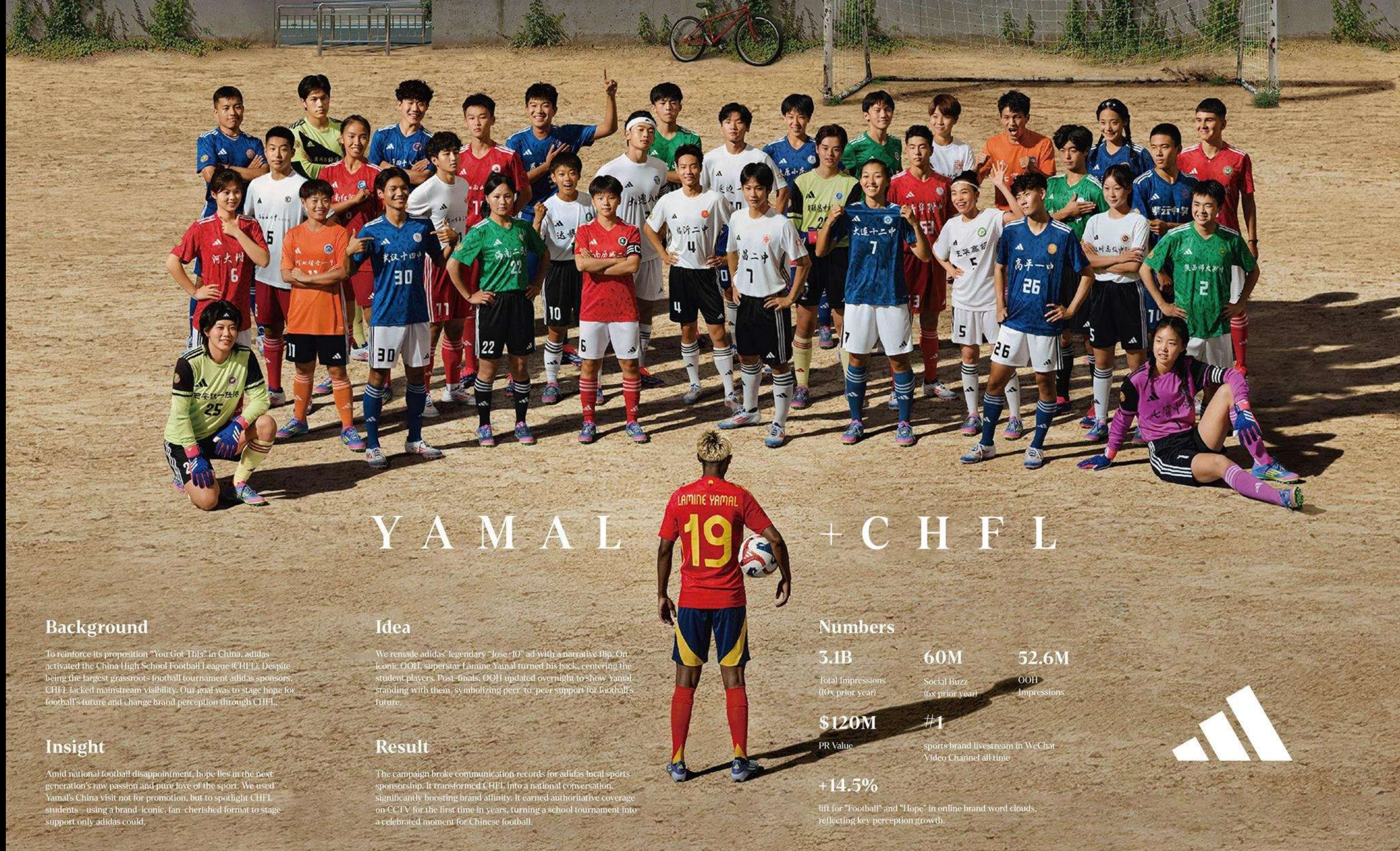


INSIGHT: Very few people paid attention to China's biggest youth football tournament.

IDEA: Take an iconic adidas platform and hand it to local high school football players.

OOH, documentary, livestream, and social media push.

RESULT: 52.6M OOH impressions, #1 national sports broadcast, biggest WeChat sports livestream ever, and the first sold-out China High School Football League final.



