

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 - Celebration Event
Nomination Title: 2nd Anniversary of Dongguan MixcOne: It's Panda Rolling!



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 504 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. By the end of 2024, two shopping malls would be open within five kilometers of Dongguan MixcOne leading to an urgency in enhancing its influence.

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, nature and commerce, which will elevate customer experience to a new level;
4. Reputation: To enhance the sense of social responsibility and brand reputation through charity events;
5. Influence: To enhance brand value and influence, and stabilize its status as the city's commercial benchmark.

Actions & Execution:

1. Exhibition: On its second anniversary, Dongguan MixcOne launched the first exhibition in China of a 2000m² Panda Roll integrating culture, art and science education. Breaking free of the beautiful scenes normally seen at exhibitions, this exhibition presented a matrix-style atmosphere through the original reproduction of 100 classic IP images and delivered a more profound visual impact and scene experience.
2. Public benefit: An environmental protection art exhibition was jointly held with Dongguan Cultural Center to enhance customers' awareness of ecological culture; and a giant panda science education area was added to systematically introduce the evolution of giant pandas and promote, through popular and interesting content, the national treasure culture, sustainable consumption and green life.
3. Activities: During the event, a variety of interesting interactions such as giant panda parade and flash mob performance were held regularly to attract customers' attention and encourage them to stay longer. Coupons were also distributed at the event to guide consumption.

Results:

1. Sales: Year-on-year increase of 58.8%, with member sales accounting for 24% of total sales, and higher customer loyalty;
- 2.Traffic: 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 200,000 interactions on WeChat, Xiaohongshu and Douyin, and the event topped the local search list, with a total of nearly 6 million views of related topics;
4. Advertising: 10 million impressions, up by 107.7% from 2023;
5. PR: Reported and promoted by 20+ media outlets converting to a value of 1.6 million *yuan*, and the value of media attention and public relations increased by 70.8% over 2023;
6. Public benefit: Enhanced the public's comprehensive understanding of the ecological culture of the giant panda and of the construction of the Giant Panda National Park by educating the public in the ecological culture of the giant panda, and guided the public to care about the environment and to actively participate in environmental protection. These initiatives were well received and recognized by the customers.

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:
- Essay of up to 525 words
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:

[2nd Anniversary of Dongguan MixcOne: It's Panda Rolling!](#)

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