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# Your Guide to a Better 2023 CNY Brief

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# Hi there!

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You're reading this because you don't want to settle for another so-so CNY campaign that gets buried and forgotten in the noise.

As you put together your CNY briefs, we're here to guide you with insights that will help you get more from your agencies.

In this short deck, you'll learn about 3 major mindset shifts shaping the ways audiences will perceive CNY content next year.

We're also put together a simple CNY Brief Checklist, offering an easy way to track whether you're hitting all the right notes.

As we go into our  
fourth Chinese New  
Year with Covid-19,  
more change is  
inevitable.



CNY sentiments  
pre-Covid

Navigating  
obligations

>

Changing CNY  
sentiments in 2020 as  
Covid lockdowns hit

Adapting  
to sudden  
disruption

>

Changing CNY  
sentiments in 2021 as  
travel restrictions  
became normalized

Preserving  
tradition in  
spite of  
constant  
disruption

>

Changing CNY  
sentiments as new  
celebrations behaviors  
emerged in 2022

Embracing  
disruption by  
creating new  
traditions

>

The future

What are the key  
**mindset shifts** that  
will shape 2023  
CNY sentiments?

# Mindset Shift #1



DREAMING BIG



DREAMING SMALL

Whether it's  
creating joy in  
the everyday:



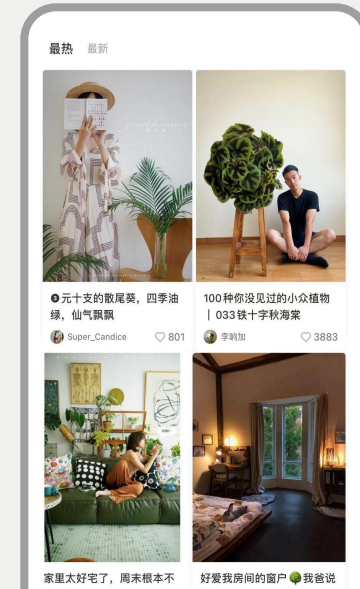
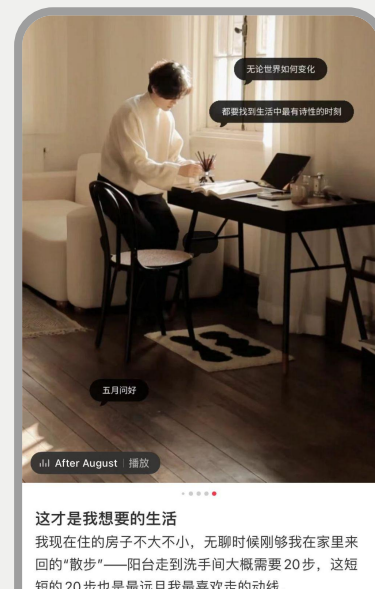


“I continued planting small vegetables at home even after lockdown. The sense of achievement from eating food you grew yourself is so fulfilling.”

