





xiaomi

PROPOSAL FOR ROAD
SHOW XIAOMI



PROJECT INFORMATION

15 CITIES

EVERY WEEKEND - NEW CITY FROM JUNE 5 TO SEPTEMBER 12, 2021

ROAD SHOW WITH AREAS OF THE ENTERTAINMENT AND DEVICES SALES

DEVELOPMENT OF THE PROJECT AND ALL ACTIVITIES WITH AN EMPHASIS ON *PREMIUM SEGMENT*

HEADLINERS

Mi 11

REDMI SERIES

MI SERIES ECOSYSTEMS

GOALS

LET'S TELL FOR EVERYONE THAT XIAOMI IS A PREMIUM SEGMENT BRAND

FORM AN EMOTIONAL CONNECTION WITH THE CONSUMERS

INCREASE SALES OF XIAOMI SMARTPHONES AND OTHER DEVICES

ROAD-SHOW EXPERIENCE

VOLKSWAGEN DRIVING EXPERIENCE

The first mass test drive using augmented reality technology. The new Tiguan blurs the line between the real and digital world and today gives its owner something that for others will become a reality only (after-after) tomorrow.



KFC BATTLE

KFC Battle is a project for those who want to change their lives for the better and are not afraid to take the first step into a successful future. For 8 seasons, it brought together more than 750 thousand participants and guests from 8 countries. Tournaments are held in the largest cities of the Russian Federation with the final in Moscow time.



SAMSUNG ROAD SHOW

15 major cities of Russia participated in the Road Show for two months. Eight 12-meter containers, each dedicated to one of the sports of the Winter Olympic Games in Sochi, traveled around the country.



IDEA

Mi Movie Studio is a festival dedicated to the power of Xiaomi devices led by headliner Mi 11.

At the center of the cinematic universe are real film sets. Each film set reflects the KSP of the devices.

Guests will be study and test the capabilities of the new Mi 11, also the entire ecosystem of Mi products.

In the central zone «Mi Date Movie» all guests will become actors of the various plot of the movies.

Passing through all zones, guests will be collecting bonus points for special discounts and purchase brand products.



NAMING

Mi Movie Maker

Mi Movie Studio

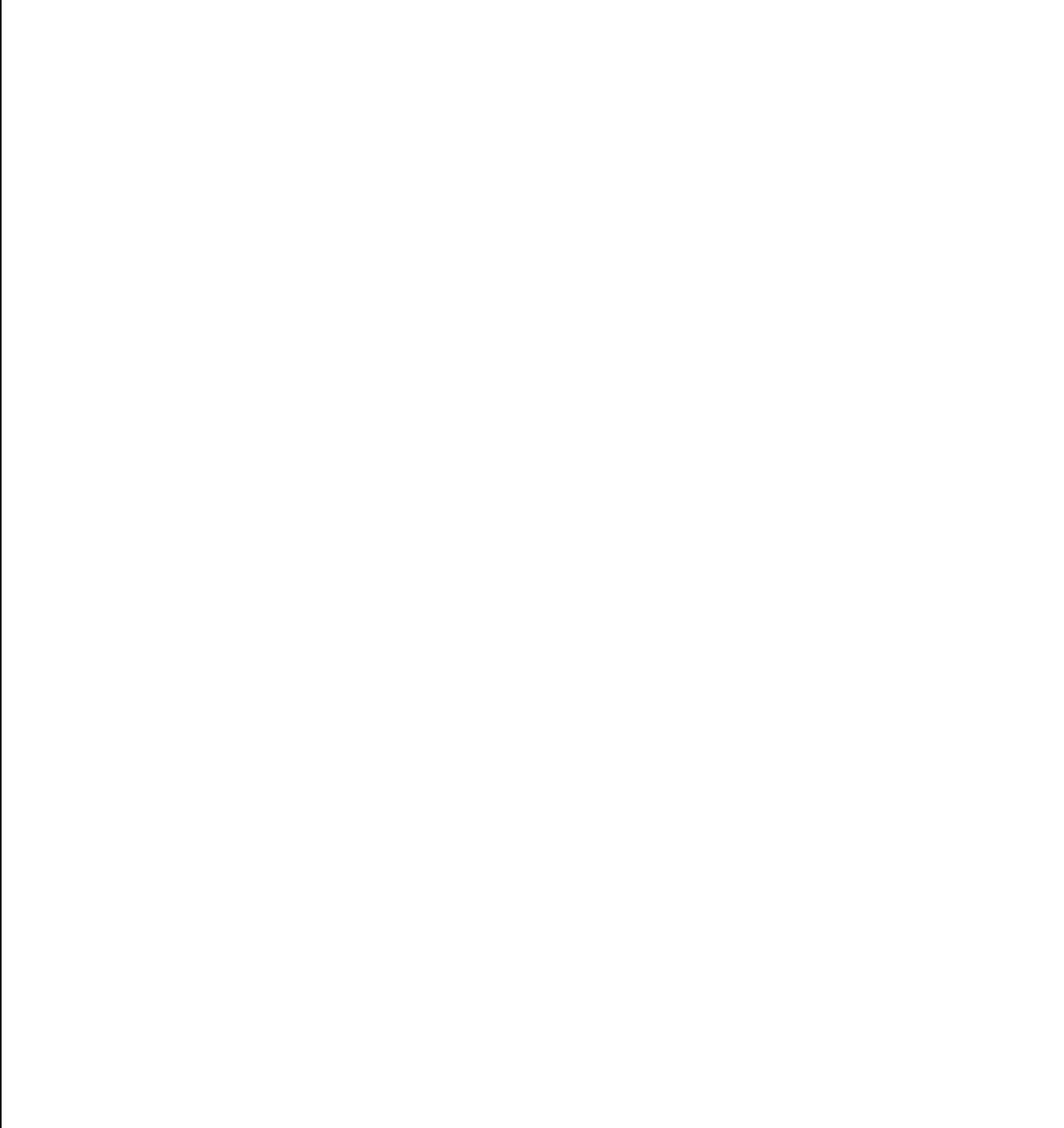
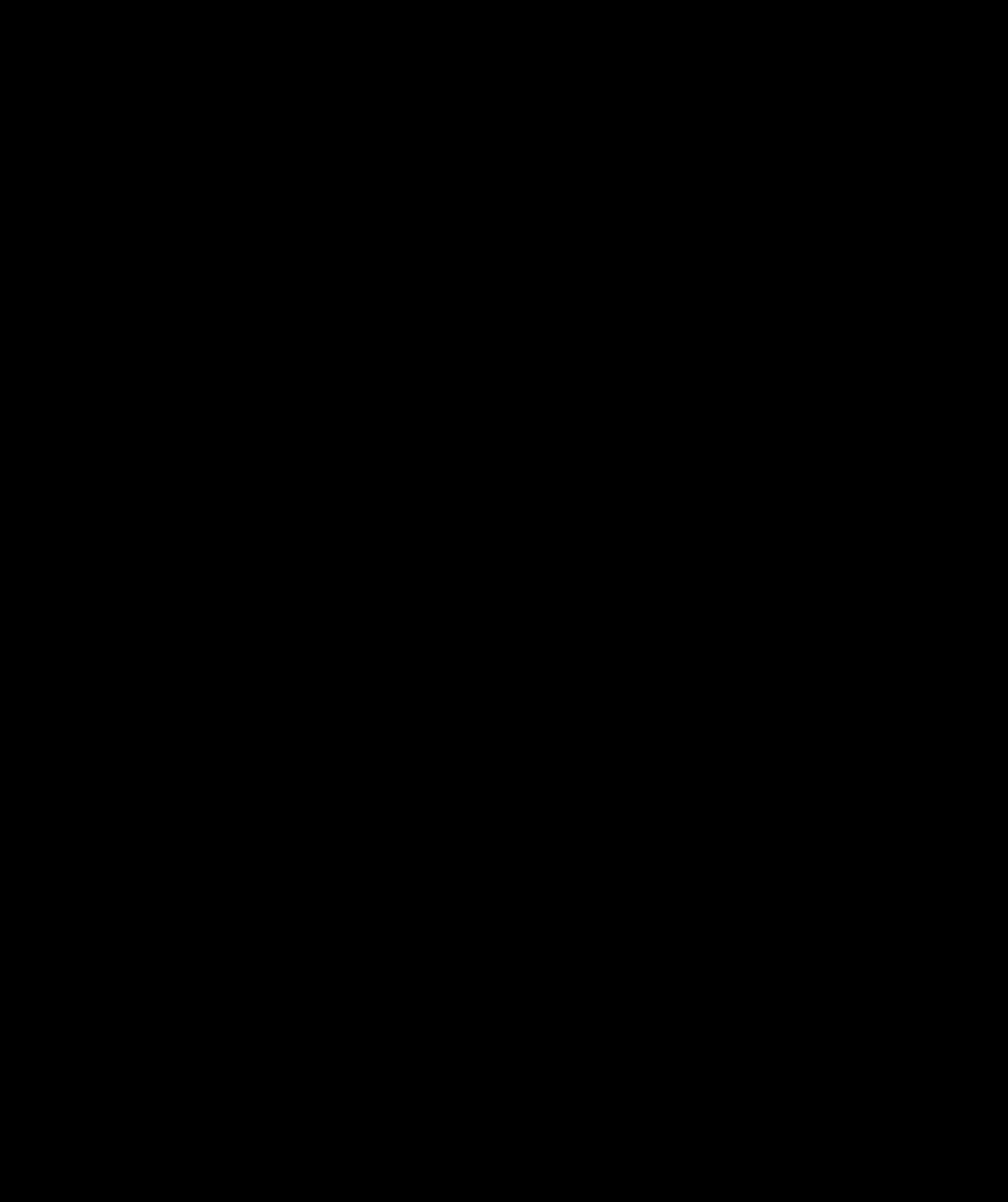
Mi Movie Time Mi


