



Shanghai IFC Mall won several major awards for its Tsum Tsum Christmas campaign last year  
上海国金中心商场凭借去年的“Tsum Tsum闪耀圣诞”项目，获得多个业界大奖

## Shanghai IFC Mall and IAPM continue to excel 上海国金中心商场及环贸IAPM商场持续创佳绩

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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.

上海国金中心商场及环贸IAPM商场为上海著名购物热点。两座商场均地处繁盛的商业区核心地段，坐落地铁站上盖，尽享人流优势；配合独特的营运概念、多元化的商户组合以及丰富多彩的创意推广活动，为顾客带来顶级购物及休闲体验。两者在2016/17财政年度中，商户销售额及续租租金显著上升。

上海国金中心商场属于上海国金中心综合项目的一部分，云集逾240家国际顶级品牌及全球旗舰店，其中包括全球单层最大的路易威登旗舰店、全国第一家苹果全球旗舰店，以及逾30家世界级品牌旗舰店。商场不断引进多元化商户组合，如国际钟表廊、顶级珠宝区、奢宠美容专区、奢华男士区、潮流时尚品牌及米其林星级餐厅等，提升独特性。

环贸IAPM商场则为上海环贸广场综合项目的商场部分，是上海首个糅合“品味生活杂志”及“夜行消费购物模式”的商场。商场约有240个国际高端潮流品牌，其中一成商户是首次进入内地市场，一成半为首度进驻上海。商场营业时间至晚上11时，餐饮更营业至凌晨，让工作繁忙的白领及夜游族不受时间束缚，尽情购物休闲。

### 紧贴潮流 应用互动科技

随着新兴科技的发展，两家商场将VR及AR互动游戏、iBeacon定位技术科技、H5网站、立体影片及微信互动科技等融入大型推广活动中，让顾客一边购物，一边体验最新最潮的互动科技。上海国金中心商场与环贸IAPM商场在“ICSC中国购物中心大奖”中分别获得“新兴技术”金奖及银奖殊荣。上海国金中心商场更冲出大中华区，于“ICSC亚太区购物中心大奖”中，再获“新兴技术”组别银奖。

在去年的“Tsum Tsum闪耀圣诞”项目中，上海国金中心商场特别在装饰上加入360度全景拍摄装置，让顾客与Tsum Tsum公仔融入欧式庄园背景，体验最时尚的互动科技。活动不但吸引大量Tsum Tsum粉丝光临，更为商场带来多个殊荣，其中包括迪斯尼“策略商场推广项目年度大奖”金奖，属于唯一获取最高级别金奖的内地商场。

环贸IAPM商场亦在多个推广活动中，加入互动科技。在“加勒比海盗”电影主题推广活动中，商场应用3D立体投影技术及AR增强现实技术，为顾客带来感官新体验，将鬼船及骷髅等虚拟图像投射到金字塔内，带来疑幻似真的视觉效果。活动更设有互动AR游戏，让顾客参与海盗历险的惊险旅程。

### 不断提升增值服务

上海国金中心商场及环贸IAPM商场着重与顾客保持联系，定期通过社交网络及手机应用程序发放最新商场信息及优惠，并为现有顾客设立VIC计划，紧贴新世代的需要。上海国金中心商场及环贸IAPM商场更优化微信系统，提供一站式导航、店铺搜索、餐厅订位、购买电影票等服务；VIC会员亦可透过微信在网上自助登记积分及换领礼品。此外，通过全新的智能泊车系统，顾客毋须再停车等候取票即可进场，更可轻松找回座驾及进行自助缴费，享受零等候、免排队的泊车新体验。



IAPM introduces new interactive technology to promote exciting, interactive shopping and leisure  
环贸IAPM商场在推广活动中融入创新互动科技，为顾客带来更好玩的互动休闲购物空间