

品牌形象设计与推广

BRAND IMAGE DESIGN AND PROMOTION

研究对象：一口粽

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ONE BITE ZONG



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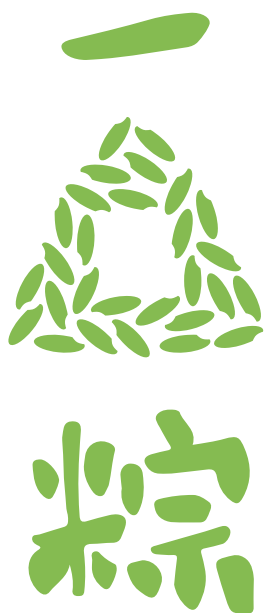
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ONE BITE ZONG

A

品牌视觉
形象调研

01 项目背景概况

PROJECT BACKGROUND OVERVIEW

“五芳斋”始于1921年，2004年被国家商标局认定为中国驰名商标，是全国首批“中华老字号”企业，主要从事食品制造业和餐饮服务业。公司总部位于浙江省嘉兴市。浙江五芳斋实业股份有限公司主要从事以糯米食品为主导的食品研发、生产和销售。公司在传承民族饮食文化的基础上不断创新，已形成以粽子为主导的米制品产品群。注重粽子传统制作工艺的传承和生产技术的改进与现代化升级。具有百年历史的五芳斋，秉承“和商”的经营理念以及“和谐、诚信、卓越、创新”的价值观，以“守护和创新中华美食”为使命，努力发展成为以糯米食品为核心的中华节令食品领导品牌。



"Wufangzhai" started in 1921 and was recognized as a well-known trademark in China by the State Trademark Office in 2004. It is one of the first batch of "China Time-honored Brand" enterprises in China, mainly engaged in food manufacturing and catering services. The company is headquartered in Jiaxing, Zhejiang Province. Zhejiang Wufangzhai Industrial Co., Ltd. is mainly engaged in food research and development, production, and sales led by glutinous rice food. On the basis of inheriting the national food culture, the company continues to innovate, and has formed a rice product group led by Zongzi. Pay attention to the inheritance of traditional Zongzi production technology and the improvement and modernization of production technology. Wufang Zhai, with a century old history, adheres to the business philosophy of "harmony and commerce" and the values of "harmony, integrity, excellence, and innovation". With the mission of "protecting and innovating Chinese cuisine", we strive to develop into a leading brand of Chinese seasonal food with glutinous rice as the core.

五芳斋虽然作为中华老字号在市场有一定的影响力，但随着快消时代的到来，市场上食品生产技术的日渐成熟，以及年轻消费群体壮大，传统式甜品不再具有昔日的吸引力，遭到西式甜品市场的冲击较大。目前五芳斋也为此积极寻求突破与改变，通过主动拥抱社交媒体品牌营销，推出新口味新系列等方式，抓住市场关注和消费者。

Although Wufangzhai, as a China Time-honored Brand in China, has a certain influence in the market, with the arrival of the fast moving consumer era, the food production technology in the market has become increasingly mature, and the young consumer groups have grown, traditional desserts no longer have the appeal of the past, and have been greatly impacted by the western dessert market. At present, Wufangzhai is actively seeking breakthroughs and changes in this regard, by actively embracing social media brand marketing, launching new flavors and new series, and other methods to capture market attention and consumers.

此次我们选择五芳斋粽子系列的子品牌“啊呜一口”做品牌升级。“啊呜一口”主要针对儿童群体，售卖比普通粽子小的迷你粽。一口迷你粽凭借其小巧的外形和量少更易儿童消食的特点吸引家庭为儿童购买。

This time we choose Wufangzhai Zongzi series sub brand "Ah Wu Yi Kou" to upgrade the brand. "Ah Wu Yi Kou" is mainly aimed at children, selling mini Zongzi smaller than ordinary ones. A mini zongzi attracts families to purchase for children due to its compact appearance and easy consumption by children.

02 受众与竞品分析

AUDIENCE AND COMPETITOR ANALYSIS

受众：

消费人群主要集中在以米为主食的江南地区，五芳斋素有“江南粽子大王”的美称。在全国的分布主要集中在品牌创始地周边省份，核心辐射区域小，但在全国品牌影响力较大。消费者中主要以家庭为单位，粽子主要作为日常辅食充饥或节日亲朋送礼，有较强的社交属性和节令属性。其主要依赖消费者之间的口碑宣传，对于社交媒体的依赖倾向不够，导致其受众群体不够年轻化。其子品牌“啊呜一口”作为五芳斋粽子系列针对儿童市场的细分产品，主要销售对象是有儿童的家庭，目前这样的家庭中家长的年龄逐渐年轻化，如若继续采用以往的视觉形象不够有市场竞争力。

品牌现状：

依托与母品牌五芳斋的老字号口碑，“啊呜一口”的产品质量在众多市场竞品中值得信赖，有助于我们接下来发展“健康”的品牌理念。经调研看，其子品牌的独立宣传力度不够，主要还是依托于五芳斋的传统粽子系列，没有大力表现其针对与儿童的主张定位。其产品销售渠道主要沿用传统线下门店销售，在目前流量媒体带货的时代，不够具有市场关注度和品牌竞争力。在品牌设计上“啊呜一口”粽的独立视觉形象不够鲜明，存在一定的不足和提升空间。

Audience:

The consumer population is mainly concentrated in the Jiangnan region, where rice is the staple food. Wufang Zhai is known as the "King of Jiangnan Zongzi". The distribution throughout the country is mainly concentrated in the provinces surrounding the brand's founding location, with a small core radiation area, but a significant brand influence throughout the country. Consumers are mainly based on their families, and zongzi is mainly used as a daily supplement to satisfy hunger or as a gift for family and friends during festivals, with strong social and seasonal attributes. It mainly relies on word-of-mouth promotion among consumers, with insufficient reliance on social media, resulting in a younger audience. Its sub brand "Ah Wu Yi Kou", as a segmented product of the Wufang Zhai Zongzi series targeting the children's market, mainly sells to families with children. Currently, the age of parents in such families is gradually younger, and if we continue to use the previous visual image, it will not be competitive enough in the market.