Movie Magic



CITY

VENUES





CITIES

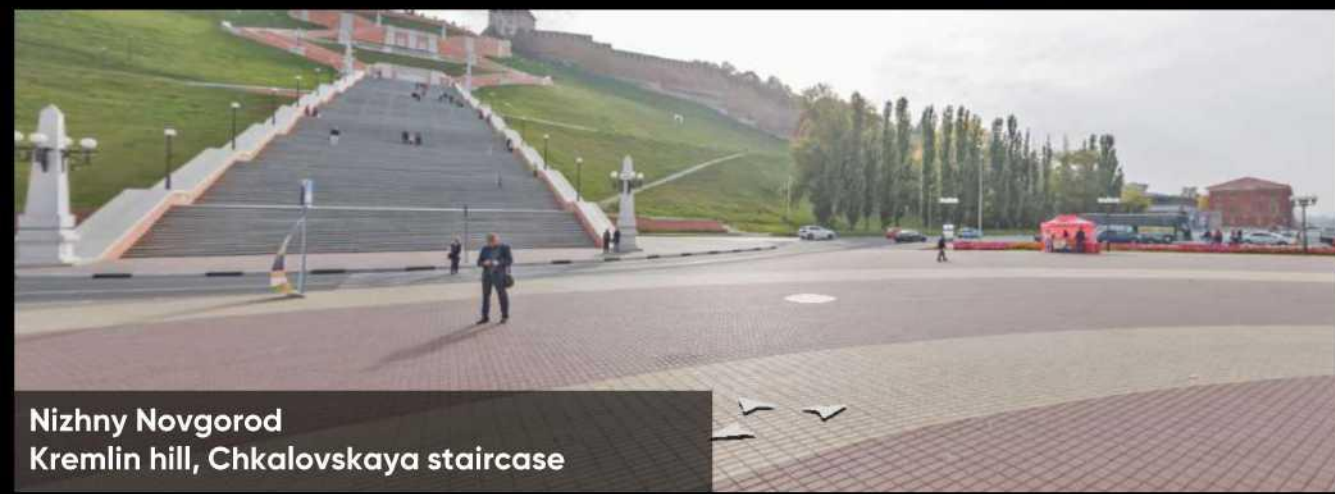
1. SAINT PETERSBURG	6. KRASNOYARSK	11. CHELYABINSK
2. NOVOSIBIRSK	7. VORONEZH	12. SAMARA
3. YEKATERINBURG	8. PERM	13. OMSK
4. KAZAN	9. VOLGOGRAD	14. ROSTOV-ON-D ON
5. NIZHNY NOVGOROD	10. KRASNODAR	15. UFA

CITY VENUES

For city locations will be used the central city spaces where all the most important city events are organized