YAMAL + CHFL

Background

To reinforce its proposition "You Got This" in China, adidas activated the China High School Football League (CHFL). Despite being the largest grassroots football tournament adidas sponsors, CHFL lacked mainstream visibility. Our goal was to stage hope for football's future and change brand perception through CHFL.

Insight

Amid national football disappointment, hope lies in the next generation's raw passion and pure love of the sport. We used Yamal's China visit not for promotion, but to spotlight CHFL students—using a brand-iconic, fan-cherished format to stage support only adidas could.

Idea

We remade adidas' legendary "Jose+10" ad with a narrative flip. On iconic OOH, superstar Lamine Yamal turned his back, centering the student players. Post-finals, OOH updated overnight to show Yamal standing with them, symbolizing peer-to-peer support for football's future.

Result

The campaign broke communication records for adidas local sports sponsorship. It transformed CHFL into a national conversation, significantly boosting brand affinity. It earned authoritative coverage on CCTV for the first time in years, turning a school tournament into a celebrated moment for Chinese football.

Numbers

3.1B

Total Impressions
(10x prior year)

\$120M

PR Value

+14.5%

lift for "Football" and "Hope" in online brand word clouds, reflecting key perception growth.

60M

Social Buzz
(6x prior year)

#1

sports brand livestream in WeChat
Video Channel all time

52.6M

OOH
Impressions



Passing the Fire

Client: Shanghai Animation Film Studio

上海美术电影制片厂

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/passing-the-fire-glazed-glass>



INSIGHT: In the age of AI, many people are embracing works of art crafted by hand.

IDEA: Promote a new hand-painted animation feature film about the origin of fire by creating a content series featuring handcraft artists who utilize fire in their works.

RESULT: Brought high social media buzz for the animation feature film. The promotional content series was screened at movie theaters across China.

祝你招财进宝马到成功

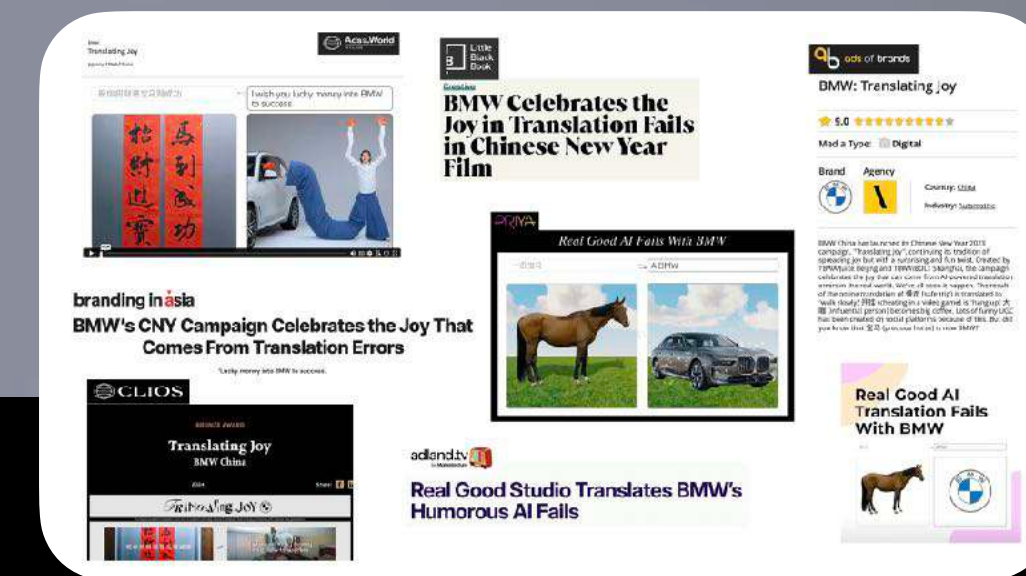
I wish you lucky money into BMW
to success

Translating Joy

Client: BMW

Role: Creative + Co-Film Director

Work Link: <https://www.vdoape.com/works/translating-joy>



INSIGHT: BMW in China is commonly called 宝马 (precious horse). BMW is so big in China that any Chinese greetings including “宝马” gets translated by AI into a greeting including BMW.