Brand Status:

Relying on the long-standing reputation of the parent brand Wufangzhai, the product quality of "Ah Wu Yi Kou" is trustworthy among numerous market competitors, which helps us develop a "healthy" brand concept in the future. After investigation, it was found that the independent promotion efforts of its sub brands were insufficient, mainly relying on the traditional zongzi series of Wufang Zhai, without vigorously demonstrating its advocacy and positioning for children. Its product sales channels mainly follow traditional offline store sales, and in the current era of traffic media sales, it lacks market attention and brand competitiveness. In terms of brand design, the independent visual image of "Ah Wu Yi Kou" zongzi is not clear enough, and there are certain shortcomings and room for improvement.

02 受众与竞品分析

AUDIENCE AND COMPETITOR ANALYSIS

现代、流行：好利来

品牌简介：好利来 Holiland。好利来希望用产品和服务感动顾客，为拼搏者提供舞台。

Slogan：爱就在你身边、年轻即永恒。

品牌定位：好利来定位高端市场，价格相对较高，但优质的品类适合白领和青年人。

营销策略：

产品年轻化 / 产品文案年轻化 / 线下开设主题店 / IP 联名进行跨界营销，凭借优质内容与精致联名产品，好利来足以把 IP 粉丝有效转化为自身品牌的潜在顾客 / 节日营销，好利来通过对当下年轻消费者市场的精准洞察，巧妙地抓住了传统节日 IP 这一节点，结合独有的中国元素破圈，强化品牌的“国字”底蕴 / 视觉营销无论从产品本身、产品包装还是各个主题概念店店铺装修，都注重打造高颜值的对外形象。

用户分析：18—40 岁的青年人，其中女性群体居多。烘焙消费者中，22—40 岁消费者占比达 78%，女性占比高达 61%。



Modern and popular: Haolilai

Brand Introduction: Holiland. Haolilai hopes to move customers with its products and services, providing a stage for those who strive for success.

Slogan: Love is by your side, youth is eternal.

Brand positioning: Haolilai targets the high-end market with relatively high prices, but high-quality categories are suitable for white-collar workers and young people.

Marketing strategy:

Product youthfulness/Product copywriting youthfulness/Offline theme stores/IP co branding for cross-border marketing. With high-quality content and exquisite co branded products, Haolilai is able to effectively transform IP fans into potential customers/holiday marketing for its own brand. Through precise insights into the current young consumer market, Haolilai cleverly captures the node of traditional holiday IP and breaks the circle by combining unique Chinese elements, Strengthen the brand's "national character" heritage/visual marketing, focusing on creating a high appearance external image in terms of product itself, product packaging, and various theme concept store decoration.

User analysis: Young people aged 18-40, with the majority being women. Among baking consumers, consumers aged 22-40 account for 78%, with women accounting for as much as 61%.

产品分析：

1 好粽：以绿色调为主的设计粽子礼盒在视觉上已紧紧抓住消费者的视线，而包装设计也秉持好利来的一贯风格，以“设计感”、“新潮”的年轻化风格作为切入点，打破传统端午礼盒的“沉重感”与“老旧感”，实现视觉效果上的冲击与流畅性。

2 乐在其粽：通过谐音梗体现端午团圆聚会的快乐，把粽子化繁为简，以裹住粽子的线作为主要设计元素，多彩的颜色和端午节的绿色相结合，简约和谐又充满新意。

3 粽子好吃：将“粽子”的形态以“留白”的方式进行表达，搭配不同口味的主色调。包装的留白部分不仅和消费者之间产生了丰富的联想和互动，无形中还增加了产品的自传播。

Product Analysis:

1 Good Zongzi: The Zongzi gift box, which is mainly designed with a green tone, has caught the eye of consumers in terms of vision, and the packaging design also adheres to the consistent style of Haolilai, taking the "sense of design" and "trendy" young style as the starting point, breaking the "heavy sense" and "old sense" of the traditional Dragon Boat Festival gift box, and realizing the impact and fluency of visual effects.

2 The joy lies in its dumplings: the joy of the Dragon Boat Festival reunion is reflected through the homophonic stem, the Zongzi are simplified, the lines that wrap Zongzi are taken as the main design elements, and the colorful colors are combined with the green of the Dragon Boat Festival, which is simple, harmonious and full of new ideas.

3 Delicious Zongzi: the form of "Zongzi" is expressed in the way of "leaving blank", matching with the main colors of different flavors. The blank part of the packaging not only creates rich associations and interactions with consumers, but also invisibly increases the product's autobiography.



02 受众与竞品分析

AUDIENCE AND COMPETITOR ANALYSIS

传统、东方：知味观

品牌简介：“知味停车，闻香下马。欲知我味，观料便知”是中华老字号杭州知味观的写照。

品牌定位：餐饮老字号，消费群体广阔但是缺乏年轻群体。

营销策略：

加大新产品开发力度；提高服务质量，改善消费环境；加大品牌文化宣传，强化品牌整体性的建设；创新渠道策略，发展多样化复合型渠道；创新营销手段，优化营销组合。

Traditional, Eastern: Perception of Knowledge and Taste

Brand introduction: "Knowledgeable parking, smelling the fragrance, dismounting. If you want to know my taste, you can see the information" is the portrayal of China Time-honored Brand Hangzhou Zhiweiguan.

Brand positioning: catering Shinise, with a broad consumer group but a lack of young groups.

Marketing strategy:

strengthen Product development; Improve service quality and consumption environment; Increase brand culture promotion and strengthen the construction of brand integrity; Innovate channel strategies and develop diversified and composite channels; Innovate marketing means and optimize Marketing mix.