Novosibirsk
Mikhailovskaya embankment



Nizhny Novgorod
Kremlin hill, Chkalovskaya staircase



Omsk
Teatralnaya Square

DESIGN ■

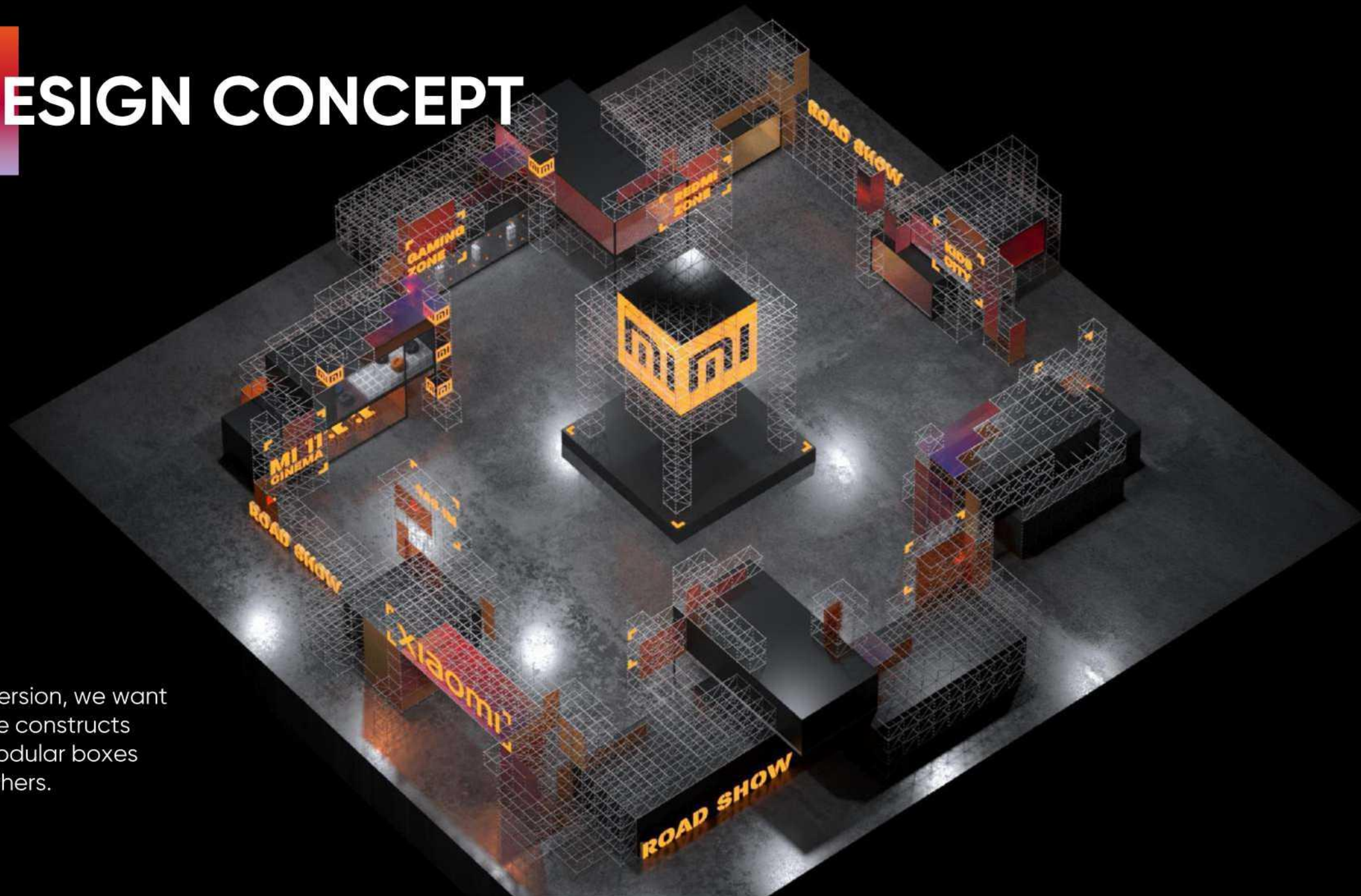
CONCEPT

DESIGN

We offer a new format for developing the design concept, the equivalent of which has never been used for a road show. After analyzing the Russian experience, brands always used wooden modular structures, block containers, sea containers, tents.



DESIGN CONCEPT



In our version, we want to make constructs from modular boxes and layers.

