



News Release

For Immediate Release

Wynn Scoops Gold Award at the 2023 “Interactive Creative Awards & Media Marketing Awards”

Macau, December 21, 2023 — *Modern Advertising* magazine, affiliated with the China Advertising Association, recently revealed its **2023 “Interactive Creative Awards & Media Marketing Awards”** list, and Wynn earned the highly coveted Gold Award for the successful Richie Jen “Miss You” Concert Creative Communication Project – a collaboration between Wynn and Cheil (Beijing Dentsu Advertising Co., Ltd.) in March 2023. As a five-star luxury hotel brand committed to excellence in hospitality, Wynn received the **“Gold Award” in the Interactive Creative Awards Pioneer Brand Category** for keeping a finger on the pulse of the mainland consumer market, presenting creative ideas, and achieving outstanding results.

Founded in 2003, the **“Interactive Creative Awards & Media Marketing Awards”** were among the first awards events to be held in the industry. The awards are highly regarded for leading interactive creative trends and for grasping cutting-edge trends in media marketing. Adhering to the principle of “the future is modern”, the judging criteria centers around the level of creativity and creative impact, while also commending outstanding marketers that truly represent the industry in the fields of creativity, digital marketing, traditional marketing and more.

As an independent hotel brand with the most Forbes Travel Guide Five-Star awards in the world, Wynn has always held a unique position in the creative marketing sector. Faced with the challenges of understanding the demands of a vast mainland Chinese market mix, Wynn has continually worked hard to gain a deeper insight into the consumer psychology of consumers in China to craft creative ideas that will resonate with more people across the nation. The Richie Jen “Miss You” Concert Creative Communication Project” is one of Wynn’s most recent, successful projects to earn recognition from industry experts. For the first stop of the Richie Jen 2023 “Miss You” concert tour, Wynn and the creative team cleverly introduced new ways to boost engagement through multiple platforms such as interactive flash mobs which drew huge crowds near the SkyCab entrance at Wynn Palace as well as a number of offline and online channels to attract viewers to experience the concert online.

Wynn remains committed to organizing a variety of entertaining performances and events,



integrating tourism with diverse industries such as entertainment, culture and the arts, MICE as well as major sporting events in line with the Macao SAR Government’s “tourism +” development strategy to boost the city’s economic diversification. In future, Wynn will continue to honor its commitment toward the pursuit of excellence, create more exciting interactive success stories, and bring even more unexpected surprises to guests from around the world.

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Media Photos



Wynn receives the Gold Award at the 2023 “Interactive Creative Awards & Media Marketing Awards”



ABOUT WYNN MACAU

[Wynn Macau](#) is a luxury hotel and casino resort in the Macau Special Administrative Region of the People's Republic of China with two iconic towers featuring a total of 1,010 spacious rooms and suites, approximately 294,000 square feet of casino space, over 64,300 square feet of retail space, 14 food and beverage outlets, two spas, a salon and a pool. The resort proudly boasts three distinct entertainment experiences, including Macau's first choreographed Performance Lake, blending lofty plumes of water, gracefully choreographed music from Broadway tunes to renowned Chinese songs, powerful LED lights and fire effects.

Wynn Macau is operated by international resort developer [Wynn Resorts](#), recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Macau continues to hold the distinct honor of being the only resort in the world with 8 Forbes Five-Star Awards for seven consecutive years. Wynn Macau opened on September 6, 2006 and its second tower – Encore opened on April 21, 2010. For more information on Wynn Macau, visit press.wynnmacau.com.

ABOUT WYNN PALACE

[Wynn Palace](#) is the second luxury integrated resort from international resort developer Wynn Resorts in the Macau Special Administrative Region of the People's Republic of China, following the launch of Wynn Macau. Located in the Cotai area, it features a 28-storey hotel with 1,706 exquisitely furnished rooms, suites and villas, versatile meeting facilities, over 107,000 square feet of renowned luxury retail, 14 food and beverage outlets, Macau's largest spa, a salon, a pool and approximately 468,000 square feet of casino space. The resort also features a variety of entertainment experiences, including the dazzling 8-acre Performance Lake that mesmerizes guests with a choreographed display of water, music and light, the unique SkyCab, spectacular, large-scale floral displays and an extensive collection of art works by some of the world's leading artists.

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Palace is the first and only resort in the world with more than one thousand rooms to receive Forbes Travel Guide Five Star Awards. Wynn Palace opened on August 22, 2016. For more information on Wynn Palace, visit press.wynnpalace.com.

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