

Chinese New Year  
Celebration for a Leading  
Shopping Mall

PACIFIC  
PLACE

# Marking the Lunar New Year Creatively

In celebration of Chinese New Year, premier shopping mall Pacific Place needed a creative and visually arresting customer-facing campaign in order to drive sales growth during the festival season.

**Business Strategy**

**Brand Strategy**

**Design and Touchpoints**

Event Identity  
Event Management  
Live Performance  
Venue Decoration  
Red Packet Design  
Press Release

**Digital & Social Media**

# Pacific Place Chinese New Year Decorations and Promotions 2011

## Visually Arresting Mall Decoration and Premiums



Base Creative helped the acclaimed lifestyle hub to create compelling mall decorations complete with memorable Chinese motifs and Western symbols, as well as VIP premiums and red packet designs.

### Scope of Work

### Business Strategy

### Brand Strategy

### Design and Touchpoints

- Event Identity
- Event Management
- Live Performance
- Venue Decoration
- Red Packet Design
- Press Release

### Digital & Social Media