DESIGN CONCEPT





DESIGN CONCEPT



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DESIGN CONCEPT



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ZONES

ZONES

- **ENTER**

- **REGISTRATION**

- **Mill ZONE**

Creative Inspiration room
Harman Kardon

- **Mi 11 DATE MOVIE**

Action
Criminal
Horror
Melodrama

- **Mi CINEMA**

- **REDMI**

- **ECOSYSTEM**

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Registration

Enter

Shop

Mill
Zone

50 meters

Stage Mi
Cinema

Mi Fans
Zone

Mi 11 Date Movie Zone

Child
Zone

Red mi
Zone

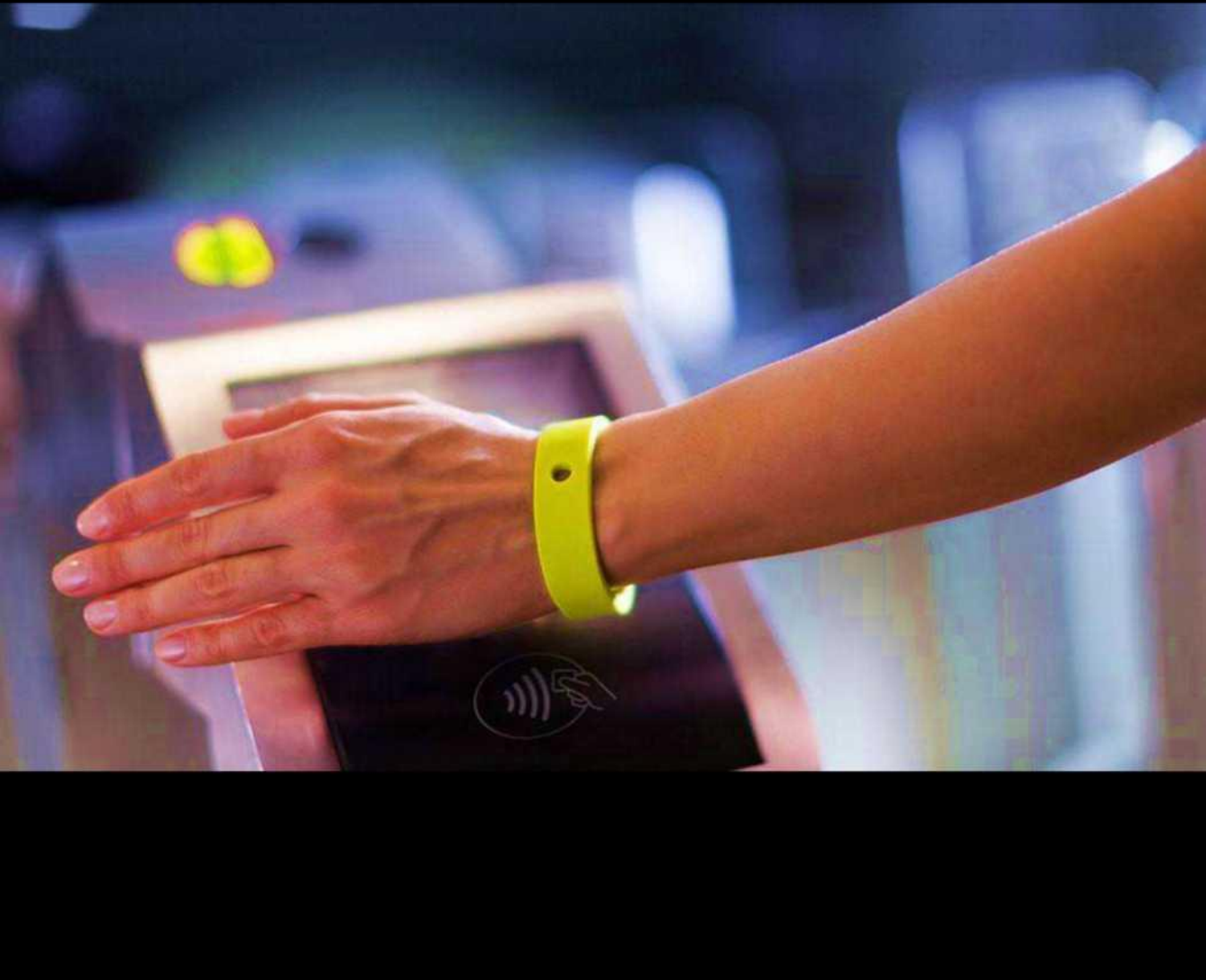
Ecosystem
Zone

WC



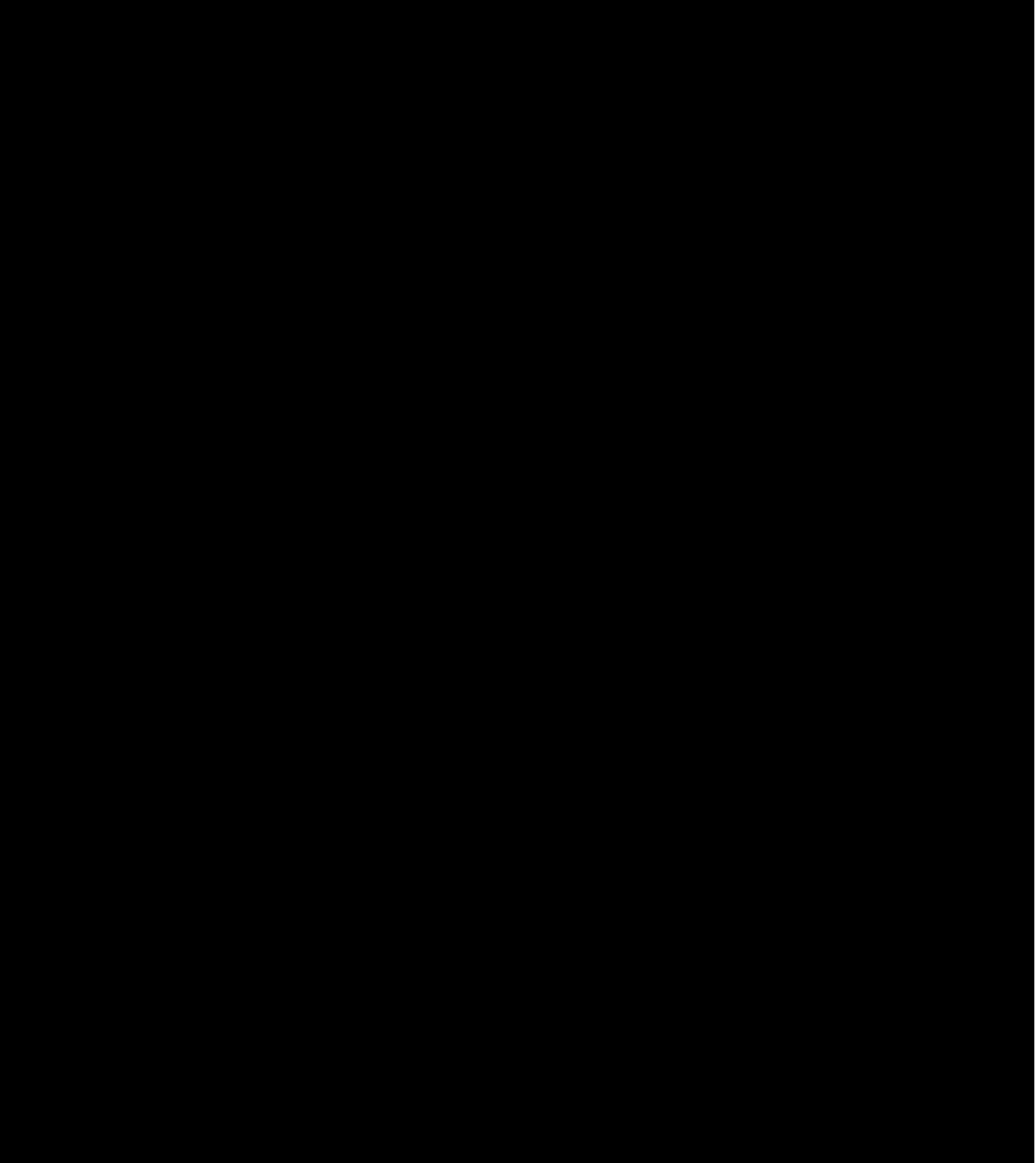
At the entrance, all guests are registered and received a special bracelet with the ability to accumulate points. In order to get more points. Guests must pass all the festival zones.

