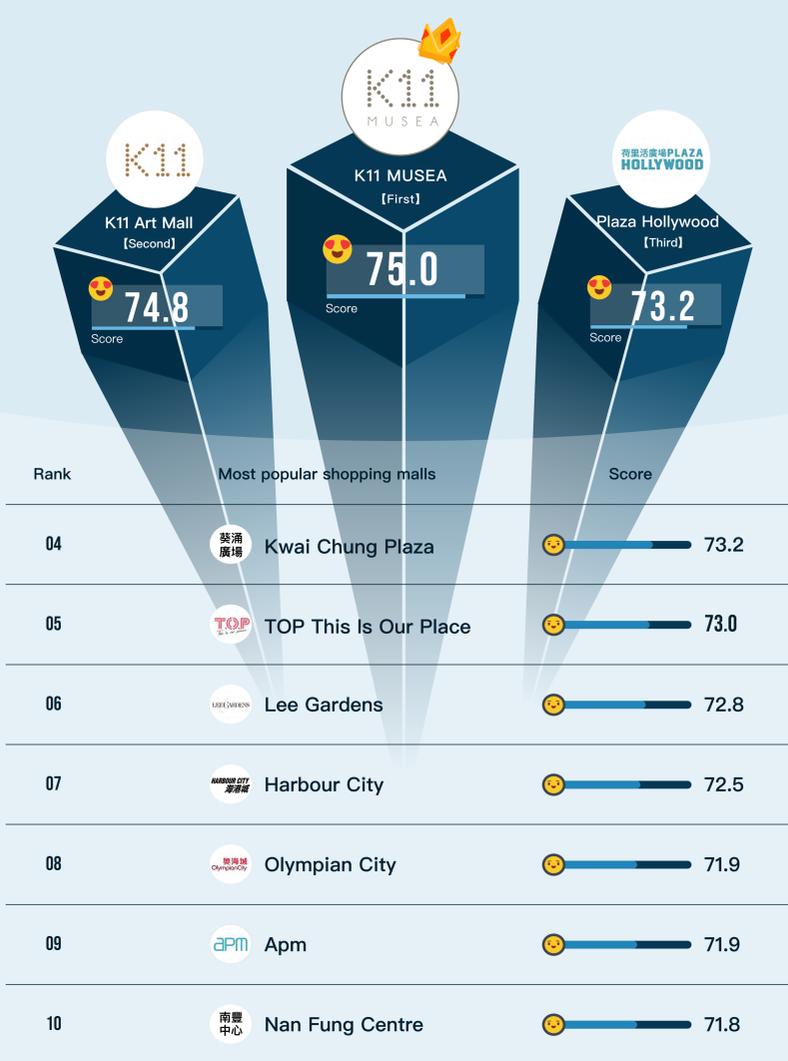


# THE TEN MOST POPULAR SHOPPING MALLS IN HK!

WISERS BIG DATA FOR BUSINESS

## MOST POPULAR SHOPPING MALLS



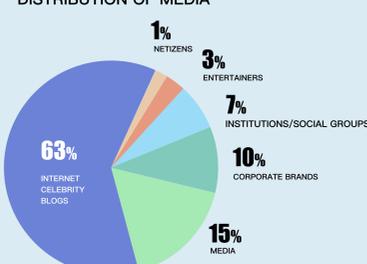
## OVERALL ONLINE SOV TREND IN THE YEAR



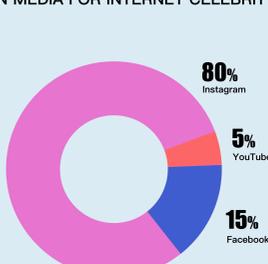
### [OVERALL ANALYSIS: HIGHLIGHTS OF SHOPPING MALLS' MARKETING STRATEGIES FOR 2020]

Our chart was compiled by analyzing the winning knacks of these most popular shopping malls. We selected the top ten most discussed shopping malls based on their post volumes and engagements, and ranked them by their net positive comment volume. Our research team found out the reasons behind their popularity, heeded netizens' voices on them and analyzed their online popularity and performances. We came up with the following observations:

#### DISTRIBUTION OF MEDIA



#### MAIN MEDIA FOR INTERNET CELEBRITY POSTS



### [Facemask] dominated the online share of voice (SOV) about shopping malls at the early stage of the pandemic

The coronavirus outbreak in early 2020 dealt a heavy blow to shopping malls. Our big data analysis indicates that through the year, the highest SOV about shopping malls peaked in January and February. This was mainly a result of the panic purchase of face masks. There would be a surge in online discussions in case a store in a shopping mall was said to be selling facemasks. For instance, Plaza Hollywood, Domain Mall and Temple Mall all quickly gained attraction online as facemasks were available for sale in their tenants. Facemask-related discussions didn't cool down until the first wave of pandemic stabilized in April. The volume of facemask-related discussions didn't return to the peak level when the city saw a resurgence of pandemic in the third quarter, as the stable supply removed netizens' worries about facemasks, in our view.