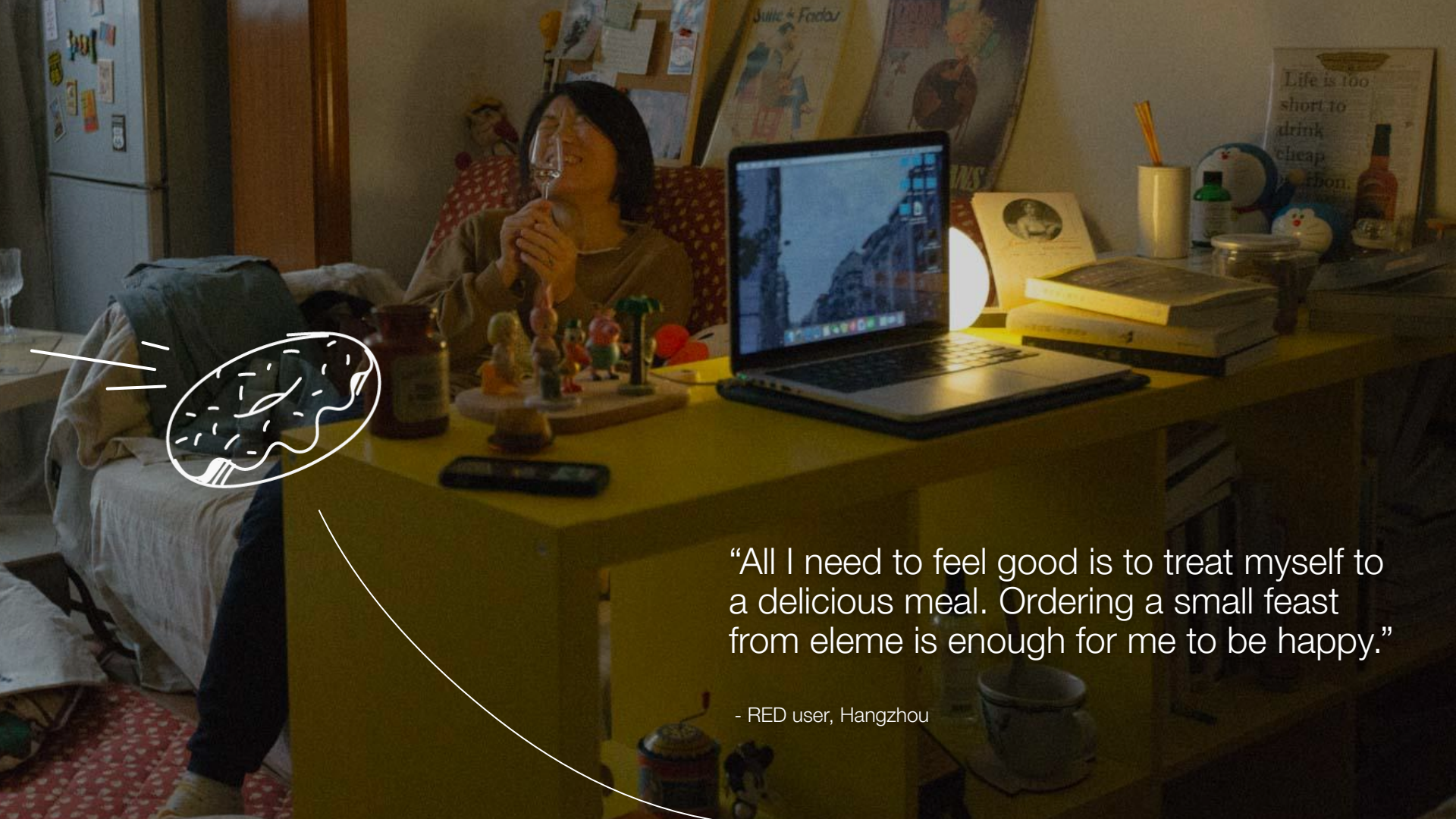
Mia, 29, Shanghai

Source: Qiangua Data, RED

Home decor posts on RED rose by 324% from February 2022 to May 2022.



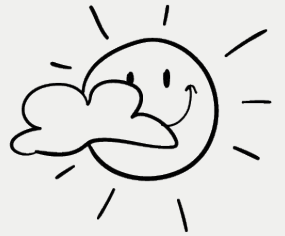




“All I need to feel good is to treat myself to a delicious meal. Ordering a small feast from eleme is enough for me to be happy.”

- RED user, Hangzhou

Or aspiring for a  
more minimalist,  
simpler lifestyle:



65.5% of Chinese youth yearn for the  
simple “*farm*” life over busy urban life

Source: White Paper on China's  
Sojourn and Vacation, Mafengwo

*“Don't Buy: Consumerism Retrograde”*  
*“100 Happiness of Not Buying a Thing”*  
*“Minimalist Life”* are groups on Douban that each have more than 400,000 subscribers.

In July 2022, views for the Weibo thread *"Is it okay for young people to live a life of low desire?"* went up to 410 million.



Bilibili minimalist influencer Su Yige shows people how to compost garbage at home



Fashion blogger and writer "Fankuchazhendi" gained fast popularity for sharing his minimalist and simple living experiences in the forest





# Mindset Shift #2



LOOKING FOR  
POSITIVITY



LOOKING FOR  
HONESTY

96% now say word of mouth  
from *people they know* is the  
most trusted source.

84% don't trust  
*big celebrities and  
KOLs* to introduce  
new brands to  
them anymore.



Source: Luxeco Intelligence Report, iResearch, 2022



We are willing to  
open up more about  
our **wellbeing**.



