



MEDIA ADVISORY

ION ORCHARD ROLLS OUT UNIQUE SHOPPING EXPERIENCES FOR CHINESE SPEAKING VISITORS

Singapore, 29 September 2016 – From 30 September to 16 October, ION Orchard will have a series of exclusive activities and online-to-offline (O2O) shopping experiences to engage Chinese-speaking visitors and local shoppers alike in celebration of Golden Week, the highly anticipated week-long holiday in China.

From indulging in ultimate comfort at the UnionPay Golden Lounge, to unlocking special offers through the WeChat app, Chinese shoppers will feel right at home at ION Orchard with a vast array of shopping, luxury and digital experiences planned.

To further deepen the engagement with its Chinese-speaking shoppers, ION Orchard is excited to introduce its Chinese name - 爱雍·乌节 (read as ai4 yong1 wu1 jie2 in hanyu pinyin), which translates to “Love and Harmony on Orchard”. This will facilitate easy pronunciation across the various Chinese dialects and also enhance the searchability of ION Orchard on Chinese platforms online. In conjunction with this, ION Orchard has also unveiled a contest on the WeChat app where two lucky winners will stand to win an exclusive limited edition ION Orchard Issey Miyake Bao Bao bag.

The Contest details are as follows

- (i) Download the WeChat app and listen to an audio pronunciation guide for 爱雍·乌节
- (ii) Choose from four genres of the ION Orchard jingle
- (iii) Participants will be able to select and record themselves singing their favourite jingle
- (iv) Users will also be able listen to all the submissions, and vote for their favourite recording.
- (v) Two winners (one voter and one participant) will win the limited edition ION Orchard Issey Miyake Bao Bao bag.

“ION Orchard values all our shoppers. A Chinese name will enhance the ease of communication and improve searchability for ION Orchard on Chinese online platforms. It is important to delight and deliver memorable shopping experiences to all shoppers and make them all feel at home at ION Orchard. We have rolled out initiatives leveraging on the WeChat platform which has become an everyday means of communication for the Chinese. This will create seamless shopping experiences for them. This year, we are also pleased to usher in the Golden Week celebrations with initiatives that will capture the hearts of our visitors from China, including a Golden Lounge where they can easily redeem gifts or relax with a massage in-between shopping,” said Mr. Chris Chong, Chief Executive of Orchard Turn Developments.



Indulge in Comfort and Luxury at the China UnionPay Golden Lounge

From 30 September to 16 October, all China UnionPay cardholders will have access to a premium lounge right in the heart of the city at ION Orchard, Level 1 Atrium. ION Orchard is the official mall partner for China UnionPay's "Golden Moments" campaign which grants cardholders exclusive access to enjoy refreshments, reward redemption, engage in contests, and even indulge in pampering experiences at the Golden Lounge. Cardholders who spend at least \$50 with their UnionPay card in a single receipt during the campaign period will be eligible to take part in the "Golden Rewards" game located at the Golden Lounge, where shoppers stand to win over S\$10,000 in shopping vouchers and prizes. For purchases made at ION Orchard, shoppers will enjoy double chances when playing the 'Golden Sure-Win Rewards' game.

WeChat 'Shake' Promotion

This Golden Week, ION Orchard shoppers can activate the WeChat in-app 'Shake' function to unlock exclusive offers and discounts at selected stores. When a shopper uses the WeChat 'Shake' function in the vicinity of some 40 digital mall directories in the mall, they will receive a notification on their phones with all the mobile-exclusive offers that are available.

About Orchard Turn Developments Pte Ltd

Orchard Turn Developments Pte Ltd is the manager of ION Orchard, a prime retail landmark project located at the gateway of Orchard Road in Singapore. Jointly owned by CapitaLand Mall Asia and Sun Hung Kai Properties, the iconic development is strategically situated above the Orchard Mass Rapid Transit (MRT) station and enjoys underground connectivity to nearby buildings. With over 640,000 square feet of nett lettable retail space with some 300 shops spread across eight floors, ION Orchard features a collection of global flagship and concept stores of both established and new-to-market brands, covering the spectrum of fashion, lifestyle, entertainment and F&B (www.ionorchard.com).

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