

Branded Environment for an
Iconic Shanghai
Shopping Mall



QPQ



Branded Environment for an Iconic Shanghai Shopping Mall

Crystal Galleria is an iconic landmark and state-of-the-art retail shopping centre and commercial tower in Shanghai, that sought to drive sales growth and traffic in its LG1/LG2 area.

Business Strategy

Business Strategy
Creative Theme

Design and Touchpoints

Booth Design
Props Design
Lighting Design
Venue Decoration
Retail Environment

Signage Design

Digital & Social Media

QPQ Branded Environment

Branded Environment for an Iconic Shanghai Shopping Mall



The shopping mall asked Base Creative to plan and create an engaging branded environment that addresses the needs of the customers. The result is an indoor farmers' market-QPQ-that is easy to deploy and customizable.

Scope of Work

Business Strategy

Business Strategy
Creative Theme

Design and Touchpoints

Booth Design
Props Design
Lighting Design
Venue Decoration
Retail Environment



Digital & Social Media