At the end, guests will be able to exchange their points for special discounts and purchase brand products by placing an online order.



Mill

ZONES



ZDNES

Mi 11

CREATIVE INSPIRATION ROOM

HARMAN KARDON Mi DATE

MOVIE

ACTION

MELODRAMA

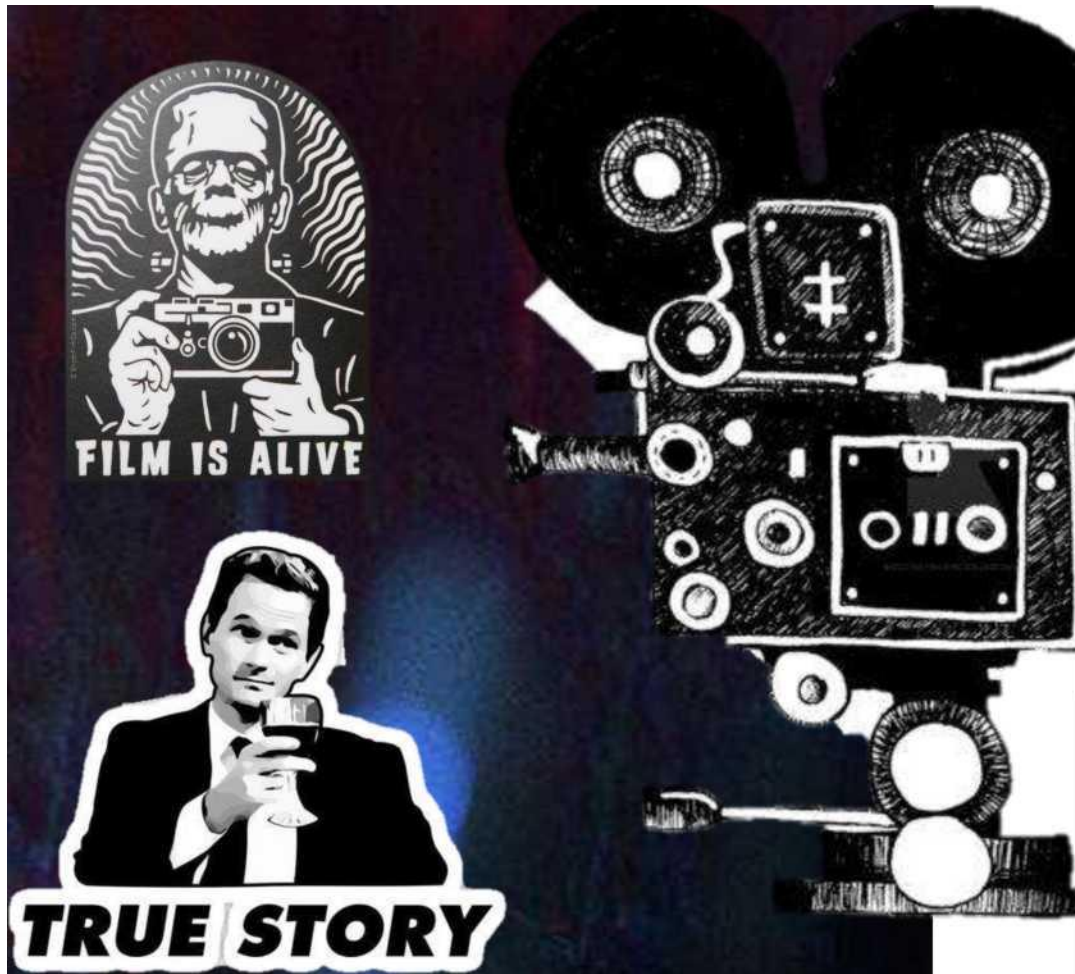
CRIMINAL

HORROR



ZONES

Mi 11 ENTRANCE



The entrance zone, where everyone can pass the test and find out - which film genre are you?

At the end of the test guests will choose the special Mi 11 stickers with Xiaomi logo and film design, characterizing their film's style.

ZONES

ALL ABOUT XIAOMI

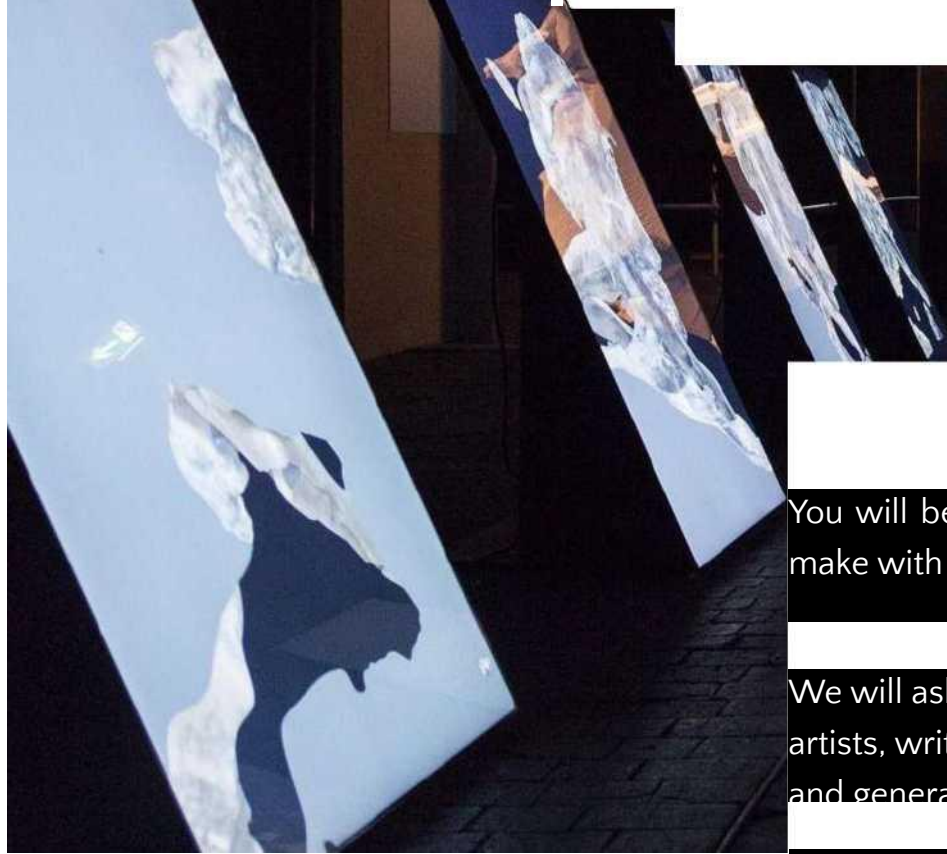
Zone where guest can boost their general knowledge and upgrade facts about Xiaomi brand.

