



2014 Christmas Decorations
for a Major Shopping Mall

PACIFIC
PLACE



2014 Christmas Decorations for One of Hong Kong's Top Shopping Malls

In order to attract shoppers during the holiday season, Base Creative helped Pacific Place to create a memorable and nostalgic festive atmosphere in 2014.

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 2014

Evoking the Traditional Spirit of the Season



We built a quintessential British town in situ, featuring life-size houses that visitors could actually interact with, as well as character figures scattered around the mall.

Scope of Work

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Brand Strategy

Design and Touchpoints

Digital & Social Media

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