

Nomination: 20694

Auspicious Dragon Lights: Celebrating Chinese New Year

Page: General Information

Name of Organization / Company

Beijing Linlian Real Estate Company Limited

Logo

No File Uploaded

Web Site Address

www.indigobeijing.com (<http://www.indigobeijing.com>)

Page: Entry Information

Entry Title

Auspicious Dragon Lights: Celebrating Chinese New Year

Category

E01 - E12 - Award for Innovation in Marketing > E05. Award for Innovation in Cross-Media Marketing

Submission Format

An Essay of up to 625 Words

Essay

Jan 18 – Feb 25, 2024, INDIGO kicked off ‘Year of Dragon’ with Auspicious Dragon Lights, a mall-wide Chinese New Year celebration event. It was a huge success with 70.5x ROI achieved.

At the time, China recorded the slowest economic growth (5%) in decades and high-end consumer spending weakened, with brands like LVMH (-5%) and Kering (-15%) saw sharp declines, reflecting cautious spending habits; shopping malls faced challenges as consumers “downgraded consumption”.

To achieve significant growth amid economic uncertainty, INDIGO promoted the event with cross-media marketing to attract and engage a wider range of customers.

COHESIVE MESSAGE

Building on Chinese cultural heritage, reinvent traditional celebrations with modern art, AI technology, omni-channel communications, and revitalization of endangered craftsmanship, by injecting ground-breaking creativity into an art form with nearly 2,000 years of history.

BEST PRACTICE IN CROSS-MEDIA MARKETING

Main exhibition: debut of a 6m x 8m pink Dragon Light paper sculpture, handcrafted using 100% recycled paper by distinguished Chinese modern artist Luo Ming – attracting existing & new customers with a unique visual attraction

Mall-wide decorations: extension of main exhibition to increase awareness and attract visitors – creating more opportunities for engagements and purchases

Interactive mechanism: multiple touchpoints in-store/online to achieve engagement goals – pushing target audience from “discovery” to “engagement”

Results-driven activities: incentivize new & repeated visits and purchases with launch party, GWP (gift with purchase), limited-time offers, weekend workshops, and festive markets during Chinese New Year (Feb 7 – 24) and flash events on Valentine’s Day (Feb 14) and Lantern Festival (Feb 24) – increasing traffic, sales (especially in participating tenant stores)

Loyalty boosting methods: members-only access and exclusive offers, enhanced by online community marketing – revitalizing existing members and acquiring new members

O2O: bespoke mobile game linked with INDIGO’s official WeChat account – players would spread the word in their social networks; those playing onsite could receive additional shopping vouchers redeemable in-store during event period – widening reach and increasing spending of new customers

OMNI-CHANNEL COMMUNICATIONS

Comprehensive media strategy integrating POE (paid/owned/earned) media on major social platforms: 6 WeChat articles, 35 rednote notes, 39 Weibo posts, 5 Douyin videos, 8 Dianping offers, 20 dms in 11 community groups, WeChat Moments advertisement, rednote feed advertisement, 53 influencer campaigns, 60 stories on mainstream press, and over 2,000 UGC entries.

Achieved massive exposure, reached wider audiences, and supported growth goals, converting short-term traffic (paid & earned) into long-term assets (fanbase growth).

ACHIEVEMENTS

Total ROI = 7,053.5%

Traffic: 324,748, up by 37.3% YoY, with nearly half being new customers and 79.3% from outside its 5km radius, and more evenly distributed among varied age groups – effectively expanded reach and gained competitive advantage in a highly competitive promotion period by enhancing experience with wider appeal

Sales: 105 participating tenants recorded 30% YoY growth in sales (3.6x mall-wide increase of 8.3%) – proved that experiential activities converted into more significant sales growth

CRM: 11,007 new members recruited; members contributed 73,320 transactions, 43.2% of total sales, up by 27.1% and 11.8% YoY respectively

Exposure: 26.25m total impressions, up by 36.86% YoY

- Paid media: 20.54m impressions

- Owned media: 5.71m impressions with 15,217 fanbase growth, up by 18.68% YoY

- WOM: 2,788 entries from earned media (incl. 60 mainstream), valued at USD4.87m, up by 28% YoY

- Influence: ranked the 2nd position of its industry in Beijing for media value (by Wisers, one of the most trusted & referenced ranking for omni-channel media influence since 1998)

Engagements: 113,941 in total

- In-store: 8,445 visitors with 3,240 claimed GWP with qualifying spending

- Online: 101,736 engagements

- Social media: 95,957 (46,694 owned & 49,263 paid)

- Mobile game: 63% CTR led to 3,002 plays and generated 2,777 personalized posters

- O2O: 520 redeemed gifts in-store from previous online engagements, conversion rate 40.8%

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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]

[Redacted]

[Redacted]

File 5

[Redacted]

[Redacted]

[Redacted]

[Redacted]

File 9

[Redacted]

[Redacted]

Do You Have Website URLs you would like to link to

Yes

URL 1

[Redacted]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree