

# STUDIO CITY WATER PARK

INTRODUCTION

## Winning the first launch with broad coverage through innovative ways

Studio City Indoor Water Park and W Macau - Studio City newly opened in Q2-Q3 2023 and was a major event for Melco Resorts & Entertainment's cinematically-themed resort Studio City. During this period, the resort faced tough competition from other Macau hotels for both overall content volume and interaction volume. With competitors driving for visitors' attention and the impact of the pandemic, it was crucial for the new resort to make a strong first impression and generate buzz on social media to drive traffic.

## ACTIVATIONS

Our strategy is to capture consumers' immediate attention by using impactful and cool-looking large-scale images to attract consumers' attention and trigger them to visit.

We became the first Macau integrated resort to collaborate with Xiaomi on its creative OTT 3D startup advertising.

We also partnered with top social platform Weibo to continuously create social buzz for Macau travel hot topics and promotions for the resort.

Additionally, we leveraged broad coverage and high preference platforms for home screens to attract consumers' attention and drive traffic to official website.



To achieve such goals, we began by utilizing our audience intelligence tools to gain a deep understanding of consumer travel behavior and preferences. We delve deep into our target group to create a multi-audience planning approach -- identifying the core segments that are most likely to be interested in visiting in Macau.

Our main target is the mid-to-high-income fashion crowd who like cool styles and enjoy unusual experiences. They enjoy using social networks and watching online videos, especially OTT large screens with high-quality and impactful images.

To differentiate ourselves from within a highly competitive landscape, we secured dominance over Hong Kong's largest OOH TV wall to showcase the captivating attractions of Studio City Water Park. By leveraging both video and audio elements, our aim is to captivate and stimulate audience interest.

Additionally, we partnered with a vendor to deploy interactive display banners that offer a unique and engaging experience. These interactive banners have been specifically tailored to feature a water effect interaction, creating a dynamic and immersive showcase. This innovative approach effectively communicates the message that Studio City's indoor water park is a year-round destination where visitors can enjoy the water attractions regardless of the weather conditions.



Viewership  
200M+

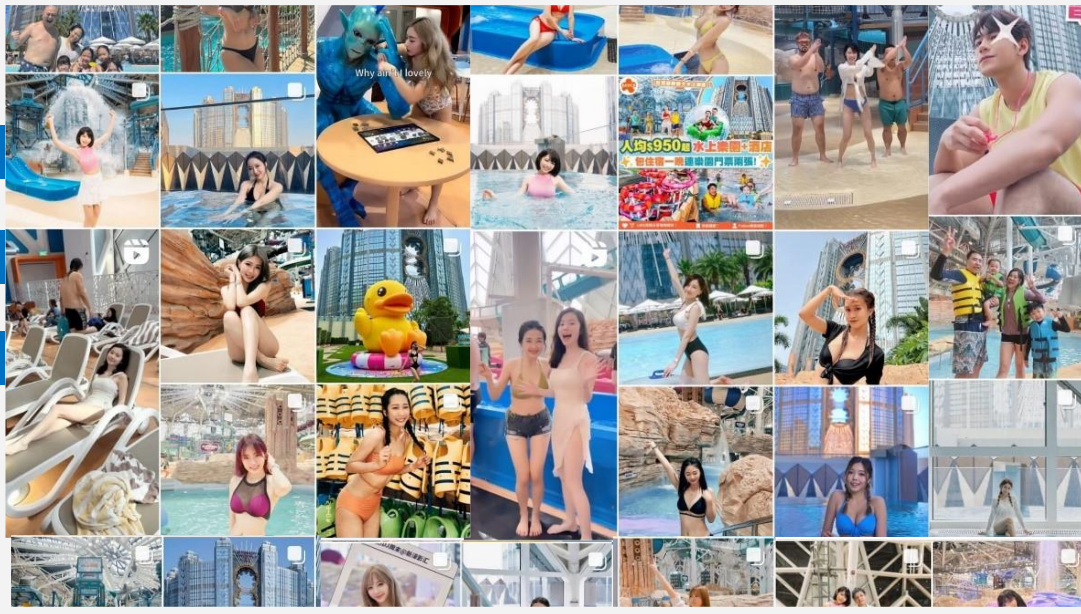
HK Results

Impression	Clicks	CPC
<b>+89%</b>	<b>+635%</b>	<b>-86%</b>

Macau Results

Impression	Clicks	CPC
<b>+27%</b>	<b>+72%</b>	<b>-47%</b>





>5.8M eyeballs in IG

>2M views on Youtube

>793K engagement

68 KOLs  
83 Mis were invited  
to SCWP in 2023



Partnered with Douyin's hit variety show 'All-out Action 2' integrating its attractions to strengthen brand awareness and entice viewers to visit.



The Studio City-related short video topped Douyin's hot topic billboard with over tens of millions of views.



Family-oriented personality - Wu Chun    Young idol - Rikimaru    Young idol - Li Wenhan    Young Couples - Cheng Lei & Lu Yuxiao



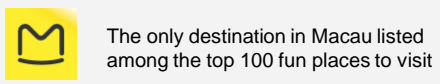
Strategically selecting 90 top-tier influencers from diverse fields such as lifestyle, travel, family, photography, and parkour.

Results

1.6B  
Viewership

16M+  
engagements

455%  
Search increase on  
Douyin



Studio City focused on its thematic advantage by collaborating with influencers, media, and variety shows to create differentiated and diverse, high-quality content. In the project's early stages, we strategically collaborated with top influencers on Weibo, Douyin and RED, establishing a strong foundation for brand and product visibility for online search.

As brand presence grew, we expanded reach by partnering with various fashion media outlets, inviting celebrities from diverse domains to visit, thereby enhancing brand awareness. Lastly, we successfully secured the first post-pandemic variety show in Macau, comprehensively featuring the resort. This initiative not only reinforced brand awareness but also sparked widespread consumer discussions on a larger and deeper scale.