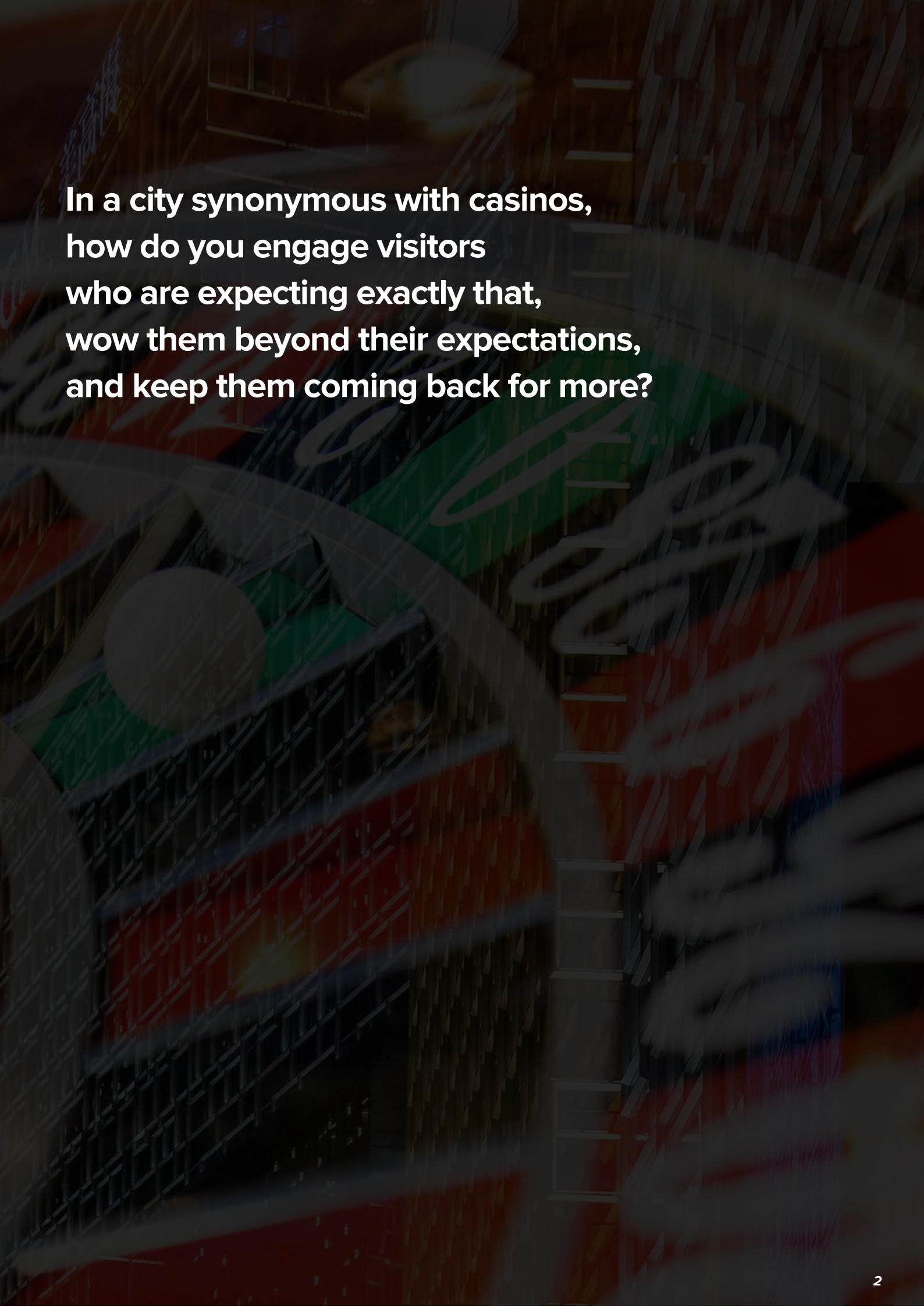


TURNING A
traditional
cultural symbol into a
MARKETING CATALYST

MGM

PATA GOLD AWARD: MARKETING



**In a city synonymous with casinos,
how do you engage visitors
who are expecting exactly that,
wow them beyond their expectations,
and keep them coming back for more?**

FROM TOURISM 0...