产品分析：

1 粽观古今系列粽子礼盒

“粽观古今”以礼盒形式了解端午习俗

产品外包装：使用毛笔字设计，富有东方的古朴拙气，加以肌理感封套，使之更加简约大气。

内包装：使用诸多端午元素。如：虎镇五毒，端午挂艾虎；嬉钟馗，生难不食锤栗 / 死亦常为万国豪；赛龙舟；绣香包等。使用立体结构设计，暗藏玄机，让传统习俗不再单单是以文字的方式叙述，立体图画的结构，并配以文字解说，让孩子也可以轻松了解传统文化，将这份文化传承下去。

色彩：以绿色为主色调，白色为辅，体现粽子元素。

2 东方粽迹礼盒

产品包装：以多种绿色为主视觉色调，提袋和礼盒分别使用抽象和具体两种书法表现粽叶的纹理以及包粽子时粽叶交叠、编织的质感，使用底纹作为主视觉呈现。礼盒名称使用毛笔字手写体，潇洒自在，颇具传统意蕴。

广告宣传：在多种社媒上进行宣传，通过诸多联动出圈，拓宽消费群体。

Product Analysis:

1 Zongzi Gift Box of Zongguan Ancient and Modern Series

Understanding the customs of Dragon Boat Festival through gift boxes in the form of "Zongguan Ancient and Modern"

Product outer packaging: Designed with brush characters, rich in the ancient and clumsy atmosphere of the East, with a textured envelope to make it more simple and atmospheric.

Inner packaging: Using many Dragon Boat Festival elements. For example, the Five Poisons in Tiger Town, and the Aihu hanging on the Dragon Boat Festival; Xi Zhongkui, who never eats Zhongli in life, often becomes a billionaire in death; Dragon boat racing; Embroidered sachets, etc. The use of three-dimensional structural design hides hidden mysteries, making traditional customs no longer simply narrated in written form. The structure of three-dimensional drawings, accompanied by textual explanations, allows children to easily understand traditional culture and inherit this traditional culture.

Color: mainly green, supplemented by white, reflecting the elements of Zongzi.

2 Dongfang Zongji Gift Box

Product packaging: A variety of green colors are used as the main visual colors. Bags and gift boxes use abstract and specific calligraphy to express the texture of zongzi leaves and the texture of overlapping and weaving of zongzi leaves when wrapping Zongzi. Shading is used as the main visual presentation. The name of the gift box is written in Cursive, which is natural and comfortable, and has a traditional meaning. Advertising and promotion: Promote on various social media platforms, expand consumer groups through various linkage channels.



03 主要问题

MAIN ISSUES

1. 品牌名：

“啊呜一口”在食品市场普遍适用，如果要作为独立子品牌对其产品粽子没有很好的明确指向。

1. Brand name:

"Ah Wu Yi Kou" is generally applicable in the food market. If it is to be an independent sub brand, there is no clear direction for its product Zongzi.

2. 标志识别：

缺少系统化的品牌识别，没有主要的识别标志，缺少品牌记忆度。

2. Sign recognition:

Lack of systematic brand recognition, lack of main identification symbols, and lack of brand memory.

4. 价值主张：

主要注重产品本身口感与质量，除了“迷你”、“一口”的粽子本身的特点之外没有品牌附加价值。

Value proposition:

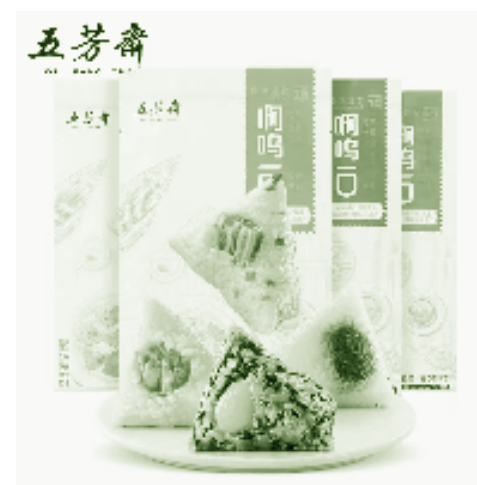
It mainly focuses on the taste and quality of the product itself. Apart from the characteristics of "mini" and "Yikou" Zongzi, there is no brand added value.

3. 设计风格：

原有的包装设计是传统中式风格，在品牌视觉形象的营销上已经跟不上市场发展。在产品多样化，品牌视觉营销逐步商业系统化的当今市场，消费者审美疲劳的情况下，原有的设计风格不太能刺激和吸引消费者购买。传统中式风格不太符合其针对儿童的食品定位，也不太能吸引较年轻的父母购买。

3. Design style:

The original packaging design is a traditional Chinese style, and the marketing of the brand's visual image can no longer keep up with market development. In today's market where products are diversified and brand visual marketing is gradually commercialized, and consumers are experiencing aesthetic fatigue, the original design style is not very effective in stimulating and attracting consumers to purchase. The traditional Chinese style is not very in line with its food positioning for children and is not very attractive to younger parents to purchase.



04 品牌定位

BRAND POSITIONING

品牌关键词：传统食品、小巧、一口、儿童、天然健康

品牌价值主张：一口粽，陪伴孩子健康成长。

Brand keywords:

traditional food, compact, one bite, children, natural health

Brand Value Proposition:

A mouthful of zongzi accompanies children's healthy growth.

理念定位：

其母品牌五芳斋作为中华老字号，以“守护和创新中华美食”为使命，倡导匠心传承，采用传统手工裹粽，严格把控产品质量。

基于此，所以对于其针对儿童的迷你粽系列，我们希望主张“天然为本，健康为先”的品牌理念，优选健康天然食材，突出食物来源于自然的概念。并推出儿童喜欢的新口味，以增加其口感和吸引力，通过辅以精准营养配比方案，保证营养丰富，推出专属中国儿童的健康传统食品，满足家长对儿童食品的安全健康需求，陪伴孩子健康成长。

Concept positioning:

As a China Time-honored Brand in China, Wufangzhai, its parent brand, takes "protecting and innovating Chinese cuisine" as its mission, advocates the inheritance of ingenuity, adopts traditional hand wrapped dumplings, and strictly controls product quality. Based on this, we hope to advocate the brand concept of "nature first, health first" for its mini zongzi series for children, select healthy natural ingredients, and highlight the concept that food comes from nature. And introduce new flavors that children like to increase their taste and attractiveness. By supplementing them with precise nutrition matching schemes, we ensure nutrient richness and launch exclusive traditional healthy food for Chinese children, meeting parents' safety and health needs for children's food and accompanying their healthy growth.

产品定位：

粽子作为一种传统节令食品，有较强的文化属性。不同于正常大小的粽子，迷你粽适合儿童的食量，并且小巧可爱的造型容易吸引儿童，可以更好的在潜移默化中让儿童对传统文化传统食品有较好的启蒙认知。

Product positioning:

As a traditional seasonal food, Zongzi has strong cultural attributes. Different from Zongzi of normal size, mini zongzi is suitable for children's food consumption, and its small and cute shape is easy to attract children, which can better enable children to have a better understanding of traditional culture and traditional food in a subtle way.

