

19 叁 III

老場坊

1933 SHANGHAI

19 叁 III

老場坊
1933 SHANGHAI

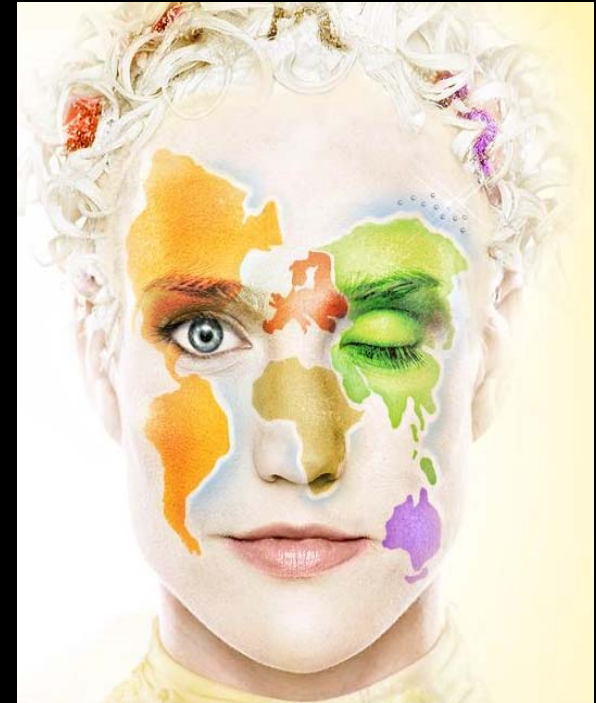
Presented by:

Monica Marzigliano and **Alex Aceves**

19 叁 III
老場坊
1933 SHANGHAI

Outline

- Key Advertising points
- Website
- Activities
- Dining
- Entertainment
- Putting 1933 on the map
- Overview



Advertising points

- Points about 1933 that spark interest
 - Only remaining structure of its kind of the 3 originally built (others in UK and USA)
 - Designation as a “Shanghai Municipal Historically Preserved Building”
 - Slaughter house



1933
老場坊
1933 SHANGHAI

Why have a website?

- Present 1933 Shanghai as **YOU** want to the public
- Great outlet to present 1933's schedule of events
- Most valuable advertising resource to reach tourist market



1933
老場坊
1933 SHANGHAI

Webpage

- Basic Home Page

Links to language specific home pages



Insert key words to attract people to your site, through popular search engines.

1933 老場坊
1933 SHANGHAI

Language Specific Home page

Tailor page to its demographic

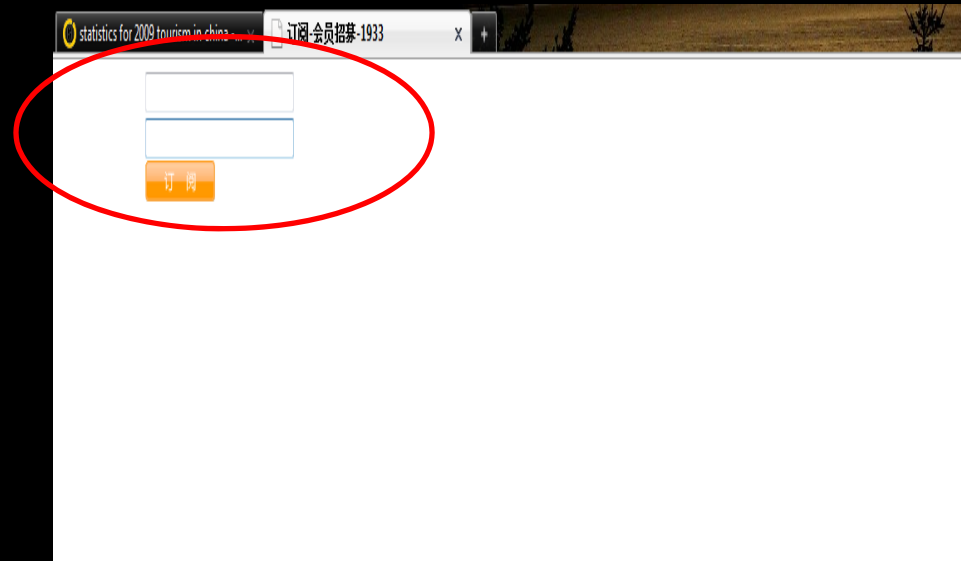
Allow Users to Become members

Add a blog section, for feedback and subscribers ideas.