COVID-19 disrupted the entire world. Macau, a tourism-dependent city, saw tourist numbers drop to zero.

For a city that is synonymous with casinos, the challenge for MGM was to not only pivot but to change visitors' perceptions.

How do you wow visitors beyond their expectations of casinos, and ultimately, keep them coming back for more?

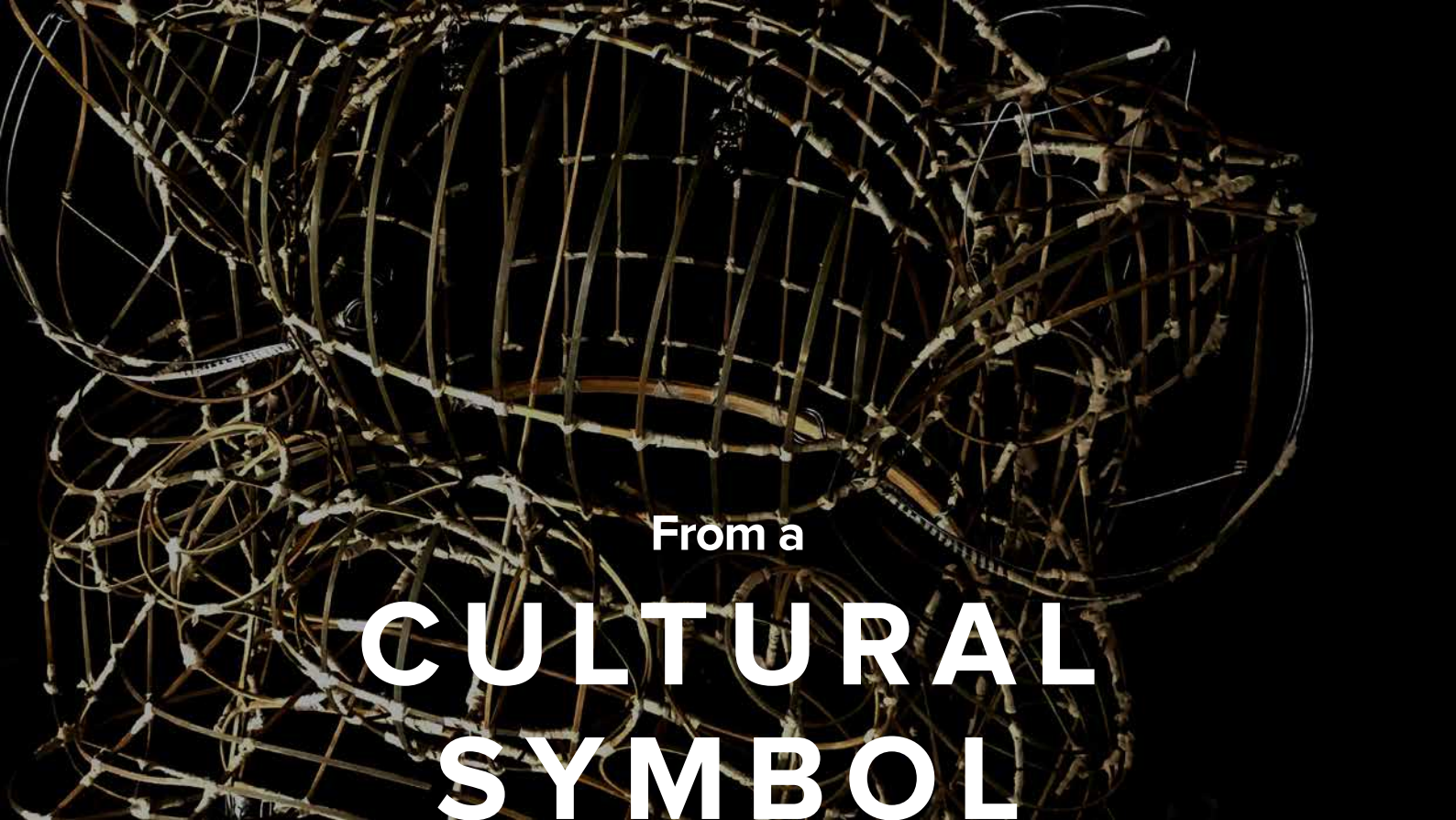




...TO TOURISM+

As a local integrated leisure and tourism enterprise in Macau, MGM took the lead in proposing the development concept of “tourism+” and has championed local culture as its central theme.