In the "All about Xiaomi" zone people can find interesting and unexpected facts about Xiaomi brand.



ZONES

CREATIVE



ON ROOM

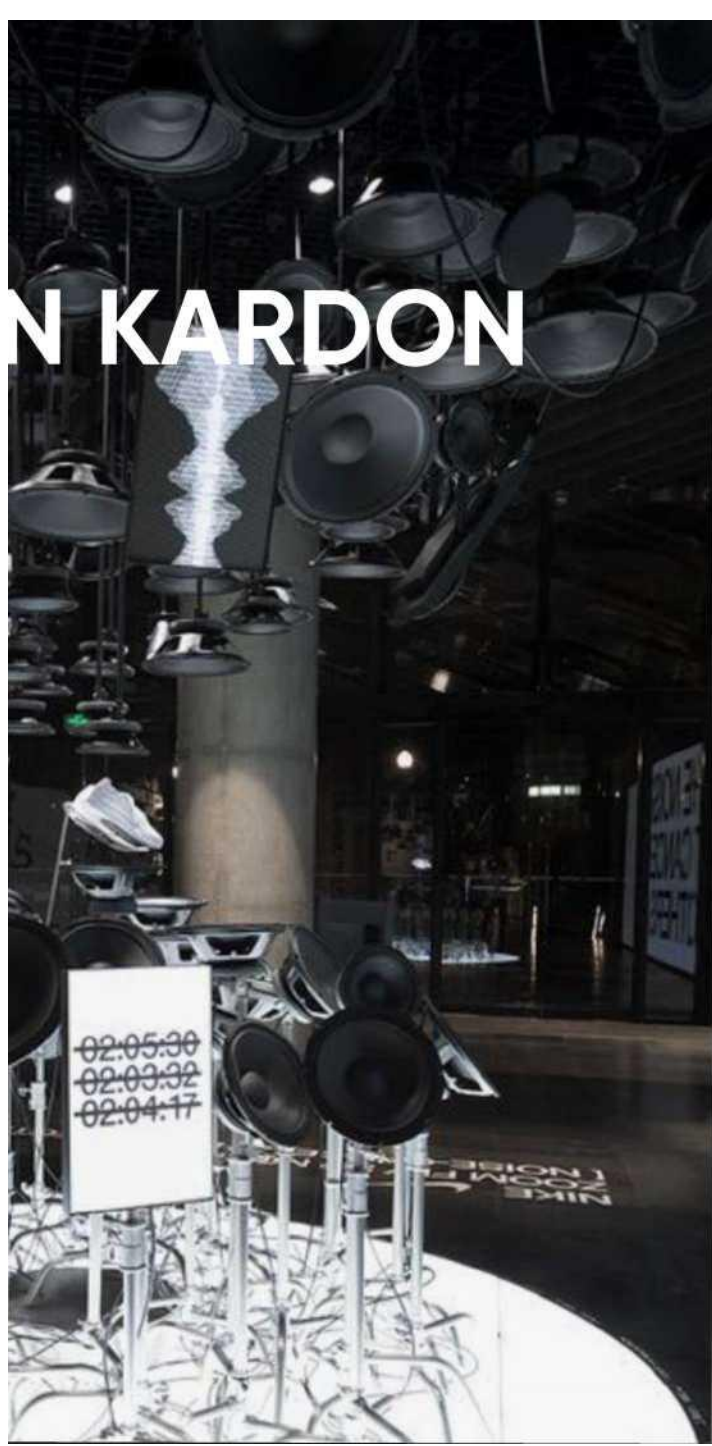


You will be surprised what kind of things you can make with Mi 11, things that you've never imagined.

We will ask various talented people, such as directors, artists, writers, models and etc, to use Mi 11 for a week and generate the content

In the creative inspiration zone guests can choose a creator and get into their smartphone content, explore it and get inspired

N KARDON



JUST LISTEN!

You have never heard such deep and pure sounds because it's Harman Kardon of Mi 11 smartphone.

Acoustic zone, where guests can listen to sounds of various genres of cinema, enjoy the sound quality of the Mi 11 smartphone.

In the zone, people can swap sounds and create their own sounds in a variety film styles.

ZONES

Mi DATE MOVIE



After watching the movie, sometimes we feel like we want to be the hero or heroine. Xiaomi can make your dreams come true.

Mi 11 Movie set would be divided into 4 spots: Action Movie, Melodrama, Criminal and Horror.

In each zone guests will try themselves as real actors and star in the cut of the film, shot on the Mi 11 smartphone.

Every participant can download personal movie cut, if share it via social media.

Mi 11 FILM SETS

ACTION MOVIE

Feel yourself as Keanu Reeves in a legendary Matrix movie!

Xiaomi gives guests the full experiential experience.

With the help of chroma key we will be creative special effects with different assets with the aim to bring the cinema vision to life and shot guests on Mi 11.



Mi 11 FILM SETS

MELODRAMA

Melodrama zone, where guests will be in the center of the Freeze-frame shot to reflect the deepest moments of the film. Macro shots, focus on details and strong music - classic of the melodrama.



Mi 11 FILM SETS

Criminal

Two parallel shots, the editing technique is the process of alternating between 2 or more scenes that happen simultaneously in different locations.

We will reproduce the famous criminal film in this Xiaomi film set.



