



# HOW TO DRIVE REVENUE



2022





# Introduction

The Lunar New Year 2022 is almost here.

China's consumer market should reach \$8.4 trillion by 2022 after a tough 2020.

Do you have a strategy yet? Need some marketing campaign tips?

- 🌸 **If yes:** you still need to go through these strategies, but only if you want more sales.
- 🌸 **If not:** relax, grab a pen and write down ways to stand out.





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**The Lunar New Year, also called the Chinese New Year or Spring Festival, marks the beginning of Spring. It's a time of change, fresh starts and new beginnings.**

**With over 1.5 billion people globally celebrating the Lunar New Year, eCommerce stores have a big opportunity to get more sales.**



# What Is Lunar New Year?

How is the Lunar New Year different from what we traditionally celebrate on January 1?

The length of the years is one thing. Each month in the lunar year is about 29–30 days. This means that a lunar year is 354 days long, unlike the Gregorian calendar where the year is 365 or 366 days.

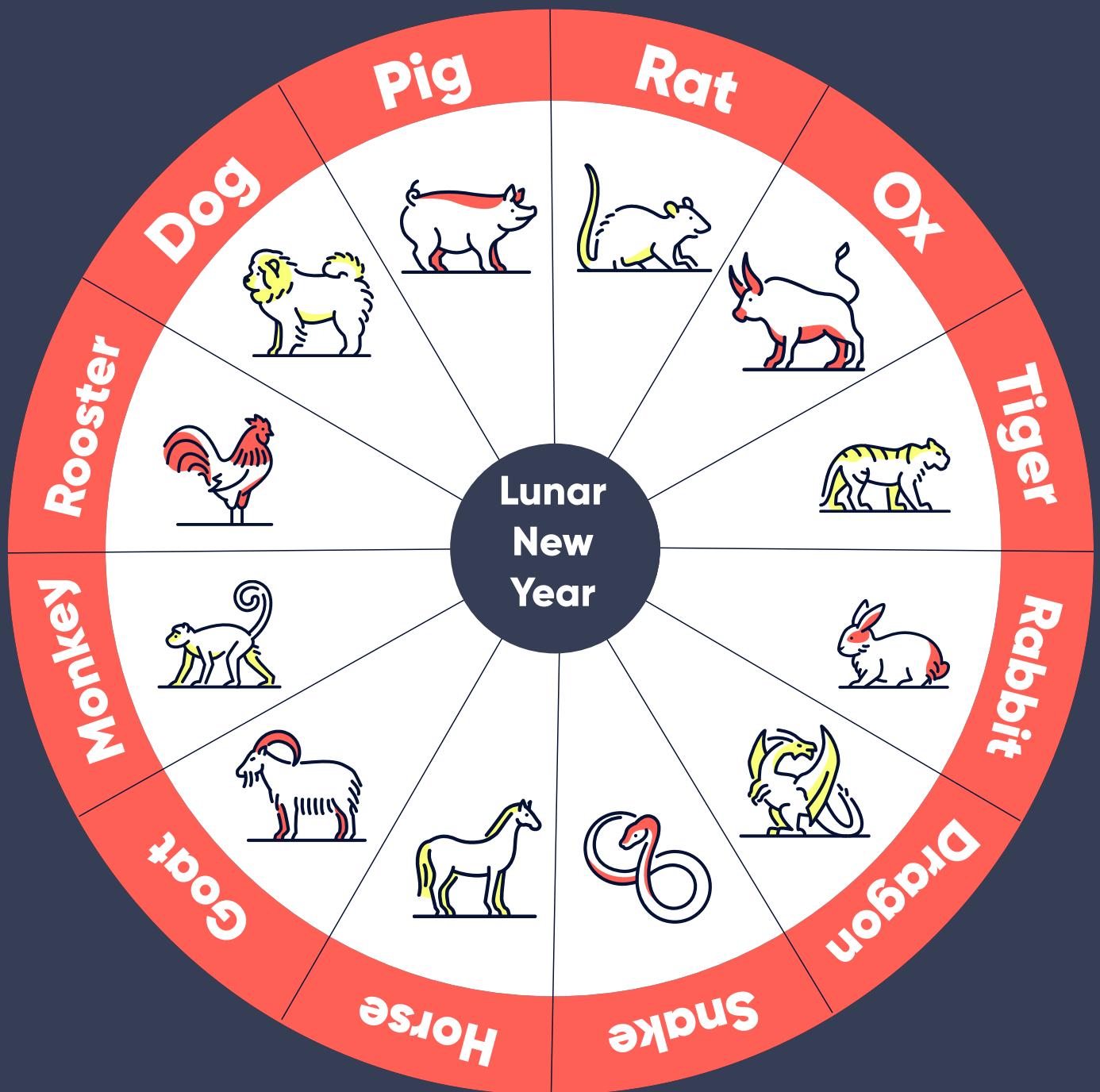
Lunar New Year's date changes each year. In most cases, it falls on the second new moon after the winter solstice which always occurs somewhere between January and February. In 2022, the Lunar New Year falls on the 1st of February.



