

THE **V** FACTORY

PARIS · SHANGHAI



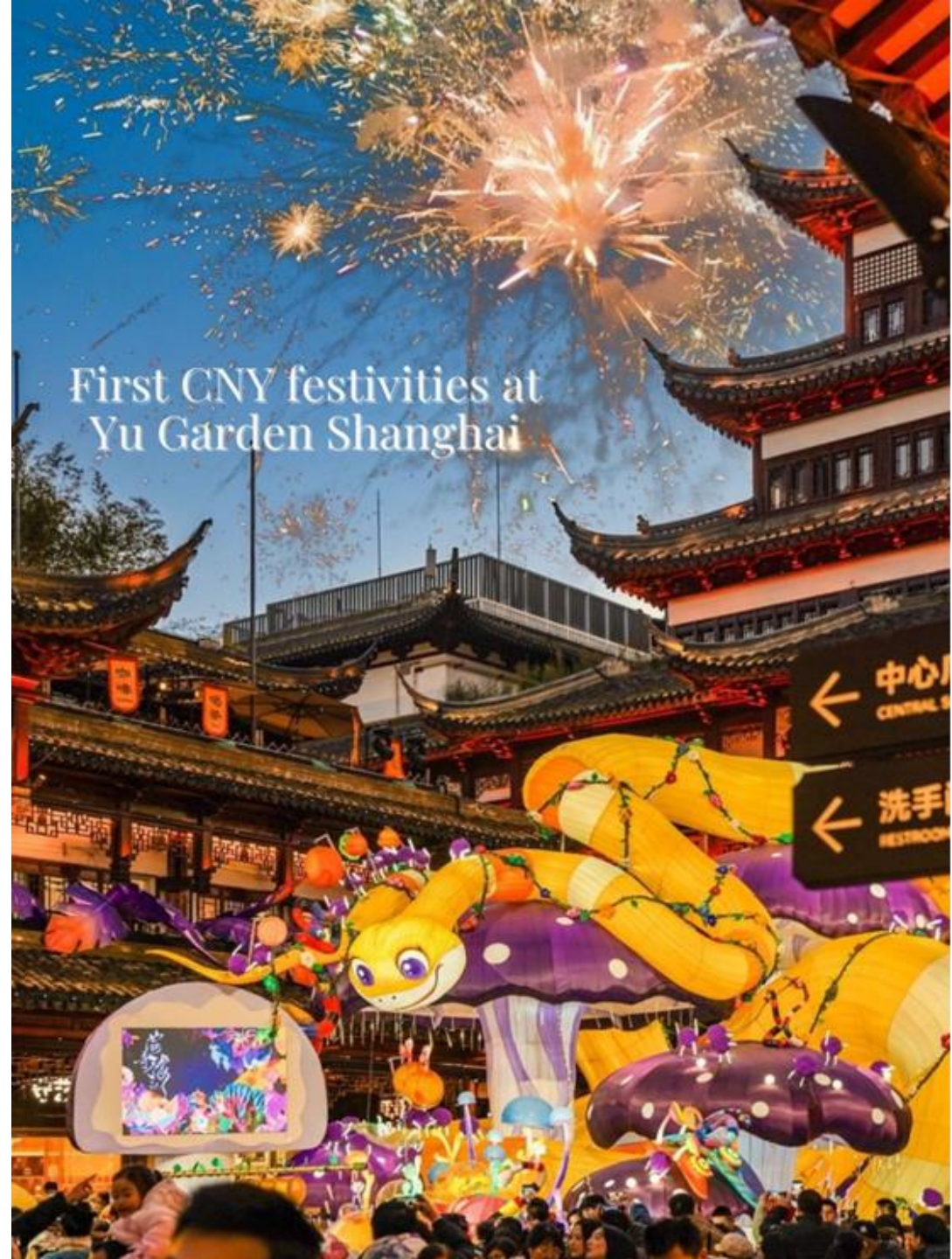
Chinese New Year Campaigns Insights :
Blending Tradition & Innovation
to Captivate China's Dynamic Market

About Chinese New Year

Chinese new year is more than just a celebration—it's the heart of Chinese culture, tradition, and community.

The Origins rooted in thousands of years of history, CNY is a time to honor ancestors, welcome new beginnings, and drive away bad luck.

It marks the start of the lunar calendar and is often called the **Spring Festival**, symbolizing renewal and growth.



V CNY Traditions and Habits

- ♥ Families reunite for a grand feast on New Year's Eve, often featuring symbolic dishes like dumplings for wealth and fish for abundance.
- 🏮 Homes are decorated with red couplets, lanterns, and the character “福” (fu) for good fortune, Red color is used for luck, passion and positive energy.
- 📄 Gifts of red envelopes (hongbao) are exchanged, symbolizing prosperity and good wishes.



Preparation of Red Couplets with good fortune messages

CNY Traditions and Habits

The festivities last for 15 days, culminating in the Lantern Festival, where glowing lanterns light up the night sky.

