



International Women's Day Campaign Insights :

How to Engage China's New Generation of Women

International Women's Day in China Trends, Shifts, and Opportunities

International Women's Day (March 8th) has evolved into one of China's most culturally resonant and commercially impactful occasions.

Rooted in the country's rapid socioeconomic progress and growing emphasis on gender equality, the day now transcends its traditional role as a "celebration of women" to become a platform for dialogue about empowerment, self-expression, and societal change.

Many companies celebrate by offering gifts, special events, or even time off for female employees.

For brands, traditional discount promotions remain popular, but as feminism gains more traction, Chinese consumers are looking for more than just slogans.

Brands that focus on empowerment, engagement, and meaningful experiences are resonating more than ever.



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From Material Gifts to Emotional Value:

While gifting (e.g., cosmetics, luxury items) remains common, young Chinese women increasingly seek meaning over materialism.

Experience-Driven Engagement:

Blending online and offline touchpoints is critical. Campaigns that create participatory moments—like Aesop's book exchange or Meituan's self-love guides—see higher engagement.

Rejecting Stereotypes:

Terms like "Goddess" or "Queen," once popular in marketing, now feel outdated to many. Young women demand narratives that reflect their multifaceted identities—career-driven, independent, or introspective.



Case 1: Aesop's Women's Library, Engaging Consumers Beyond Discounts



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One standout campaign this year comes from Aesop and its Women's Library initiative:

📖 **Instead of offering discounts, the brand encourages a book exchange on feminism.**

📖 **Visitors bring a book they recommend and swap it for another, guided only by a mystery note from a previous participant.**

📖 **Each book comes with a special bookmark, celebrating the collective female narrative.**



Case 1: Aesop's Women's Library, engaging Consumers Beyond Discounts

💡 **The key takeaway?**

Chinese consumers, especially women—expect deeper brand engagement, not just marketing gestures.

Immersive experiences like Aesop's Women's Library create authentic connections and spark real conversations.



Case 2: Meituan's Self-Love Guide, resonates with Chinese young Chinese women's desire



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This Women's Day, Meituan collaborated with famous actress Liu Xiaoqing to propose a relevant and engaging theme : taking extra special care of yourself on this day.

In the video, Liu Xiaoqing, using her voice and scenes provided by Meituan, shared ways women can celebrate themselves. For example, booking an HPV vaccine shot for Women's Day; taking solo wedding dress photos.



去年「妇女节」
约1.3万人在美团
搜索“**单人婚纱写真**”相关



去年「妇女节」
约六千人在美团
搜索“**体验课**”相关

Case 2: Meituan's Self-Love Guide, resonates with Chinese young Chinese women's desire

At the end of the video, Meituan also offered a "Women's Day Good Stuff Guide," including things like a one-on-one drum lesson experience, encouraging women to treat themselves in special ways.

By linking instant shopping and local services, Meituan made "self-love" into fun and easy activities, showing how holidays can be different from everyday life.

我相信

I believe that

有多少我们

there are as many versions of 'us'

就有多少种

as there are ways for us

我们爱自己的方式

to love ourselves

愿我们

May we all

都能好好地爱自己

learn to love ourselves well

享受生命的丰富多彩

and enjoy the richness and diversity of life

Case 2: Meituan's Self-Love Guide, resonates with Chinese young Chinese women's desire

💡 Our Key Takeaways:

Authentic Messaging:

The campaign centered on a Special Day to Love Yourself, focusing on diverse ways women care for themselves. This resonates with Chinese young Chinese women's desire for self-worth beyond consumerist labels like "Goddess" or "Queen".

Actionable Solutions:

Beyond emotional appeal, Meituan also provided practical options through its Women's Day Guide (like drum lessons, decluttering services), linking values to real life actions and reinforcing its role as a "life service platform".

Cultural Relevance:

Liu Xiaoqing is known in China as a lively woman who takes good care of herself. In the video, she used phrases like "It's okay to act crazy sometimes," touching on the pressures Chinese women face balancing family and society roles.



去年「妇女节」
约两千人在美团
搜索“**情绪发泄屋**”相关



去年「妇女节」
约1.3万人在美团
搜索“**托儿所**”相关

Case 3: Shenzhou's Mountain Narratives

CAR 神州租车 | 中国妇女报



我是四姑娘山
雪漫银峰，彼此长相望

据说她们一生会成为四次姑娘
1岁、18岁、100岁、快乐万万岁

神州山海
DIVINE LANDSCAPES
NAMED FOR HER
以女儿之名

#自由出发 自在神州#

Case 3: Shenzhou's Mountain Narratives

On International Women's Day, Shenzhou Car Rental, one of China's top car rental brands, having a collaboration with China Women's News, launched a powerful campaign celebrating the strength and independence of women through China's mountains and landscapes.

Many natural landmarks in China carry names rooted in feminine legends and mythology, for example Siguniang Mountain (Four Sisters Mountain), Chomolhari (Bride of Kangchenjunga). These names, given by ancient generations, are like living monuments to women's strength and beauty.

CAR 神州租车 | 中国妇女报



📍 我是卓木拉日

日照金山，圣洁如新娘

愿远道而来的她

嫁给爱情、嫁给自己、嫁给自由

神州山海
DIVINE LANDSCAPES
NAMED FOR HER
以女之名

Case 3: Shenzhou's Mountain Narratives

Shenzhou Car Rental personified these natural wonders, letting them "speak" in the first person, as symbols of resilience, freedom, and empowerment.

"I am Siguniang Mountain. They say a woman becomes a girl four times in her life—at 1, at 18, at 100... and beyond, For joy is timeless."

"I am Chomolhari, the Bride of Kangchenjunga. To those who travel afar to find me, May you marry for love, marry yourself, marry for freedom."



Case 3: Shenzhou's Mountain Narratives

The campaign ended with a call to see the mountains, see the sea, and in doing so, see yourself. "with majestic landscapes in your heart, you are free to roam."

It is successful among Chinese audiences because it tapped into deep cultural roots while delivering an empowering message.

The response was overwhelmingly positive, with netizens praising it as a fresh take on women's narratives, far from the usual commercialized messaging seen around Women's Day. Instead of telling women how to celebrate, the brand inspired them to embark on their own journeys.

CAR 神州租车 | 中国妇女报



📍 我是 **玉女峰**

玉立云间，轻舟万重山

不去乘风破浪也没关系

一叶轻舟的她也能走很远

神州山海
DIVINE LANDSCAPES
NAMED FOR HER
以她也之名

Case 3: Shenzhou's Mountain Narratives

💡 Our Key Takeaways:

Find Authentic Cultural roots :

Chinese audiences appreciate storytelling that feels genuine and deeply rooted in their own culture.

Empowerment Beyond Stereotypes :

Avoid cliché approaches. True engagement comes from resonating with personal experiences and emotions.

Speak in a Human, Relatable Voice :

The campaign's success came from personification and poetic storytelling, making the message emotional and memorable.





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