## What is the Lunar New Year Animal for 2022?

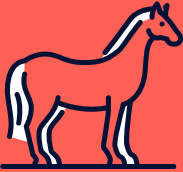
2022 is the Year of the Tiger. Why Tiger? The Lunar zodiac cycle has 12 animals in it and each of these animals lend their attributes once every 12 years.

# The 12 animals in order





# Lunar New Year Dates From 2022 to 2030

		
<b>Rat</b>	<b>Ox</b>	<b>Tiger</b>
2020 – January 23	2021 – February 12	2022 – February 1
		
<b>Rabbit</b>	<b>Dragon</b>	<b>Snake</b>
2023 – January 22	2024 – February 10	2025 – January 29
		
<b>Horse</b>	<b>Goat</b>	<b>Monkey</b>
2026 – February 27	2027 – February 6	2028 – January 26
		
<b>Rooster</b>	<b>Dog</b>	<b>Pig</b>
2029 – February 13	2030 – February 3	2031 – January 23

# What Retail Looks Like in 2021

How were retail sales after a tough pandemic 2020?

2021 was the year of Ox.

Compared to 2020 when shopping flatlined because of COVID, 2021 saw an increase.

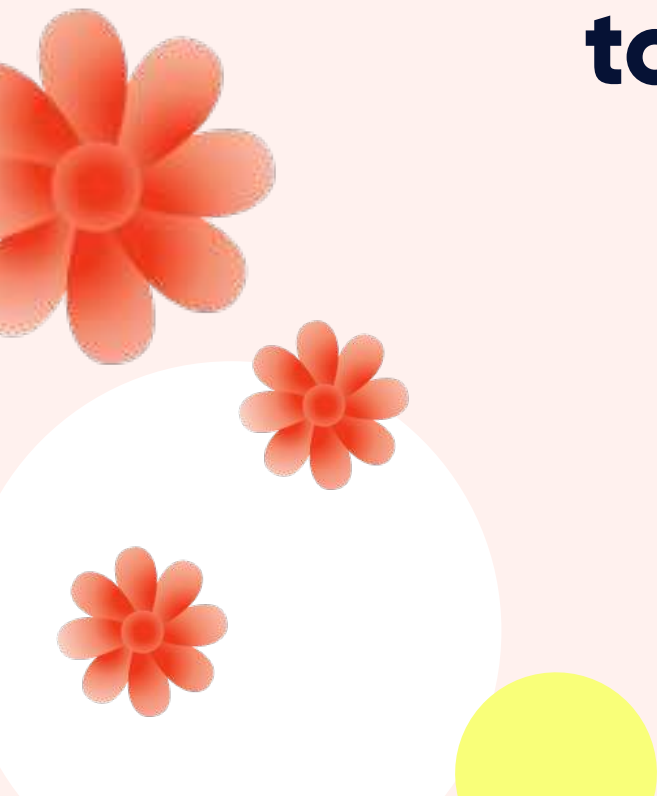
Lunar consumers spent 821 billion yuan shopping. That's \$127 billion.

Although lower than the buying power of 2019, which was at 1 trillion yuan (about \$156 billion). And consumption for the holiday in 2021 increased by 28.7%. This was higher than 2020, which meant last year's spending stood at about 638 billion yuan.