Mi 11 FILM SETS

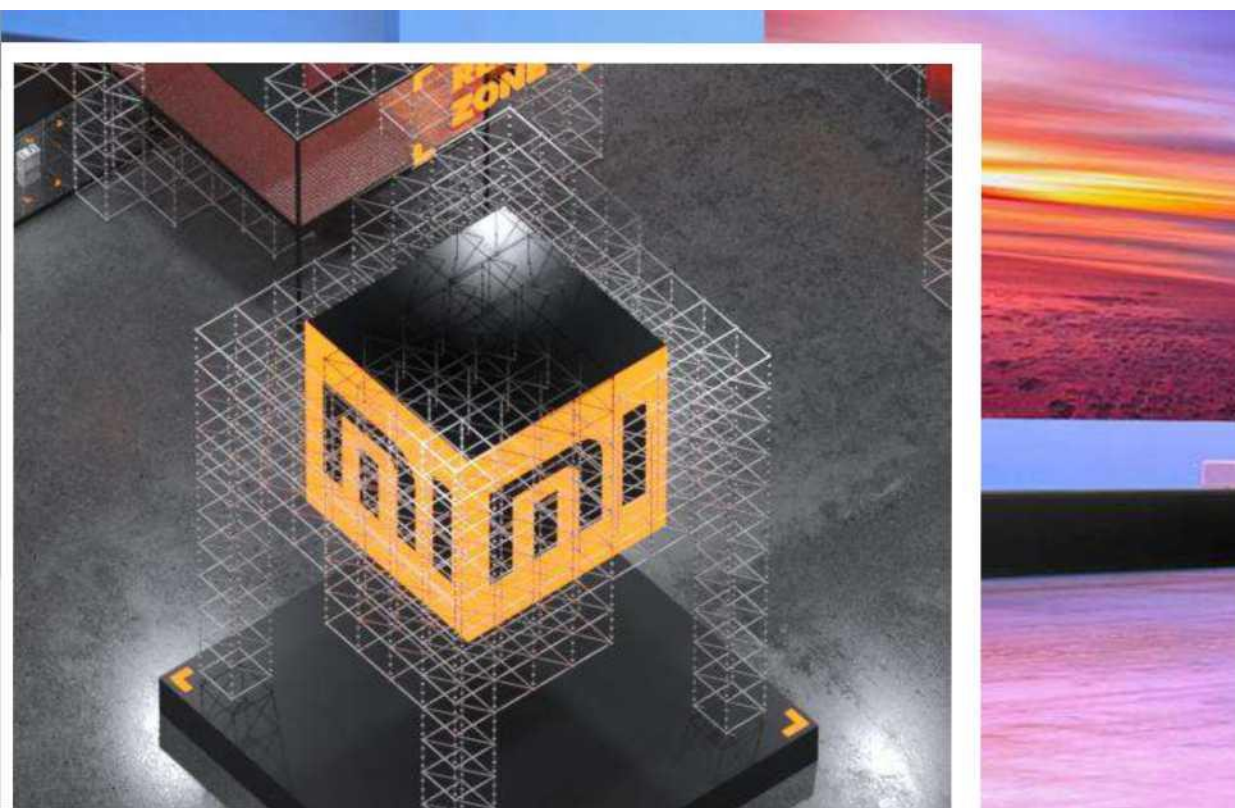
HORROR

The most terrifying zone, where the light and creepy sounds change suddenly and create specific horror atmosphere.

Decide who you want to be: victim or maniac and make your perfect shot on Mi 11!

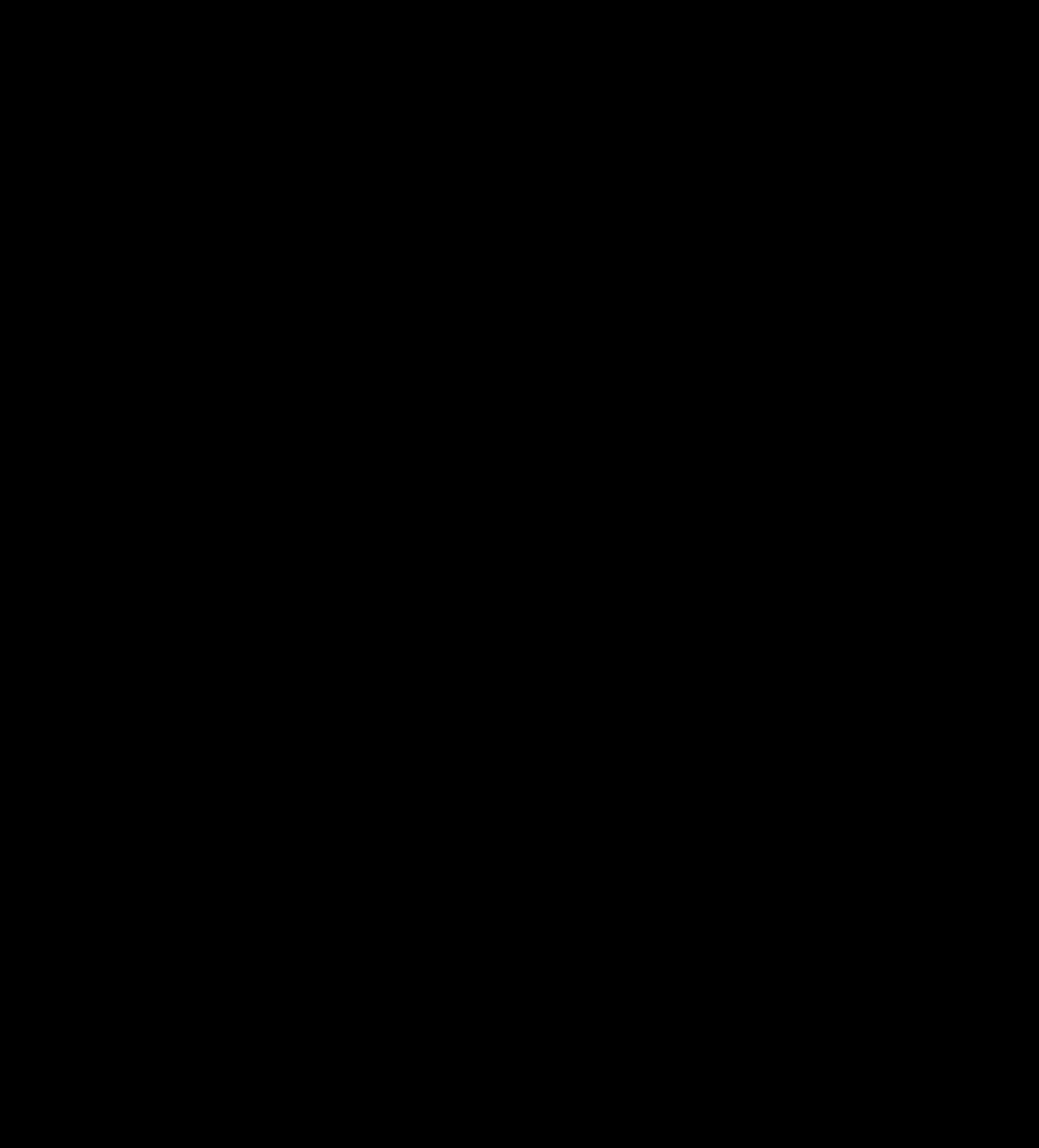


ZONES Mi CINEMA



In the evening all guests will be able to watch movies that will be broadcast to cube on the main stage using Xiaomi projectors.