The challenge was to find the perfect local cultural symbol, and reinterpret its expression so every activity remains fresh and inspiring for contemporary travelers to experience Macau.



From a

CULTURAL SYMBOL

to a **long-term brand
engagement strategy**



From a cultural symbol to a long-term brand engagement strategy

**The
IDEA**

Macau embodies the essence of Lingnan culture, which draws on the substance of Central China and embraces new trends from all over the world.

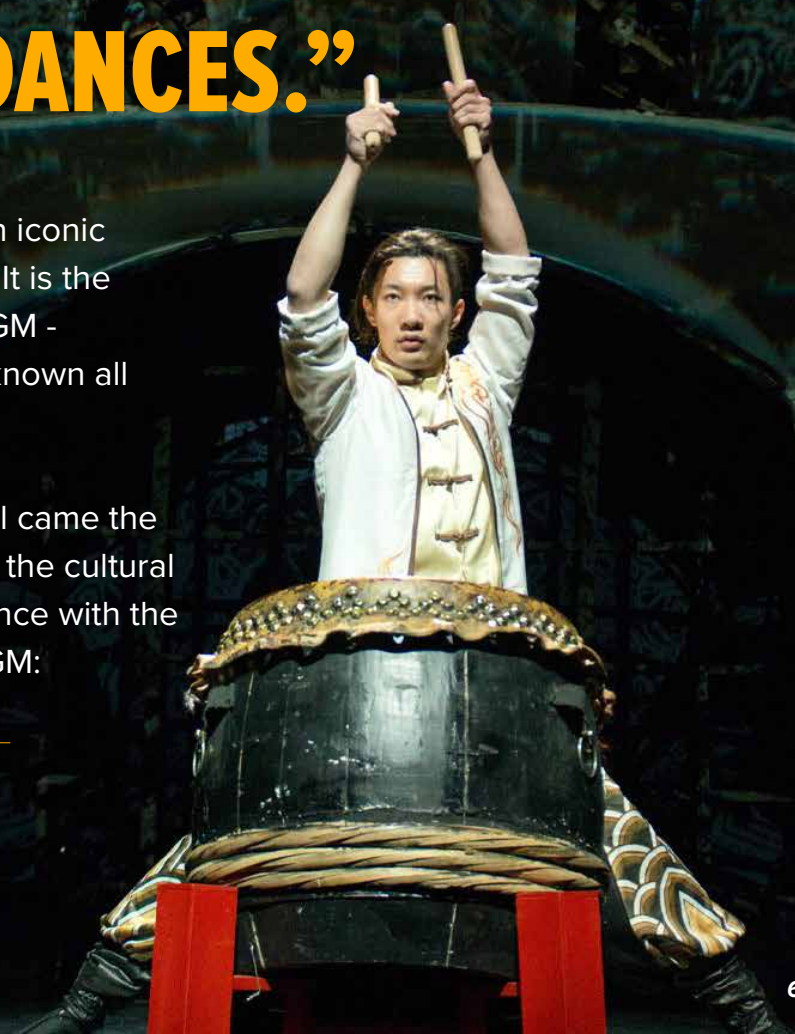
An iconic symbol of Lingnan culture is the Lingnan lion dance. The lion dance thrives among overseas Chinese communities around the world and is well known globally. That is why there is a saying:

“WHERE THERE ARE CHINESE, THERE ARE LION DANCES.”

The lion too is an iconic symbol of MGM. It is the brand icon of MGM - one that is well known all over the world.

From this parallel came the idea to integrate the cultural Lingnan Lion Dance with the lion image of MGM:

THE LION IP
STRATEGY.



From a cultural symbol to a long-term brand engagement strategy

A long-term
STRATEGY

LION IP

The strategy embraces the classical aesthetics of Chinese culture while injecting new vitality with modern techniques. This ensures the longevity and adaptability of the cultural program, keeping it relevant in the minds of generations.