"COVID hit the consumer market like never before. The total retail sales of consumer goods fell by 20.5%" – Ministry of report.

Fortunately, 2021 saw positive growth as everything returns to normal.

## We expect 2022 to be better.







## Why Is the Lunar New Year So Important?

More sales! Profits! Revenue! ROI! Everyone wants that. The Lunar New Year's importance is rooted deep in history and lasts much longer than a single day. Considered a most auspicious time, the holiday traditionally lasts for 16 days, starting from Lunar New Year's Eve to the Lantern Festival. In 2022, that is from January 31st to February 15th. Many people take great pains to prepare for these celebrations even weeks before. It is a time of gathering with friends and family.

## What Does the Lunar New Year Mean for Retailers?

It's time to make more sales. With a sales record of \$127 billion, that's a market to watch. Start planning a new campaign or strategy targeting the Lunar New Year 2022 now so the year of Tiger will be a time for retailers to work smarter, not harder.

But here are the important questions to consider:

- 🌸 How can you tap into the Lunar New Year as a retailer?
- 🌸 How do you optimize your marketing towards the Lunar New Year 2022?
- 🌸 What are the best practices you can use as a retailer to connect with customers?

Read on. All will be revealed in the next sub-topic.





# **9 Marketing Ideas for the Lunar New Year 2022: A Guide for Retailers**



# Strategy #1:

## Make your marketing campaign genuine

Yes, marketers want to tap into this market and make sales, but no one wants to be seen as insensitive.

Your marketing should be culturally in line with the holiday or your customers might perceive you as greedy and opportunistic—and that might hurt.

A good example was when Burberry was criticized for their campaign. By way of apology, they had to create some “forgive us” messages across several channels.

To make sales, make authentic connections. Here are some ways to build relationships that turn into profit:





## Stories:

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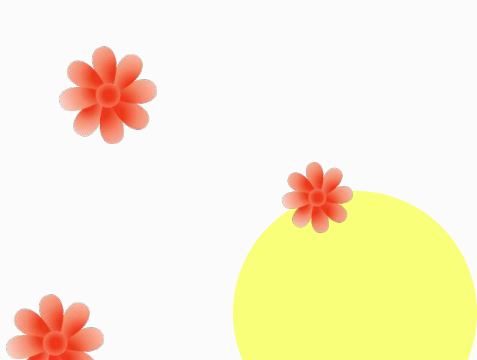
You don't have to be William Shakespeare, to tell an interesting story, just see the world through your customer's eyes. We all have different backgrounds but everyone can understand the pleasures of shopping. Think of what their goals are: to impress, to show affection? Build your stories around these basic ideas from their point of view and you will have their attention.

To make sales, make authentic connections. Here are some ways to build relationships that turn into profit:

## Culturally relevant content:

There is plenty of valuable information available for free and at your fingertips. The internet is there for you.

Just remember your content must provide value and make life easier somehow. This is the best way to build a relationship. A good way to do this is to look for trending topics like decoration tips, recipes and travel hacks? Gift ideas can also come in handy. Share them and you will be appreciated.





## Research the Tiger zodiac animal and add to your campaign:

For Instance:

2020 was the Year of the Rat which some may see as a marketing challenge but fashion brands like Gucci and Adidas from creating a rat-related marketing campaign with great success. Lucky for you, tigers lend themselves well to a greater audience.

You should have no problem featuring the noble tiger in your marketing campaigns.

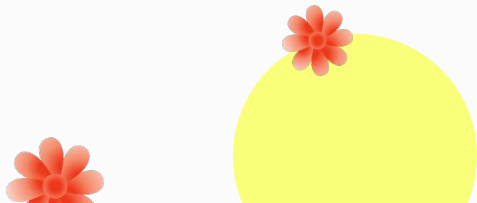
## Learn about Chinese traditions

The holiday is a time for traveling as families gather together.

In 2016, the Year of Monkey, McDonald's understood this and made a video campaign that brought attention to their brand by connecting culturally.

You can do the same thing if you take a little time to learn some basics. A little connectivity can build a bridge to new sales avenues.

