

Company: Songshan Lake MIXC ONE, Dongguan, Guangdong Province

Company Description: Dongguan's top park-style mall, DONG GUAN SONG SHAN LAKE MIXC ONE, features "Mall + Block + Park." With over 300 brands, 100+ debuting in Dongguan, it opened in Sept 2022, advocating "Leisurely Enjoyment." Through innovative operations, it hosts national & city-first exhibitions, leading diverse urban lifestyles with a free & leisurely shopping experience.

Nomination Category: Event Categories

Nomination Sub Category: Art, Entertainment & Public - Entertainment Event

Nomination Title: Summer Exhibition at Dongguan MixcOne: Chibi Maruko-Chan on Vacation · First Exhibition in China

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 484 words used.

Origin:

1. In the post-pandemic era, with the economy in a downturn, Dongguan MixcOne faces the challenge of decreasing customer flow.
2. The parent company, CR Mixc Lifestyle, was listed in 2022 and its shareholders expect positive financial feedback.
3. Dongguan is a city deeply influenced by Japan's animation culture, and many Japanese IPs have become childhood memories of people born in the 1980s and 1990s. In the summer of 2024, inspired by the IP economy, Dongguan MixcOne took advantage of the void in IP exhibition in Dongguan to boost customer flow, and reached out to Japanese animation IPs that are highly influential in Guangdong Province to enhance the influence of its projects and its status as the city's commercial benchmark.

Objectives:

1. Customer flow: customer flow to increase by 30% year-on-year;
2. Sales: retail sales to increase by 10% year-on-year;
3. Experience: Dongguan MixcOne to become not only a shopping place, but also an organic integration of art, culture and commerce, which will elevate customer experience to a new level;
4. Influence: To enhance brand value and influence, and stabilize its status as the city's commercial benchmark.

Action & Execution:

1. Exhibition: In collaboration with the world-famous IP Chibi Maruko-Chan, the first exhibition in China of Maruko on Vacation was created within a space measuring more than 2,000 m². In tune with the event's space architecture, a 10m-high and gigantic roof device was innovatively created, and 10 groups of classic animation scenes were reproduced in the 1:1 original version. Original animation music on-site also contributed to presenting the 360° immersive play experience.
2. Activities: During the summer vacation, IP traffic continued to be leveraged and the popularity and influence of the event continued to expand. A number of popular theme activities were planned according to different marketing needs, and a variety of interesting interactions such as Children's Day Bubble Rain, 520 Cherry Blossom Blessing, Parade of Chibi Maruko-Chan and flash mob performances were introduced to attract customers' attention and encourage them to stay longer. Coupons were also distributed at the event to guide consumption.
3. Pop-up stores: The stores were set up to sell IP official peripheral products so as to drive the direct conversion of on-site traffic into business results. Close to one million *yuan* was reported as event income.

Results:

1. Sales: Year-on-year increase of 46.7%, with member sales accounting for 22% of total sales, and higher customer loyalty;
2. Traffic: 2.2x of previous year, with the highest number of customers on a single day exceeding 200,000;
3. Social media: Event-related topics spread rapidly on China's top social platforms, with more than 10 million impressions and more than 300,000 interactions on WeChat, Xiaohongshu and Douyin, and the event topped the local search list, with a total of nearly 8 million views of related topics;
4. Advertising: 10 million impressions, up by 113.3% from 2023.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Video of up to five (5) minutes

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

Attachments/Videos/Links:

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