



2013 Christmas Decorations  
for a Prestigious Shopping Mall

PACIFIC  
PLACE

# Creative Christmas Display for a Leading Shopping Centre

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

**Business Strategy**

**Brand Strategy**

**Design and Touchpoints**

Event Identity  
Interactive Booth Design  
Live Performance  
Venue Decoration  
Press Release

**Digital & Social Media**



# Pacific Place Christmas Decorations and Promotions 2013

## A Captivating One-of-a-Kind Visual Display



Base Creative helped Pacific Place to celebrate Christmas with one-of-a-kind decorations – wintry scenes populated by a robot Santa and his little clockwork helpers, snowmen and reindeer, who were depicted sorting letters, preparing gifts and delivering them around the world.

### Scope of Work

### Business Strategy

### Brand Strategy

### Design and Touchpoints

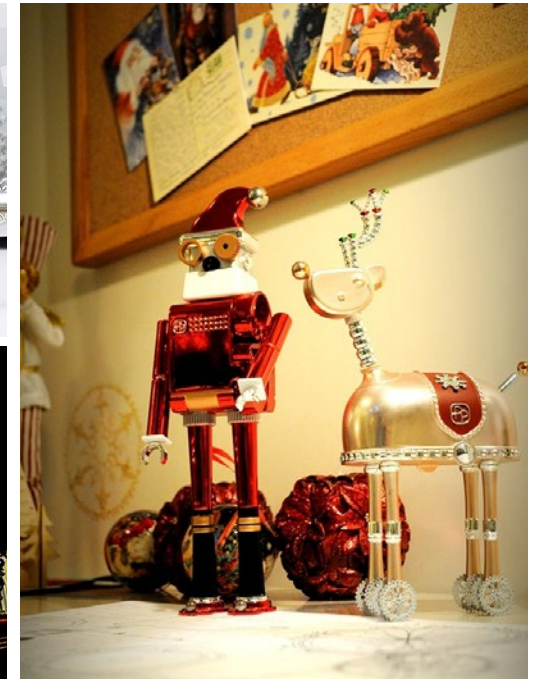
- Event Identity
- Interactive Booth Design
- Live Performance
- Venue Decoration
- Press Release

### Digital & Social Media



# Pacific Place Christmas Decorations and Promotions 2013

## A Captivating One-of-a-Kind Visual Display



The visually stunning scenes were complemented by a gigantic rotating Christmas display above Garden Court. And to kick off the holiday cheer, a lighting ceremony and cocktail event was staged featuring festive lightworks and a unique parade of giant gifts along the 60-metre track high above shoppers' heads.

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