品牌意义：

粽子作为一种传统食物具有深刻的文化属性和自然属性，一口粽主要针对儿童潜移默化的突出这种属性，可以从食物方面培养孩子的文化归属感。一口粽以家庭为销售对象，有利于在家庭中传递分享的情感体验。在品牌形象设计中，突出绿色健康天然的概念，有利于帮助孩子将粽子的清香甜糯的体验口感与健康自然进行连接。

Brand significance:

As a traditional food, Zongzi has profound cultural and natural attributes. One mouthful of zongzi is mainly aimed at highlighting this attribute imperceptibly, which can cultivate children's sense of cultural belonging from the food aspect. A mouthful of zongzi is sold to families, which is beneficial for conveying shared emotional experiences within the family. In the brand image design, the concept of green, healthy and natural is highlighted to help children connect the taste of Zongzi with healthy and natural taste.

05 设计策略

DESIGN STRATEGY

·更改品牌名称为“一口粽”，保留“啊呜一口”中粽子小巧的特点同时加强了产品指向性，简洁易传播。

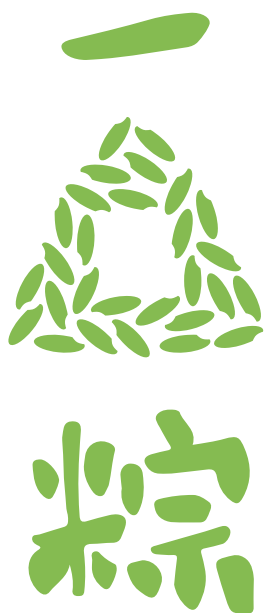
·The brand name was changed to "one mouthful of Zongzi", retaining the small and compact characteristics of "ah wu one mouthful", while strengthening the product orientation, simplicity and easy dissemination.

·依据品牌关键词，受众群体及产品特性，设计 logo 主视觉元素，加强品牌识别性和记忆度，并拓展识别应用。

·Based on brand keywords, audience groups, and product characteristics, design the main visual elements of the logo to enhance brand recognition and memory, and expand recognition applications.

·视觉风格策略：采用抽象自然的视觉图形，形成颜色与图案的独特结合。在推出适合儿童口味（巧克力、水果口味等）的基础上生成比较有趣的图形，提取清新的颜色，与米粒和粽叶等元素形成一系列底纹，给人一种自然的感觉，呼应一口粽陪伴儿童健康成长的理念。

·Visual style strategy: Adopting abstract and natural visual graphics to form a unique combination of colors and patterns. On the basis of introducing flavors suitable for children (such as chocolate and fruit), generate interesting graphics, extract fresh colors, and form a series of patterns with elements such as rice grains and zongzi leaves, giving a natural feeling, echoing the concept of accompanying children's healthy growth with a mouthful of zongzi.



ONE BITE ZONG

B | 品牌视觉
形象设计

01 概念来源

CONCEPT SOURCE

一口粽的概念来源于此品牌的粽子产品，针对儿童的定位而产生的迷你粽，在成人视角下小到一口就可以解决，故名一口粽。

The concept of Yikou Zongzi comes from the brand's Zongzi products. The mini zongzi produced for children's positioning can be solved in a single bite from the perspective of adults, so it is called Yikou Zongzi.

由于主要面向家长进行消费，他们往往比较关注儿童食品健康安全，同时粽子作为传统食物，我们偏重表达它原料中自然健康的属性，希望树立主张“天然为本，健康为先”的品牌理念，希望通过“陪伴孩子健康成长”的概念能够赋予品牌更多的社会属性和情感价值。

As they mainly consume for parents, they tend to pay more attention to the health and safety of children's food. At the same time, as a traditional food, Zongzi focuses on expressing the natural and healthy attributes of its raw materials, hoping to establish the brand concept of "nature first, health first", and hope that the concept of "accompanying children to grow healthily" can give the brand more social attributes and emotional value.

02 价值主张

VALUE PROPOSITION

在健康、品质、陪伴儿童成长的品牌定位下，一口粽主张在品牌设计中营造有质感的食物消费，通过视觉形象传达粽子的传统文化属性和自然健康属性。

Under the brand positioning of health, quality and accompanying children's growth, Yikou Zongzi advocates to create quality food consumption in brand design, and convey the traditional cultural attributes and natural health attributes of Zongzi through visual image.

