



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

Chongqing Chic World Gallery 2018 Marketing Program

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Part 1

Activity overview



In order to elevate the European Lifestyle mood of our event, we will be organizing fashion shows, live music, food competition, longest pizza and various other entertainments. At the same we will provide workshops, trainings and educational activities to allow the Chinese consumers to better understand the European Touch. Customers can enjoy European culture from two aspects, outdoor show performances, entertainment and indoor cuisine and DIY experiences.

Opening Ceremony of Chic Europe Express

Time: 1st, June 10:00-12:00

Sponsors: Trading Center, Chic Investment

Co-organizers: Free Trade Zone Management Committee, Italian Chamber of Commerce, Customs and Business Organization

Cooperatives: Rinaldi Importation Group, Rinaldi Foods, Henry Group, Chic Group

Organizers: Chic Investment and Event Service Provider

Invited guests: Foreign guests: Italian Foundation Officer, Italian Consul in Chongqing, other chamber of commerce representative.

Government leaders: leaders of municipal governments, leaders of management committees of bonded areas, leaders of the trading center.

Trade associations: import and export chambers of commerce, trade associations and members





Part 2

Live activities

Day 1 - Opening Ceremony

1st, June

To set the mood for the upcoming event.
Retail grand openings may require a couple promotional entertainers comedians, clowns and magicians, who freely roam the crowd and provide entertainment to customers



