

Lunar New Year 2023

05 Jan – 25 Jan 23



ASDA Media
Partnerships

In partnership with

GIG

RETAIL

Lunar New Year

100%

YOY Increase in gifting health and beauty items and presents for pets during CNY Festivities.¹

1 in 4

People say that Chinese food is their preferred takeaway choice.



Chinese New Year (also known as the Spring Festival or Lunar New Year) is the most important holiday in China, and has grown more and more significant in countries across the world. More than 1.5 billion people worldwide now celebrate the festival with their loved ones,⁴ through food, gift giving and welcoming change.

Traditionally the festival is celebrated by putting up decorations, eating dinner with family, lighting firecrackers and fireworks and gifting.⁵ On the evening of the 15th day of the first lunar month, on the night of the full moon, families gather for dinner and light fireworks and lanterns to welcome good fortune for the year ahead.³

Participate in ASDA's Lunar New Year event and inspire shoppers to celebrate the Year of the Rabbit, whilst driving incremental sales for your brand.

7 Traditionally 'Lucky' Foods to Eat during Lunar New Year:³

Fish - to increase prosperity

Dumplings - to encourage wealth

Spring Rolls - to encourage wealth

Sweet Rice Balls celebrate togetherness

Round/Golden Fruit for good fortune

Glutinous Rice Cake for higher income

Noodles for happiness & longevity



Lunar New Year 2022

Suppliers involved in ASDA's Lunar New Year event in 2022, enjoyed a notable sales uplift as a result of the media they booked.



+30%
Event uplift



26%
instore sales



45%
online

Supplier Opportunities

All campaigns aligned to *Lunar New Year* will use the supplied toolkit/creative template for the following media formats:



Bollard Covers



Security Covers



Digital 6 Sheets



Gondola End



POS & Recipe Barkers



POS Bubbles



ASDA FM



Leader-board Banners



Promo Banners



Department Nav Banner



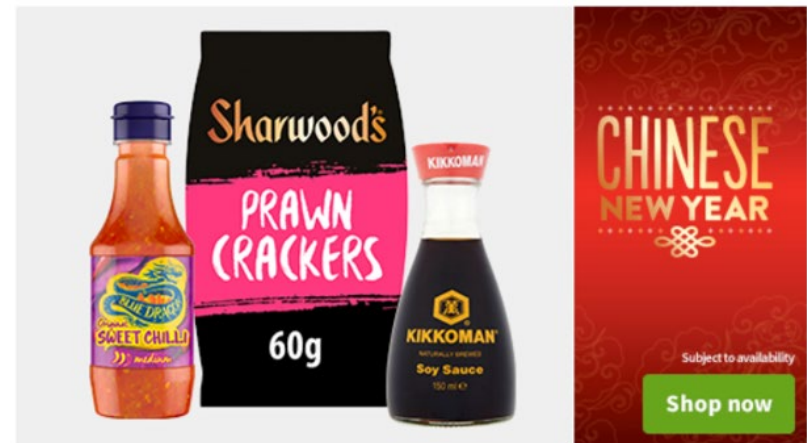
Category Nav Banner



Inserts (PLA)



Social Media



Key Dates

Event Live Date:
05 Jan – 25 Jan 2023



Media Type	Critical Path	Campaign Booking Deadline	Briefing / Asset Deadline
Gondola End	8 weeks	Mon 14 Nov	Tue 15 Nov
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 05 Dec	Weds 07 Dec
Barkers & Bubbles	5 weeks	Mon 05 Dec	Fri 10 Dec
ASDA FM	5 weeks	Mon 05 Dec	Mon 12 Dec
Digital 6 Sheets	4 weeks	Mon 12 Dec	Mon 19 Dec
Online Media	-	-	XX Dec



Contact:

Speak to your Account Manager to begin building your *Lunar New Year* campaign.

Invest in ASDA's Lunar New Year Event and...



Inspire ASDA households with product suggestions to help them celebrate



Associate your brand with this key seasonal calendar moment



Engage with shoppers and drive incremental sales for your brand

Thank you.

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