### Marketing by Internet celebrities + Co-branded products with limited supply = Rising popularity

Our big data analysis revealed that shopping malls have high chance to rank high on our chart if they can properly work with Internet celebrities in marketing or introduce well-received co-branded products with limited supply. For instance, "Demon Slayer"-themed pop-up store in K11 Art Mall, and "My Melody" pop-up store in SOGO were intensively discussed by netizens. Pop-up activities gained even more popularity online after they were recommended by Internet celebrities. In addition, there were up to 34 million engagements triggered by Internet celebrities' posts on social media, accounting for 60% of total engagements (see the picture above). Fashionable items, costumes, food and various "check-in" posts have recorded the highest volume of engagements. Instagram remained the biggest platform for internet celebrities to publish posts. Up to 80% post engagements derived from Instagram.

### Festive discounts can also capture attention online:

Shopping malls launched many marketing campaigns at the beginning (January and February) and end (December) of 2020. According to our big data analysis, even though shopping malls' business was hard-hit by the pandemic in 2020, they were still most mentioned by Internet celebrities in their posts, and had the most engagements with netizens during Chinese New Year and Christmas. There were two reasons for festive activities' high popularity. Firstly, shopping discounts revealed on posts can attract netizens and spur spending. Second, the "check-in spots" built by large shopping malls for celebrating festivals can attract celebrities and citizens, which in turn drove online discussions about these shopping malls.

### [SMALL SHOPPING MALLS GAINED POPULARITY BY KEEPING "HUMAN TOUCH" IN CUSTOMER SERVICE]

A highlight of our 2020 list was that many small malls' online popularity was as high as their large-scale peers. Kwai Chung Plaza, TOP This is Our Place and Nan Fung Centre ranked fourth, fifth and tenth, respectively. Our analysis revealed that many small tenants faced great operating crisis when the pandemic weighed on the economy. Some small shops that have operated for years in community were forced to shut down. Their difficulties were widely reported by media. Some Internet celebrities and customers also issued posts to help these small shops. All these factors boosted the popularity of small shopping malls. We shall bear in mind that online SOV is not the only indicator of online popularity, and sentiments in comments should be also factored in. Although small shopping malls attracted fewer discussions than large ones, they could still be favored by netizens thanks to their unique styles and special selling points. For instance, the unique and iconic restaurant styles in K11 Art Mall have spurred consumption. Plaza Hollywood attracted netizens via their topical celebrative activities during festivals. Some other small shopping malls offered products with good value for money, or held activities that boasted "group memory". All these effectively converted online SOV into customer favor. This is the main reason why some small shopping malls can outperform big peers in terms of popularity, even when large shopping malls were mentioned in higher volume of discussions.

