

**Company:** China Resources Land Qianhai Co., Ltd., Shenzhen, China

**Nomination Submitted by:** Qianhai MixC

**Company Description:** Qianhai MixC is located in Qianhai, Shenzhen, the core engine of Guangdong-Hong Kong-Macao Greater Bay Area, with a commercial area of 100,000 square meters, which is currently the largest commercial complex in Qianhai Area. Designed by Katayama Masatsugu, the project is a shopping center with the core concept of "aesthetics of life".

**Nomination Category:** Marketing Campaign Categories - Industry

**Nomination Sub Category:** Marketing Campaign of the Year - Real Estate

**Nomination Title:** REALM OF THE SNOW AND ICE

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

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 written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

November 25, 2024

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 150 words used.**

The 2024 "Practical Aesthetics Festival" consolidates the label of life aesthetics, focuses on amplifying spatial aesthetics, creates an aesthetic scene with a high degree of scarcity and contrast, injects content of lifestyle trends, fully considers the emotional value, social needs and UGC creation conditions of consumers, enhances the attractiveness and communication value of the event, and creates a phenomenal flash promotion event.

The goal of achieving new scenes to stimulate new vitality, release new consumption potential, and boost the popularity of the Qianhai area has driven the project's passenger flow to increase by more than 30% year-on-year, and the performance to increase by more than 20% year-on-year, further boosting the business confidence of merchants and helping the development of the regional economy.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 123 words used.**

Through the practice of the "Realm" series of activities, "Ice and Snow World" takes "breaking the limitations of latitude and longitude, synchronizing with nature, and interpreting the new aesthetics of winter inspiration" as the core concept, creating an immersive rare ice and snow world of more than 1,300 square meters. The nearly 8-meter-high frozen waterfall pours down from the canyon, taking you into a pure white dream. The romantic sound of falling snow brings Shenzhen's first immersive fantasy experience, combined with high-frequency aurora concerts and rich artistic lighting effects, creating a contrasting and imaginative multi-dimensional space for the city.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 207 words used.**

On the first day of opening on November 25, it attracted a lot of online attention and spontaneous dissemination, and eventually triggered heated discussions on major social media platforms. In the first three days of the anniversary celebration, the passenger flow exceeded the opening level, with a year-on-year increase of 280%, and the highest daily passenger flow exceeded 230,000; the subsequent working days continued to drive the average daily passenger flow to increase by 93% year-on-year, the average daily passenger flow to increase by 41%, the membership renewal to increase by 808%, and the net increase of self-media fans by 252%. At the same time, in conjunction with the six-day marketing activities, the passenger flow performance was effectively converted, and the performance of the entire venue increased by 32% year-on-year, driving the passenger flow of the surrounding business district to increase by 50%.

The media exposure of the whole district reached 50 million+, Douyin hot search Shenzhen local list rushed to the top 2, and the reading volume of Tap Water Notes on all platforms exceeded 100,000, attracting more than ten mainstream official media in Shenzhen and Hong Kong to report, becoming a phenomenal hot promotion event.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 24 words used.**

- 1.<https://mp.weixin.qq.com/s/IDV7EWGXTNIuts5fi-PHPw>
- 2.<https://mp.weixin.qq.com/s/uZceF7uNCQR0axgQEoFJw>
- 3.<https://news.now.com/home/local/player?newsId=587812&>
- 4.[https://mp.weixin.qq.com/s/zWc8\\_q5YKp4n51hZME6zeQ](https://mp.weixin.qq.com/s/zWc8_q5YKp4n51hZME6zeQ)

## Attachments/Videos/Links:

[REALM OF THE SNOW AND ICE](#)



[REDACTED FOR PUBLICATION]



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