

Nomination: 19056

SM City Yangzhou Blooms Citywide

Page: General Information

Name of Organization / Company

Xiamen SM City Co.Ltd Yangzhou Branch

Logo

No File Uploaded

Web Site Address

<https://smsupermall.com/> (<https://smsupermall.com/>)

Page: Entry Information

Entry Title

SM City Yangzhou Blooms Citywide

Category

C01 - C12 Award for Innovation in Communications / PR > C09. Award for Innovation in the Use of Viral Media / Word of Mouth

Submission Format

An Essay of up to 625 Words

Essay

Background

1. The 24 existing malls (≥30k sqm.) in Yangzhou City consist of 20 in the west with a total volume of 1.7M+ sqm. and only 4 in the east, approximately 240K sqm.
2. The 230K-sqm SM City Yangzhou (SM), SM Group's first entry into the city, opened on Sep. 28, as the first large-scale commercial project in eastern Yangzhou. Locals were filled with anticipation - a video on its logo hangout released via SM's TikTok on Mar. 20 garnered 500K+ organic views.
3. SM spots the eastern market by its location. To maintain its edges in the east & differentiate with the mature commercial projects in the west, SM adopted eye-catching and wide-reaching marketing initiatives.

Goals

1. Ensure consumers be aware of SM's "Exquisite, Charming, and Lohas" positioning.
2. Take youngsters aged 18-34 & their families as targets. Per iziRetail, 59% of locals aged 18-34, while the married, 66%, within 5km of SM.
3. Combine China Golden Week travel summit with strategic communication approaches to develop traffic & sales peak.
4. Grow and retain customer base, membership, customer royalty.

Actions

1. Pre-launch: O2O Citywide Buzz Generation.

①CityWalk flash mobs at YZ landmarks, KOL, souvenirs, UGC to drive exposure and membership. Hired 5,912 new members, earned 90K+ views of organic traffic on TikTok&Weibo.

②A customized airship soared above populated area displaying the slogan of "Blooming in 10 Days", generating buzz and UGC.

③Frequent video releases on countdowns, celebrity's endorsement, tour routes etc. via SM-owned media.

2. Share-worthy Content Creation Centered on the positioning.

①Instagramable Spaces

- Fusion of Intangible Cultural Heritage/Grand Canal Culture/chic art works to create unique artistic air.

- Co-op with 10 artists to create 5 public art spaces in varied themes, e.g. Doodle's Graffiti, Let's Pink.

②Instagramable Activities on Launch Day

- Drone Art Show above Pepsi Music Festival: Offered a stage to 300 drones for 3-night shows. Popular performers led youngsters to enjoy the music festival. Attracted 10K+ people during Sep. 28-30.

- Random Dance & Street Dance: 400 elite dancers brought shows, attracting 4K+ people during Oct. 02-04.

3. Omni-channel communication strategy with spontaneous reaction approaches to successively boost internet traffic.

①KOL Co-op to raise potential visitors and UGC.

- Invited 80+ KOLs (2.09M followers) to generate 100+ posts with hashtag #SMBloomsCitywide on TikTok/Xiaohongshu(6.5M+ views).

- Accumulated 200+ times of forwarding of vlogs about the events like drone performances.

- Invited 2 top KOLs (580K followers) to hop stores & link discounts to the videos(300K+ views).

②Social media interaction to promote membership conversion and royalty.

- Weibo Hot Search Ranking: The term #SMBloomsCitywide listed 3rd on Sep. 28-29 successively, reached 4.6M+ potentials by Oct 07.

- WeChat Moments Ads.: Videos of sales promos reached youth aged 18-34 within a 5km radius(1M+ impressions).

- SM-owned Media: 62 posts with 3.52M impressions

③Mass & industrial media to enhance brand awareness and reputation.

- 23 times daily radio ads on Top2 channels, TV features on opening ceremony through flagship program reached 5.4M people.

- 5 local media released 15 articles(100K+ views).

- Earned exclusives & follow-ups from 6 industrial media published on 19 platforms(490K impressions).

④Outdoor Ads to catch the eyes of populated communities nearby and citywide.

- 200 elevator ads & 50 garage ads within 3km of SM(18M views).

- Interior and exterior bus ads to reach citywide, 32 shelters & LED billboards on main streets(72M impressions).

Results

From Aug 29 to Oct 06,

1. 67 O2O events attracted 1M+ participants.

2. From Sep. 28 to Oct. 06,

- The 9-day footfall reached 571,716 and recorded 123,200 on Day01.
- The 9-day vehicle traffic reached 32,616 and recorded 5,235 on Day01.

3. \$1.7M of total tenant sales generated on Day01.

- 2 tenants ranked 1st in China,
- 1 ranked 1st in East China,
- 1 ranked 2nd in Northern Jiangsu Province,
- 4 tenants ranked 1st in Yangzhou City.

4. Membership: +33,846 ppl.

5. Total Media Exposure: 113.18M views.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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URL 4**URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

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