The screenshot shows the website's header with navigation links: 首页 (Home), 探索1933 (Explore 1933), 精彩1933 (Highlights 1933), 玩转1933 (Play 1933), and 互动1933 (Interact 1933). Below the header is a large banner for '精品小型办公室' (Premium Small Office) with the text 'Mini Office' in large red letters. The banner includes a list of features in both Chinese and English: '全装修精品办公室' (Well-decorated office), '独立单元可办理工商注册' (Standalone unit eligible for business registration), '灵活多样的租赁方式' (Flexible leasing terms), and '独立单元可办理工商注册' (Access to business and leisure infrastructure at 1933). Below the banner are two small images of office interiors. At the bottom of the page, there is a footer with the text 'Mini Office-34«Æ-DİDİ'ı¹«ÉÖ' and a navigation bar with numbers 1, 2, 3, 4, 5.

The sidebar contains two article teasers. The first is titled '创意市集' (Creative Market) and describes a market activity at the 1933 site. The second is titled '1933老场坊婚礼秀' (1933 Old Field Wedding Show) and describes wedding services. Each teaser includes a small image and a '点击咨询' (Click to consult) button.

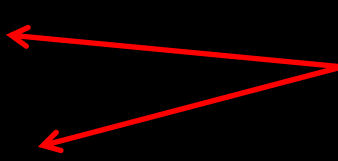
Current subscription page



Subscription page needs to include:

- Instructions
- Simple questions about the consumers interests
- Help contact information
- Description of membership privileges

Subscription Form

- Name
 - Username (Discussion forum/blog)
 - Password
 - Email address
 - Birthday
 - Location
- Use as marketing research tools
- 

VIP 1933 Member Club

- Include special promotions for subscribed website VIP members
 - Early entrance to next big event
 - Priority entrance line
 - Discount on admission (not for promotional events)
 - Free drink coupon
 - Entrance to an exclusive VIP area

Activities

- Dining
- Events
- Entertainment!



Dining

Include a form of entertainment

- Music performances
 - Jazz Band
- Themed shows
 - Folk dancing
 - Belly dancing
- Promotions
 - Happy hours
 - Themed specials



Day Entertainment

- "The Bazaar"
 - Weekly Event (consistent specific day)
 - Art Expos
 - Live Shows (bands, dancers, etc)
 - Vendors
 - Restaurant Promotions
 - Lunch specials
 - Happy Hour
 - Family Activities
 - Art workshops for youth
 - Venue tours
 - Themed character interaction

Night Entertainment

Express the artistic side of
1933 Shanghai...



Unique events that will
capture people's
attention...