Each Chinese New Year is tied to one of 12 zodiac animals, and 2025 ushers in the Year of the Snake. Each year the animal is associated with one of the 5 elements: fire, wood, metal, water, earth. This year the Snake is associated with wood.

Snake symbolizes resilience, wisdom, intuition and transformation. And for the ones who are under the sign of the Snake, they need to wear something red every day during the whole year to avoid bad luck.

For businesses looking to connect with Chinese consumers, understanding these cultural nuances is key.



CNY Trends, Shifts & Opportunities

Chinese New Year (CNY) is the most significant cultural and commercial event in China, blending millennia-old traditions with modern consumerism.

As families reunite and rituals like red envelope exchanges thrive, the holiday has also evolved to reflect younger generations' values—digital engagement, self-care, and innovative reinterpretations of tradition.

With 2025 marking the Year of the Wood Snake (symbolizing wisdom and transformation), brands have a **unique opportunity to connect with consumers through culturally resonant, emotionally driven campaigns.**



**Chinese New Year
is just around the corner**

CNY Trends, Shifts & Opportunities

Key Consumer Behavior Shifts and opportunities:

Digital-First Celebrations: Most CNY-related purchases now involve online platforms, from livestream shopping for gifts to virtual red envelopes on WeChat. Campaigns thrive by merging tradition with tech-savvy convenience.

Self-Gifting & Individuality: more and more Gen-Z consumers now purchase CNY gifts for themselves, prioritizing products that reflect personal identity, smart brands make campaigns celebrating self-care.

Nostalgia Meets Innovation: Younger audiences crave modern twists on classic symbols. Collaborations with nostalgic IPs related with Chinese traditions or campaigns blend heritage with fresh storytelling would be more attractive.



Case 1: Yu'ebao × Hulu Brothers Blending Nostalgia & Mysticism for young Chinese consumers

Embracing « Xuanxue » Culture with Alipay financial services

More than ever, understanding the cultural nuances on the market, the preferences of younger Chinese consumers and the connection between various components to create a campaign in China, is key.

Yu'ebao's recent Chinese New Year campaign is a perfect example of this, blending tradition, innovation, and the growing interest in “Xuanxue” culture to create a compelling experience for today's youth in China.

Over the past few years, many young Chinese consumers have become fascinated with “Xuanxue” (mysticism)—an interest in fortune-telling, astrology, and Feng Shui.



Case 1: Yu'ebao × Hulu Brothers Blending Nostalgia & Mysticism for young Chinese consumers

The Hulu Brothers Collaboration Connecting Xuanxue Culture

This trend is increasingly visible on social media, where young people share their mystical experiences and seek items that bring good luck and positive energy.

Yu'ebao's campaign taps into this cultural movement, aligning perfectly with the desires of today's "Xuanxue Youth."

Yu'ebao partnered with the iconic Hulu Brothers (an animated with 7 brothers, one of China's cultural gems) to honor the Chinese New Year. The 7 Hulu Brothers, beloved characters from China's first paper-cut animation, connects deeply with multiple generations.

Yu'ebao's limited edition "Year of the Snake" Hulu Brothers - water bottle blind box, uses the shape of the traditional Hulu wishing FuLu : good fortune and prosperity. This offering young consumers both nostalgia and innovation in one package.



Case 1: Yu'ebao × Hulu Brothers Blending Nostalgia & Mysticism for young Chinese consumers

The campaign's visual elements are rich with symbolism :

Each Hulu water bottle color represents a unique blessing for the New Year, for example:

Red: Passion and vitality for a successful year;

Orange: Optimism and hope for lucky moments;

Yellow: Wealth and prosperity for hardworking professionals.



Case 1: Yu'ebao × Hulu Brothers Blending Nostalgia & Mysticism for young Chinese consumers

The campaign creatively blends online and offline experiences

On Alipay, users could search for “Year After Year, Always Enough” and win the exclusive Hulu Brothers water bottles.

Meanwhile, offline activations featured Hulu Brothers in metro station JingAn temple in Shanghai, adding an interactive element to the campaign.



Case 2: On's “New Year Blessings”

A Swiss Brand's Wordplay Wins Chinese Hearts

On = New Year Blessings

As global brands continue to navigate the complexities of the Chinese market, understanding local culture and consumer emotions is essential for success.

A standout example of this is On's innovative approach to celebrating the Chinese New Year, blending the brand's Swiss heritage with deeply rooted Chinese traditions in a way that resonates with all generations of consumers.

On cleverly linked its brand name with traditional CNY blessings, as many Chinese New Year idioms feature the “On” sound in their pinyin.

This simple yet insightful observation perfectly solved the challenge for On, a Western sports brand, in communicating during the Chinese New Year.



Case 2: On's "New Year Blessings"

A Swiss Brand's Wordplay Wins Chinese Hearts

Visually Capturing the Essence of Chinese New Year

With the core strategy of "On = New Year Blessings" in place, the creative concept naturally expanded. This sporty brand developed a series of short films, each centered around a different New Year blessing.