# K11 MUSEA WHICH TOPPED OUR LIST

TOTAL NUMBER OF ENGAGEMENTS  
**1466630**

TOTAL NUMBER OF LIKES  
**1225874**

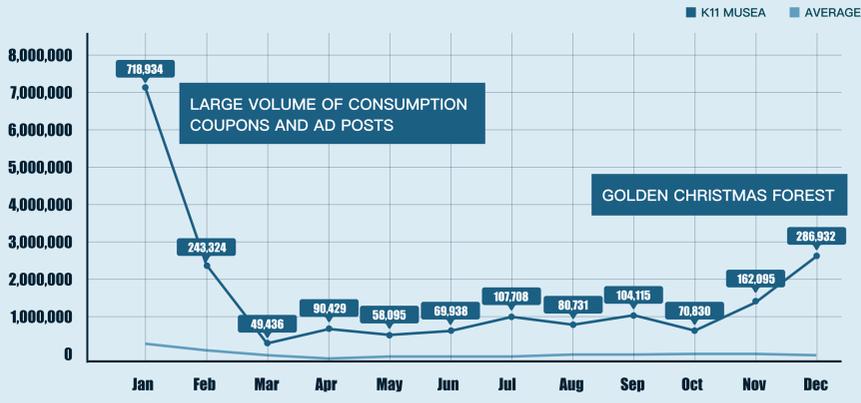
TOTAL NUMBER OF COMMENTS  
**169197**

TOTAL NUMBER OF SHARES  
**50212**

## 【WAY OF GAINING POPULARITY】

K11 MUSEA has topped our list despite its relative short history. This is attributable to its diversified discounts & promotions, and outstanding social media strategy. The mall’s iconic “Golden Christmas Forest” has been well-received and become a hot online topic amid the Christmas holiday. Its topical and thematic activities have converted high volume of online discussions into source of good impressions.

## 【OVERALL ONLINE SOV TREND IN THE YEAR】



## 【LUXURIOUS “CHECK-IN SPOT” HELPS K11 MUSEA BECOME A HOT TOPIC ONLINE】

### Large volume of consumption coupons and ad posts has spurred engagements

Online engagements about K11 MUSEA peaked in January and December, mainly thanks to the launch of consumption coupons–related ad posts. Various ad posts have been highly appealing to netizens, and thus spurred online SOV. Ad posts about food & beverage accounted for about 22% of full–year engagements, the highest among ad posts. Overall speaking, K11 Musea has performed strongly in terms of post volume, engagement and sentimental index. It is the fifth most intensely discussed mall on our list.

### “Golden Christmas Forest” was widely praised for its festive atmosphere

Besides discounts, the “Golden Christmas Forest”, which was themed on Christmas, has been widely praised online, which resulted in high volume of engagements. It is worth noting that overall online discussions about shopping malls declined in December. However, many Internet celebrities checked in the “Golden Christmas Forest” in K11 Musea. Related posts accounted for about 23% of all posts. Netizens’ responses tended to be positive. They mainly praised K11 Musea for its festive atmosphere. Many netizens left comments like “I went there too” or “I just returned from there”. As a result, engagements about K11 Musea bucked the trend to increase. K11 Musea understood that citizens always wanted to take photos. The “filter marketing” strategy encouraged overall participation of netizens. This has been reflected by the fact that leading Internet celebrities’ most popular posts were all about festive themes.

### Different types of thematic exhibitions helped K11 Musea gain popularity

By holding various exhibitions, such as “jewellery show” and “lighting show”, the mall has been reported on special pages of many tourism and fashion media, and become a hot topic in netizens’ discussions. France – the Globoscope lighting show contributed about 14% of engagements in November. The highly artistic open area design and free entry have been praised by netizens.

### Interesting and funny posts attracted netizens in January

The peak of engagements seen in January was mainly attributable to these creative social media–based marketing ideas. The massive volume of interesting and funny posts and video footages published on special pages of food & beverage media have attracted netizens. They have rich contents, ranging from pet films to cooking courses. Related posts have generated up to 5 million engagements, accounting for about 70% of total engagements within the same month.

Moreover, thanks to the staycation spree, many promotional posts about local hotels appeared online. Some posts were about the cash coupon for K11 Musea introduced by Rosewood Hotels. Related posts, which accounted for 20% of full–year post volume, didn’t lead to high volume of comments or engagements with netizens. This reflected that netizens were not very interested in related information. In other word, these high volume of ad posts failed to translate into customer favor or consumption. It is also worth noting that many posts were intensely discussed only because they attached links to introduction webpages of restaurants in K11 Musea. These posts’ topics had nothing to do with K11 Musea. Netizens’ comments and discussion directions had little to do with K11 Musea. Given this, our research team was unable to determine whether the posts were related to K11 Musea’s popularity with netizens.

## 【THE HOTTEST POSTS】

**354**  
POST WITH THE HIGHEST NUMBER OF COMMENTS  
TONIGHT'S LIVESTREAM: EVERYONE IS HAVING STAYCATION, AND IT'S MY TURN NOW

**6772**  
POST WITH THE HIGHEST NUMBER OF LIKES  
HELLO SUNDAY - A LOVELY SUNDAY

**4490**  
POST WITH THE HIGHEST NUMBER OF SHARES  
AMID THE FEAR OVER COVID-19, WHY NOT COOK SOME

## 【TOP THREE POSITIVE COMMENT PROMOTERS】

**JUMBOTSANG**  
17341 (NUMBER OF LIKES) | 132 (NUMBER OF COMMENTS) | — (NUMBER OF SHARES)  
HOTTEST POST: HELLO SUNDAY - A LOVELY SUNDAY

**十萬個激讚女友的理由**  
13130 (NUMBER OF LIKES) | 344 (NUMBER OF COMMENTS) | — (NUMBER OF SHARES)  
HOTTEST POST: 有人人覺得自己另一半好似有特別功能...

