

PATA GOLD AWARDS 2023

MH – MARKETING HOPITALITY  
NOMINATION

# Melco Style x B. Duck @ Studio City



MELCO

B.Duck Family Characters is a well recognized brand in China; being the most popular IP character among Gen Z females in 2020. With a significant fanbase of over 19 million across various major e-commerce platforms, it is currently ranked 4<sup>th</sup> among all character IP companies in China. Various types of content in relation to the elements of B.Duck Family Characters have attained over 740 million combined views.

In sync with Studio City 's dynamic concept and target market, B.Duck portrays a fun and adventurous charisma, which echoes with the Melco Resorts & Entertainment property's positioning as an ultimate entertainment destination.

Leveraging the connection between water and ducks, B.Duck fits perfectly with our leading attraction - Water Park - alongside many other signature facilities. Given its playful and innovative positioning, this delivers boundless diversity as reflected in the year-round, game-changing campaigns.



# STAGES OF THE CAMPAIGN'S EVOLUTION



**DUCK FUN  
IN THE CITY**

2022 Aug - Dec



**DUCKY  
WORLD CUP**

2022 Nov 18 - 2023 Jan 2



**DUCKY SPRING  
CARNIVAL**

2023 Jan - Apr

# DUCK FUN IN THE CITY

# DUCKY WORLD CUP

# DUCKY SPRING CARNIVAL



(CLICK TO VIEW VIDEOS)

# DUCK FUN IN THE CITY – ACTIVATIONS

## #1 PHOTO OPS ZONE 影DUCK

Photo-ops for great photo moments. Mascots touring around property as interactions with kids during Summer



## #2 PLAY ZONE 玩DUCK

15,000 Melco Style x B. DUCK balls in SFZ ball pit



## #3 STAY ZONE 住DUCK

B. DUCK-themed room at Star Tower with kid-friendly set-up to attract families



## #4 SPLASHING ZONE 「Chill」 DUCK

Floating rings and large inflatable swimming bed at Outdoor Water Park. Along with the 8m tall inflatable at FIT entrance



## #5 F&B ZONE 食DUCK

B. DUCK themed food in Joyride and Louvre. B. DUCK Cooking Class in Aug and B. Duck Picnic at French Garden in Sep



## #6 LUCKY RIDE ZONE 轉DUCK

Specialized B.DUCK cabin on the renowned Golden Reel attraction



## PHOTO OPS ZONE

Installations at each property touch point

- Water Park key features in Hotel Main Entrance
- Gigantic 6m height floating ring
- Over 1,000 pcs B. Duck feature wall
- Iconic Golden Reel on Retail circulation...etc.



## STAY ZONE

B. Duck themed room at Star Tower with kid-friendly set-up to attract families

## PLAY ZONE

Creating organic awareness & exposure

Encouraging guests to post photos with #MelcoStyle on social media for award of B. Duck limited gift



## SPLASHING ZONE

Floating rings and large inflatable swimming bed at Studio City's Outdoor Water Park along with 8m tall inflatable at FIT entrance





## F&B ZONE

B. Duck themed food in Joyride Diner and Louvre Pasty & Deli



## F&B ZONE

Monthly B. Duck cooking classes for kids in Louvre Pastry & Deli



## F&B ZONE

Picnic with B. Duck at French Garden



## LUCKY RIDE ZONE

B. Duck cabin with B. Duck-themed tea set at Studio City's iconic Golden Reel

# DUCKY WORLD CUP – ACTIVATIONS

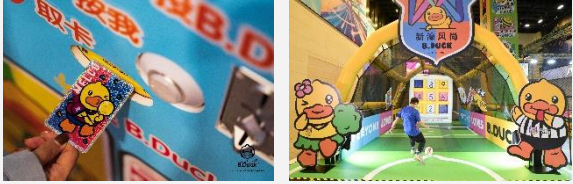
## #1 DUCKY WEEKEND SOCCER FEVER

In collaboration with Triphasic Football and the Macau China Sports Performance Association, providing professional football training and competition for kids and families



## #2 DUCKY COINIVAL

Earn B.DUCK coins for a chance to win a fabulous prizes in themed card games/ game booths



## #3 DUCKY HOME PITCH RENTAL

A 20m x 7m mini football pitch was opened to football lovers for rental



## #4 DUCK-IN GAME DAY PARTY

Big screens at Times Square broadcasted all 64 matches of the World Cup live



## #6 DUCKY DELICACIES

World Cup thematic foods served in food truck and Louvre Pastry & Deli. Melco Style Little Chef Master Class created B.Duck Football pinata cake during the World Cup



## #6 DUCKATION

B.DUCK-themed rooms updated amenities like cushions and toy footballs during the World Cup period