Registration

Opening Speeches

Opening Ceremony + VIP tour introduction

Networking Aperitif

Live Band

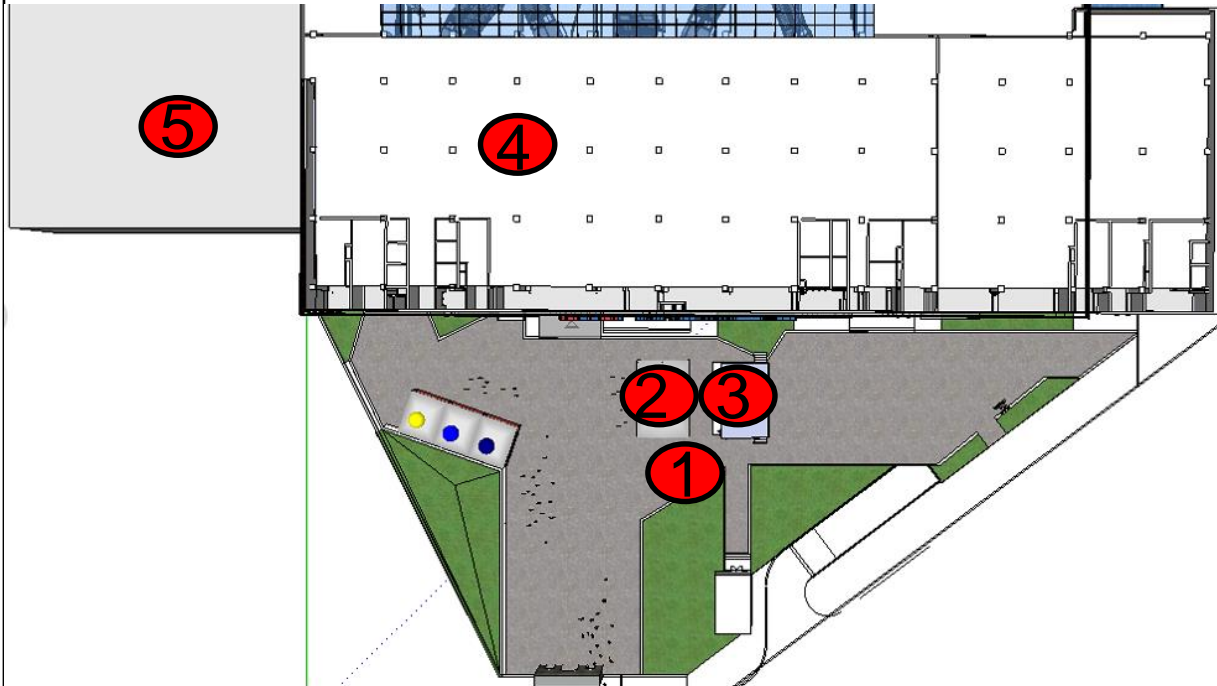
Dance Show

Longest Pizza

Fashion Show

F&B Tasting + Bacchu Parade

Leadership visiting process



1. Guests are invited to the sign-in area to sign and take photos (area 1)
2. After signing they will be lead to the guest area (area 2) (10:00 - 10:20)
3. Relevant leaders of the government – representatives of foreign in stitution attend the opening ceremony on the (area 3). (10:40-10:50)
4. Invite the leaders to visit the project and guide them around the mall (area 4) (11:15 - 11:35)
5. After the visit, the leading guests can have a rest in the VIP area, and they can enjoy pastries and drinks at any time (area 5). (11:35 - 12:00)

Day 2 – Kids Festival

2nd, June



European breakfast experience

3D Painting

Cooking , Pottery, Painting Class

Food Competition

Longest Pizza

Dance Show

Marco Polo Parade

Live Music

F&B Tasting + Bacchu Parade

Day 3 – Closing Ceremony

3rd June

The curtains come down on the inaugural edition of Chic Europe Express. In the presence of dignitaries from the Government and our main sponsorships.



