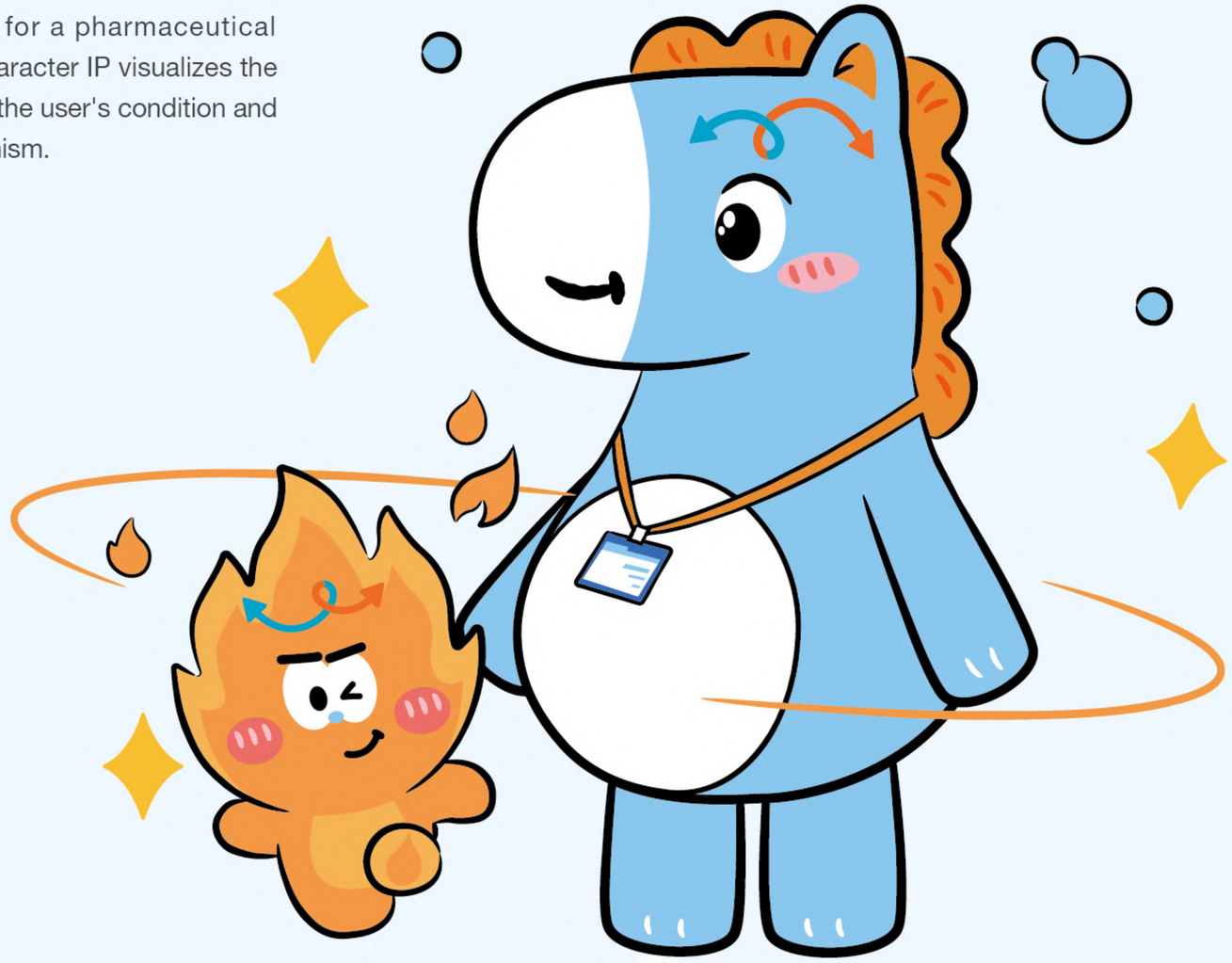
Interaction As Workflow

Exclusively crafted for a pharmaceutical product, this dual-character IP visualizes the relationship between the user's condition and the product's mechanism.

