



An Elegant Grand Opening of  
a Unique Piece of  
Hong Kong's Heritage

# 1881 HERITAGE

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Centred on a cluster of sensitively restored historic buildings, 1881 Heritage is one of Hong Kong's most exclusive shopping malls.

The Mall wished to mark its opening after restoration with a grand event that would celebrate its new incarnation and showcase its attractions.

## Business Strategy

Business Model Adaptation  
Business Process Changes  
Organisational Empowerment

## Brand Strategy

Management Interviews  
Brand Workshop  
Brand DNA  
Brand Differentiation  
Brand Architecture  
Brand Strategy Book  
Ongoing Brand Management

## Design and Touchpoints

Brand Identity  
Brand Grid Refreshment  
Product Photography  
Writing & Translation  
Booth Design  
Advertising Design

## Digital & Social Media

UI and UX Design  
Brand Website  
Ecommerce Website  
Social Media Management  
Social Media Advertising  
Analytics

# A Sparkling Celebration for a Shopping Mall's Grand Opening

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Base Creative designed and managed a visually stunning grand opening launch featuring cutting-edge pyrotechnics and lighting projections, complemented by eye-catching promotional materials including a spectacular 3D pop-up invitation.

#### Scope of work

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