

THE V FACTORY

PARIS · SHANGHAI



Valentine's Day Campaign Insights:
Crafting Emotional Connections
in a Market Driven
by Love & Self-Expression

Valentine's Day in China

Trends, Shifts, and Opportunities

Valentine's Day in China has grown into a major cultural and commercial event, blending Western influences with local traditions.

While the traditional Qixi Festival (Chinese Valentine's Day) remains rooted in folklore, February 14th has become a vibrant occasion for young couples—and increasingly, singles—to celebrate love, self-care, and connection.

The holiday's evolution reflects China's digitally savvy, experience-driven consumers, who seek authenticity, creativity, and emotional depth in brand interactions.



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Trends, Shifts, and Opportunities

Key Consumer Behavior Shifts and Opportunities:

- **Beyond Roses & Chocolates:** While classic gifts like flowers and sweets remain popular, more and more Chinese consumers now prioritize experiential gifts.
- **Self-Love & Inclusivity:** more and more single women in Tier-1 cities now purchase Valentine's gifts for themselves, embracing "self-love" as a form of empowerment.
- **Hyper-Personalization:** brands tend to offer customizable products or services, such as engraved accessories to cater to consumers' desire for one-of-a-kind gestures.



Case 1: Beast × Hello Kitty Crafting Eternal Love Through Floral Art



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BEAST, a trailblazing Chinese brand that evolved from an iconic online florist into a lifestyle powerhouse, partnered with Hello Kitty 🎀 to launch a unique collection that blends romance, art, and deep emotions.

Hello Kitty, adored by young women worldwide, adds a sentimental charm. The bow-tied floral designs and handcrafted forever flowers make the perfect Valentine's gift, symbolizing love and lasting companionship.



Case 1: Beast × Hello Kitty Crafting Eternal Love Through Floral Art

The Forever Flower Collection is a work of art, natural hydrangea petals are carefully hand-arranged to reflect Hello Kitty's signature style, offering something unique and meaningful.

From flower-crowned Hello Kitty to heart-shaped arrangements , every detail is designed to touch the heart and evoke affection, love, and eternal connection, perfect for the Valentine's spirit.



Case 1: Beast × Hello Kitty Crafting Eternal Love Through Floral Art

Why It Works:

Emotional Resonance: *Hello Kitty + love-themed gifts = a perfect emotional match.*

This is more than just a product, it's a gift that speaks to the heart.

Craftsmanship Meets Art: *The handcrafted touch adds sophistication and artistic value, appealing to consumers who value quality and creativity.*

Perfect Valentine's Connection: *The collection fully embraces the theme of eternal love, making it a must-have for Valentine.*



Case 2: Kiehl's × Keith Haring & Wang Anyu Racing Against Time



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This year, Kiehl's Valentine's Day campaign brilliantly combines art, youth, and romance, creating a perfect match for the festival spirit. Here's why it's a winning formula:

Artistic Collaboration with Keith Haring
Kiehl's limited-edition Valentine's Day gift box, featuring the iconic art of Keith Haring, blends style and emotion, appealing to art lovers and young, fashionable consumers.



Case 2: Kiehl's × Keith Haring & Wang Anyu Racing Against Time

Actor Wang Anyu as Brand Ambassador

Representing youth, energy, and romance, Wang Anyu connects perfectly with Kiehl's young Chinese target audience. His influence enhances the emotional impact of the campaign.

Slogan: "Racing to Meet You"

This playful yet emotional slogan captures the excitement and anticipation of meeting a loved one on Valentine's Day. It creates a sense of urgency, driving consumers to act fast and grab their limited-edition gift!



Case 2: Kiehl's × Keith Haring & Wang Anyu Racing Against Time

💡 Why it's a success:

- ✔ **Emotional connection:** Wang Anyu's youthful energy and the relatable slogan touch the hearts of the audience.
- ✔ **Artistic edge:** Keith Haring's art adds sophistication and uniqueness, appealing to art and culture enthusiasts.
- ✔ **Perfect targeting:** The campaign resonates with a young, romantic, and energetic audience, perfectly aligned with the Valentine's season.





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