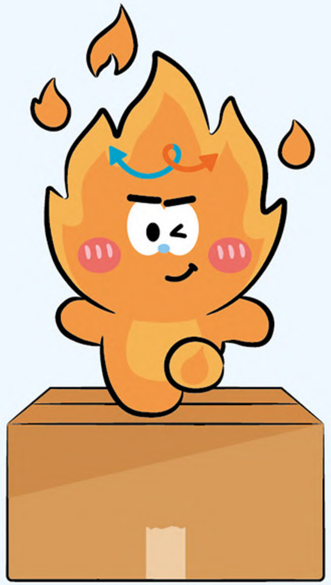


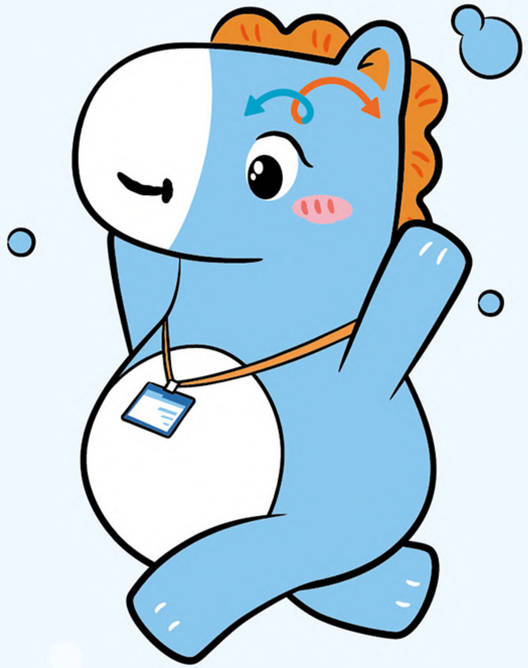
Dual Embodiments: The User and The Product

Complementary and interdependent, MADUDU and MAXIAORAN respectively symbolize "the user's state in need of change" and "the product's power to drive that change."

MAXIAORAN

Inspired by an orange-red flame, its dynamic, fiery shape intuitively metaphorizes the product's mechanism—facilitating fat burning, activating metabolism, and delivering sustained effects. This visual strategy translates the product's functional benefits into an accessible and memorable form.





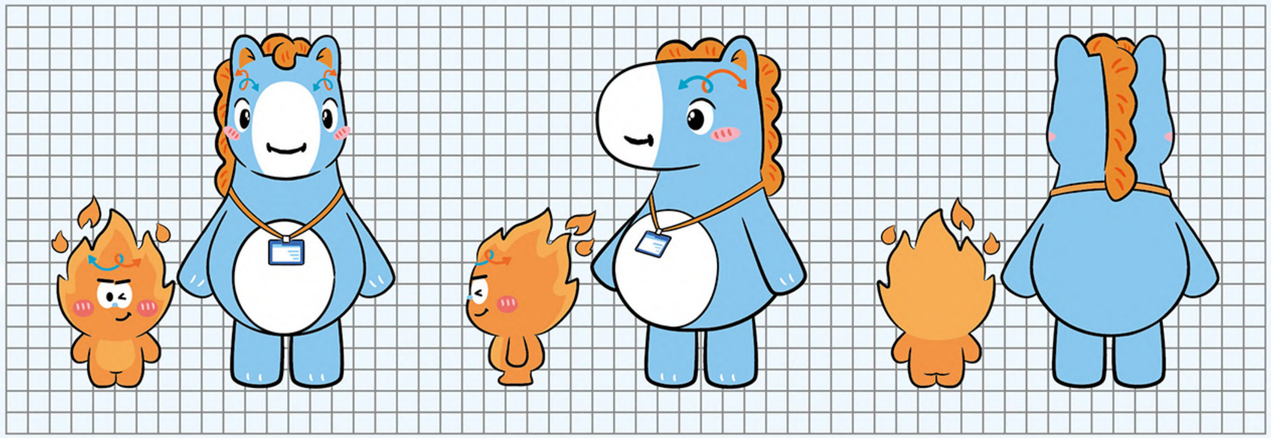
MADUDU

Crafted in the form of a sky-blue pony, its soft, rounded body and distinctly accentuated abdomen visually communicate the common health concern of abdominal fat accumulation, resulting in high visual recognizability and a resonant appeal.

From Brand Palette to Emotional Expression

The foundational color scheme employs the brand's primary blue to establish a visual language of rationality and trust—essential in medical communication. This is vividly contrasted with the strategic use of orange-red.

Blue defines the MADUDU, evoking feelings of calm, health, and stability. Orange-red characterizes MAXIAORAN, symbolizing energy, metabolic activation, and the initiation of change.