IDEA: Reveal this translation error to the public through CNY greetings containing 宝马 during CNY.

RESULT: 2.8B+ topic impressions, 976M+ media impressions.

Translating JOY

Turning AI powered translation errors into a viral and culturally resonant campaign that strongly connected with Chinese new year wishes.



*I wish you mansions of auspicious treasure inside and precious horses that carry success.



Background

Make BMW stand out by fulfilling BMW's brand promise of bringing joy to consumers during Chinese New Year, the most crowded but important communication time. As with the past two years, we once again play with the BMW name to bring culturally resonant fun to consumers during this busy holiday.

Insight

Chinese people love using auspicious words to express Chinese New Years wishes, and Bao Ma, BMW's Chinese name meaning "Precious Horse" is a commonly used phrase in culture. However, AI makes a mistake when translating it into English: Bao Ma becomes BMW, instead of "Precious Horse". We boldly turn this error into our campaign theme to engage consumers with sheer joy.

idea

The Translating Joy campaign started with a social viral video featuring common CNY wishes that include the phrase Bao Ma in them. We then illustrate the fun that ensues when Bao Mao is turned into BMW by the translation apps. The AI generated quirky but joyful translations were transformed into viral memes that mix in car-relevant elements. The video ended with the catch phrase "Lucky Money into BMW to Success" (original Chinese meaning: wish you fortune and success), which was then amplified in diverse formats on social media.

Result

The campaign made BMW (again) one of the most influential brands during Chinese New Year by re-purposing the brand name. BMW became part of the Chinese New Years wish tradition. So many fans tried out the phenomena on AI translation apps that the tech companies eventually fixed the error.

Numbers

Once again, BMW became the most influential brand during Chinese New Year and broke the record of communication it set from year before.

#1 Viewed Video on  CHANNEL
2.8 Billion Topic Impressions
10.4 Million + Social Engagement
363 Million  Page Views

4.6 Million+ Likes

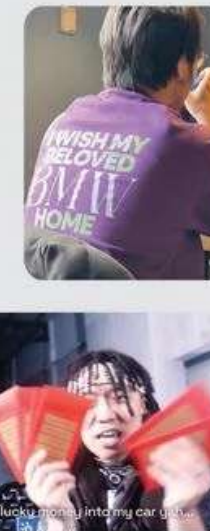
80+ Dealerships joined in

98.2% Brand NER

Countless JOY shared Worldwide

UGC

BMW wishes quickly became the go-to greetings during Chinese New Year 2023.



Merchandise

We responded with official CNY Translating Joy Merch.



Campaign Brief Asia

branding in asia

ADWEEK
"Thank GOD AI isn't perfect."

