

Nomination: 19124

Play Me, I'm Yours: a musical journey through Shanghai

Page: General Information

Name of Organization / Company

HKRI Taikoo Hui

Logo

No File Uploaded

Web Site Address

www.hkritaikoohui.com (<http://www.hkritaikoohui.com>)

Page: Entry Information

Entry Title

Play Me, I'm Yours: a musical journey through Shanghai

Category

E01 - E12 - Award for Innovation in Marketing > E03. Award for Innovation in Branded Entertainment

Submission Format

An Essay of up to 625 Words

Essay

Jun 12 – Aug 13, 2023, HKRI Taikoo Hui carried out its 6th 'Play Me, I'm Yours' (PMIY) campaign with unprecedented exposure, engagements, and results, through integrating marketing activities and reaching its target audience using various forms of branded entertainment tools, including music, artistic creation/installation, and gamified experiences.

GLOBAL MOVEMENT, LOCAL RELEVANCE

PMIY was first commissioned in the UK in 2008 and became a global movement with 2000+ street pianos in 70 cities, played & listened to by over 20 million people; since exclusively bringing PMIY to China in 2018, HKRI Taikoo Hui had partnered with artists, brands, schools, and charities for 5 years and donated 57 pianos – its growing momentum & recognition made 2023 the ideal year to flourish.

OBJECTIVES

1. Performance: to double traffic & achieve sales growth
2. Brand influence: to double media buzz and PR value from PMIY 2022
3. Brand affinity: to achieve growth (impressions/engagements/fanbase) on its own social media accounts

IMMERSIVE EXPERIENCE

In 2023, HKRI Taikoo Hui enhanced PMIY by focusing on 3 key features:

1. Musical theme

- a. Creative idea: developed multiple touchpoints (instore/online/O2O integration) and a wide range of engaging activities (co-creation, art installation, interactive mobile game, etc.) centered around a musical theme – elaborating the popular concept of music to increase its relevance & exposure to various segments of target customers
- b. Appointed Victor Ma, Chinese-American singer/songwriter with a fanbase of 16.5 million, as campaign ambassador – working closely with celebrity in the music industry enhanced PMIY's local relevance and widened reach
- c. Expanded how music could be interpreted by working with 2 tenants, Harrods (an exclusive club of this prestigious brand) and driverpro lab (hi-tech lifestyle brand), and developing 'London Calling', a unique art piece featuring iconic Harrods bear to target high-income customers, PMIY-themed afternoon tea, and a cross-over candle collection – innovatively elaborating the musical theme and adapting to meet business objectives

2. Artistic creation/installations

- a. Endorsed by Luke Jerram, British artist, father of PMIY – demonstrated HKRI Taikoo Hui's accelerated influence as a globally recognized brand & creative partner
- b. Invited 6 international & local artists to create 5 decorated pianos, which were later donated to 4 cities, granting access to music to a very diverse profile of audiences from HNWI to underprivileged children – reflecting the original idea & expanding influence
- c. Collaborated with French artist/architect Cyril Lancelin and co-created CUBE PIANO: a visually striking 10m installation and a maze for immersive experiences, at ultra-busy West Nanjing Road crossing to maximize exposure – key to engage more people by removing the piano-playing barrier

3. Gamified experiences

- a. Mobile PMIY game: integrated music into everyday life with easy piano-playing & podcasts – expanding brand influence & creating buzz
- b. 'A musical journey through the city': co-designed a special tour with SimpliCity, a local venture for thematic tours, along donated PMIY pianos and leading traffic back instore – converting to footfall & sales

OMNI-CHANNEL COMMUNICATIONS

• Digital media:

o Social: published 46 posts on WeChat/Weibo/RED/Douyin, covering all major Chinese social media

• Advertising: 82 posts/ads in total

o WeChat Moments ad

o Influencer campaign on RED & Douyin

• PR: press release sent to 50 media

ACHIVEMENTS

Besides achieving an impressive 91.9x ROI, HKRI Taikoo Hui also saw significant growth in all key metrics:

1. Sales: up by 16.3% YoY, with 27% of total sales generated from members – signifying higher customer loyalty
2. Traffic: achieved 2.3x of previous year
3. Social media: owned accounts gained 2.5 million total impression & 255,951 engagements, up by 75.8% and 59.6% YoY respectively, acquiring 40,452 new followers
4. Advertising: 25.6 million impressions, up by 352.7% from PMIY 2022, with 83,237 engagements
5. PR: 839 reports published across all major media channels, valued at USD3 million – media buzz and PR value were 2.31x and 2.54x of PMIY 2022 respectively

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing 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.

Do You Have Supporting Files You Would Like to Upload?

Yes

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

200 MB Max per File

File 1

Download File (https://asiastevieawards.secure-platform.com/file/28757/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc1NywiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_Documentation_FINAL.pdf)

File 2

Download File (https://asiastevieawards.secure-platform.com/file/28758/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc1OCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_KV.jpeg)

File 3

Download File (https://asiastevieawards.secure-platform.com/file/28760/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2MCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9tPeZwPCQk?PMIY_Piano01_CubePiano_byCyrilLancelin.JPG)

File 4

Download File (https://asiastevieawards.secure-platform.com/file/28761/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2MSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_Piano02_ArtBeyondBoundaries_byVictorMa.JPG)

File 5

Download File (https://asiastevieawards.secure-platform.com/file/28762/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2MiwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_Piano03_BrutalistPiano_byYingnanWangZheWangXdriveprolab.JPG)

File 6

Download File (https://asiastevieawards.secure-platform.com/file/28763/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2MywiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_Piano04_CubeSonata_byEazy.jpg)

File 7

Download File (https://asiastevieawards.secure-platform.com/file/28765/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2NSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_Piano05_LondonCalling_byRULAxHarrods.JPG)

File 8

Download File (https://asiastevieawards.secure-platform.com/file/28766/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2NiwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_CubePiano_day.jpeg)

File 9

Download File (https://asiastevieawards.secure-platform.com/file/28767/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2NywiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_CubePiano_night.jpg)

File 10

Download File (https://asiastevieawards.secure-platform.com/file/28768/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODc2OCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9PMIY_O2O_Experiences.JPG)

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://youtu.be/sz8X4nkUGtk?si=RSKPKDKRCdBL1IFzD> (<https://youtu.be/sz8X4nkUGtk?si=RSKPKDKRCdBL1IFzD>)

URL 2

<https://mp.weixin.qq.com/s/dw61BjTEHSXSdZAsd6Zmiw> (<https://mp.weixin.qq.com/s/dw61BjTEHSXSdZAsd6Zmiw>)

URL 3

<https://mp.weixin.qq.com/s/Rb6PBSE00brRIA8vSMszeg> (<https://mp.weixin.qq.com/s/Rb6PBSE00brRIA8vSMszeg>)

URL 4

https://mp.weixin.qq.com/s/oHgdWOb_P8z4NDYzQ-z2Q (https://mp.weixin.qq.com/s/oHgdWOb_P8z4NDYzQ-z2Q)

URL 5

<https://mp.weixin.qq.com/s/NYaEnVjYnsvpVpmpkib-UQ> (<https://mp.weixin.qq.com/s/NYaEnVjYnsvpVpmpkib-UQ>)

URL 6

URL 7

URL 8

URL 9

URL 10

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree