

Shop  
Shop  
@HK 去街買

Tipic

Shop and enjoy citywide  
discounts, just at your fingertips!



powered by **Tipic**

# What is Tipic?



# What is Tipic?

Tipic is a brand-new **cross-brand consumer e-stamp platform**. Customers can collect e-stamps from different registered merchants and redeem a wide range of exciting rewards!

Participating merchants only need to equip with a tablet or smartphone to issue e-stamps and exchange gifts, without the need for additional equipment.

**Shop and enjoy citywide discounts, collect e-stamps and redeem rewards, just at your fingertips!**



# ShopShop@HK (Powered by Tipic)



Hong Kong Retail Management Association (HKRMA) and Quality Tourism Services Association (QTSA) are organizing a cross-brand consumer e-stamp mobile app promotion campaign named “ShopShop@HK”. The campaign is aimed to boost local consumption and revive Hong Kong’s retail industry through Tipic mobile app. The event lasts for six months and participating merchants are free of charge for the first three months!

1. Every successfully registered user will receive 1 free e-stamp. The stamp cannot be transferred to others.
2. The issue of e-stamp is based on the amount of HK\$250 spending for 1 e-stamp, and HK\$500 for 2 e-stamps per transaction, so on so forth.
3. Cross-brand redemption are available for all e-stamps.



# Become a retailer

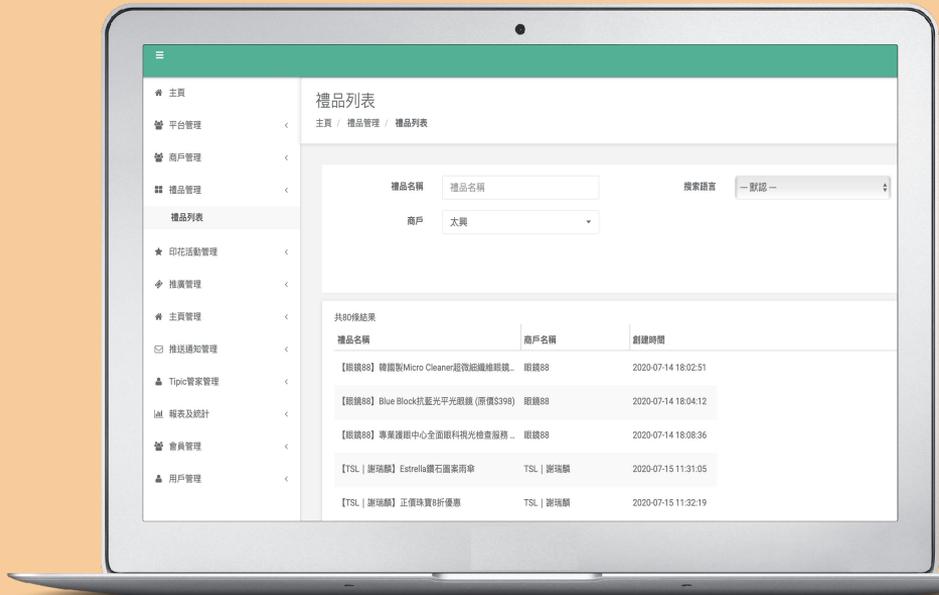


1. With only a mobile phone or tablet, merchants can distribute e-stamps or rewards through the Tropic mobile app, and
  1. Provides at least 3 gifts or discounts to to:
    - Draw people from other stores to your stores
    - Increase brand exposure and explore more business opportunities
    - Promote a reciprocal business environment.

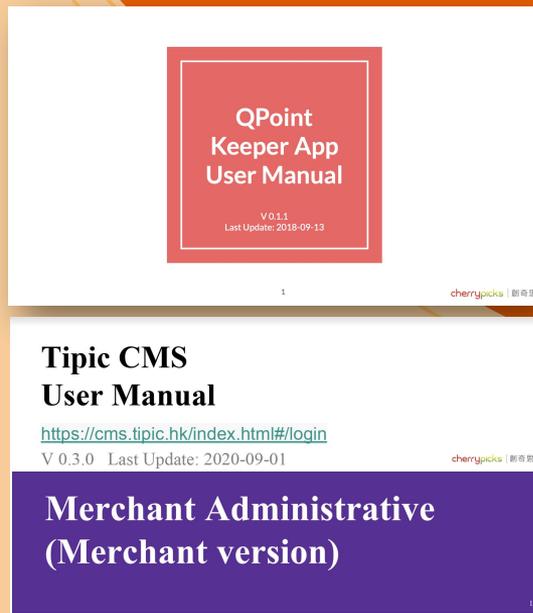


Cherrypicks' Tropic team has provide zoom training sessions, cms and app manual, whatsapp, tel, and email support for any enquiries. Even new users of e-commerce platforms can easily manage the platform.

# Support for retailers



Easy-to-use CMS



powered by Tropic

# Easy Operation

Scan the QR Code of customers to issue e-stamps and redeem gifts easily.



# Attractive gift sponsor

亞洲萬里通  
ASIA MILES 



# Encouraging results

During the campaign, over 284k stamps were issued, with over 57k stamps (20% redemption rate) and redeemed over 11k rewards. Transferring to monetary value, this campaign brought \$70 million business to the retail industry during this hard time.



# Download Tipic and enjoy citywide rewards!



<http://bit.ly/shopshophkappdownloadpage>

More information:

<https://www.hkrma.org/shopshophk>