SocialBeta

Ads of the World



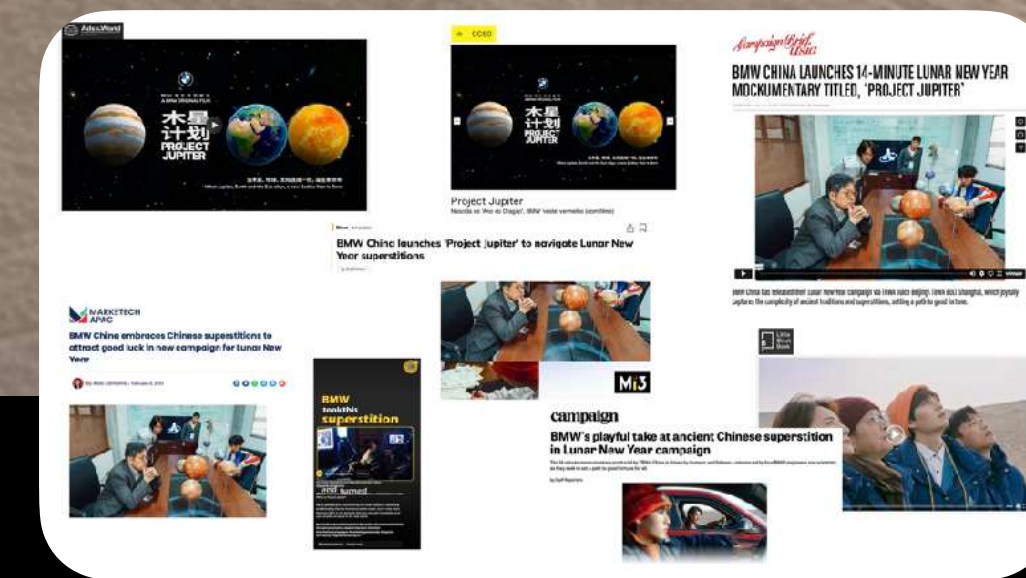
1 Bronze

Project Jupiter

Client: BMW

Role: Creative + Film Director

Work Link: <https://www.vdoape.com/works/project-jupiter>



INSIGHT: Chinese astrology said 2024 was BMW's unlucky year. A superstition the brand couldn't argue with.

IDEA: Don't argue. Lean in — bring scientists, cultural experts, and influencers into a CNY story about Jupiter, and turn the bad omen into the thing everyone can talk about.

RESULT: #1 CNY brand campaign, 266M+ views, 1.3B+ impressions.



Outside the Focus

Client: iQIYI

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/outside-the-focus-i-ep04>



INSIGHT: Lower tier cities in China get very few exposure in media to the public.

IDEA: Reveal extraordinary artists and entrepreneurs in lower tier cities and showcase their documentary series on iQIYI - the largest streaming platform in China.

RESULT: Achieved high viewership across iQIYI platform for many months.



Ai Animations

(selects)



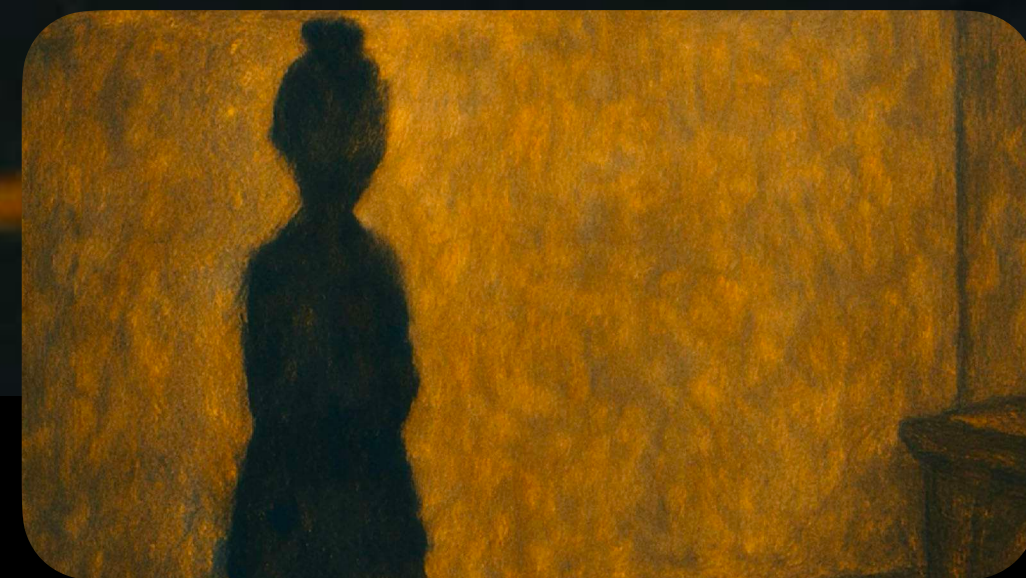


Virtual Mary

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Kling, ElevenLabs

Work Link: <https://www.vdoape.com/personal-projects/virtual-mary>



Ai animation about a woman whose livelihood depends on artificial intelligence device that forces her to believe that her daughter is dead.



Island at Noon

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Jimeng

Work Link: <https://www.vdoape.com/personal-projects/island-at-noon>



Ai animation about a man encountering his soul that had long been dead.

Shelter From the Storm

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Kling, ElevenLabs

Work Link: <https://www.vdoape.com/personal-projects/shelter-from-the-storm>



Ai animation about a girl who flies into a storm in order to reunite with her mother.