Food Tasting

Live Music

Fashion Show

Acrobats/Dance Performance

Mascots Parade

Beer Activity

Lottery

Closing Ceremony Activity

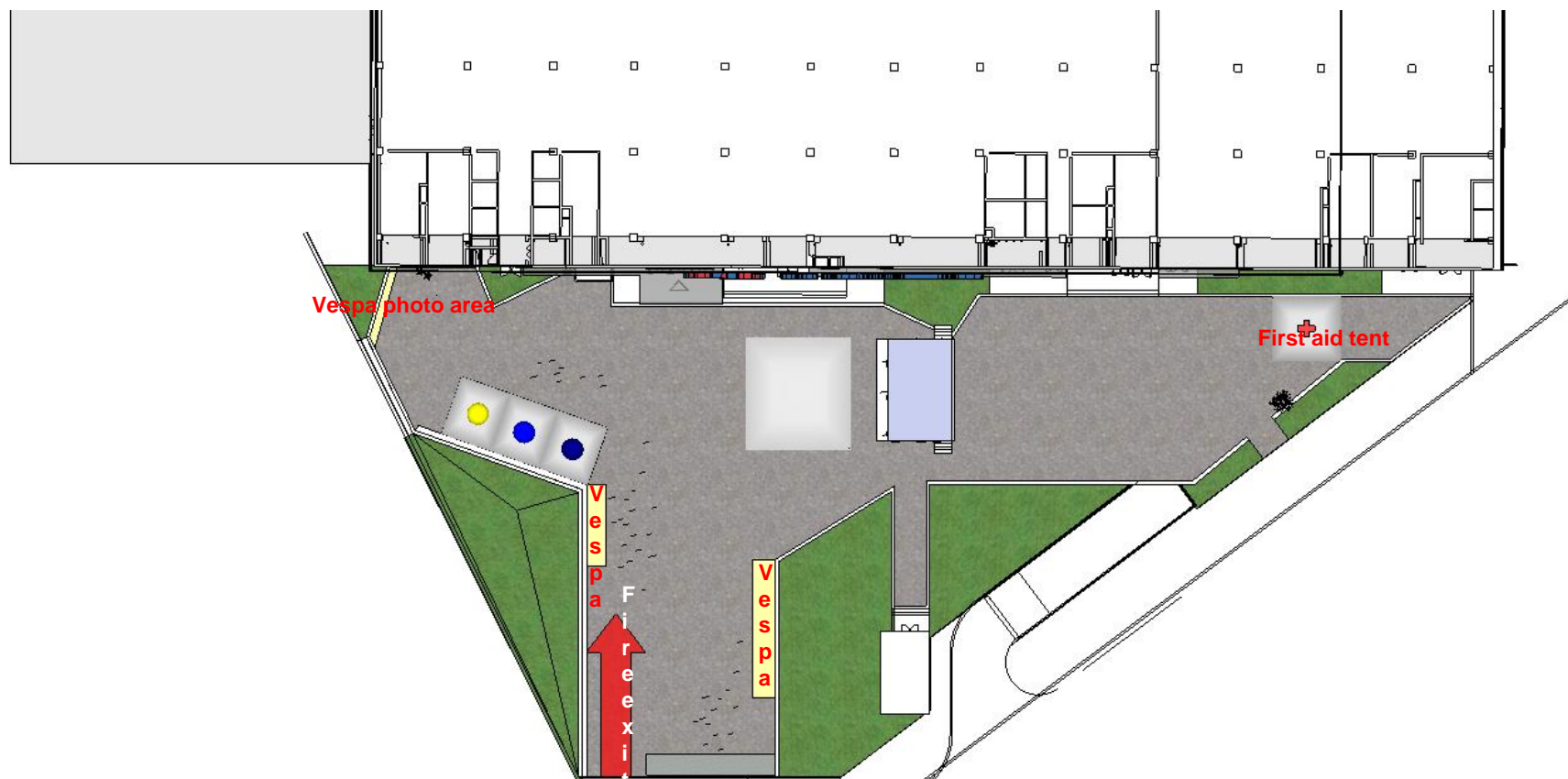
Aperitif