The strategy centers around an iconic symbol that is internationally recognised, making it a powerful identity



From a cultural symbol to a long-term brand engagement strategy

The **KEY** DIFFERENTIATORS



01

LOCALIZATION on an international platform

The strategy centers on the rich traditions of the Lingnan lion dance. With the promotion of the “Belt and Road” initiative, MGM **brings the world to China, and also brings China to the world, by organizing world-class artistic events.**

02

Originality driven by **TECHNOLOGY**

MGM’s unique approach to “shape tourism with culture, and promote culture with tourism” is driven by the use of innovative techniques that combine “technology” with “originality”. The result is an **art platform that integrates diverse cultures and fresh interactive experiences** to create a unique and attractive cultural and artistic experience for everyone, especially for the Z-generation.

Corporate **SOCIAL** **RESPONSIBILITY**

03

In addition to innovation in the cultural and artistic fields, the Lion IP is also an important **long-term sustainable development strategy**. It represents MGM’s sense of responsibility for an organization that is based in Macau, rooted in the Great Bay Area, committed to China, and looking to the world.



**A CULTURAL
SYMBOL**

comes alive,

**DIALING UP
brand awareness**

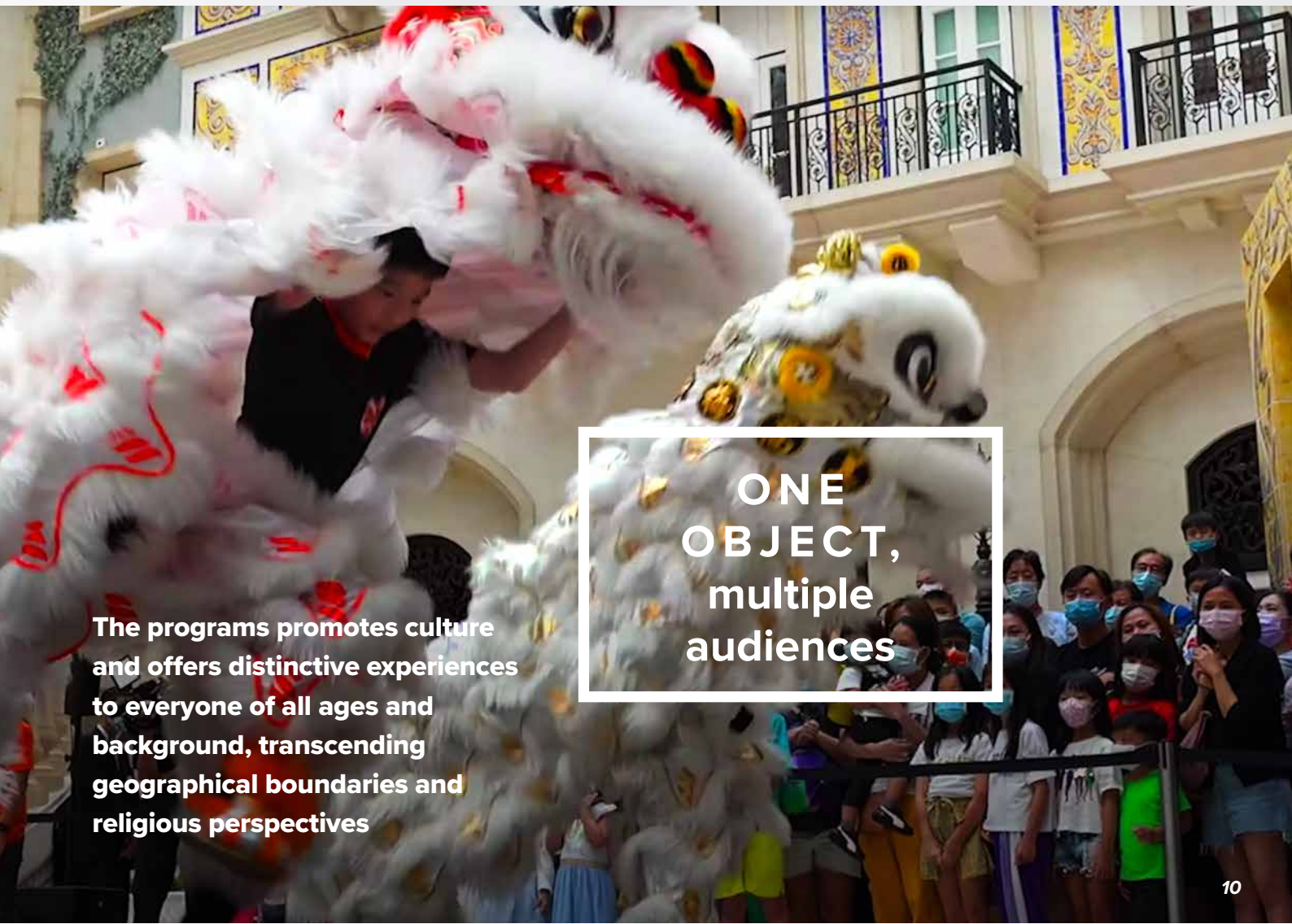


**A cultural symbol comes alive,
dialing up brand awareness**

**ONE
OBJECT,
multiple
touchpoints
and experiences**



MGM has been consistently creating a series of unique brand collaborations and marketing campaigns around the Lion IP strategy. Through the integration of the “MGM Lion” with traditional intangible cultural heritage, Eastern and Western contemporary art, cultural and entertainment performances, original technology, cuisine, talent development, corporate social responsibility, and international exchanges, the Lion IP spirit and MGM’s corporate brand image have been fully demonstrated while promoting the inheritance and development of the Lingnan Lion Dance and Macau culture.



**ONE
OBJECT,
multiple
audiences**

**The programs promotes culture
and offers distinctive experiences
to everyone of all ages and
background, transcending
geographical boundaries and
religious perspectives**

**A cultural symbol comes alive,
dialing up brand awareness**