03 主视觉元素设计

MAIN VISUAL ELEMENT DESIGN

LOGO 字体设计
LOGO Type Design

一口粽

ONE BITE ZONG

LOGO 图形元素设计
LOGO Graphic Element Design

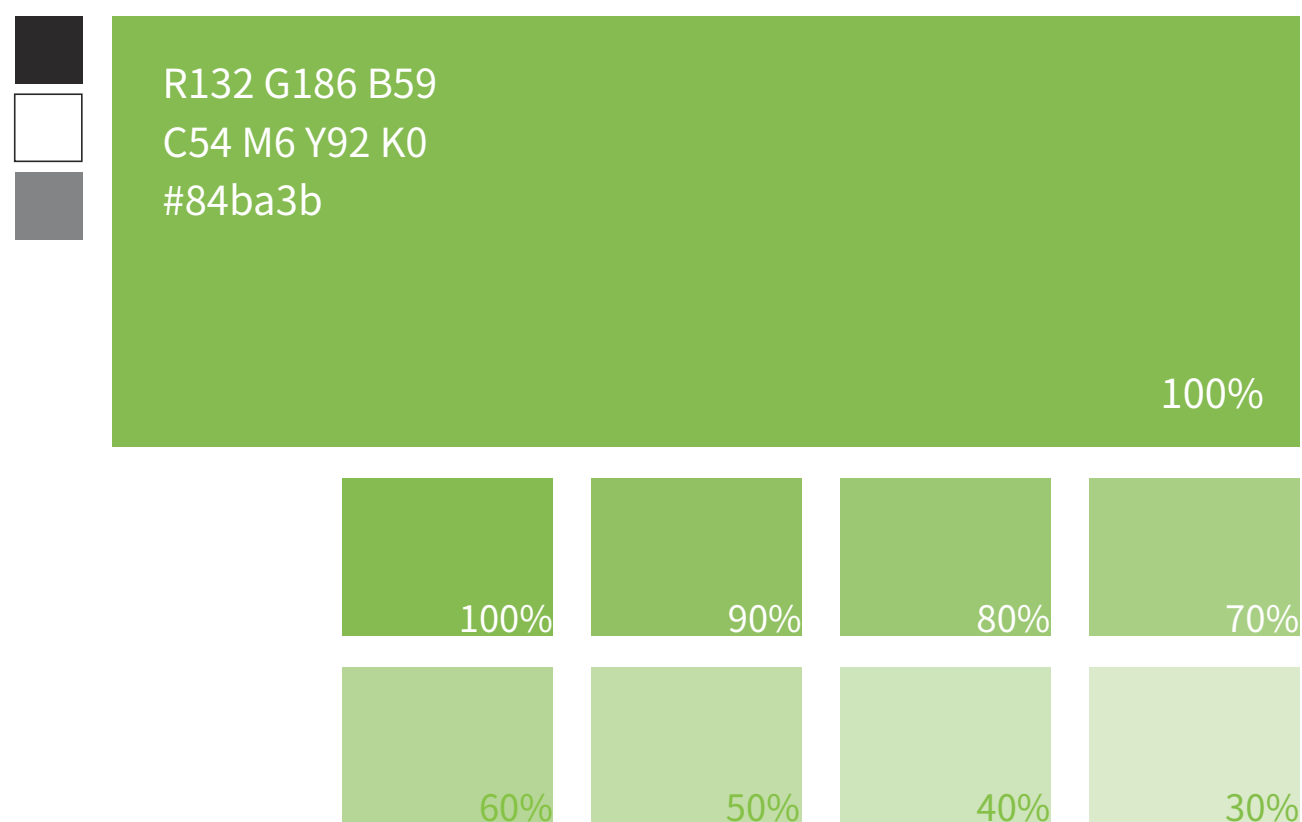


03 主视觉元素设计

MAIN VISUAL ELEMENT DESIGN

LOGO 的色彩选择

Color Selection of LOGO



LOGO 的组合规范

Combination Specifications of LOGO

竖排 Vertical Arrangement



横排 Vertical Arrangement

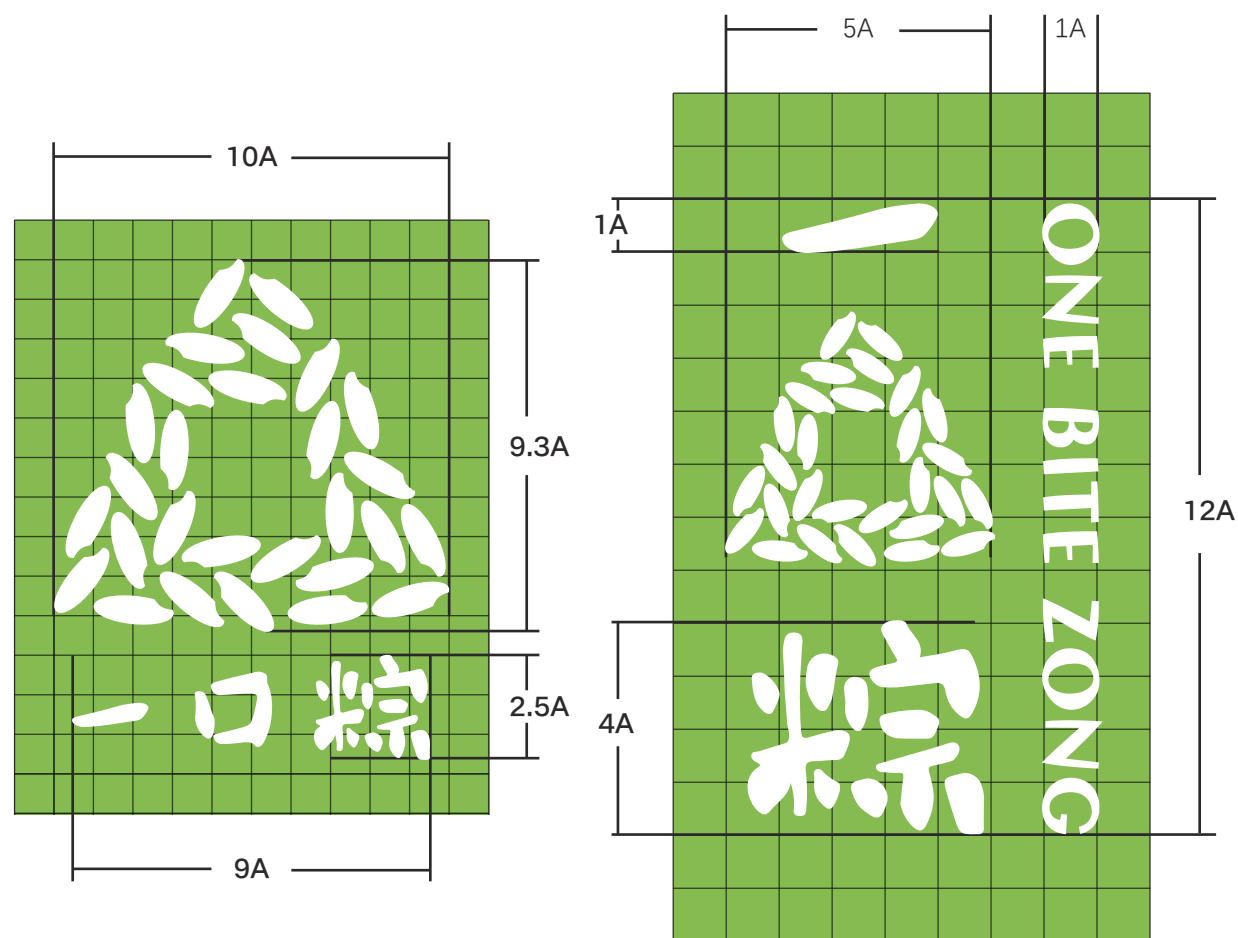


03 主视觉元素设计

MAIN VISUAL ELEMENT DESIGN

LOGO 的比例落格

Color Selection of LOGO



绿色网格部分为标志的不可侵入范围

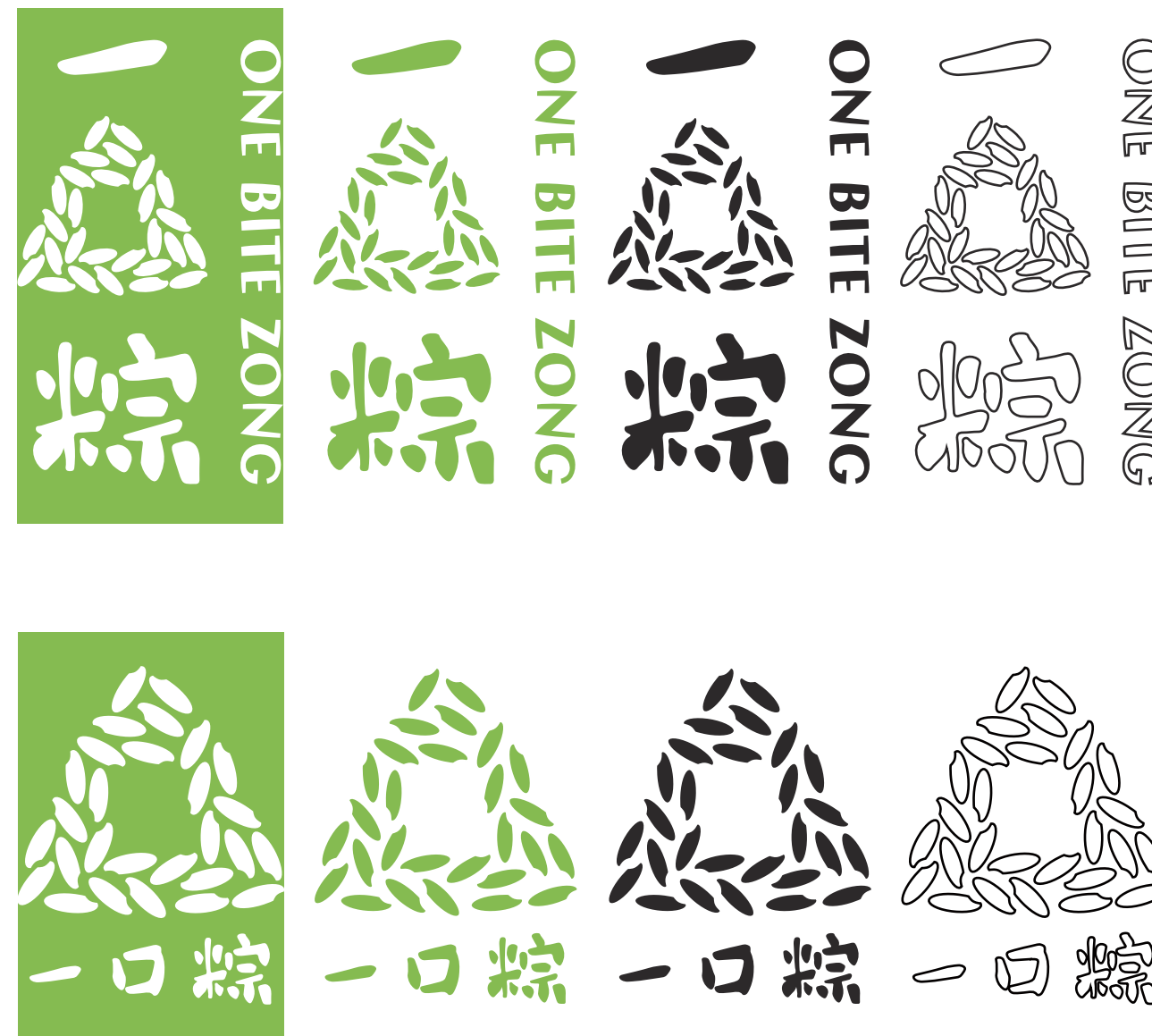
The green grid section is marked as the non-invasive range

LOGO 的彩稿与墨稿

Color and Ink Drafts of LOGO

LOGO 的正负形和线稿

The Positive and Negative Shapes and Lines of the LOGO



03 主视觉元素设计

MAIN VISUAL ELEMENT DESIGN

LOGO 图形概念解释

Explanation of logo concept

- 米粒的排列组合——合理分布、疏密有度，类似作物在合适密度下种植才能茁壮成长，寓意此品牌能陪伴孩子的茁壮成长。
- 米粒作为粽子的最主要组成的食材原料是主要视觉元素。中间陷的位置采用留白的方式与“口”子的负性结合。
- 三角形作为粽子抽象形状，logo 采取正三角形象征着稳定性与值得信任，向上的三角形代表成长和拔高。

- The arrangement and combination of rice grains - reasonable distribution and density, similar to how crops can thrive when planted at appropriate densities, implies that this brand can accompany children's healthy growth.
- As the main ingredient of Zongzi, rice grain is the main visual element. The position of the middle depression is left blank and combined with the negative effect of the "mouth".
- As an abstract shape of Zongzi, the logo adopts Equilateral triangle to symbolize stability and trustworthiness, and the upward triangle represents growth and elevation.