Part 3

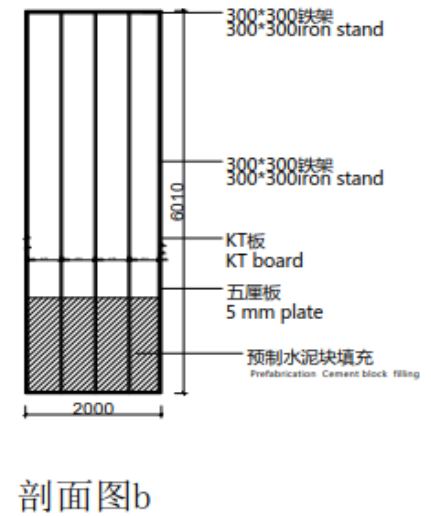
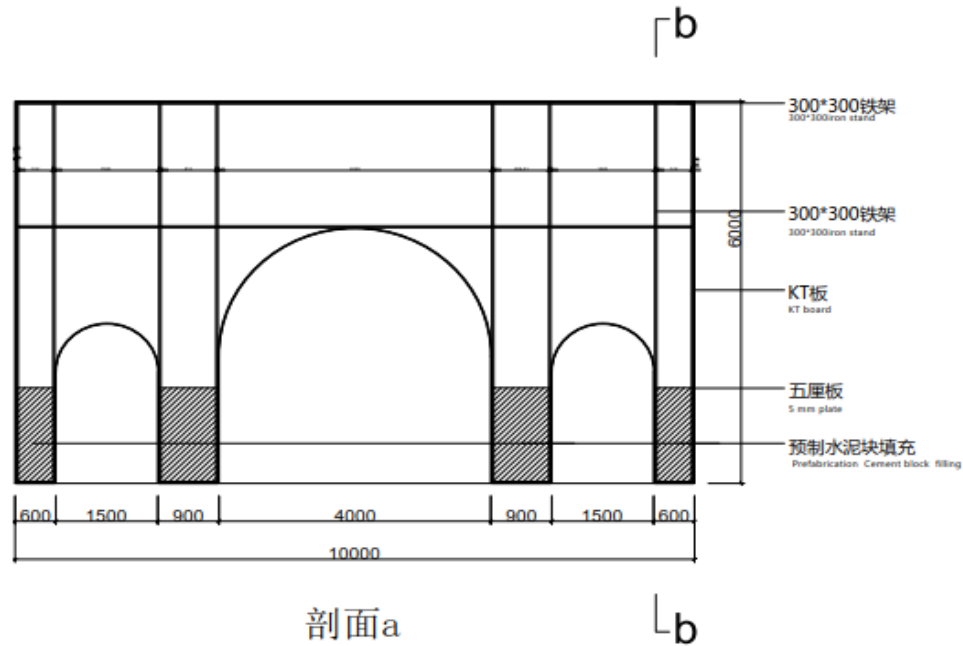
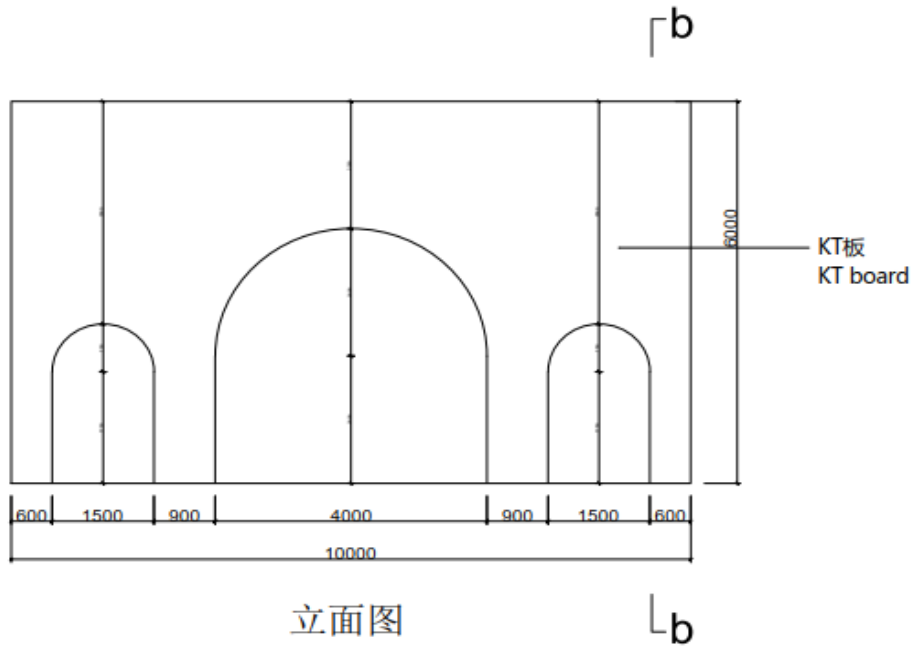
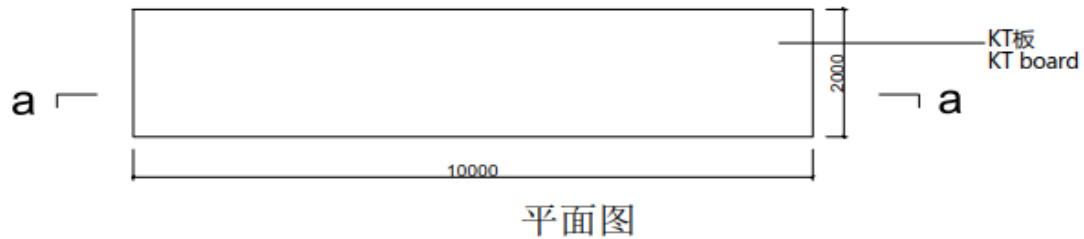
Layout arrangement

