

**Company:** SHENZHEN BUJI MIXCONE, Shenzhen, China

**Company Description:** Developed by CR Mixc Lifestyle, Shenzhen Buji Mixcone is strategically located at the strategic junction between Longgang and Futian-Luohu districts. It stands as the first Mixc Mall in Shenzhen and the first large-scale integrated shopping center in the Buji district. With 150,000m<sup>2</sup> of retail space and over 300 brands, it fulfills diverse consumers' aspirations for a quality lifestyle.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Brand & Experiences - Experiential Event

**Nomination Title:** Ethereal Sakura Land: An Immersive Cloud-Borne Cherry Blossom Wonderland - Themed Scenery of SHENZHEN BUJI MIXC ONE's 7th Anniversary

1. 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

2. 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:

3. 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 524 words used.**

'Ethereal Sakura Land' – the themed scenery of **SHENZHEN BUJI MIXC ONE**'s 7th anniversary, presenting a 1,000m<sup>2</sup> dreamy pink cherry blossom garden at the South Plaza. The project team observed that while March to April is the peak season for cherry blossoms, regions in southern China such as Shenzhen do not have a cherry blossom blooming period. Thus, the team planned a large-scale 'artificial cherry blossom scene'. It has met the strong demand of southerners for cherry blossom viewing in spring, filled the market gap of large-scale cherry blossom attractions in Shenzhen, and achieved breakthroughs in scene innovation and traffic growth. Upon opening, the scenery attracted numerous bloggers and tourists for check-in photos.

As a 7-year-old mature shopping mall, SHENZHEN BUJI MIXC ONE boasts high foot traffic and strong appeal to surrounding customers, but it also has the problem on attracting distant audiences and sustaining stable customer traffic growth. In creating the new themed scenery, the promotion team achieved breakthroughs in brand visibility and differentiated innovation, introduced giant symbolic installations and collaboration with numerous premium brands and resources - driving significant growth in customer flows, enhancing market recognition and popularity.

#### **Themed Scenery Planning**

Inspired by cherry blossoms, clouds, and dreams, *Ethereal Sakura Land* breaks beyond the limitations of traditional 'floral art'. By integrating 'cherry blossoms' and 'clouds' in a unique creative presentation, it crafts a surreal dreamscape. The scenery features seven themed check-in spots, introduces three first-national-wide pop-up stores, and collaborates with over 100 brands to deliver a highly immersive and interactive experience.

The core checkpoint is *Skyward Blush Balloon*, a dreamlike 6-meter-tall giant pink hot air balloon surrounded by blooming cherry blossoms. The other spots, such as the *Celestial Petal Shower*, *The Mirror Pavilion* and *the Sakura Avenue*, unfold themselves with unique and unforgettable impressions. All spots form memorable markers with their unique dreamy styles, becoming self - shareable scene elements.

Three pop-up stores in *Ethereal Sakura Land* include: the first-national-wide pop-up store of XiaoCongShan, the first-national-wide Mini-size pop-up store of OONE CCUP, the first-national-wide cherry blossom-themed pop-up store of LITTLE BAKERY•COFFEE. These stores deeply integrate with the scenery, launching cherry blossom-limited products and events. Additionally, over 100 brands like GE BAKE, Lingjing Hutong, and BreadTalk have launched related cherry blossom products, enhancing overall interactivity and ambiance.

#### **Marketing and Promotion**

The marketing team planned hashtags such as 'Cloud-Borne Sakura Strolls', initiating an one-week preheating to generate market attention and anticipation. A 'media open day' was held to invite influential bloggers for early check-ins, establishing the first wave of marketing content as 'check-in templates'. This strategy triggered an immediate popularity upon opening, while improving the quality of subsequent UGC content.

Since its launch, the scenery has attracted over 100,000 on-site visitors, generated over 10,000 new RED posts, and seen a surge in search volumes for "*Ethereal Sakura Land*" across WeChat, TikTok, and RED, with over 10 million impressions. It has also driven significant traffic growth, achieving breakthroughs in both communication and customer acquisition. During the event period, the average daily foot traffic of the venue increased by over 30% year-on-year, achieving a dual enhancement in both commercial and brand value.

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

#### **Attachments/Videos/Links:**

[Ethereal Sakura Land: An Immersive Cloud-Borne Cherry Blossom Wonderland - Themed Scenery of SHENZHEN BUJI MIXC ONE's 7th Anniversary](#)



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