REDMI
ZONE



ZDNES

REDMI

Challenge the boundaries with REDMI.

Try to voice over the classic silent movies, used the power of your imagination and test yourself how close to the truth you were.

In a Redmi zone people will watch 3 classic silent films with no translation, no subtitles and voice over it on the speed in the first preview.

ECOSYSTEM

ZONE

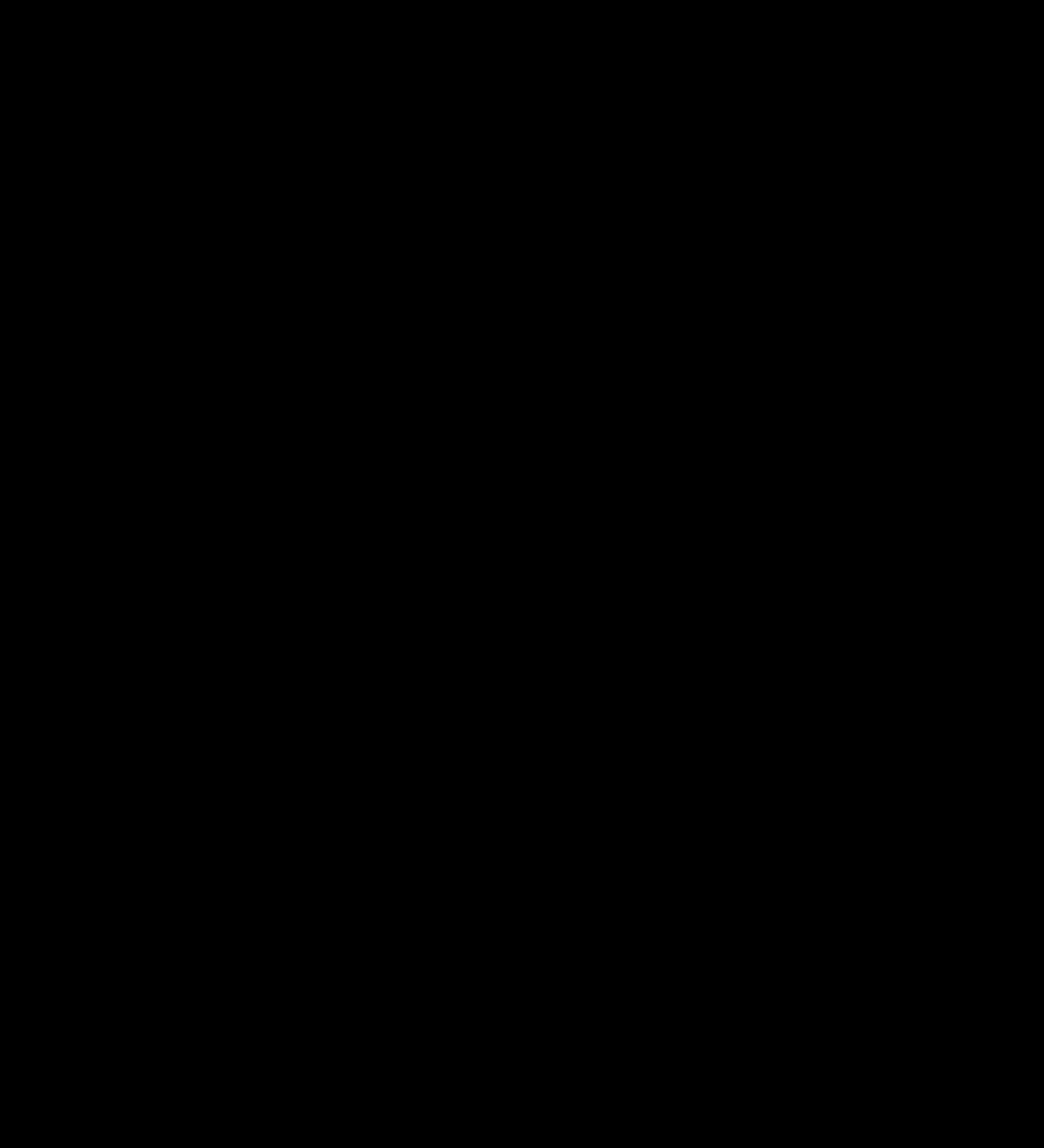
ZONES

ECOSYSTEM



Abstract play zone with Xiaomi products line inside. The zone will be organized in the format of a quest and the guests who quickly cope with the smart home technology will receive the most points.

**CHILD
ZONE**



ZDNES CHILD ZONE

Recreate the most iconic cartoon character voices with your children and Mi 11!

Cartoons have played such a huge part in the children lives.

In the zone children can choose one cartoon character and voice over the short cut on Mi 11 smartphone.



FAN

ZONE

ZDNES FAN ZONE

Mi Fan zone, where all guests who have passed all the zones will be able to get a special discount. And Mi Fans, as true fans of the brand, will be able to get a double discount on the purchase of Xiaomi devices.

Also, a special meeting will be organized for Mi Fans in each city within the framework of the project, where they will be able to gather and have fun. And regions that do not yet have a Mi Fans community will initiate meetings for the opening.



Mi
CUOD

ZDNES

Mi SHOP

Guests can give their bracelets back and count collected points for each festival zones.

Visitors can exchange their points for discounts and buy variety of Xiaomi products.



Mi
STAGE

ZDNES STAGE

On the stage, in parallel with all the activities, prizes from the presenters will be awarded .



ANNOUNCEMENT

ANNOUNCEMENT

- Social media announcement of the Xiaomi brand, SMA.
- A special landing page will be created for the project, where all information on all regions will be accumulated with the timing and program of the project.
- Digital campaign for leasing, attracting an audience and informing about activities (popular regional publics, groups, telegram channels).
- Pre-registration for participation (TBD)

THANKS FOR

ATTENTION