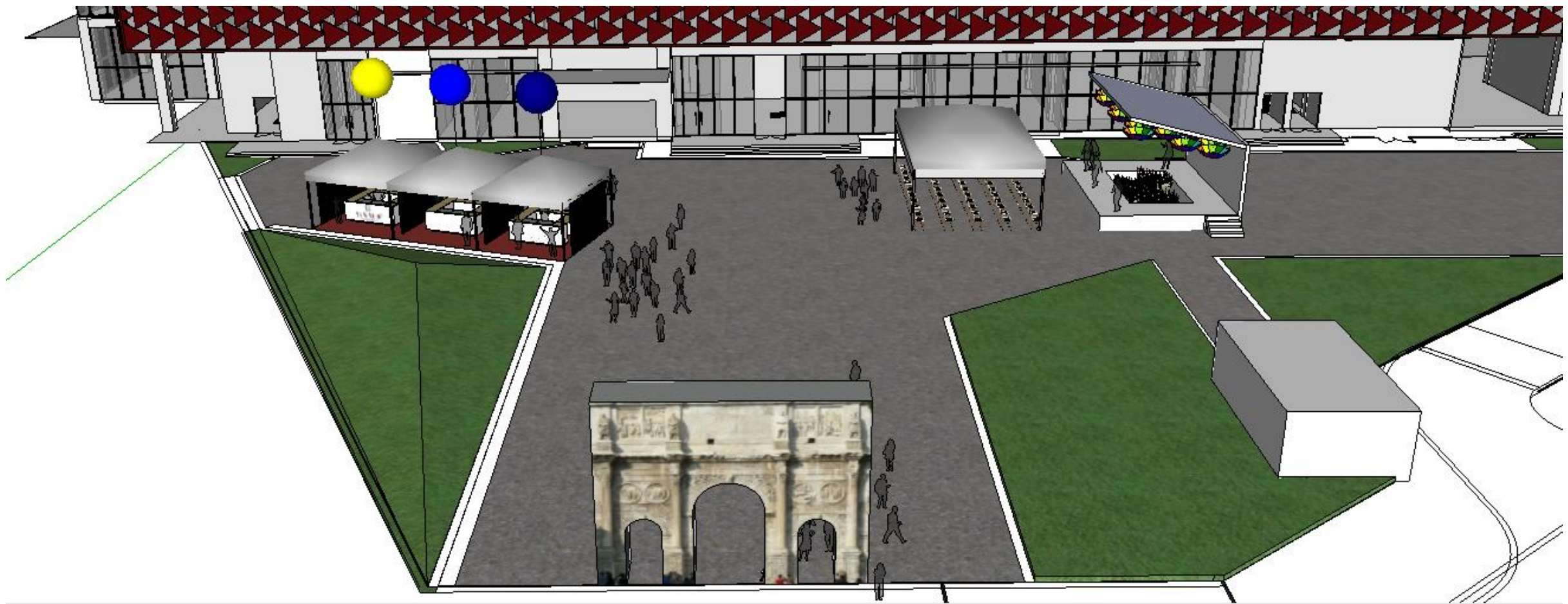
Layout arrangement



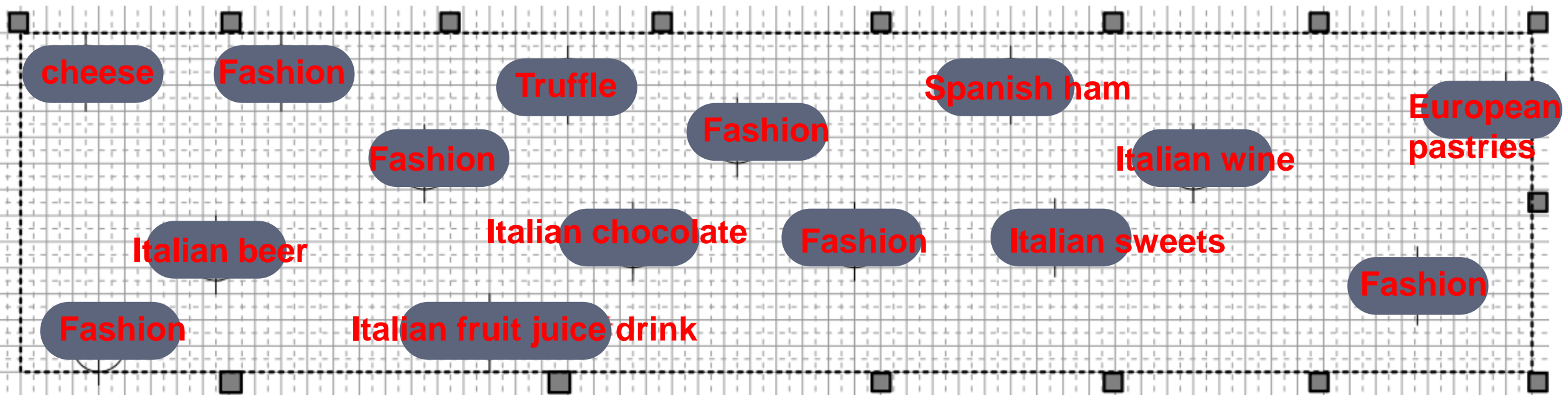
Outdoor layout

- After considering the safety factors, by increasing the length of the door and widening the load-bearing area, the door head can be installed and fixed to ensure the safety of the site.











Part 4

Member Promotion

疯狂购物

Activities:1. 1000pcs of products sells for 1RMB

Activities: 2. Wechat Account – From official WeChat of Chic Group: Scan our QR Code to win free gifts, vouchers, discount coupons, etc.;

Activities: 3. Lucky Wheel - Customers can purchasing tickets to participate at the Lucky Big Wheel event, to win gifts and coupons

Activity content: 4. Purchases & discount: When the total of the purchasing raise to certain amount, customers will get products discount

Activity Contents: 5. VIP gift: gift for mew VIP

Activities: 6. Discounts - On the opening day all products have different levels of discounts

Activities: 7. Put 50.000RMB into VIP debit card , will get a iPhone X for free.





Part 5

Media

Advertising Channels



self-media

- ◆ WeChat official Account
- ◆ Weibo Official Account



Traditional media

- ◆ Chongqing Radio
- ◆ Advertising on Bus transportation
- ◆ News Paper



Internet Advertisement

- ◆ New Social Media :
 - Live Video
 - KOL articles
- ◆ Pop-up Advertising



Outdoor Advertising

- ◆ Flyers distribution