Tutorial: Shelter From the Storm

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Kling, ElevenLabs

Work Link: <https://www.vdoape.com/personal-projects/making-of-shelter-from-the-storm>



*lIdemjhonghidhzi

超棒🥰跑完了全流程！感谢分享！



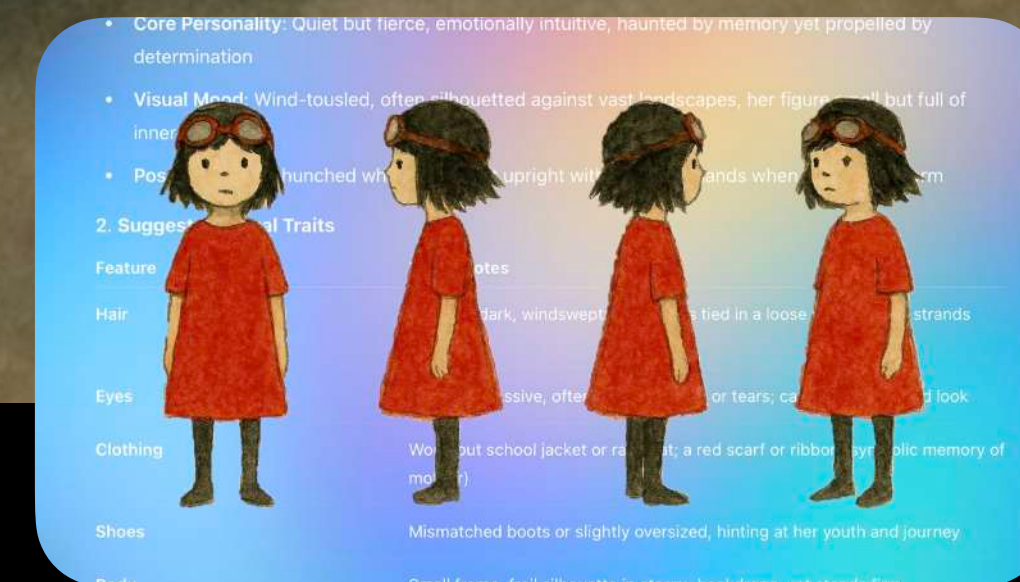
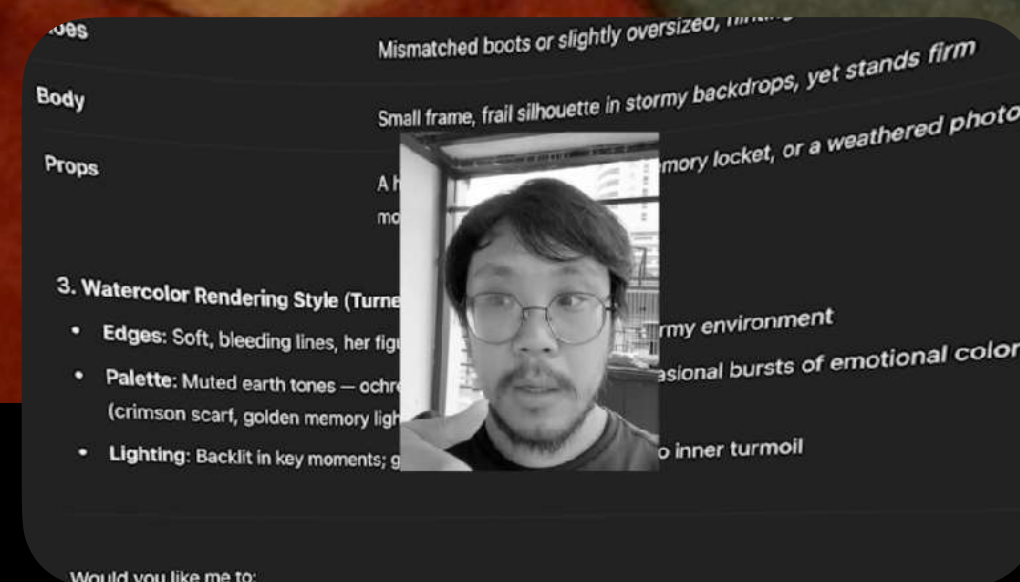
艾谁谁的哪吒

super helpful, I learned a lot!



mong

太有帮助了 谢谢博主 期待你更多作品



Tutorial on how I made my Ai animation “Shelter From the Storm”.



Discover more.

<https://www.vdoape.com/>

Alexander Kang

CONNECT.

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