“When I feel overwhelmed at work, I always turned to my friends to chat about it together. My friends and I are pretty open about **mental health issues** and often discuss our **therapy experience** to see if we've made any progress.”

—BuEr, 28, based in Shanghai



Know Yourself, a startup focused on mental health, hosts classes and events throughout China, now with 3 million followers on WeChat and a physical space in downtown Shanghai

About 74% of China's population said they experienced **symptoms of depression** this year, with *the 18-25 year old age group* showing the highest anxiety level.

Online counselling platform Yidianling saw an average of *1 million new users per month* during the first half of 2022.

“

*This generation is starting to pay more attention to themselves, to their own emotional states, and to their relationships with others.*

- Qian Zhuang, KnowYourself founder

”



Creative Shelter, a mindfulness studio in Shanghai that has a mass following among white collar professionals

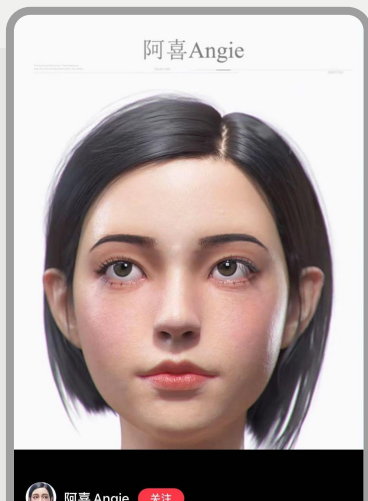


We're drawn to  
more authentic  
representation:





Neiwai's inclusive representation rebranding brought it back into the spotlight after 10 years.



Angie, the “imperfect virtual influencer,” won people’s hearts with her uneven skin and freckles.

Bottega Veneta's Qixi campaign featuring LGBTQ+ couples was seen as a refreshing take on Qixi imagery.



RED users are increasingly eager to embrace and even accentuate their “flaws,” as reflected in recent search trends on the social platform.



Searches for

**How to define olive skin**

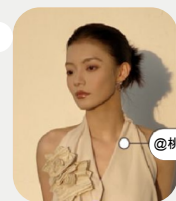
Increased by **470%+**



Searches for

**Square face makeup**

Increased by **1100%+**



Searches for

**Facial angling**

Increased by **163%+**

# Mindset Shift #3



A person wearing a bright red jumpsuit is lying on their back in a field of tall, dry, golden-brown grass. The person's head is at the bottom left, and their legs are extended towards the top right. The grass is dense and textured, creating a natural, somewhat chaotic environment.

SEEING HOME AS  
HOMELAND

A white plastic outdoor chair is positioned on a light-colored concrete surface. The chair is oriented vertically, with its back to the viewer. In the foreground, a pool of water reflects the chair and the sky above. The reflection is clear and detailed, mirroring the chair's form and the surrounding environment.

SEEING HOME AS  
A CONCEPT

Home is wherever  
we find restoration.







Ctrip's search volume for “*camping*” increased by 90% on the first day of the 2022 Labor holiday.

Research volume of “*camping*” on RED saw a 623% growth rate in 2022 April.

From top to bottom:  
RED's summer camping campaign  
“Camping is playing house for adults”