Created by renowned artist, Liu Guofu, this exhibition is a homage to Chinese watercolor tradition. In the scroll-style composition, a majestic lion is lying down, slowly awakening. Thus, it is not only the lion in the painting that is slowly awakening, but also the public's sense of identity with Chinese culture.

AWAKENING

**Special Exhibition at the 2nd “Art Macao:
Macao International Art Biennale 2021**



Specially created by the artist Xue Song, the painting depicts a lion standing on a stone lion stack that embodies Chinese history. It is as if it is standing firmly in the present and about to embark on a broader world stage, demonstrating the cultural confidence and bearing of the East that is “awakening”.



A cultural symbol comes alive,
dialing up brand awareness



MGM AWAKENING LION

Ethnic Dance Drama

Empowered by the world's largest permanent indoor LED screen which blurs the line between virtual and reality, the drama fuses the venue and the performance together to deliver a one-of-a-kind and visual-stimulating extravaganza to the audience.



A cultural symbol comes alive,
dialing up brand awareness



Annual **MGM** **LION DANCE** **CHAMPIONSHIP**

Launched in 2010, this has become one of Macau's most popular event. In its latest iteration, the event moved to the MGM Theater, providing a larger stage for lion dance masters to compete and perform, and allowing audiences to better appreciate the brilliance of lion dancing, awakening contemporary society's emphasis on cultural heritage and sports spirit.



A cultural symbol comes alive,
dialing up brand awareness

MGM JUNIOR LION DANCE TRAINING PROGRAM

To nurture traditional Chinese skills from an early age and popularize lion dance and Lingnan culture, MGM launched the “MGM Junior Lion Dance Training Program” in 2015. In 2018, the “Junior Lion Dance Performance Competition” went global.



In 2022, the “MGM Youth Traditional Lion Dance Championship” was launched, further cultivating young lion dance talents and promoting the passing down of Lingnan culture.

MGM YOUTH TRADITIONAL LION DANCE CHAMPIONSHIP



A cultural symbol comes alive,
dialing up brand awareness

MACAU SPECIAL OLYMPICS × MGM LION DANCE TEAM



Joining hands with the Macau Special Olympics, MGM established Macau's first lion dance troupe comprising people with intellectual disabilities. Through a series of activities, they showcase their talents, serve the community, and highlight the inclusivity of lion dance.



