

Nomination: 20139

Transforming Fashion Together: 'OGS Oh! Girls Fashion Show 2023'

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Melco Resorts & Entertainment
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<b>Web Site Address</b> <a href="https://www.melco-resorts.com/en/home.html">https://www.melco-resorts.com/en/home.html</a> ( <a href="https://www.melco-resorts.com/en/home.html">https://www.melco-resorts.com/en/home.html</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Transforming Fashion Together: 'OGS Oh! Girls Fashion Show 2023'
<b>Category</b> G01 - G07 - Award for Innovation in Events > G02. Award for Innovation in Consumer Events
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

### Background

1. In an era dominated by digital engagement and influencer marketing, we launched a groundbreaking initiative by collaborating with Douyin, the leading short-video platform in China, to host the "Oh! Girls Fashion Show" in Macau. This event brought together 100 top influencers, creating a unique and immersive experience that bridged the physical and digital realms, redefining the traditional fashion show format and establishing new standards for consumer engagement.
2. Leveraging Douyin's popularity and its 474 million monthly users, we aimed to enhance our brand visibility and connect with a diverse audience, especially younger demographics.
3. Recognizing the challenges many young women face in building self-esteem, we made women's empowerment a central theme of the event, promoting self-confidence and celebrating diverse definitions of beauty, encouraging young women to express their individuality with pride.

### Actions

#### I. Planning Stage: Building Anticipation and Emotion

1. An ambitious collaboration: Bringing together 100 top influencers from Douyin was a bold move. Despite logistical challenges, we believed that this event could significantly amplify our reach and generate considerable buzz.
2. Strategic Engagement: We implemented a dynamic strategy with phased lineup announcements and collaboration with top-ranking KOLs to create captivating teaser videos, maximized engagement and visibility on Douyin while generating anticipation. Throughout the event, we leveraged designated hashtags to reinforce a cohesive brand presence, ensuring our message resonated widely.
3. Immersive Showcase: We transformed our event center into an innovative fashion showcase, featuring a full LED screen design that enveloped the entire stage, from the backdrop to the T-stage floor. This setup allowed us to tailor the experience to various themes, mesmerizing the audience and enhancing emotional engagement throughout the show.

#### II. Setting the Scene: Captivating Real-Time Engagement

4. Creating Excitement Upon Arrival: From the moment the KOLs arrived in Macau, we cultivate excitement. Utilizing Douyin, the KOLs shared their vibrant experiences at Melco in real time, creating immediate connections with their followers and established a carnival-like atmosphere that infused the entire event.
5. Personalized Experiences for Maximum Exposure: To maximize brand exposure, we designed personalized itineraries for each KOL, allowing them to indulge in unique experiences that showcased Melco's diverse offerings. E.g., beauty bloggers enjoyed luxurious Forbes 5-star spa treatments, foodies savored culinary delights at Michelin-star restaurants, and travel influencers explored attractions like the water park. KOLs shared these moments on Douyin, creating a narrative that connected their journeys to our brand.
6. Buzz Generation Through Engaging Activities: To generate buzz, we organized engaging activities, including a double-decker event bus for KOLs to tour the Macau Cotai Strip. This visually striking promotion was captured by bystanders, garnering significant attention and boosting event visibility.
7. Elevating Entertainment with Star Performances: To enrich the event's profile, we invited top Asian stars to perform between fashion show segments, drawing in a broader audience and elevating the overall entertainment value.

#### III. Creating a new standard of Fashion

8. Empowerment Through Individuality: At the heart of our fashion show was the theme of "Empowerment Through Individuality." We aimed to establish a new standard of fashion by encouraging women to wear what they loved and felt comfortable in, from casual white t-shirts to chic dresses. This inclusive approach emphasized that personal comfort should be a priority, celebrating diverse forms of beauty while fostering deeper emotional connections, a sense of belonging and confidence among viewers.

### Results

1. Exposure: The event achieved remarkable success, with Douyin reels featuring our brand placement garnered over 13.5 million likes and 675 million views, while event-related content surpassed 4.1 billion views.
2. Brand Growth: In response to the event's popularity, Melco's official Douyin account gained 4,000 new followers, marking a 20% increase in brand visibility. This innovative collaboration not only elevated Melco's brand presence but also set a new industry standard by engaging youth and celebrating women's empowerment.

### For this category please provide

An essay of up to 625 words describing the nominated innovation(s) in event conception, development, planning, promotion, and/or execution since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

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

### Credits

#### 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

[REDACTED]

[REDACTED]

File 3

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

[REDACTED]

**URL 2**

**URL 3**

**URL 4**

**URL 5**

**URL 6**

**URL 7**

**URL 8**

**URL 9**

**URL 10**

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I Agree