

ORIGAMES

FIUMARA SHOPPING CENTER

Better begins now

ORIGAMES!

DAL 20 MAGGIO AL 30 GIUGNO
Vieni a scoprire

gli origami giganti di Fiumara!
Gioca con FiumaraApp
e vinci Gift Card ogni giorno*

umara.net - Montepremi 4.200€

CLIENT

CBRE IM

REAL ESTATE TYPE

Retail

LOCATION

Genoa, ITALY

SQUARE FOOTAGE

40,300 SQM

SERVICES

- Property Management (Shopping Center Communication & Marketing)

BACKGROUND

Opened in 2001 from the redevelopment of a brownfield site, in a rundown urban neighbourhood, Fiumara shopping center is a landmark of Genoa, and one of the most important assets managed by C&W in Italy. In collaboration with CBRE IM, asset manager, over the past 14 years C&W has committedly worked to make of Fiumara a welcoming place to be, as well as a shopping and leisure destination attracting customers from the whole region.

CHALLENGE

In 2024 the upcoming opening of a big competitor in the same city - a project that had long been in the pipeline - was announced.

Besides strengthening its brand mix and commercial appeal, Fiumara decided to **assert its role as a venue of cultural events, an advocate of environmental and social responsibility.**

SOLUTION

A concept campaign, called ORIGAMES, was launched. Leveraging on impactful visuals and social activation, its aim was to raise awareness non only on the mall's brand but on its **commitment towards its community, its territory and environment.**

All activities revolved around **PAPER**, as a resource at the base of our civilization, culture, daily life: its potentiality, its value, its correct use and reuse.



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FIGURES

+4.7% footfall (2004 vs 2023)

531 students attended educational activities

312 trees were planted

ORIGAMES PHIGYTAL EXHIBITION + lottery

Reach 224,286

Impressions 807,458; Interactions 14097

Clics 9,736; Engagement 7.48

ORIGAMES VIDEO

Reach 539,353

Impressions 1,358,696; Interactions 5.383

Clics 22,557; Engagement 41.3

STATEMENT

“

ORIGAMES has strengthened Fiumara's positioning as a city landmark, a driver of business growth and social responsibility. These initiatives, centred on sustainability and boosted by powerful communication, enhanced the center's role and recognition as a model of responsible management.

- **ORIGAMES EXHIBITION** All started with a teaser campaign popping up in the most visible positions in town and on the web. To follow, an exhibition of giant sculptures made by paper artist Chiara De Sanctis was positioned throughout the shopping gallery and enriched by educational contents.
- **FOGLI DI FUTURO** (Future's sheets) an interactive exhibition, held in collaboration with Amiu (waste collection & recycling company owned by the Municipality of Genoa) and Comieco (national consortium promoting packaging collection & recycling). To raise awareness on paper as a resource and to promote correct recycling practices.
- **LA FORESTA DI FIUMARA** a call-to-action campaign converting all the likes gained by the mall's web pages into donations to Treedom (a NGO devoted to reforestation of at-risk areas and to support of small agricultural communities).

RESULTS

- Brand awareness and reputation
- Recognition from local authorities + media
- Outstanding social activation and engagement
- Rewarding of local communities + schools

TANGIBLE BENEFITS AND KEY TAKEAWAYS

While the opening of its competitor is due in March, Fiumara stands in a dominant position in terms of brand awareness and reputation. ORIGAMES concept campaign set a new standard and approach for Fiumara and a competitive advantage to face future challenges.