A cultural symbol comes alive,
dialing up brand awareness

FONDANT ART

Exhibition, 2023

MGM commissioned Zhou Yi, a Chinese sugar art master and “China’s Sugar King”, to combine the western sugar art with Chinese traditional and cultural craftsmanship of dough sculpture to create stunning Chinese style art. The exhibition breaks the rules of conventional exhibitions, presenting cultural and artistic expressions in new ways.



One of the most stunning works of the exhibition is the 190cm-high “Awakened Lion” sculpture, based on the elements of the “lion dance” and “tea drinking culture” in Lingnan customs, fully demonstrating the multi-dimensional innovation interpretation and inheritance of the Lion IP towards the lion dance.



INSPIRING
a brand,

INSPIRING a **city,**
INSPIRING a **community**



BRAND

RESULTS that matter

In just 2 years, the Lion IP programs drew the attention of an audience totaling over 1 billion worldwide. The numbers alone proves the strategy's success in shaping tourism through culture, and promoting culture through tourism.

AWAKENING

Special Exhibition at the 2nd "Art Macao: Macao International Art Biennale 2021

249 press coverage
in 2 weeks

Including leading media outlets in China and the Greater Bay Area



330,000 visitors
in 4 months

340,000 viewers
for the live opening ceremony broadcast and art forum



Reaching a national audience of **188M** people

AWAKENING LION RESIDENCY

127 press coverage
in 2 weeks



Reaching a national audience of **850M** people



640 online visits

90+ official and leading media outlets
in China and the Greater Bay Area

2022 MGM LION DANCE CHAMPIONSHIP



17 lion dance troupes

7 provinces and cities across China

19 social media platforms

Live streamed nationally

90+ official and leading media outlets in China and the Greater Bay Area

4M+ viewers online and offline

FONDANT ART

Exhibition, 2023

40,000 viewers admissions
In 4 months

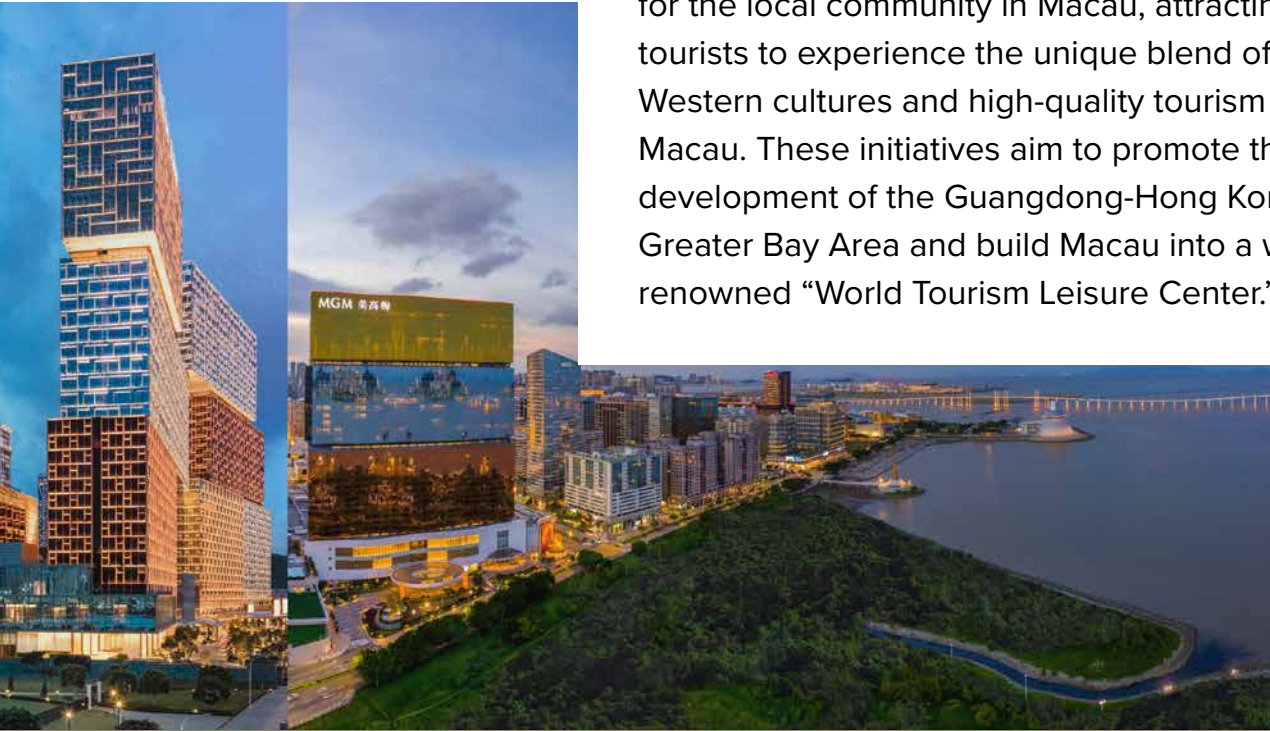
Up to 1.7M for the live opening ceremony broadcast



