

# The ONE

## Tallest Retail Complex in Hong Kong

The ONE is a well-known shopping complex located in the heart of Hong Kong and was opened in 2010. It has 29 stories with 400,000 square feet of retail space consisting of shops and a cinema.

### OBJECTIVE

## Traffic Growth and Redirection

The ONE had three goals and that was to create higher brand awareness, attract traffic and redirect traffic from the lower levels to the upper levels. Target segment was from age 18-45 and to attract female customers to make purchase at its retail shops.

### SOLUTION

## True Online to Offline

The campaign started with drawing traffic within a 2 kilometer radius using online marketing techniques and recruiting members from Miss Tiara to participate. Foot traffic was directly drawn to The ONE retail complex to attend the campaign.

Once foot traffic arrived, we then use Miss Tiara App to provide coupons of retail shops located on the upper levels of the complex in order to redirect foot traffic from the lower to the upper levels.

Our campaign helped The ONE increase foot traffic by 250% and an increase of 150% engagement on social media. Over 3500 coupons were downloaded during the campaign and 80% of them were redeemed as customers made purchase at retail shops.