- ◆ Posters Advertising (bus station, Subway)
- ◆ Advertising Board

Advertising : self-media

Engage with fans through the project's official WeChat account and promote project-related offers

Wechat red packet



Warm-up promotion



Buying information



H5 interactive production



Advertising : traditional media

Using traditional media to enhance publicity of relevant information for opening up and expanding publicity

bus videos



Traffic broadcasting



LED car cruise





Advertising : internet media

Increase the publicity channels of online media to cover the young people category

Advertising : traditional media

Wechat Big V



主动转发 = 好的内容 + 刺激转发

10万
阅读量

文案 页面设计
音乐 音效
动画配置

转盘抽奖 微信红包
投票活动 小游戏
测试问答 转发赢奖品
扫码有惊喜

Internet patch ads



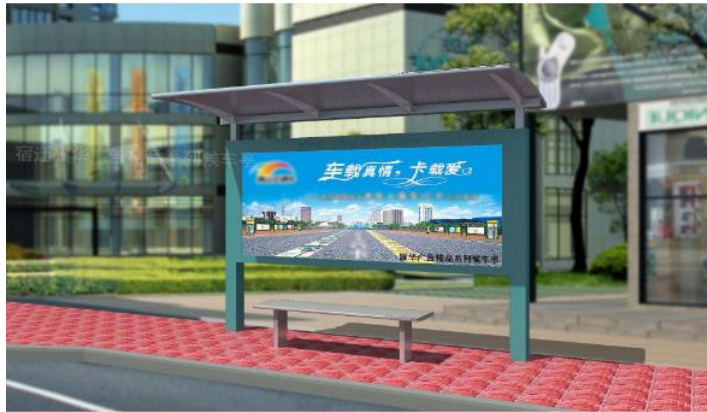
Wechat circle ads



Advertising : outdoors media

Strengthen the exposure of project opening information to let more people have a more intuitive understanding of the project

Bus station boards



Outside-exterior advertising



Billboard



Note: The government leaders will take care of the outdoor advertising to provide support for the project. When the project this advertisement will be shown on surrounding pole flags, bus platforms, and the space of bonded trade center buildings.

Thank you



奇柯集团
CHIC INVESTMENT



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