正面 FRONT　　侧面 SIDE　　背面 BACK

CMYK : 47 7 0 0
RGB : 155 208 250

CMYK : 80 13 16 0
RGB : 0 172 216
PANTONE : 638C

CMYK : 0 71 88 0
RGB : 255 108 14
PANTONE : 1585C

CMYK : 5 55 85 0
RGB : 235 140 45

CMYK : 0 52 75 0
RGB : 240 150 70

CMYK : 0 40 70 0
RGB : 245 175 85

CMYK : 0 0 0 0
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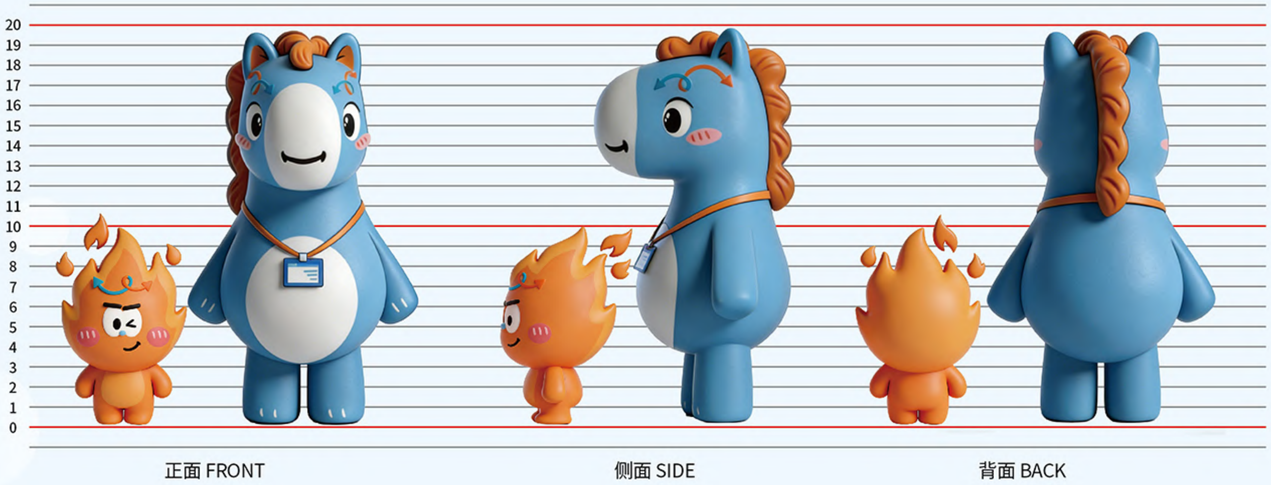
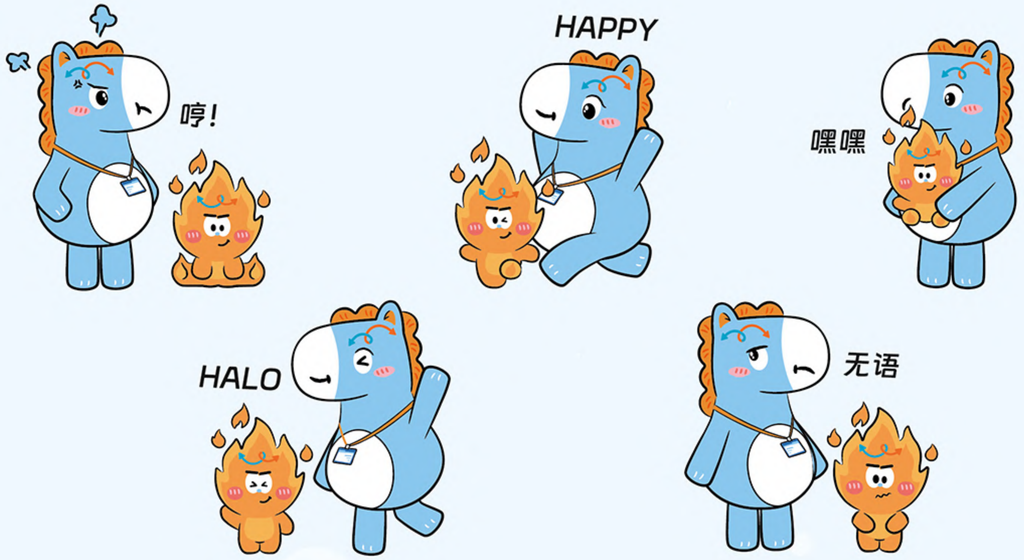


正面 FRONT　　侧面 SIDE　　背面 BACK



Ongoing Digital Engagement

Within digital communications, MADUDU and MAXIAORAN are deployed across a system of touchpoints, including emojis, festive theme posters, and online marketing assets. By expressing the characters in emotional and situational contexts, brand outreach evolves from fleeting impressions into a continuous interactive dialogue. This deepens user familiarity and fosters a sense of connection with the product.

Extending the Companion Experience into the Physical Realm

For offline applications, the IP is extended across physical media such as informational brochures, display units, and medication adherence aids. This consistent visual language strengthens product identity at every point of contact. The recurring presence of the characters across diverse environments builds coherent and lasting user recall.