

Chinese New Year 2019

Chinese New Year or Lunar New Year is a holiday that marks the beginning of a new year in the Chinese traditional lunar calendar. It is celebrated not only in China, but also in Singapore, Korea, Thailand, Japan, Vietnam and many countries with significant Chinese communities, including Malaysia, Indonesia, Philippines and Australia. 2019 is the year of the Pig.





Beijing outbound travelers spent the most c **¥9000**

Shanghai

domestic travelers

spent the most c **¥3416**

navigation plans generated through **Amap**



Bangkok

Shanghai

Hong Kong

7.2m cross-border entries and exits

16% YOY

of travelers selected 4 to 6 day tour packages

France entered the top 10 markets for Chinese outbound WeChat Pay spending

for Chinese travelers

Top 3

cross-border destinations

WeChat Pay

Media **CCTV's Chunwan**

30% Top 3 5hrs share of brodcast viewing provinces

(Chinese New Year TV Gala)

1.17bn viewers



Longest ad break

length / brodcast viewing

45.84% 41.36% Shanxi Liaoning Hebei

advertising categories

Digital media Consumer electronics Transportation **FMCG** platform







¥ 5.1bn

in box office receipts



Shopping, Entertainment

¥ 1.005tr

8.5% YOY

resulting 20.8b engagement activities within the company's 20 apps



Meiriyouxian Leading cherry sales app Top-selling JD.com categories in value 32 times YOY food shopping increased 270% YOY **↑** & 350%YOY **↑**

& Gifting

Total eCommerce sales 40% YOY **1**



优鲜

823m



handsets **Top 3** activities during CNY

under 30



over 30

Furniture

Sales

42.72% YOY **T**





Beijing







CNY Marketing The tech giant partnered with director Jia Zhangke to create a short movie entirely through the company's A bucket flagship product iPhone XS. The story is about a young man working in a city visiting his family in their village



family bonds across long distances. A heartwarming short video by Zhang Dapeng about a man whose grandson wishes a mysterious Peppa for Chinese New Year. The man embarks on a journey to discover what Peppa is and ends up creating one himself. The video is a promotional teaser produced by Alibaba Pictures and launched by online movie ticketing platform Taopiaopiao for the movie "Peppa Pig celebrates Chinese New Year". It was viewed 31 million times within only one day after the release.

during Chinese New Year. The focus on the movie is a white bucket filled with homemade delicacies and given to the young man by his mother to take back home. Although it's somewhat seen as a burden because of its weight, it represents a metaphor for fragile, but unbroken



Chinese New Year

moment for young Chinese people – being asked intrusive questions by nosy relatives - to encourage them to speak up. The video features Wang Yibo, an online celebrity who rebels against his uncle's guestion by answering in a rap. To his surprise, his uncle raps back, creating a rap-style confrontation in which two sides discover more similarities than differences.

The beer maker joined forces with Alibaba and The Boxing Cat Brewery to develop a new product specifically tailored for Chinese consumers and launch it for Chinese New Year. Through the big data cooperation with Alibaba, ABI focused on flavor and discovered that most consumers showed their interest in mixed orange and chocolate. The company followed the recommendation and launched the product just ahead Chinese New Year.

The confectionary brand utilized the most uncomfortable

Sources: State Immigration Administration, Amap, Tencent, Caijing

Source: CCTV, WalkTheChat, Baidu, Alibaba, Douban

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