

RED UNIT

2022

Presentation

Chinese New Year Reimagined

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*Intercultural Design
& Brand Innovation*

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Look at
and Feel CNY
in a different way...

Key Words
Colours
Sentiment
Design

Key Words⁰¹

Memory

每逢佳节倍思亲

Chinese new year is a time to celebrate love and togetherness. "We miss loved ones even more during the festive period". People say, the romance of going home reaches its peak during the winter and the time before the Chinese new year.

Nostalgia

春运

Millions of people travel within China before and after the Chinese new year, marking the biggest regular human migration globally. Such demand makes it very competitive to get tickets home for migrant workers.

Reunion

Foods

Home

Fun

回家的情绪

However, no matter how hard such is the importance of the festival and family people will do their utmost to travel home.

春节也是欢快与喜悦的

Yet, Chinese new year is also about fun and sharing. The annual reunion can be exciting! Therefore, happiness and laughter are also a Chinese new year theme.

家的感觉

Not everyone can make it home, especially during the COVID pandemic. As a result, people will find their own way to celebrate and replicate the that home experience.

Drinks

Reflection

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Colours



LUCKY



Elegance
& Power



Youth &
Romance



Tradition &
Celebration



Fortune
& Luck



Sentiment

Happy
+
Hopeful
+
Nostalgic
+

CNY sometimes present a very complex sentiment for people... It is a time that is full of buzz yet peaceful, full of happiness and occasional bitterness, it is very indulgent for many, yet always full of reflective moments. The festival embraces the new and pay homage to great memories that have been shared with our loved ones...

Design



COVID

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爱丁堡

中国新年庆典

Year of the
Tiger
虎年 2022



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**A Roaring
New Year
& A Braw
Celebration...**



**Year of the
Tiger**
虎年·2022

Fun

Scotland

Hope

Fortune

Tradition

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中国新年庆典



Year of the
Tiger
虎年·2022

Fun

Try to create fun and interesting activities or packages/products that bring people together. It doesn't matter if you are not offering Chinese food or relevant services, the core is not about what to eat and do, it is about having fun together..

Hope

Being lucky is of great importance, particularly during the Chinese new year. Therefore, creating interesting names or giving special meanings to your products and services will make a difference. It is okay to use English, but make it sound nice and full of best wishes!

Fortune

Fortune is one of the key themes of Chinese new year. People will say Gong Xi Fa Cai / Gong Hei Fat Choi to each other, which means wishing you a year of fortune. Older people will send red envelopes to the young, wishing them luck and a year full of fortune. Nowadays, businesses send red envelopes with vouchers to their customers and partners showing their best wishes as well as a reminder to re-purchase.

Tradition

Despite younger generations now caring more about the fun and interesting experience of Chinese new year, it is, after all, a traditional festival. It is always good to incorporate a little bit of tradition into your services and experiences. Simple touches can include wearing a red dress, giving a red envelope or saying something meaningful to your customers, you could also bring in activities associated to the CNY advent calendar.

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Fun & Hope with a touch of Scotland

There are a lot of local products that present amazing colours matching the sentiment and colour scheme of Chinese new year! Why not consider repurposing these and giving them a fun and meaningful name and service to the Chinese customers during CNY?



Year of the
Tiger
虎年 2022

Inspiration

Example
2019 CNY



Example
2020 CNY



Year of the
Tiger
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新年 ◉ 快乐

Year of the
Tiger
虎年 2022

Xin Nian
Kuai Le

The main text 'Xin Nian Kuai Le' is rendered in large, bold, colorful letters. 'Xin' is pink, 'Nian' is yellow, 'Kuai' is teal, and 'Le' is pink. The characters are arranged in two rows: 'Xin Nian' on top and 'Kuai Le' on the bottom. Two stylized tiger tails, one orange and black striped, are curled around the letters 'N' and 'L' respectively.

Get in → Touch

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