“Mountain life” is one of RED's top 10 lifestyle trends for 2022

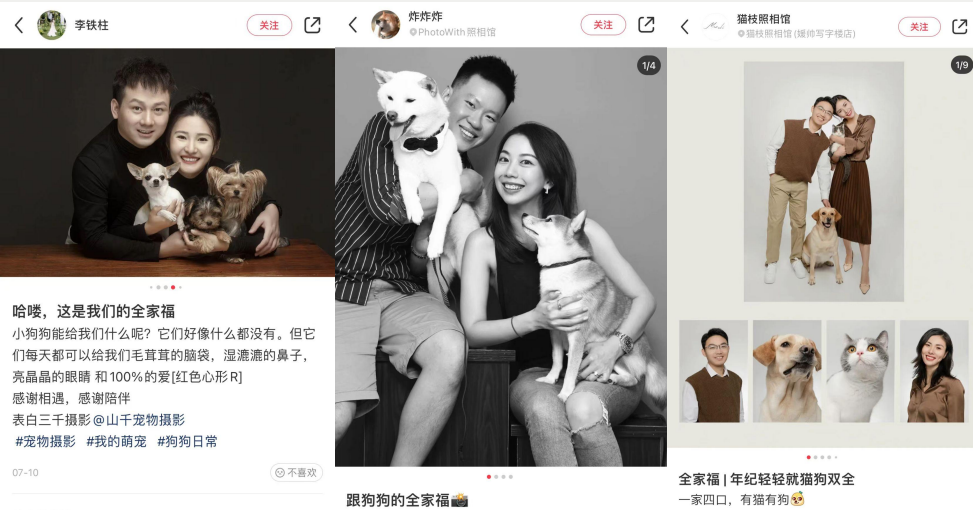


Home is where  
our Chosen Family live.



“My friends are more like my family to me than my actual family.”

(57% of Chinese Gen Z agree)



Over 50% of interviewees see pets as their family and feel obliged to provide them better quality of life.

From top to bottom:

Labelhood decorated its flagship store as a living room for people to take “traditional” family portraits with friends

The rise of childless couples with pets as the new “family portrait”

DREAM  
BIG

DREAM  
SMALL

We are now masters of creating joy  
in the everyday, and aspire for a  
simpler life.

LOOKING FOR  
POSITIVITY

LOOKING FOR  
HONESTY

We are willing to open up more  
about our wellbeing, and are drawn  
to more authentic representation.

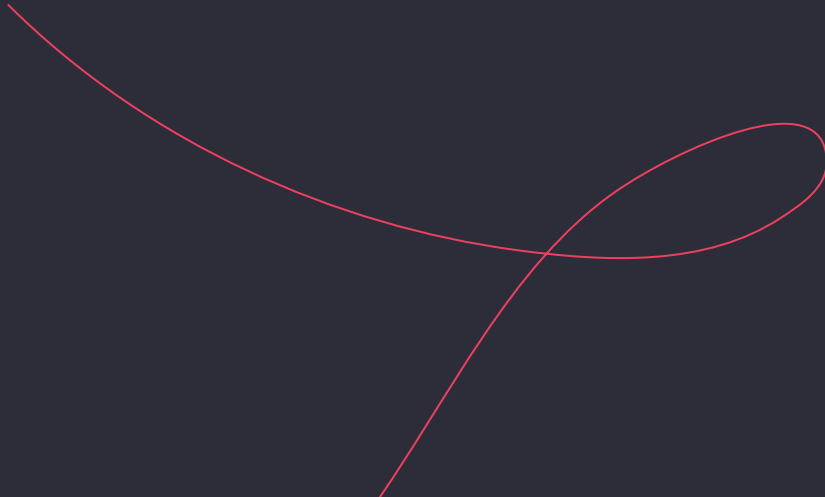
DEFINING HOME  
AS HOMELAND

SEEING HOME  
AS A CONCEPT

Home is anywhere we can find  
restoration, and wherever our  
chosen family can be found.

# Summary of 3 mindset shifts

# Your CNY Brief Checklist:



## AIM TO:



Consider the bigger consumer mindset shifts to give your brief context

*For example*

“As people are aspiring to more minimalist lifestyles, what meaningful role could our product play?”



Craft an objective that inspires your agency partners

*For example*

“Increase brand engagement during CNY by leading the conversation around mental health during this high-stress season.”



Ask pointed questions to your agency partners about your TA mindset during CNY

*For example*

“As our progressive-minded TA are reevaluating their concept of home and family, what does CNY mean to them?”

## AVOID:

Only focusing on your short term commercial goal

*For example*

“We need to sell our CNY product.”

A generic objective that only informs

*For example*

“Drive buzz on social during CNY.”

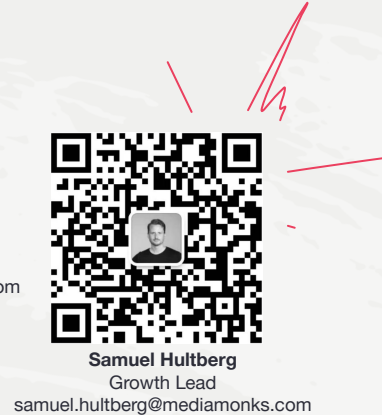
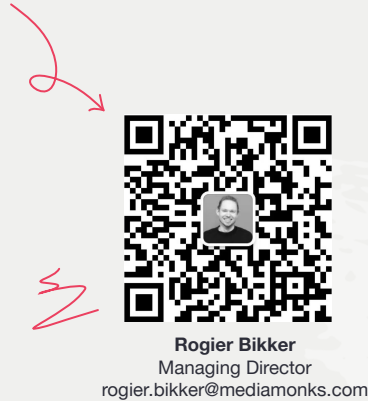
Landing on generic insights just because CNY is a mass holiday