LOGO 的应用规范

Application Specification of LOGO



A4



A4

LOGO 的最小值设定

Setting the Minimum Value of the LOGO

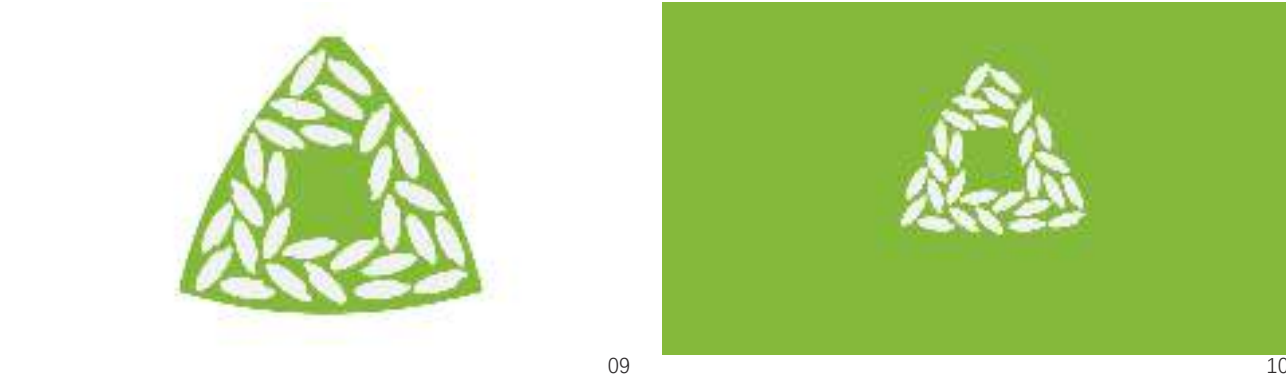
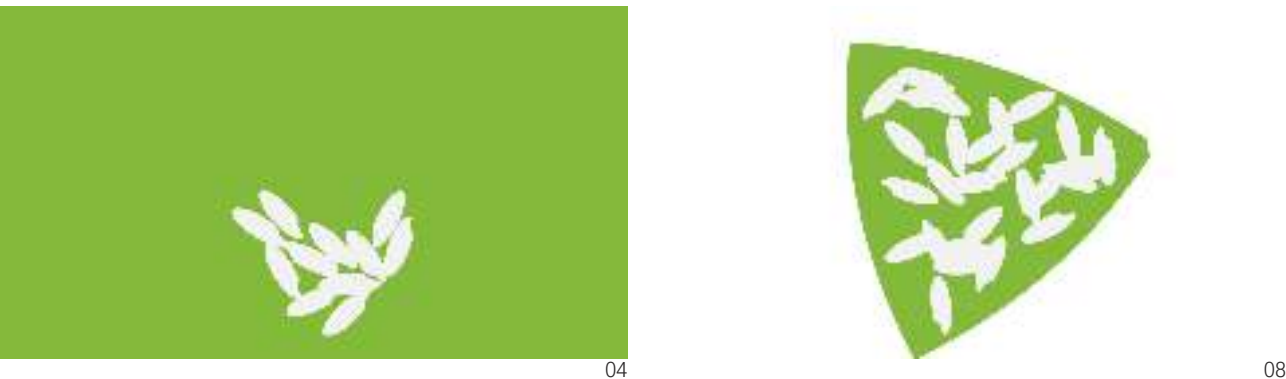
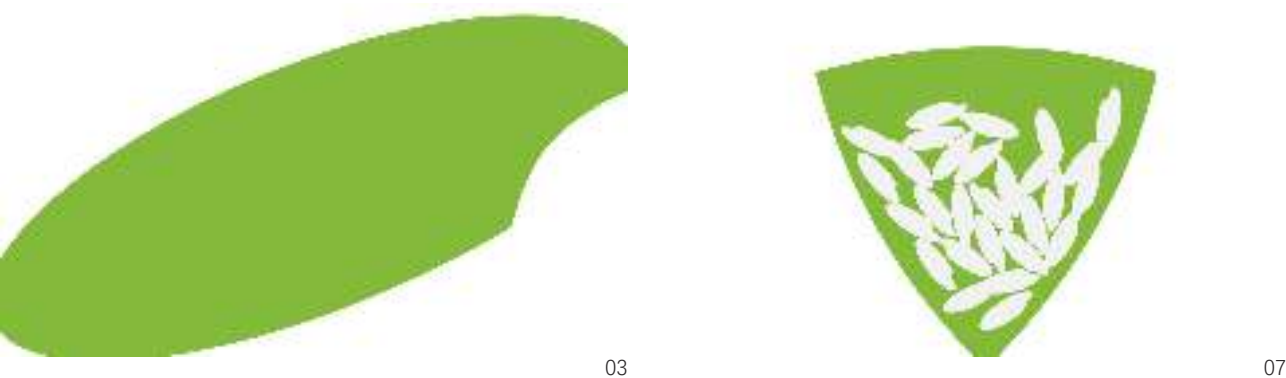
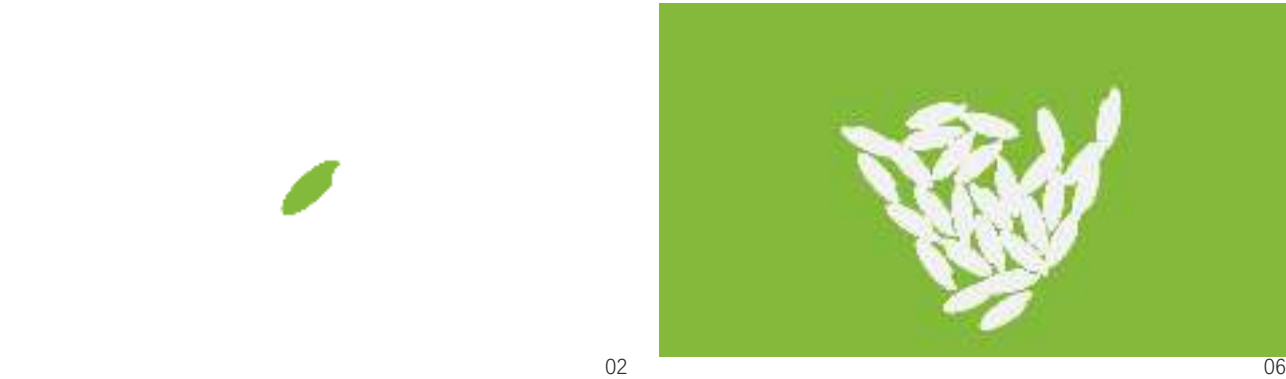
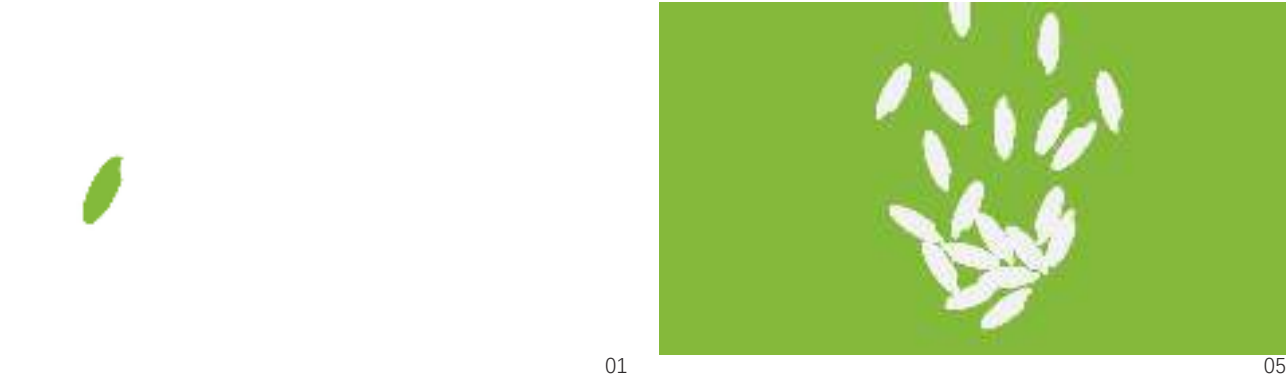
竖版 logo 最小 20mm*35mm

