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PAVILION KL WINS BEST EXPERIENTIAL MARKETING AWARDS 2017

MALAYSIA, Kuala Lumpur, 5 September 2017 – As Malaysia’s premier shopping destination, Pavilion KL incorporates years of experience at the heart of its marketing campaigns. Excitement and creativity are constantly injected to provide shoppers with exciting and memorable shopping experiences. In true spirit of this, Pavilion KL has recently won the Gold Award at the Malaysia Shopping Malls Association’s (PPK) Best Experiential Marketing Awards 2017.

“The Rise to Opulence”, a breathtakingly abundant celebration of the Lunar Year of the Rooster won the heart of the local and international judges. As something new and original in concept which engages the shoppers creatively, Pavilion KL’s grand decorations portrayed the Rainbow Rooster transforming into a Majestic Phoenix, rising high into the sky, full of pride and beauty. The Phoenix was recognised by the Malaysia Book of Records as the ‘**Largest Phoenix Replica**’ in Malaysia. The experiential campaign raised RM500,000 for charity in addition to attracting over 3million visitors to the mall for a memorable experience.

“Winning the Gold Award for Best Experiential Marketing is testament to the high standards of shopping experiences and engagement we offer. Contesting at the local and international level, Pavilion KL continually increases our brand equity in order to uphold our positioning as one of the best shopping malls in the region” says Kung Suan Ai, Director of Marketing, Pavilion KL.

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PAVILION

KUALA LUMPUR

About Pavilion Kuala Lumpur

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 550 stores and eight themed precincts. Attracting over 30 million visitors annually, this premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.