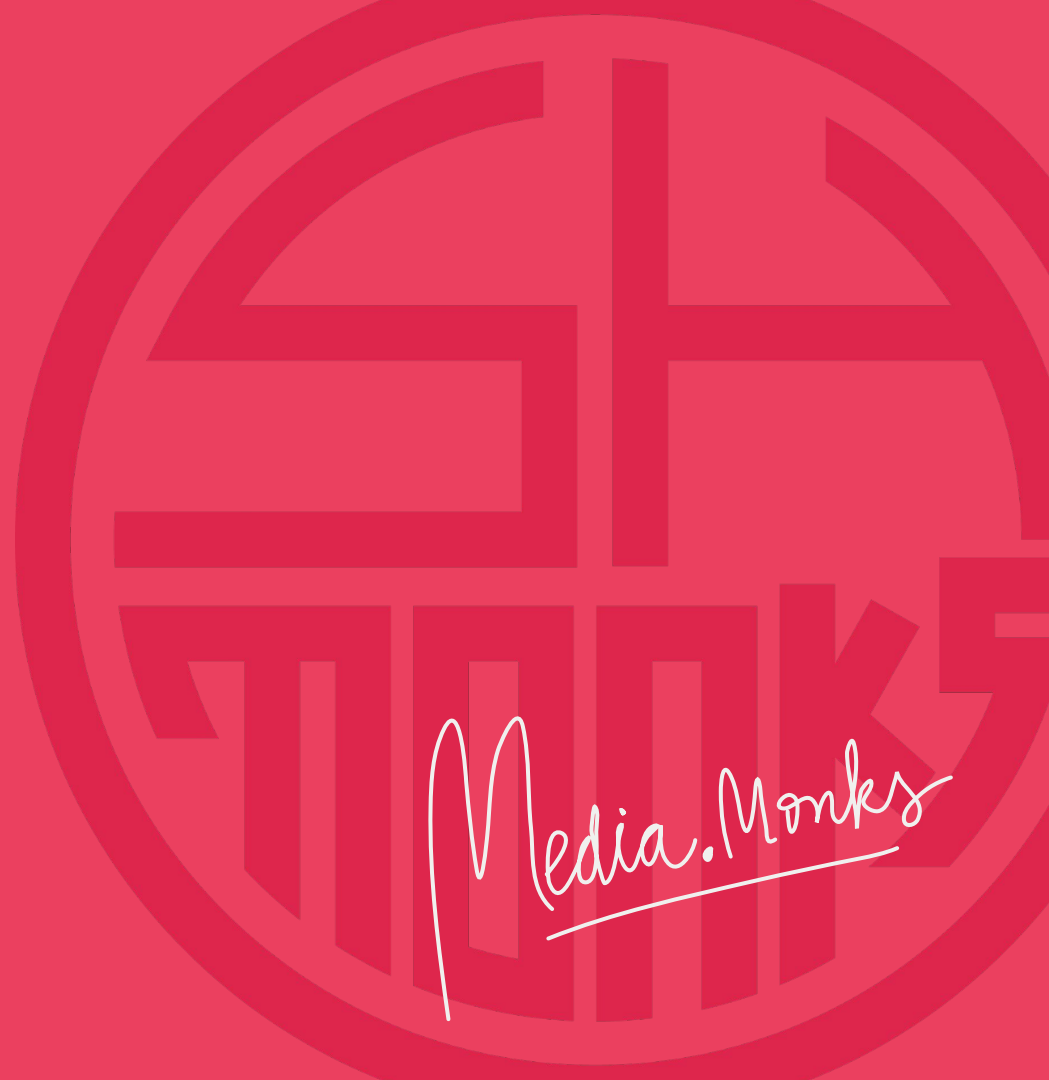
*For example*

“Our young TA are redefining traditions during COVID CNY.”



Interested in involving us  
to build your CNY brief?  
Contact us:





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