**SADALLE**  
9286 (NUMBER OF LIKES) | 80 (NUMBER OF COMMENTS) | — (NUMBER OF SHARES)  
HOTTEST POST: MAY YOUR VALENTINES DAY SPARKLE W MOMENTS OF LOVE

### DIVERSIFIED HOT POSTS REFLECT DIVERSIFIED AUDIENCES

Categories of the hottest posts were not identical to those of the top three positive comment promoters. These posts and promoters also covered ordinary Internet celebrities, movie stars and special page of entertainment media. This indicated that K11 Musea has diversified source of online audience. Moreover, it is worth noting that among those posts with high engagements, the posts published on K11 Musea’s social media page about “Greener Living” and “Green Views” have also attracted lots of likes and comments. This revealed that netizens generally favored ecological diversity–related projects or concepts such as natural design, parks and green lands. The roof–top garden of K11 Musea was also frequently discussed by netizens.

## 【A LITTLE DEEPER】



THE MOST COMMON HOT WORDS WERE MAINLY RELATED TO HOTEL PROMOTION ACTIVITIES, SUCH AS “HOTEL” (26,475 TIMES), “STAYCATION” (10,262 TIMES) AND “ACCOMMODATION EXPERIENCE” (6,339 TIMES). HOWEVER, AS MENTIONED IN THE REPORT, THE RELATED POSTS WERE MAINLY ADS, WITH LOW INTERACTION AND NO POSITIVE RESPONSE FROM NETIZENS. THEREFORE, EVEN IF RELEVANT HOT WORDS APPEARED ON THE LIST OF HOT WORDS, IT CANNOT BE ATTRIBUTED TO MARKETING EFFORTS.

THE SECOND MOST COMMON HOT WORDS WERE IN FOOD CATEGORY, INCLUDING “CAFE” (6,903 TIMES), “AFTERNOON TEA” (4,684 TIMES), “MEAL SET” (4,674 TIMES) AND “GOURMET” (3,583 TIMES), REFLECTING THAT NETIZENS REMAINED HIGHLY INTERESTED IN FOOD–RELATED POSTS, AND RESTAURANTS IN SHOPPING MALLS WERE STILL AMONG IMPORTANT INDICATORS FOR SHOPPING MALLS’ SOURCE OF POPULARITY. HOT WORDS THAT WERE THEMED ON “CHRISTMAS” (8,264 TIMES) ALSO FREQUENTLY APPEARED, SUCH AS “TREE” (1,112 TIMES), “LIGHTING” (761 TIMES) AND “ATMOSPHERE” (504 TIMES). THIS INDICATED THAT THE UNIQUE CHRISTMAS ATMOSPHERE AND SITE DESIGN OF K11 MUSEA WERE HIGHLY THOUGHT OF BY NETIZENS.

# K11 ART MALL RANKED SECOND ON OUR LIST

TOTAL VOLUME OF ENGAGEMENTS  
**202095**

TOTAL VOLUME OF LIKES  
**178193**

TOTAL VOLUME OF COMMENTS  
**9908**

TOTAL VOLUME OF SHARES  
**11288**

## 【WAY OF GAINING POPULARITY】

Differentiation and uniqueness are the reasons for K11 Art Mall's outstanding performance online. Diversified and unique restaurant choices, highly popular dessert shops and Japanese restaurants, and many successful exhibitions held in the mall have attracted lots of Internet celebrities and food & beverage media to visit the mall, and helped the mall build unique market positioning, which translated into high online popularity.

## 【OVERALL ONLINE SOV TREND IN THE YEAR】



## 【A UNIQUE MODERN ARTISTIC STYLE HAS BECOME THE KEY TO POPULARITY】

### Despite the low SOV, K11 Art Mall has high popularity

K11 Art Mall recorded about 200,000 engagements through the year, ranking 33rd among HK-based shopping malls. It's not a mall with high SOV. However, diversified promotional activities and artistic merchants have made the mall the second most popular on the list. Despite its relatively low SOV, K11 Art Mall used its unique selling points to attract people. As a result, the mall managed to convert SOV into popularity more efficiently.