For instance, at Lunar New Year, it's tradition to give the gift of a bright, beautiful red envelope filled with money to friends and family but the importance of the gift isn't the cash held inside; it's actually the envelope itself. The red color symbolizes good luck and prosperity in Chinese (and other East Asian) cultures. This would be an excellent visual in your marketing campaigns to connect on an emotional level.



## Strategy #2:

### Provide valuable content

Once you have some cultural connectivity, it's time to share it. A good way to get this done is by using social media. Once people get connected to you through engagement, there is a high chance they will buy from you.

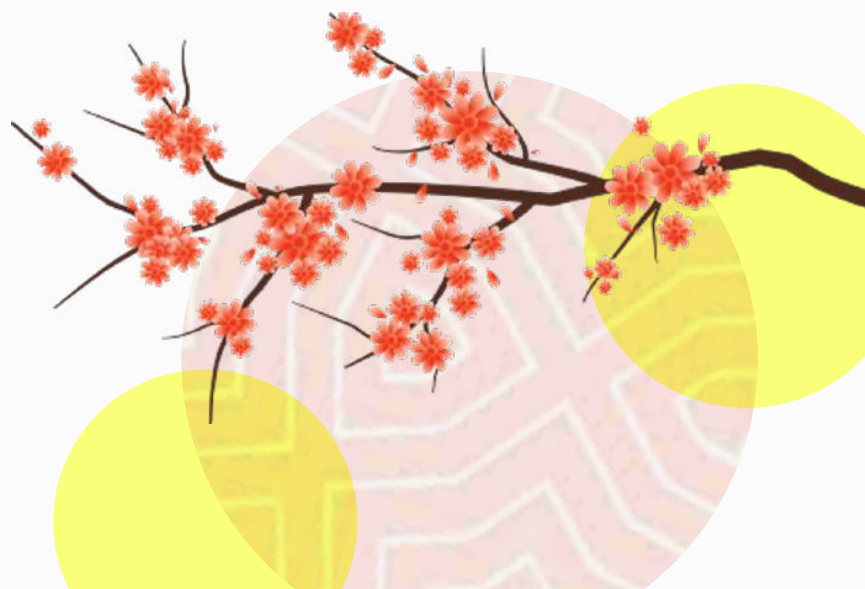
Example:

Michael Kors created a TikTok challenge "city catwalk" when they first entered the Chinese market that was streamed over 5 million times with about 30,000 users posting Michael Kors fashion in "city catwalk" videos that brought about 30,000 users together.

There are various ways to create a similar engagement online. You are only limited by your imagination.

Just focus on creating a campaign that is engaging and shareable to see your sales skyrocket around the Lunar New Year.

Grab your customer's attention, engage with them and make more sales.





## Strategy #3:

# Start Your Marketing Campaign Early

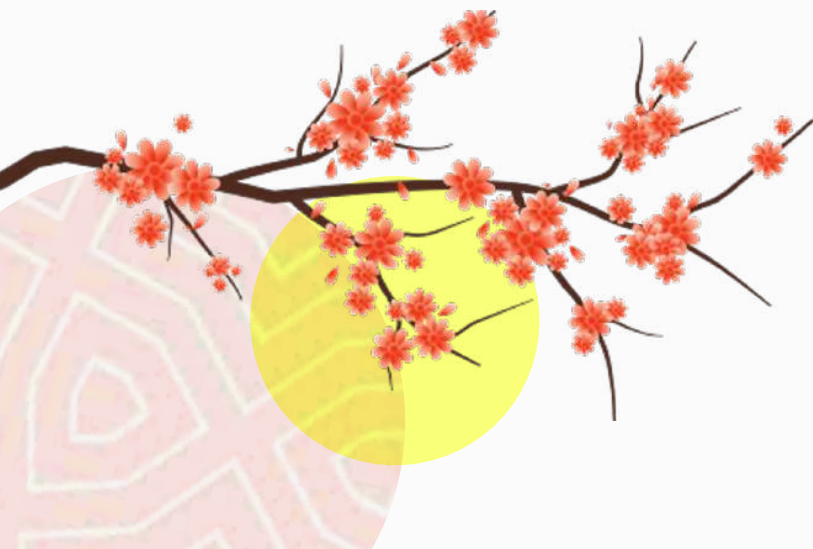
A look into the Criteo research shows that many consumers typically start searching and buying about 2-4 weeks before the Lunar New Year. From 2018 to 2020, sales in Hong Kong, Singapore, and Korea started about 2-3 weeks before the Lunar New Year.

