

Nomination: 20952

A Magical Winter Journey at INDIGO

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

A Magical Winter Journey at INDIGO

Category

E01 - E12 - Award for Innovation in Marketing > E03. Award for Innovation in Branded Entertainment

Submission Format

An Essay of up to 625 Words

Essay

Oct 2024, INDIGO announced its strategic brand upgrade and expansion plans and attracted enormous attention among business partners, press, and retail customers.

Nov 23, 2024 – Jan 5, 2025, INDIGO celebrated the holiday season with 'A Magical Winter Journey', an exclusive collaboration with Hong Kong Disneyland, presented a pop-up in-store entertainment experience to inject joy into holiday shopping, bringing beloved Disney stars and fairytale festivities to Beijing and northern China.

This was its first large-scale event following the milestone announcement and carried strategic importance in reflecting its revised positioning as an internationally acclaimed retail destination and leader in placemaking.

OBJECTIVES

1. Exposure: to maintain its high rank in media value following the milestone announcement and gain 50% more exposure from previous event
2. Performance: to achieve growth in traffic & sales despite economic slowdown
3. Loyalty: accelerate growth of its loyalty program and recruit 50% more new loyalty program members from previous year

KEY FEATURES

- Character meet-up: 6 in-store character meet-up events featuring LinaBell and StellaLou (the most popular in China), with photo ops and viral performance - hashtag #LinaBell gaining 3.4 billion impressions and #StellaLou for 650 million on Weibo
- Large-scale onsite installation: main event with mall-wide decorations to increase exposure and direct in-store traffic to main event area
- o Disney Castle: a 9m-tall, reimagined version of Disney Castle at the focal point of all in-store activations
- o Main Street U.S.A.: replicating one of the most popular spots in Hong Kong Disneyland, for visitors to immerse themselves in the fairytale environment without traveling far
- Live performances & parades: authentic Disney experiences from 4 Christmas and New Year's parades with live band, tenant collaboration with record-breaking vouchers redemption rate
- Results-driven mechanism:
 - o Interactive online quiz: customers redeemed loyalty member points or joined as new members to enter and won lucky draw tickets – building and boosting loyalty
 - o Pop-up store: Disney gift shop to boost visits and sales
 - o Shopping incentives: lucky draw events with tiered prizes (ie. return flights to Hong Kong with Disneyland package, limited-edition Disney x Lego merchandise)

OMNI-CHANNEL COMMUNICATIONS

Owned media: 143 releases across all major platforms

- WeChat: 6 articles, 261,410 clicks, 10,232 engagements; pre-event announcement alone gained over 3,000 engagements, becoming the most popular article of 2024
- rednote: 24 notes, 80,533 impressions, 5,604 engagements; event hashtag reached 800,000 impressions
- Weibo: 88 posts, 1.1 million impressions, 11,200 engagements
- Videos: 4 videos attracted over 130,000 playbacks
- Dianping: 21 recommendations, 240,000 impressions
- Community marketing: targeted promotions among loyal customers

Paid media:

- WeChat Moments: 1 ad, 4.4 million impressions, 9,000 engagements
- Influencer campaign: 40 influencer collaborations, 14.5 million impressions, 42,732 engagements
- OOH: 30 metro posters, 2 airport screens, and 110 residential ads in its 5km radius; total impressions of 2.1 million

Earned media:

- Press: media release sent to 48 mainstream outlets
- UGC: 2,600 entries

ACHIEVEMENTS

Total ROI = 5,720%

Exposure:

- Maintained 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)
- Gained 24.9 million total exposure, up by 54.5% from previous event, with 127,393 engagements
 - o Owned: 3.9 million impressions with 29,654 engagements and 15,020 fanbase growth, up by 15.2% YoY
 - o Paid: 21.0 million impressions from advertising and influencer campaigns with 49,000 engagements

o Earned: 48 mainstream media coverage and 2,600 UGC entries, valued at USD356,855

o Mobile game: 35,293 plays (97% more than previous launch) generated 13,446 lucky draw entries and recruited 2,488 new members (up by 307% from last time)

Performance: achieved growth despite economic slowdown

- Traffic: 1.4 million, up by 20% YoY

- Sales: USD23.3 million, up by 10% YoY

Loyalty: recruited 18,617 new members into its loyalty program, up by 98.6% YoY

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

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File 4

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File 7

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Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 8

URL 9

URL 10

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