

## Festive malls enjoy high traffic and sales 集團商場喜迎新春 人流暢旺生意興隆

The Group's shopping malls offered thematic installations, comprehensive promotions and high-tech interactive games to celebrate Chinese New Year with locals and visitors. The programmes attracted throngs of seasonal shoppers with some malls registering significant increases in traffic.

### Welcoming the year of the dog

The year of the dog got a big welcome at APM with the world's tallest animated Gromit from the *Wallace and Gromit* movies and its festive mansion. The mall also introduced an interactive magic mirror where customers could check on their luck during the coming year and make their own personalised fai chun. Tai Po Mega Mall had Snoopy and friends perform a dragon dance amidst Chinese New Year windmills and peach blossoms. IAPM invited a specialist artist to reconfigure toys into pet dog art installations. Shoppers also took special effect selfies in the form of selected Chinese zodiac animals with new year blessings to create their own fai chun. Shanghai IFC Mall had on display artist-created delicate lucky dog art installations.

### Joyful aura

New Town Plaza presented the world's first Chinese New Year LEGO mansion, featuring a hand-made, giant dancing lion comprised of 150,000 LEGO bricks. V City spread positive vibes with The Powerpuff Girls greeting customers at various spots. Parc Central had Wuba from *Monster Hunt 2* welcome customers at the Chinese New Year windmill forest, lotus pond and loving bridge.





IFC Mall 國際金融中心商場



YOHO MALL

### Share the blessings

IFC Mall built an interactive wishing pond with 108 virtual koi fish where customers tossed in virtual gold coins through mobile devices and made their wishes with blessings popping up. East Point City hosted Hong Kong's largest indoor Chinese New Year floral market and bazaar for the 12th straight year. To enhance the customer experience, the orchids came with a QR code for illustration purposes this year. Landmark North's pop-up art exhibition included a five-metre tall giant lotus and various other botanical species. Customers also explored the 3D garden through various VR games. YOHO MALL held a large indoor Chinese New Year market with fine food from around the world as well as local delicacies, resembling a Japanese spring market fair. Beijing APM had giant coins and colourful lanterns in the peach blossom forest to wish customers good luck in the new year. IGC hoisted an approximately two-metre wide giant bouquet in the atrium to offer new year blessings to customers.



V City



East Point City 東港城



Landmark North 上水廣場



Tai Po Mega Mall 大埔超級城



農曆新年期間，集團旗下各大商場以不同主題作佈置，舉辦多元化推廣活動，應用創新科技與顧客互動，與市民及遊客歡度新歲，吸引大量遊人光臨，部分商場的人流更錄得顯著升幅。

#### 齊賀狗年

APM聯乘《超級無敵掌門狗》主角阿高迎新春，展出全球最高的巨型阿高機動招財狗及賀年大宅。商場設有互動「魔術鏡」，讓顧客檢測行運指數，並自製專屬揮春。大埔超級城有Snoopy與好友在風車桃花林舞動彩龍。IAPM商場邀請玩具雕塑藝術家創作寵物狗藝術雕塑作品。商場更讓顧客挑選生肖形像特效進行自拍，搭配新春祝福語句，自製獨一無二的春聯。上海國金中心商場邀請藝術家設計造型別緻、活靈活現的福犬雕塑。

#### 歡樂氣氛

新城市廣場與LEGO合作打造全球首個農曆新年大宅院主題佈置，當中最矚目的是由150,000顆LEGO bricks全人手砌成的巨型鴻運醒獅。V City請來飛天小女警現身不同位置，發放正能量。天環有《捉妖記2》的胡巴在風車林、荷花池及連心橋等場景迎接顧客，喜氣洋洋。



IGC, Guangzhou 廣州IGC



Shanghai IFC Mall 上海國金中心商場



### 寓意吉祥

國際金融中心商場設置內有108條數碼錦鯉的祝願池。顧客透過流動裝置可拋下虛擬金幣許願，接收新年祝賀語句。東港城連續第12年舉辦全港最大室內年宵市場暨新春花展會，今年更引入QR Code蘭花圖鑑，方便選購。上水廣場的Pop-Up藝術展，展出五米高巨型蓮花及多種花卉植物；並設有VR四感體驗之旅，讓顧客親歷3D花花世界。YOHO MALL舉辦大型室內年宵，在和風春日祭的氣氛下，帶來環球特色及地道美食。北京APM在桃花林中，放上巨型銅錢及彩色燈籠，祝願顧客時到運到。IGC中庭懸掛近二米直徑的大型花球，喜迎新春，祝願顧客新一年鴻運當頭。



Parc Central, Guangzhou 廣州天環



Beijing APM 北京APM



IAPM, Shanghai 上海環貿IAPM