## DUCKY PHOTO MOMENTS

B.DUCK and friends were in different team jerseys, while a 7m tall inflatable B.DUCK greeted guests from up high



## DUCKY COINIVAL

B.DUCK coins were collected for a chance to win fabulous prizes in B.DUCK card games and game booths



## DUCKY WEEKEND SOCCER FEVER

Collaboration with Triphasic Football and the Macau China Sports Performance Association offered professional football training and competition for kids and families



## DUCKY HOME PITCH RENTAL

A rentable 20m x 7m mini football pitch was opened for football lovers and football matches



## DUCKY DELICACIES

Thematic World Cup foods were served in a food truck and at Louvre Pastry & Deli

Melco Style Little Chef Master Classes enabled the creation of B.DUCK Football pinata cakes during World Cup season



## DUCKATION

B.DUCK-themed rooms updated amenities including cushions and toy footballs



## DUCKY GAME PARTY

Three large screens at Times Square broadcasted all 64 World Cup matches live for guests to witness and enjoy the championship



# DUCKY SPRING CARNIVAL – ACTIVATIONS

## #1 B.Duck pop-up playground

B.DUCK and friends wore spring costumes in pop-up playground, with themed little train and double slides in Times Square



## #2 5 Fun Game Booths

Get B.DUCK tokens for a chance to win fabulous prizes at B.DUCK game booths



## B.DUCK POP-UP PLAYGROUND

B.Duck and friends wore spring costumes in a pop-up playground, with themed little train and double slides in Times Square



## FUN GAME BOOTHS

B.DUCK tokens offered guests a chance to win fabulous prizes in game booths



# SEASONAL INSTALLATIONS

Timely installations for the seasons of **winter**, **spring** and **summer** altered on a quarterly basis at Studio City



PROMOTIONAL ELEMENTS

ADVERTISEMENT ON OWN CHANNELS AND AT MACAU ENTRY POINTS



Border Gate



Version 1



Version 2



Landing Page  
Follow Account



Landing Page  
Welcome message



Feeds Ad



H5



Landing Page



Video Ad



Open Screen



Landing Page



#CyberCTM™

FB Post



Landing Page



# ADVERTISEMENT VIA PAID MEDIA & MEDIA PAGES



NetEase Cloud Music  
Opening Screen



Mango TV  
Opening Screen



Feeds Ad



KOL's Feed



Landing Page



Open Screen



Open Screen



#CyberCTM™

FB Post



FB Post







头条 今日头条

vivi慢生活

澳门新濠影汇酒店放鸭了！  
放鸭了！  
8000只小黄鸭蜂拥而至👉👉  
#美好旅行地# #澳门旅行# #亲子游#



澳门特别行政区 澳门新濠影汇酒店



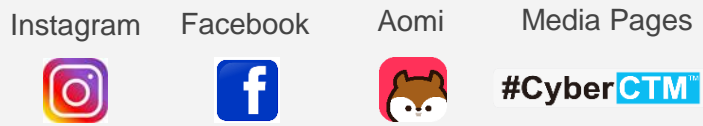
vivi慢生活  
昨天 16:17 · 优质旅游领域创作者  
被小黄鸭包围的一天  
快来澳门新濠影汇酒店一起玩鸭  
来了两天  
感觉澳门的游客还是挺多的  
#美好旅行地#

# ADVERTISEMENT VIA PAID MEDIA

## China Market



## Local Market



After launching Super Fun Zone & B.Duck campaign in the news to market on Aug 12, the WeChat index of “Studio City” saw significant increase.

Almost **4 times higher** than our major water park competitor in WeChat index in the past 30 days on interest level in WeChat.

Strategy focused on China digital and KOL/ KOC visitation. A total of **70** KOL/ KOC generated **80+** posts.

	<b>43M</b> Total reach	<b>0.11M</b> Clicks	<b>0.13M</b> Engagement
	<b>15M</b> Total reach	<b>0.16M</b> Clicks	<b>0.067M</b> Engagement

# KICK OFF EVENT

The opening on Aug 20 offered Game Booth & Flash Mob at Studio City's Main Entrance. "Set-the-duck-free" & DJ sets were also available at Studio City Water Park.



Drove over **2,300 Melco Style sign-up** in just 5 days (increase of more than 100% on avg. daily sign-up)

Data as of Aug 25  
(after campaign's first 5 days)

Visitation increased  
by ~11%

Non-gaming spending of  
Melco Style members  
increased by ~179%

Non-Gaming Cash Room  
increased by ~128%

F&B Covers increased  
by ~87%





## POP-UP PLAYGROUND

During the Lunar New Year holiday period, daily visitation rates increased by **60%**, while game booth income increased by **45%** which in turn created extra income via non-gaming spending.

THANK YOU  
*MELCO*