### Diversified restaurants became source of popularity

K11 Art Mall saw peak of engagements in August, as lots of dessert shops were opened in the mall, which increased media exposure. Moreover, dining guidance provided by Internet celebrities has helped the mall attract people online. Dessert-related posts of "crepes" and "French Crepe" were the most popular online. Related posts accounted for 13% of all posts in the same month, but represented up to 31% of engagements. Moreover, many unique food stores and coffeehouses in the mall also generated engagements and positive comments. For instance, Café Crêpe, The Alchemist Café and La Famille were frequently mentioned by netizens. In January, La Famille published a post to launch a campaign offering free cakes to people whose birthdays are on designated date. The post received over 3,000 likes, which was the highest number of likes in January.

### Regularly holding exhibitions to gain popularity online

K11 Art Mall held various exhibitions across the year, in order to capture attention online. NEW YEAR NEW HEIGHTS in January and AR Art Toy in August attracted many Internet celebrities and actors to check in. These Internet celebrities and actors have helped spread news about these exhibitions on social media, which boosted online popularity. The former accounted for 23% of total volume of discussions in January. Posts about AR Art Toy, which provided HK's first AR Art Toy interactive experience, have accounted for about 14% of total engagements in August. K11 Art Mall also had in-depth understanding of fashion trends. It took advantage of the limited supply of certain products to attract netizens and spur purchase. For instance, the "Demon Slayer"-themed pop-up store that was opened in K11 Art Mall has received many likes and comments from netizens. Ad posts of media and Internet celebrities further publicized the pop-up store, and boosted the mall's online SOV.

## 【THE HOTTEST POSTS】

**354**  
POST WITH THE HIGHEST NUMBER OF COMMENTS  
SKY POST PRESENTS 50 PIECES OF HK\$200 CASH COUPON FOR OKONOMIYAKI DOHTONBORI RESTAURANT

**6772**  
POST WITH THE HIGHEST NUMBER OF LIKES  
CANADIAN CARAMEL AND APPLE CREPE!

**4490**  
POST WITH THE HIGHEST NUMBER OF SHARES  
PRO-DEMOCRACY SHOPS THAT ARE FACING GREAT DIFFICULTIES

## 【TOP THREE POSITIVE COMMENT PROMOTERS】

**POPSALEHK**  
18979 (NUMBER OF LIKES) | 576 (NUMBER OF COMMENTS) | — (NUMBER OF SHARES)  
HOTTEST POST  
LA FAMILLE: SMALL CAKES FOR CUSTOMERS WHOSE BIRTHDAYS ARE 26 NOVEMBER

**HKFOODPRINT**  
8656 (NUMBER OF LIKES) | 299 (NUMBER OF COMMENTS) | — (NUMBER OF SHARES)  
HOTTEST POST  
SMALL FRIED BUN SOLD FOR HK\$28 PER DOZEN

**HKPLAYNDINE**  
6772 (NUMBER OF LIKES) | 299 (NUMBER OF COMMENTS) | — (NUMBER OF SHARES)  
HOTTEST POST  
CANADIAN CARAMEL AND APPLE CREPE!

### Top three positive comment promoters were all webpages specializing in food & beverage news

Our big data analysis showed that the top three hottest posts about K11 Art Mall were all about food, while other posts with high engagements were also related to dining guides or restaurants. Dining-related posts accounted for 40% of total engagements. Restaurants in K11 Art Mall were diversified and had exquisite designs. Netizens' "check-in" posts and coverage on food & beverage media significantly boosted online audience of the mall.

It is also worth noting that the hottest posts mainly came from special webpages with less than 500,000 subscribers. This indicates that online influence has no direct relation with subscriber volume. Effectively using market niche and word-of-mouth marketing to spur UGC is the key to successful online marketing.

## 【A LITTLE DEEPER】



Hot words for promotion purpose, such as "Discount" (3,631) and "Consumption" (3,279), have frequently appeared on our list of hot words. Key words that frequently appeared were mainly in two categories. One category was about holiday activities, and the other was about food & beverage activities. Hot words such as "New Year" (2,454 times), "Christmas" (1,159 times) and "limited period" (1,786 times) have reflected that netizens paid high attention to posts themed on festivals. Netizens had high expectations after reading information about limited-edition goods. Thematic activities held during holidays also made K11 Art Mall a good destination.