CITY

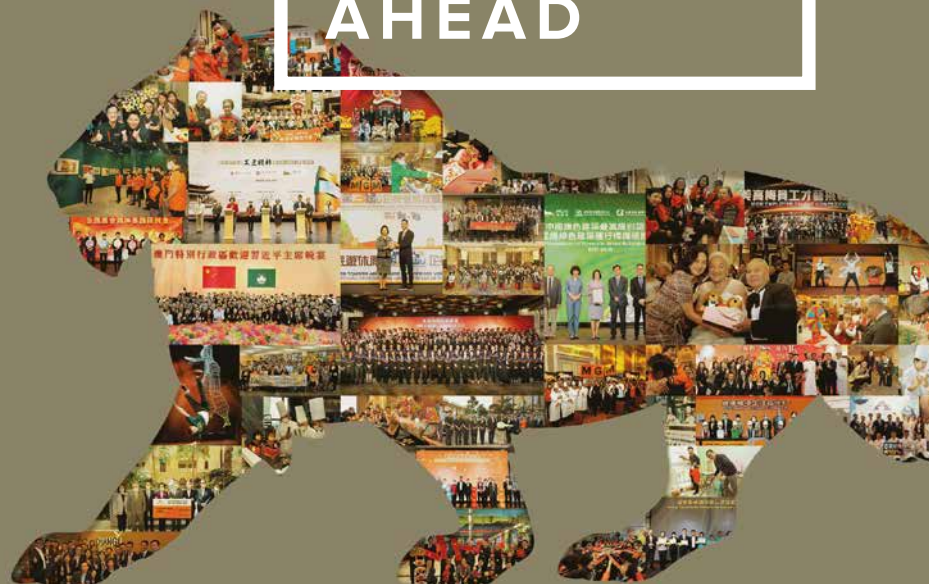
INVIGORATING Macau's tourism

Through this program, MGM Macau has successfully created a series of representative original campaigns for the local community in Macau, attracting global tourists to experience the unique blend of Chinese and Western cultures and high-quality tourism services in Macau. These initiatives aim to promote the integrated development of the Guangdong-Hong Kong-Macau Greater Bay Area and build Macau into a world-renowned "World Tourism Leisure Center."



LOOKING AHEAD

In the next decade, MGM Macau will focus on the Lion IP brand strategy and combine it with high-quality and diversified urban economic development of "tourism +" in Macau to conduct deeper levels of creative exploration and practice, striving to make the Lion IP the most attractive cultural and tourism business card of Macau.



SUPPORTING VIDEO

The Charm of the MGM Lion IP

<https://youtu.be/x56mNZDizzU>



ROLES AND RESPONSIBILITIES

of persons involved

Roles

IP Concept, Planning and Management

Art Exhibition Management

Entertainment and Performance

Marketing and Advertising

PR & Media Relations

PR & Communication Agency Lead

Responsible Person(s)

Catarina Lio

Vice President of Brand Marketing of MGM

Cristina Kuok

Vice President of Arts & Culture of MGM

Catarina Lio

Vice President of Brand Marketing of MGM

Serena Ho

Director of Brand Campaign Program of MGM

Irene Wong

Vice President of Public and Community Relations of MGM

Occasions Asia Pacific Group