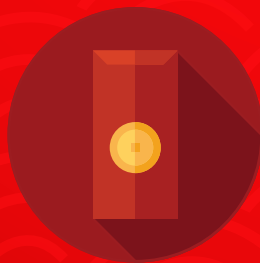


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Chinese Marketing Calendar

All the important dates throughout the
year your marketing team should know!



January



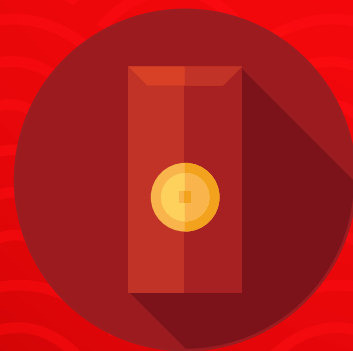
24-30

Chinese New Year

The biggest celebration in the Greater China region (including Hong Kong and Taiwan), this festival is focused on family reunion and involves a lot of shopping, cleaning and decorating. The festival normally lasts for more than half a month, finishing on the Lantern Festival Day. Gold and red are always the main colours during this period.

Suitable strategy: Shopping for outfits, gifting etc

Terms to use: 春节



February



Lantern Festival

Lantern Festival marks the final day of Chinese New Year celebrations. Tangyaun (汤圆), which symbolises family togetherness, is a way for people to celebrate the day using riddle games and decorative lantern displays.

Suitable strategy: Collaborate your campaigns with traditions, such as digital riddle games or the concept of family harmony.

Terms to use: 元宵节



February

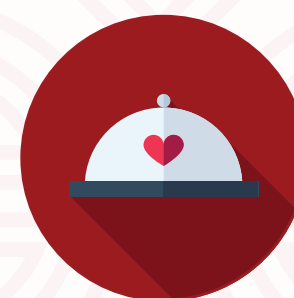


Valentine's Day

Chinese people have adopted the traditions of Westerners when it comes to celebrating Valentine's Day, such as exchanging gifts, going on a special date or having a romantic dinner.

Suitable strategy: Gifting, Dining & Flowers

Terms to use: 情人节



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March



Girls' Day



This event is particularly popular in universities. Boys in university will celebrate the day by giving out gifts or organising events for girls in their class.

Suitable strategy: Online Shopping, Gifting

Terms to use: 女生节



Womens' Day



A day for people in China to express their respect to their female family members or colleagues. For online shopping, Alibaba has created the concept of "Queen's Day" to encourage women to treat themselves as queens on this day.

Suitable strategy: Online shopping, gifting, flowers

Terms to use: 女王节、妇女节



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March



15

Consumer Rights Day

The annual 315 Evening Gala show, hosted by China's national TV channel, exposes a variety of brands that violate consumer rights. The list is usually not released before the show, but as soon as brands are exposed on the programme, their share price will drop dramatically the next day.

Suitable strategy: Great event for PR - building brand image

Terms to use: 3·15消费者权益保护日



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April



Fools' Day

As throughout the rest of the world, but particularly popular with the younger generation, April Fools' Day is another excuse to hang out with friends in China.

Suitable strategy: Friends gathering and eating out

Terms to use: 愚人节



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April

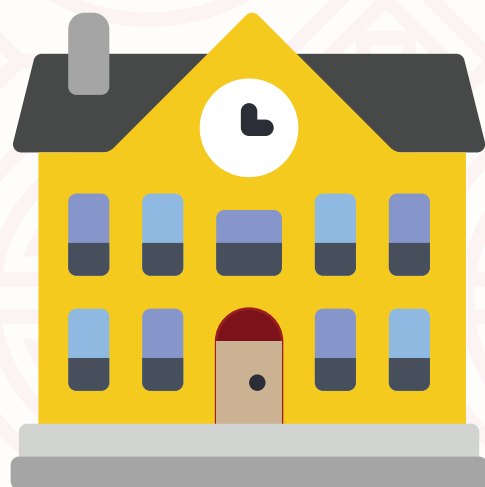


Qingming Festival

One of the biggest festivals in China, Tomb-Sweeping Day is designed for families to pay respect to their ancestors. Schools organise spring outings on or around this date.

Suitable strategy: Shopping (flowers) and family gathering

Terms to use: 清明节



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May



Labour Day

3 days of National holidays.

Suitable strategy: For positive PR, celebrating for the working class.

Terms to use: 劳动节



Youth Day

Designed to commemorate the May Fourth Movement, this day sees young Chinese people celebrate youth and a positive lifestyle.

Suitable strategy: For positive PR, celebrating the youth and freedom

Terms to use: 青年节



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May



10

Mother's Day

The international celebration Mother's Day is becoming more popular in China, with high sales of flowers to celebrate mothers and motherhood.

Suitable Strategy: Shopping, flowers, gifting

Terms to use: 母亲节



20

520 I Love You Day

Since 520 sounds similar to 'I love you' in Chinese, this day is very similar to Valentine's Day and more often celebrated by young couples.

Suitable strategy: Gifting

Terms to use: 我爱你



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June



Children's Day

Children's Day usually gives students a full day's break, with schools holding various fun activities for children. Children also receive small gifts to mark the occasion.

Suitable strategy: Shopping (toys)

Terms to use: 儿童节



Mid - term Sale

A shopping event involving multiple major shopping platforms, this event is equivalent to summer sales in the UK and other Western countries.

Terms to use: 6.18购物节



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June



21

Father's Day

Although not a public holiday, this day is a celebration of fathers and fatherhood, with fathers receiving gifts from their children.

Terms to use: 父亲节



June



Dragon Boat Festival

One of the most popular festivals in China, the Dragon Boat Festival has been a tradition for over 2,000 years. The occasion gives workers three days off work, and sees families reunite to enjoy a feast. Zongzi, a type of sticky rice dumpling, is the traditional food associated with the celebration. Dragon Boat racing is more popular in southern China regions.

Suitable strategy: Food festival, gifting and shopping

Terms to use: 端午节



August

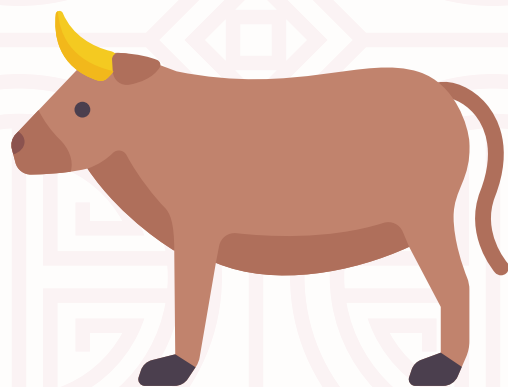


Chinese Valentine's

Taking place on the seventh day of the seventh Chinese lunar month, the Qixi Festival - or Chinese Valentine's - is based on a romantic legend about a weaver girl and an ox herd. Nowadays, young Chinese couples celebrate the day in a similar way to Valentine's Day.

Suitable strategy: Gifting

Terms to use: 七夕节



September



Teachers' Day

Half day off for teachers and students in China.
Teachers normally receive gifts or greeting cards
from students.

Suitable strategy: Gifts for teachers

Terms to use: 教师节



October



Mid-autumn Festival

One of the biggest Chinese festivals, Mid-Autumn Festival represents family union and peace. The festival is celebrated when the moon is believed to be at its biggest and fullest, since the moon is a symbol of prosperity and happiness for the Chinese. The occasion is celebrated with a family feast and reunion, together with gifts and mooncake, the traditional food.

Suitable strategy: Gifting, family gathering

Terms to use: 中秋节



October



Golden Week

A national holiday in China, Golden Week gives most workers three official days off, but the celebrations last for a full seven days. Many people choose to travel during this period, making the build-up to Golden Week a great chance for hotels and other travel brands to promote their services online.

Suitable strategy: Great event for hotels and travel companies

Terms to use: 黄金周

Note: Hong Kong only has 1 day



October



25

Chongyang Festival

The Double Ninth Festival, observed on the ninth day of the ninth month in the Chinese calendar, sees people visit their elderly relatives, as well as pay their respects at the graves of their ancestors. Also known as the Chrysanthemum Festival, people also drink chrysanthemum wine, climb mountains, and pay homage to chrysanthemums to mark the day.

Suitable strategy: Promoting family reunion, thanksgiving and shopping for elderly relatives

Terms to use: 重阳节



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November



Singles' Day

The biggest online sales event in China in the whole year, Singles' Day is similar to the Western world's Black Friday. People will save the whole year to spend on that day. In 2016, Singles' Day generated a £1,160 Billion revenue for the Alibaba Group.

Suitable strategy: Online sales

Terms to use: 双11



December



Double Day

Alibaba created this date to offer discounts to shoppers in December. But it is less popular than Singles' Day.

Suitable strategy: Online sales

Terms to use: 双12



Winter's Day

The Chinese regard Winter's Day as just as important as the traditional Chinese New Year, though they do not celebrate as much as the traditional New Year. The celebration usually involves a family reunion, and a feast at night.

Suitable strategy: Great event for clothing and winter accessories

Terms to use: 冬至



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The background is a solid red color with a repeating pattern of concentric semi-circles in a slightly darker shade of red. The pattern is oriented horizontally. In each of the four corners, there is a decorative gold-colored geometric element consisting of a square frame with smaller squares attached to its sides.

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