Whether it's a tennis match that sparks fireworks, a gym session brimming with vitality, or a father daughter bonding moment during a walk.

Each segment resonates with a different facet of New Year's spirit, wrapping On's product line in themes of family, vitality, and success.

Video creates as well a parallel between sports lessons and activities and the Lion Dance which is highly resonating with Chinese culture.

The campaign's visual elements continue the "On = Blessing" concept with stunning photography from Kizen, set in Shanghai's charming alleyways.



Case 3: Lululemon's "Return to Spring" Redefining Renewal Across Generations

As the season of renewal, spring symbolizes growth, vitality, and new beginnings.

This Chinese New Year, Lululemon embraced these themes with their "Return to Spring" campaign, weaving together stories of resilience and fresh starts.

"Like spring, let's set out anew" Lululemon highlights the idea of finding one's best state of mind and embracing life's energy through movement, creativity, and optimism.

Featuring a mix of personalities like singer-actor Li Yuchun, table tennis athlete Ni Xialian, and young actor Wu Hankun, the campaign celebrated individuals across generations rediscovering their inner spring.



"Return to Spring"

Singer and Actress Li Yuchun

Each story is showcasing running backward with joyful smiles, symbolizing vitality, resilience, and moving forward by reconnecting with their roots.

Case 3: Lululemon's "Return to Spring" Redefining Renewal Across Generations

Each story in the short film showcased them running backward with joyful smiles, symbolizing vitality, resilience, and moving forward by reconnecting with their roots.

A dedicated podcast series on the Xiaoyuzhou platform explored personal journeys behind the campaign.

Guests like Ni Xialian and independent musicians shared their experiences of growth, blending fitness and creativity.

Independent musician Ding Ke composed an original track, "Return to Spring," bringing the campaign's emotional tone to life.

"Return to Spring"

Table tennis athlete Ni Xialian

Lululemon CNY Campaign
celebrating resilience
and fresh starts across generations
rediscovering their inner spring

Case 3: Lululemon's "Return to Spring" Redefining Renewal Across Generations

What makes it stand out :

Emotional Resonance: The campaign tapped into universal feelings of renewal and optimism, aligning perfectly with the Chinese New Year spirit.

Cross-Generational Appeal: Highlighting stories from different age groups created broad relevance, inspiring people at all life stages.

Multimedia Storytelling: Combining visual, audio, and musical elements provided a rich and immersive experience and enlarge the number of contact points.



"Return to Spring"

Actor Wu Hankun

"Like spring, let's set out anew" Lululemon highlights the idea of finding one's best state of mind and embracing life's energy through movement, creativity, and optimism.

Case 4: Meituan's Last-Minute Strategy Turning Procrastination into Profit

While most brands rushed to promote early CNY deals, Meituan took a bold, simple approach: focus on last-minute needs.

Instead of competing in the crowded "New Year's Goods Festival," Meituan tapped into what we all experience—those forgotten essentials before heading home. A toothbrush, a small gift, or a surprise for an old friend—these little things make the holiday feel complete.



这一年好像真的
只顾着飞奔向前
而忘了许多东西

*It feels like this
year, I've been so
focused on rushing
forward that I've
forgotten many
things.*



德芙
Dove (chocolate brand)

好久不见的发小
要记得给TA准备小惊喜

*Don't forget to prepare a little
surprise for your long-lost
childhood friend.*

Case 4: Meituan's Last-Minute Strategy Turning Procrastination into Profit

Their clever campaign

Boarding pass-style ads at Shanghai airports, offering a "final reminder" for travelers.

Not just to shop, but to remember what matters : thoughtful gestures that spark joy during CNY.

The takeaway

It's not about being the fastest – it's about being timely and emotionally relevant.



How We Help Brands Win in China's Dynamic Market

?

At The V Factory Paris Shanghai, we specialize in turning cultural insights into impactful campaigns that resonate with China's new generation of consumers. Here's how we drive success:

1.Strategic Localization

- We bridge the East and West, ensuring global brand values align with Chinese sensibilities.
- Whether adapting narratives to reflect local value or leveraging trends, we can craft messages that feel native, not translated.

2. End-to-End Campaign Execution

- **Insight-Driven Strategy:** Identify emerging trends and position your brand as a thoughtful leader.
- **Creative Storytelling:** Develop immersive experiences (offline activations, interactive digital content) and culturally rooted concepts that spark emotional connections.
- **Precision Media & KOL Partnerships:** Partner with influencers and platforms that authentically engage your audience—from lifestyle KOLs discussing self-care to female-centric communities on Xiaohongshu.

3. Agile Adaptation

- China's digital landscape shifts fast. We monitor real-time sentiment, optimize campaigns dynamically, and ensure compliance with local regulations, so your brand stays relevant and resilient.



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LET'S TALK ABOUT YOUR PROJECTS WITH CHINA

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