Moreover, hot words such as "delicious food" (1,026 times), "restaurants" (1,074 times), "cake" (1,024 times) and "coffee" (768 times) showed that dessert shops in the mall have been main source of online popularity. Other Japanese restaurants also captured lots of attention online.

# PLAZA HOLLYWOOD RANKED THIRD ON OUR LIST

TOTAL VOLUME OF ENGAGEMENTS

272620

TOTAL VOLUME OF LIKES

219780

TOTAL VOLUME OF COMMENTS

26007

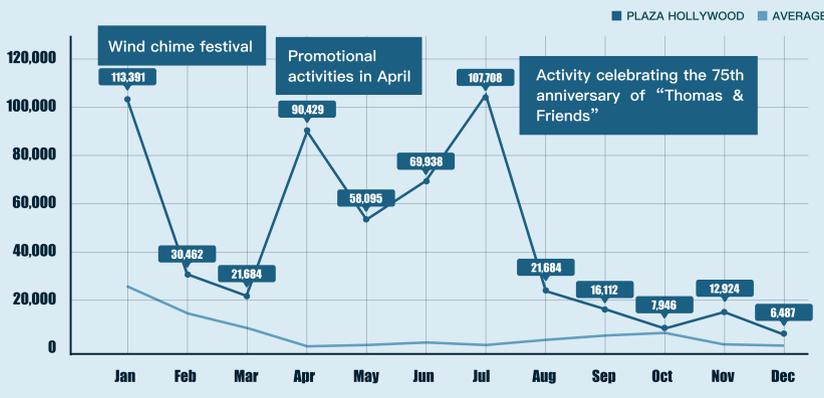
TOTAL VOLUME OF SHARES

10374

## 【WAY OF GAINING POPULARITY】

Plaza Hollywood had very strange SOV trend. The mall's SOV has been volatile. We found that this is because the mall organized various popular activities and offered discounts, which helped the mall to rank third on our list of most popular malls. Its SOV has been higher than many leading large malls. In our view, the mall's excellent marketing strategy is a key to its high online popularity.

## 【OVERALL ONLINE SOV TREND IN THE YEAR】



## 【CONTINUOUS PROMOTIONS ATTRACTED NETIZENS; WIND CHIME FESTIVAL GAINED ONLINE POPULARITY】

### Wind chime festival became a popular "check-in" location

During the Chinese New Year and Valentine's Day in January 2020, Plaza Hollywood organized a wind chime festival that features prominent festive atmosphere. Moreover, pink cherry trees added Japanese elements to the festival, making the mall a good destination for lovers during the Valentine's Day. Many Internet celebrities "checked in" at the artistic mirror home and in front of the wishing wind chime. Posts about this festival accounted for 43% of engagements in January and February, and nearly one fourth (23%) of engagements across the year, demonstrating popularity of the festival. Among all the posts issued about this festival across the year, 27% were positive, which indicates that the festival has become one of the important sources of popularity for Plaza Hollywood.

### Discounts spurred online participation in April

Many posts about promotional activities in Plaza Hollywood appeared online in April, such as "April Discount Series", "Super Wednesday" and "\$1 Happy Thursday". These activities have offered various consumption coupons to netizens for buying coffee, redeeming film tickets and other uses. Attracted by these activities, many netizens subscribed for the social media page of the mall. The rising subscription volume also helped expand customer source. Related posts accounted for 12% of all posts in the month, and generated 25% engagements. Momentum of the promotional activities lasted until August.

### Facemask news captured attention

In January, at the early stage of the outbreak, facemask became a hot topic in the city. A Thai grocery in Plaza Hollywood, which supplied facemasks, was widely covered by media and captured many netizens' attention. As posts about news were more likely to be commented by netizens at that time, the mall's SOV peaked. Posts with the highest discussion volume in the year were all about facemask supply news.

### Parent-child activity celebrating the 75th anniversary of "Thomas & Friends"

In July, when the city was hit by the second wave of infections, many media reported that a patient used to visit Plaza Hollywood. Discussion about the mall picked up as a result. However, most of positive online discussions about the mall in July derived from the ad post about an activity that celebrated the 75th anniversary of Thomas & Friends. The activity attracted lots of fans of "Thomas the Tank Engine". Many netizens came to the activity with kids, took photos and uploaded the photos onto social media, which captured lots of online attention. Posts about the activity, which accounted for one fourth of total posts, generated 44% of engagements.

