



Rejuvenating and appreciating

HERITAGE

MGM

PATA GOLD AWARD:HERITAGE



SYNOPSIS

This is the story of how MGM awoke a cultural lion, breathed new life into it, and give it longevity by continuing to express its story in many different ways — captivating and inspiring hearts and minds along the way.

Macau is a historical city, rich in Chinese culture and an important hub of modern China-Western cultural exchange. Yet, there has never been a proper program that champions local culture, and one that extends for years.

MGM, in its commitment to uphold local culture, introduced the Lion IP strategy that integrated the Lingnan Lion Dance and MGM's lion icon.

THE RESULT? An on-going cultural celebration of the Lingnan Lion Dance expression that continues to inspire people through Eastern and Western contemporary art, cultural and entertainment performances, original technology, cuisine, talent development, corporate social responsibility, and international exchanges.

All of which have greatly promoted Macau as a **“World Tourism Leisure Center”** and an international cultural communications platform.

Part 1

Awakening the lion

The objective & strategy



The **SITUATION**

Macau is a historical city and one of the southern gateways of China to the world. As an important hub of modern China-Western cultural exchange, Macau has always preserved the brilliant traditions of Chinese culture.

The problem is there has never been a long-lasting cultural program that champions the values of Chinese culture.

The **OBJECTIVE**

Since opening its doors in 2007, MGM made a commitment to uphold local culture. By following the guidance of “shaping tourism with culture and promoting culture with tourism,” MGM has been creating unprecedented original splendid tourism events for Macau.



Now more than ever, MGM wanted to find a symbol of local culture to champion and inspire the public. But not any symbol would do — it needed to be relevant and iconic.

The key was finding the one element that unlocks a world of cultural possibilities.

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, and is also well known globally.

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



The **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 is guided by 3 central pillars:

01

HEART OF **AMBITION**

Actively integrating into the national conversation and the development of the Greater Bay Area to build a high-quality region.

02

HEART OF **ASPIRATION**

Consistently maintaining a passion and dedication for upholding and championing Chinese Civilization.

03

HEART OF **CREATION/ INNOVATION**

‘Originality + Creativity + Culture + Technology’ supports innovation and creativity to celebrate and promote Chinese culture.

Part 2

Breathing new life into the lion

**One cultural icon,
multiple artistic expressions**



CURATING AN ON-GOING cultural program

The Lion IP spirit integrates MGM's lion with traditional culture, Eastern and Western contemporary art, cultural and entertainment performances, original technology, cuisine, talent development, corporate social responsibility, and international exchanges.

Through careful curation, MGM continues to inspire through an on-going cultural program that showcases the Lingnan Lion Dance and Macau culture in different ways, using different art forms and expressions.



Part 2: Breathing new life into the lion

Awakening

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

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”.



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.



Part 2: Breathing new life into the lion

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.



Part 2: Breathing new life into the lion

MGM Junior Lion Dance Training Program and MGM Youth Traditional Lion Dance Championship

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.



Part 2: Breathing new life into the lion

Macau Special Olympics x 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.



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.

Part 3

The cultural lion looks to the future

Inspiring a city and its people



Part 3: The cultural lion looks to the future

Inspiring SELF- REALIZATION



MGM's culture program invites visitors to experience traditional culture in new ways. And the experience doesn't end after the visit.

People leave with their minds transformed, and are inspired to share and reinterpret the cultural experience in their own way.

This is how MGM is keeping traditional culture alive in hearts and minds.



Invigorating MACAU'S TOURISM

Through this program, MGM as 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 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.



Part 3: The cultural lion looks to the future

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



Part 3: The cultural lion looks to the future

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