



Shanghai IFC Mall won several major awards for its Tsum Tsum Christmas campaign last year
上海國金中心商場憑著去年的「Tsum Tsum閃耀聖誕」項目，獲取多個業界大獎

Shanghai IFC Mall and IAPM continue to excel 上海國金中心商場及環貿IAPM商場持續創佳績

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Being prominent shopping destinations in the city, Shanghai IFC Mall and IAPM are situated atop metro stations in CBD cores with heavy traffic. The malls use specialized concepts with diversified trade mix and creative promotions to offer the finest in shopping and leisure. The malls recorded notable growth in tenant sales and rental reversions during the 2016/17 financial year.

Shanghai IFC Mall, which is part of the Shanghai IFC integrated development, is home to over 240 top-tier international retailers and global flagship stores including the world's largest Louis Vuitton flagship store on one level, the first mainland Apple Store flagship store and more than 30 showcases for world-renowned brands. The tenant mix is broadened from time to time to give a unique array including international clocks and watches, premium jewellery, deluxe skin care, high-end menswear, trendy fashions and Michelin-starred restaurants.

IAPM in the integrated Shanghai ICC complex is an upscale, trendy mall that introduces an innovative lifestyle and late night shopping concept to the city with some 240 international high-end trendy retailers, of which 10% new to the mainland and 15% new to Shanghai. The shops close at 11 pm while the restaurants are open until midnight offering more shopping and leisure for busy white collars and night owls.

Using interactive technology

The malls ride the new technology wave using VR and AR interactive games, iBeacon location-based technology, H5 webpage, holographic videos and interactive WeChat technologies for major promotions for customers to sample the latest interactive technology while shopping. Shanghai IFC Mall received gold and IAPM silver for Emerging Digital Technology at the ICSC China Shopping Centre Awards. Recognition for Shanghai IFC Mall went beyond the greater China region with a silver for Emerging Digital Technology at the ICSC Asia Pacific Shopping Centre Awards.

In the Tsum Tsum Christmas campaign last year, Shanghai IFC Mall had customers blending into a European village backdrop with Tsum Tsum characters via new interactive technology in 360-degree camera on decorations. The event brought crowds of Tsum Tsum fans to the mall and recognition including a Prize of the Year – Gold Award of Shopping Mall Strategic Promotion from Disney. It is the only top gold winner among the mainland malls.

IAPM also deploys interactive technology in promotions. 3D holographic projection and AR brought new excitement to its Pirates of the Caribbean themed events with a haunted ship, skulls and other virtual images projected onto pyramids for a spooky effect and there were interactive AR games where shoppers could join pirates on adventurous voyages.

Enhancing value added service

Shanghai IFC Mall and IAPM stay connected with young customers through regular mall updates and privilege feeds on social networks and mobile apps, and a VIC programme for loyal customers. The malls have upgraded their WeChat systems to provide full service including navigation, shop location, restaurant booking and buying movie tickets. VIC members can register spending points and redeem gifts online at the WeChat system. Additionally, an intelligent parking system has been introduced, allowing customers to drive in without stopping at ticket machines, locate their cars easily afterwards and use the self-service payment system to cut out waiting time.

上海國金中心商場及環貿IAPM商場為市內著名購物熱點。兩者位處繁盛的商業區核心地段，坐落地鐵站上蓋，盡享人流優勢；配合獨特的營運概念、多元化的商戶組合以及豐富多姿的創意推廣活動，為顧客帶來頂級購物及消閒體驗。兩者在2016/17財政年度中，商戶銷售額及續租租金顯著上升。

上海國金中心商場屬於上海國金中心綜合項目的一部分，雲集逾240間國際頂級品牌及全球旗艦店，當中包括全球單層最大的路易威登旗艦店、全中國第一間蘋果全球旗艦店，以及逾30間世界級品牌旗艦店。商場不斷引進多元化商戶組合，如國際鐘表廊、頂級珠寶區、奢寵美容專區、奢華男士區、潮流時尚品牌及米芝蓮星級食府等，提升獨特性。

環貿IAPM商場則為上海環貿廣場綜合項目的商場部分，是上海首個糅合「品味生活雜誌」及「夜行消費購物模式」的商場。場內約有240個國際高端潮流品牌，其中一成商戶是首次進入內地市場，一成半為首度進駐上海。商場營業時間至晚上11時，餐飲食肆更營業至凌晨，讓工作繁忙的白領及夜遊族不受時間束縛，盡情購物消閒。

緊貼潮流 應用互動科技

隨著新興科技的發展，兩間商場將VR及AR互動遊戲、iBeacon定位技術科技、H5網站、立體影片及微信互動科技等融入大型推廣活動中，讓顧客一邊購物，一邊體驗最新最潮的互動科技。上海國金中心商場與環貿IAPM商場在「ICSC中國購物中心大獎」中，分別獲得「新興技術」金獎及銀獎殊榮。上海國金中心商場更衝出大中華區，於「ICSC亞太區購物中心大獎」中，再獲「新興技術」組別銀獎。

在去年的「Tsum Tsum閃耀聖誕」項目中，上海國金中心商場特別在裝飾上加入360度全景拍攝裝置，讓顧客與Tsum Tsum公仔融入歐式莊園背景，體驗最時尚的互動科技。活動不但吸引大量Tsum Tsum粉絲光臨，更為商場帶來多個殊榮，當中包括迪士尼「策略商場推廣項目年度大獎」金獎，屬於唯一獲取最高級別金獎的內地商場。

環貿IAPM商場亦在多個推廣活動中，加入互動科技。在「加勒比海盜」電影主題推廣活動中，商場應用3D立體投影技術及AR擴增實鏡科技，為顧客帶來感官新體驗，將鬼船及骷髏等虛擬影像投射到金字塔內，帶來疑幻似真的視覺效果。活動更設有互動AR遊戲，讓顧客參與海盜歷險的驚險旅程。

不斷提升增值服務

上海國金中心商場及環貿IAPM商場著重與顧客保持聯繫，定期透過社交網絡及手機應用程式發放最新商場資訊及優惠，並為現有顧客設立VIC計劃，緊貼新世代的需要。上海國金中心商場及環貿IAPM商場更優化微信系統，提供一站式導航、店舖搜索、餐廳訂位、購買電影票等服務；VIC會員亦可透過微信在網上自助登記積分及換領禮品。此外，透過全新的智能泊車系統，顧客毋須再停車等候取票即可進場，更可輕鬆找回座駕及進行自助繳費，享受零等候、免排隊的泊車新體驗。



IAPM introduces new interactive technology to promote exciting, interactive shopping and leisure
環貿IAPM商場在推廣活動中融入創新互動科技，為顧客帶來更好玩的互動消閒購物空間