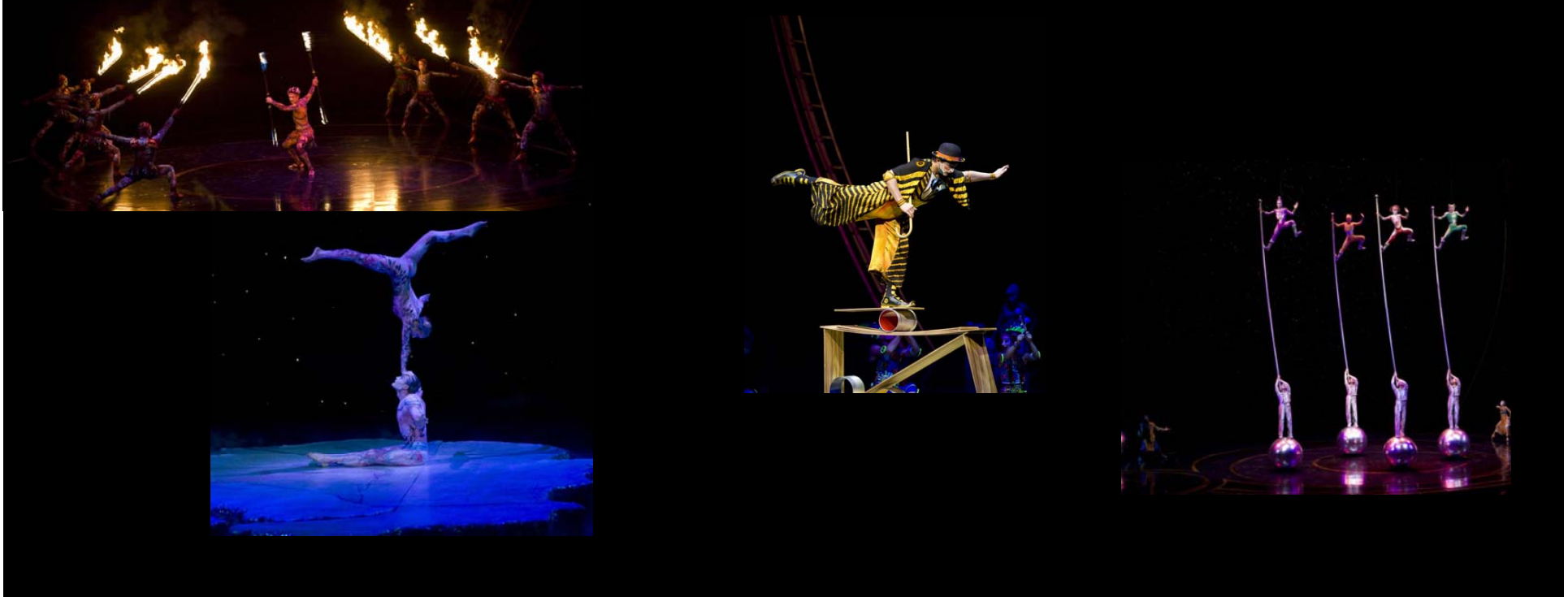
Entertainment is key! You want the target market to enjoy their time at 1933 and come back for more...

Themed characters and dancers...

Use the multiple levels for music rooms...

Invite Popular artists to perform...

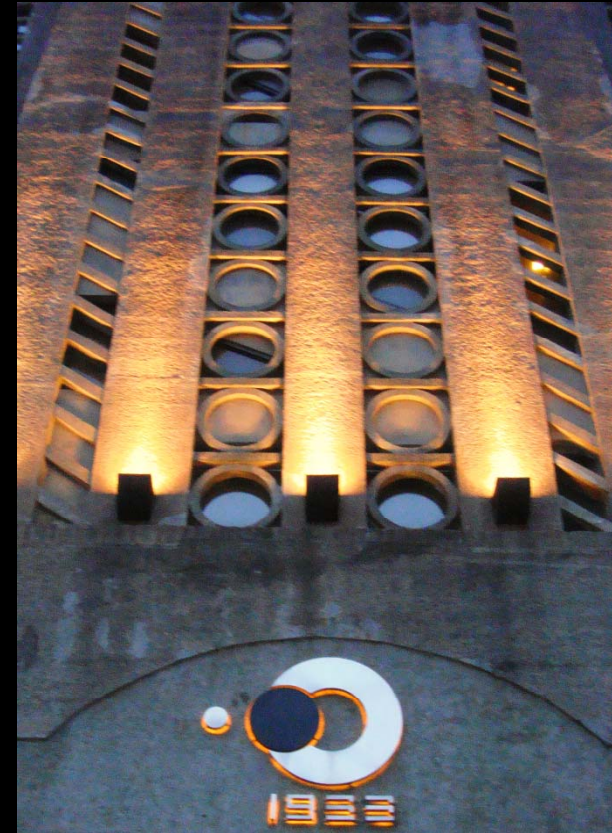
Provide transportation to and from metro station...



Why come to 1933 Shanghai ??

Exclusive Incentives!

- Free food samples from sponsoring restaurants
- Free tickets to next large event held at 1933
- Exclusive appearances of celebrities or well known artists



Putting 1933 Shanghai on the map

- More street signage to help guest reach 1933 from the metro station
- Advertise 1933 in metro stations and in surrounding areas



Overview

- Update Website
 - Language friendly
 - Socially interactive
- Create more public awareness
 - Advertisements
 - Promotional Events
 - Create a positive perception
- Make 1933 a unique landmark
 - Must visit tourist attraction
 - Make 1933 the “local hot spot”