

Nomination: 19122

Play Me, I'm Yours: a musical journey through Shanghai

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**Page: General Information**

**Name of Organization / Company**

HKRI Taikoo Hui

**Logo**

No File Uploaded

**Web Site Address**

[www.hkritaikoohui.com](http://www.hkritaikoohui.com) (<http://www.hkritaikoohui.com>)

**Page: Entry Information**

**Entry Title**

Play Me, I'm Yours: a musical journey through Shanghai

**Category**

C01 - C12 Award for Innovation in Communications / PR > C05. Award for Innovation in the Use of Celebrities or Public Figures

**Submission Format**

An Essay of up to 625 Words

## Essay

Jun 12 – Aug 13, 2023, HKRI Taikoo Hui carried out its 6th 'Play Me, I'm Yours' (PMIY) campaign with unprecedented exposure, engagements, and results, thanks to innovative & effective use of celebrities/public figures.

### GLOBAL MOVEMENT, LOCAL RELEVANCE

PMIY was first commissioned in the UK in 2008 and became a global movement with 2000+ street pianos in 70 cities, played & listened to by over 20 million people; since exclusively bringing PMIY to China in 2018, HKRI Taikoo Hui had partnered with artists, brands, schools, and charities for 5 years and donated 57 pianos – its growing momentum & recognition made 2023 the ideal year to flourish.

### OBJECTIVES

1. Awareness: to double media buzz & PR value from PMIY 2022
2. Influence: to increase impact & grow fanbase on social media
3. Performance: to double traffic & achieve sales growth

### USE OF CELEBRITIES/PUBLIC FIGURES

HKRI Taikoo Hui used 3 kinds of celebrities/public figures to achieve these objectives.

1. Awareness: appointed Victor Ma as ambassador for PMIY 2023.
  - a. Victor Ma is a Chinese-American singer, songwriter, rapper, and actor with an estimated fanbase of 16.5 million (Weibo, 2023)
  - b. He took the lead in multiple aspects of PMIY, from designing a graffiti piano and playing in public in a viral video
2. Influence: collaborated with 2 widely acclaimed international artists.
  - a. Luke Jerram – British artist, father of PMIY: his endorsement demonstrated HKRI Taikoo Hui's accelerated influence as a globally recognized brand & creative partner, placing Shanghai among global cities with access & willingness to make music an integral part of cosmopolitan life
  - b. Cyril Lancelin – French artist/architect: co-created CUBE PIANO, a visually striking 10m-tall inflated street art doubled as a maze for an immersive experiences, located at HKRI Taikoo Hui crossing of the ultra-busy West Nanjing Road to maximize exposure – this was a key activation to reach a wider TA by eliminating the barrier of piano playing
3. Performance: joined forces with influencers & local artists to support tenants and achieve business success.
  - a. 6 hand-picked influencers on WeChat/RED/Douyin: each targeting a specific segment for higher conversion
  - b. Podcasts & Mook: 17 artists' creative stories in relevance to street pianos – turned continuous development into collated online/offline resources
  - c. RULA - graffiti artist: formed a partnership with tenant Harrods and co-created 'London Calling' piano and art installation 'London Calling' featuring Harrods' iconic bear, plus themed afternoon tea, adding more ways to experience this UK-born global phenomenon with a local twist – especially effective in reaching and attracting affluent customers
  - d. Zhe Wang & Yingnan Wang - two local designer/artist duo: formed a partnership with its tenant drivepro lab (China-born high-end lifestyle retail brand that combines trendy designs with cutting-edgy technology), for an avant-garde piano design and a cross-over candle collection – directly contributed to event sales and extended the impact of this project out of the mall
  - e. SimpliCity – local team specializing in thematic city tours of Shanghai; co-developed 'a musical journey through the city', promoted city exploration along donated PMIY pianos and led traffic back instore – directly contributing to footfall increase

### ACHIVEMENTS

Successfully met all objectives and achieved an impressive 91.9x ROI:

1. Awareness
  - a.PR: 839 reports published across all major media channels, valued at USD3 million – media buzz and PR value were 2.31x and 2.54x of PMIY 2022 respectively
  - b.Advertising: 25.6 million impressions, up by 352.7% from PMIY 2022, with 83,237 engagements; among which Victor Ma's posts contributed 19m impressions & 48,000+ engagements
2. Influence
  - a.Impact: 2.5 million total impression & 255,951 engagements on own social media, up by 75.8% and 59.6% YoY respectively
  - b.Fanbase: attracted 40,452 new followers
3. Performance
  - a.Traffic was 2.3x of previous year
  - b.Sales up by 16.3% YoY, with 27% of total sales generated from members –higher customer loyalty

### For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Do You Have Supporting Files You Would Like to Upload?**

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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