And they recorded the biggest sales about 1-2 weeks before the holiday as customers prepare for this special time.

As a marketer, start your marketing earlier and set clear marketing goals for the holiday.

Good goals include:

- ✿ Bringing prospective customers to your website or app
- ✿ Enticing recent customers with what they could buy next. (Amazon does this well by showing related products)
- ✿ Re-engaging your past online and in-person customers



## Strategy #4:

### It's the season of RED

Lunar New Year is an easily branded holiday.

As the Asian market holds significant spending power it's good to be familiar with the cultural similarities as well as sensitive to the differences.

In the Western Christmas season, red is common. In the Lunar New Year too, red is the color of the season.

From decorations to clothes to gifts, red symbolizes happiness, luck, wealth, and prosperity—things we all want.

As a retailer, you can decorate your stores with prosperity trees, red paper lanterns, and door couplets to communicate prosperity and luck.

Remember this and include bright red elements in your marketing.

## Strategy #5:

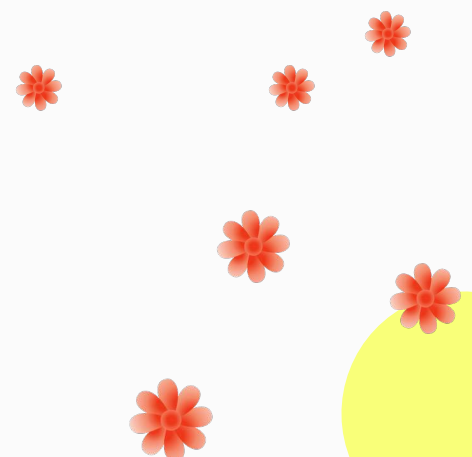
### Personalization works every time

Customizing your homepage and navigation based on your visitor interests is a good example of personalization.

Using the [Amazon](#) homepage as an example, it automatically shows you a list of some of what you've searched for. Also, recommend some products related to the one you viewed earlier.

Personalization makes your audience see you understand their needs.

To learn more about how to show your audience you understand them, read these quick tips: [6 ways to care more about customers than the sale](#).



# Strategy #6:

## Provide helpful tips

Similar to Christmas, Lunar New Year is a time when to visit relatives, exchange gifts like the lucky red envelopes, decorate their homes, buy new clothes, and eat treats.

Ask yourself:

Can your product or service help customers prepare for this holiday?

If yes, develop useful content that incorporates your product into the festivities.

How about passing on helpful ideas in the form of photos, articles, or videos?

Examples:

- 🌸 A video of "How to Make Extra Special Treats Using Your Product"
  - 🌸 An article on "What to Wear For Lunar New Year"
  - 🌸 A video tutorial on "Top 8 Ways to Decorate Your House For Luck"
- This will give you traffic and engagement.



# Strategy #7:

## Use channels your audience loves

Advertising on the right channels and providing a better customer experience will increase your sales. Do you want your digital campaign to succeed? Then you must consider knowing how different social networks can help you reach that goal for both the local and international audience.

Your campaign must work for the local and international audience because even if you are aiming for a primary audience in China there are still so many people across the globe that will buy from your Lunar New Year personalized theme as a fun way to explore other cultures.

Example:

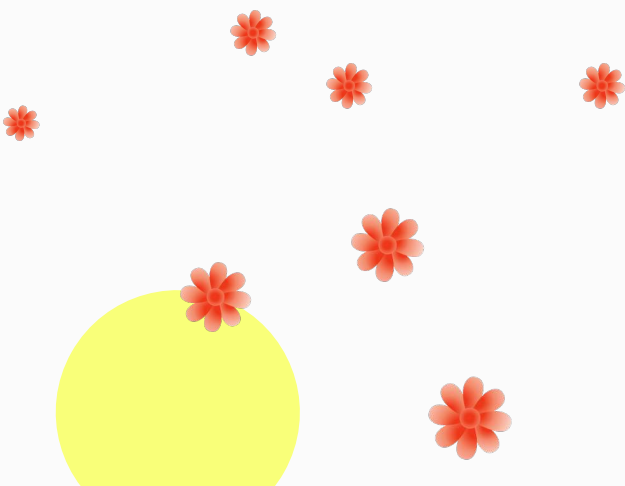
See how Calvin Klein and Gucci used WeChat for their Lunar New Year campaigns.