横板 logo 最小 20mm*25mm

Vertical logo minimum 20mm * 35mm

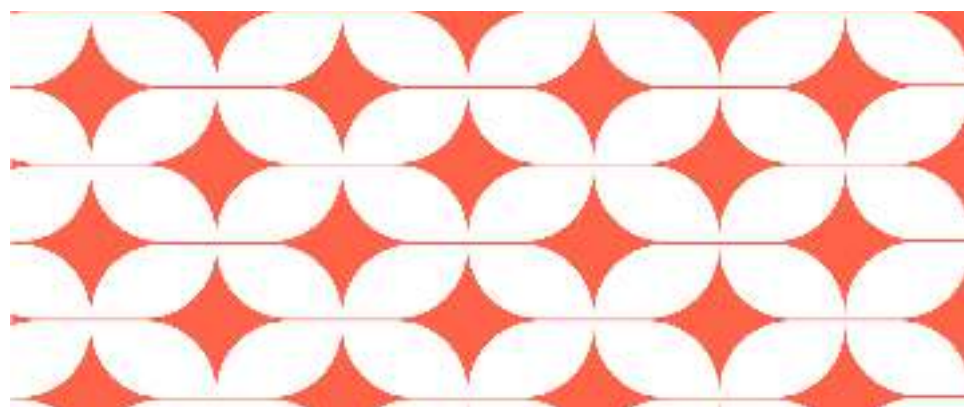
Horizontal board logo minimum 20mm * 25mm

04 标志动态
LOGO DYNAMICS

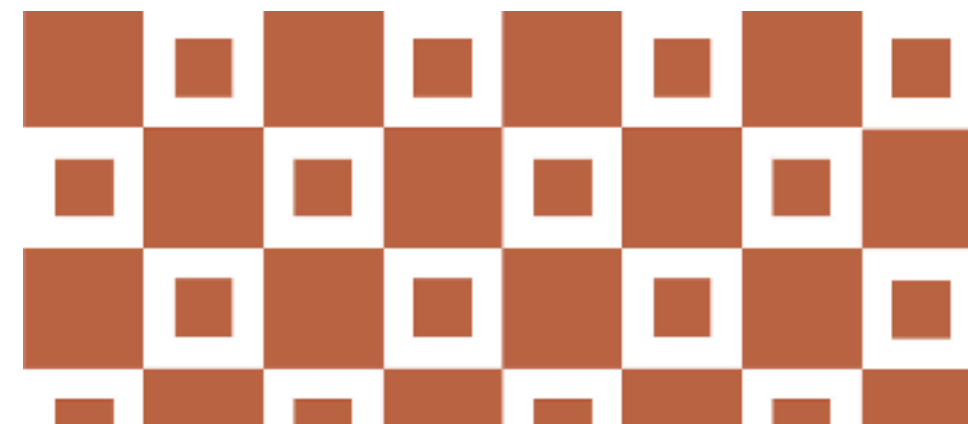


05 辅助图形设计

AUXILIARY GRAPHIC DESIGN



甜糯蜜枣底纹
Sweet and glutinous jujube pattern



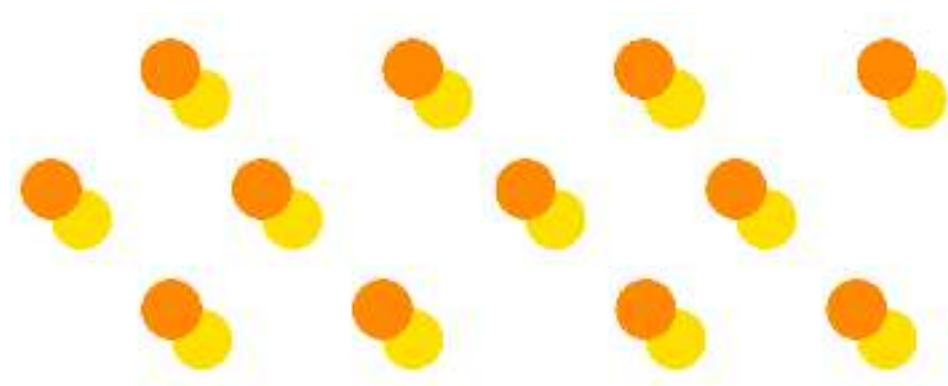
香浓巧克力底纹
Fragrant chocolate shading



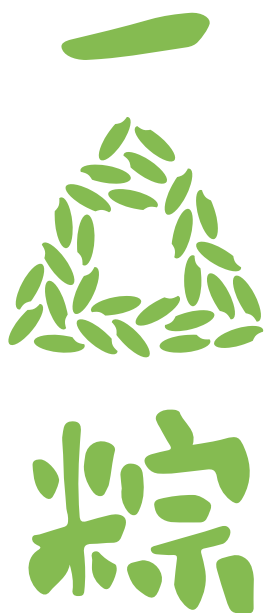
原味米粒底纹
Original rice grain pattern



清香哈密瓜底纹
Fragrant Hami melon shading



咸蛋黄底纹
Salted egg yolk pattern



ONE BITE ZONG

C | 品牌视觉
形象推广

01 产品应用 - 包装

IDENTIFY APPLICATIONS



01 产品应用 - 包装

IDENTIFY APPLICATIONS



01 产品应用 - 衍生

PRODUCTS APPLICATION