## 【THE HOTTEST POST】

**2786**  
POST WITH THE HIGHEST NUMBER OF COMMENTS  
FACEMASK SOLD OUT, SOME PEOPLE DISCONTENTED WITH PREFERENTIAL TREATMENT FOR MEDICAL WORKERS

**7171**  
POST WITH THE HIGHEST NUMBER OF LIKES  
I WAS A LITTLE BIT BUSY RECENTLY, AND HAD NO TIME TO TRAVEL TO JAPAN IN NEAR TERM, SO I WENT TO THE WIND CHIME FESTIVAL IN PLAZA HOLLYWOOD IN THE NEW YEAR

**2549**  
POST WITH THE HIGHEST NUMBER OF SHARES  
FACEMASK SOLD OUT, SOME PEOPLE DISCONTENTED WITH PREFERENTIAL TREATMENT FOR MEDICAL WORKERS

## 【TOP THREE POSITIVE COMMENT PROMOTERS】

**JUDY KWONG**  
14342 (NUMBER OF LIKES) | 76 (NUMBER OF COMMENTS) | (NUMBER OF SHARES)  
HOTTEST POST: I WAS A LITTLE BIT BUSY RECENTLY, AND HAD NO TIME TO TRAVEL TO JAPAN IN NEAR TERM.

**CHEVIGNON**  
9995 (NUMBER OF LIKES) | 170 (NUMBER OF COMMENTS) | 611 (NUMBER OF SHARES)  
HOTTEST POST: ["ANTI-PANDEMIC" "STAY AWAY FROM DROPLETS" "GOGGLE" LIST OF PRESALE ITEMS]

**KANDY**  
6772 (NUMBER OF LIKES) | 299 (NUMBER OF COMMENTS) | (NUMBER OF SHARES)  
HOTTEST POST: IN FACT, SOMETIMES I ALSO DRESSED LIKE A GODDESS

Wind chime festival generated majority of discussions. Excluding posts about facemask news, all Internet celebrity posts with high SOV were about the wind chime festival. Related posts used photos of Internet celebrities in the activity to attract netizens. These photos highlighted the beautiful Japanese style and were well-received by netizens. In their comments, they said Internet celebrities were beautiful and they wanted to visit the site of the festival too. This indicated that Internet celebrities can boost the effect of promotional activities.

## 【A LITTLE DEEPER】



Excluding anti-pandemic hot words such as "facemask" (71,863 times) and "disinfection" (8,952 times), other keywords that frequently appeared on our list were mainly about the thematic activities. During the Chinese New Year, "wind chime festival" (6,277 times) became a focal point of online discussions. The "New Year Greetings" (1,070 times) expressed in the festival catered to various customers. The festival's unique site design filled visitors with sense of "happiness" (1,002 times). In addition, the "redemption" (4,662 times) of limited-edition products in some activities also frequently appeared on hot word list, which reflected that netizens were somewhat interested in special limited-edition products sold in thematic activities.

There are many other ad posts during the Chinese New Year. For instance, some shops distributed uniquely-designed "lai see packets" (5,410 times) as the selling point. However, despite their large volume, related posts only generated about 5% of engagements across the year, which showed lukewarm response.

By analysing big data, our research team found that pandemic and facemask have been the most important factors driving shopping malls' online audience. However, "online audience" is not equal to "popularity". The former means netizens' participation in discussion over topics, while the latter shows netizens' sentiments in engagements, such as their joy, delight, sadness and hate regarding certain topics. The ranking of shopping malls' popularity is based on a comprehensive analysis of netizens' sentiments. For some shopping malls, they don't need very high SOV to gain favor with netizens. Right online marketing strategy and unique selling points can help them outperform many competitors.

We believe our researchers are able to explore the in-depth meaning of big data, as well as netizens' sentiments hidden in such data. We can accurately analyse Internet trends to provide objective and comprehensive business analysis. In the past, to get this job done, you need to invest lots of time, manpower and other resources. But now, Wisers' big data analysis solutions can help you save time and become more accurate while making things simpler. Let's use big data to help you make sound decisions!

We have other more in-depth analysis reports. We also offered workshops hosted by our expert and advisor team. We have also introduced AI big data analysis platform. For more information, please call +852 2948 3600 or send email to info@wisers.com.