From the Vogue Business Index report, traffic for Gucci increased 10x compared to the app usage in January 2021.

The brands understand that many of their customers will be on WeChat and Weibo. They used it effectively and you can do the same.

For your marketing campaign to match with your target audience make use of localized marketing and appeal to your customers' emotions.

Tools like listening can help you check the latest trends your target audience wants to see from your brand today. Another powerful tool that can help you predict user engagement is the App Push Engage.



## Strategy #8:

### Don't stop your campaign after the Lunar New Year

Focus on your marketing campaigns, website, and in-store posts on post-New Year's shopping to keep your marketing efforts up even after the holiday.

Why?

Many consumers end up with extra money to spend after the Lunar New Year thanks to the lucky red envelopes full of cash.

To maximize post-holiday sales, introduce limited-time promotions and continue advertising.

Design your funnel to cover every touchpoint of the shopper's journey. It's the sure way to increase sales.

## Strategy #9:

### Lastly, learn how to say Happy New Year – xin nian kuai le!

It means a lot when people go out of their way to relate to what is important to you. It sends a clear message that you matter on your own terms and goes a long way to establishing those relationships that end up as sales..

Learning to say Happy New Year (xin nian kuai le) is one of those ways to get connected. Don't worry if you don't pronounce it perfectly—your efforts will be noted and appreciated.

# Channels your target audience buy from

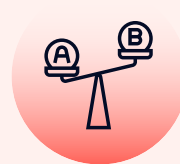
Consumers rely on online channels to:



Search



Discover



Compare



Buy products



Engage with brands

Some channels they use are more often are:

**Publisher websites**

**Apps**

**Social media**

A Criteo study shows that:

App shopping continues to rise. 33% of consumers in Asia-Pacific (APAC) use shopping apps every day and 38% use them many times a week.

To ensure a seamless eCommerce experience, ensure your strategy integrates consumers' touchpoints across all channels.



# What they buy

Several brands, especially luxury retailers, are aggressively pursuing China, predicted to be the largest apparel market in the world by 2030.

This is reflected when US retailers take part in shopping events like Singles Day.

Recommended Reading: Luxury Marketing: 7 Tactics To Make Buying Luxury Online a Valuable Personal Experience

These products sell well during the Lunar New Year:

NOTE: It does not mean you cannot sell something else. This list is only to give you a clear view of what is happening.



For international retailers to reach Chinese customers they must develop a cross-border eCommerce strategy. China has rapidly become one of the world's largest retail eCommerce markets.

No matter what strategy you use, you must make sure you work smarter, not harder.



## **But can this also happen in 2022?**

In 2020, sales dropped because of the pandemic.

In 2021, sales increased, although not up to the record of 2019 sales.

After all the separation due to lockdowns, this holiday is a time to reunite with family more than ever. The Lunar New Year will be especially festive as loved ones are reunited and celebrating a return to normalcy.

You must have a clear strategy. Without a strategy, you can't win.



## IT'S TIME FOR US TO GO

The Lunar New Year is an excellent time to promote your brand. Tap into the holiday's spirit in your marketing campaign and get creative.

Come up with campaigns that spark conversation and leave a lasting impression to stand out.

If you want to get your hands on some useful hacks, you can check our ["Customer Experience Trends: 12 to Explore in 2022"](#)

PS: Marketing can be hard unless you have the right tools. Lucky for you, we make it easy to keep you updated with marketing tips that will help grow your brand.

[All the tips you need to succeed are a click away.](#)

May the Year of the Tiger be an auspicious one for you and your business. Like the tiger, be bold and **xin nian kuai le!**