Radar Report #10_Lifestyle Events

September 2024 Trends, Case Studies and Insights
How Brands Connect with Consumers in China
Created by Resonance

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Lifestyle Events Campaigns China

Brand x Platform
Cases Studies
Radar Report
September 2024

Fashion Marketing Trends

1	**Music Festival Organizers**	Brands organized music festival campaigns to promote their products and increase exposure. They created diverse interactive activities and featured live performances by celebrities to enhance brand awareness and attract consumer engagement.
2	**Music Festival Sponsors**	Brands leveraged music festival sponsorship to promote their products through engaging on-site activations. They attracted audiences with interactive check-ins and brand experiences, aiming to boost visibility and drive consumer interest.
3	**Platform Lifestyle Events**	Platforms host lifestyle festivals to showcase a pursuit of a better life and encourage urban exploration. Through engaging interactions and creative brand promotions, they enhance user participation and drive O2O UGC.

Trend 1 Music Festival Organizers

Chi Forest's Annual Music Festival: A Collaboration with Xiamen Tourism

Chi Forest collaborates with Xiamen Tourism IP to create a "Sea Garden, Fun Xiamen" check-in installation at the music festival, forming a music festival + tourism marketing model.

At the music festival, there are flash mob activities with four staff members carrying giant Chi Forest soda bottle caps while patrolling the event. Attendees can take check-in photos.

On RED, the hashtags #ChiForestMusicFestival and #XiamenChiForestMusicFestival encouraged UGC. The official Weibo account of Xiamen Culture and Tourism also promoted the music festival.

Chi Forest collaborated with Xiamen Tourism to create a branded music festival, leveraging music and tourism marketing to generate significant buzz. The Xiamen "Chi Forest Music Festival" featured a variety of popular summer acts and engaging activities, capturing the interest of a broad audience.

- **Event Highlights:** The festival featured hip-hop singers and bands, a gourmet market, brand booths, and a giant check-in installation. Staff carried giant soda bottle caps while patrolling the event, allowing attendees to take check-in photos with them.
- **User-Generated Content (UGC):** Chi Forest encouraged UGC online and invited Key Opinion Leaders (KOLs) to post content with the hashtags #ChiForestMusicFestival #XiamenChiForestMusicFestival on RED. The official Weibo account of Xiamen Culture and Tourism also promoted the festival.
- **High Engagement:** The campaign achieved nearly 36.1 million views across social media platforms, demonstrating the success of combining music and tourism marketing to captivate and engage the audience.

L’Occitane’s Musical Festival: Combining Beach Vibes and Brand Promotion

At the music festival site, a large Southern French garden-style photo spot was set up, matching the product's packaging design and effectively promoting the shower gel.

Participants can take check-in photos to receive exclusive L'Occitane record bookmarks and shower gel samples. The use of sample giveaways promoted the new shower gel.

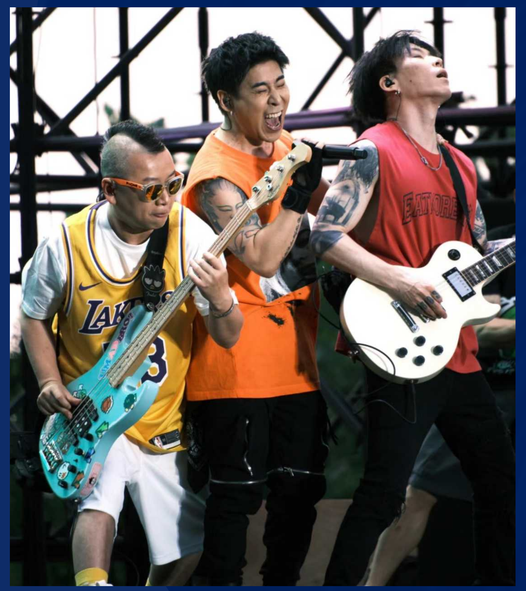
L'Occitane created the Weibo hashtag #SouthernFrenchCarefreeSummer for online promotion. Offline, they created a check-in map and provided themed buses for participants to ride for free, touring Xiamen's seaside check-in spots.

L’Occitane created a Summer Music Festival to promote their new shower gel, connecting with their target audience through a vibrant musical journey. The event combined beach vibes and brand promotion, resulting in significant engagement and visibility.

- **Event Highlights:** L’Occitane held the “Summer Live Show Music Festival” in Xiamen, collaborating with four popular bands. The campaign featured a South of France beach theme. Participants could check in at a giant seaside installation to receive bookmark gifts and shower gel samples. L’Occitane-themed buses toured the Xiamen coast, offering free rides to attendees.
- **User-Generated Content (UGC):** Online, L’Occitane partnered with the RED IP “This is How I Want to Spend Summer,” encouraging UGC and giving away music festival tickets. They created the Weibo hashtag #SouthernFrenchCarefreeSummer for online promotion.
- **High Engagement:** The L’Occitane Summer Music Festival campaign achieved over 55 million social media views, demonstrating the success of combining music, themed activities, and strategic marketing to captivate and engage the audience.

Liu Liu Mei’s ‘Super Green Plum Music Festival’: A Harmonious Mix of Old and New

Liu Liu Mei hosted the "Super Green Plum Music Festival" in Anhui, inviting national first-class actor Sun Xuelian to perform Huangmei opera, bringing modern music and traditional opera together on one stage.



At Liu Liu Mei's music festival, powerful singers like CMCB, Hua'er Band, and Chaochi Lan Band were invited to perform, attracting a large number of music fans.

Launch the hashtag #LiuLiuMeiSuperGreenPlumMusicFestival online, inviting celebrities to promote the festival and topic draw.

Liu Liu Mei hosted the “Super Green Plum Music Festival” in Anhui, blending modern music and traditional opera for a unique festival experience. This harmonious mix attracted a broad audience and generated substantial engagement.

- **Event Highlights:** The festival featured powerful singers like CMCB and Hua’er Band, and invited national first-class actor Sun Xuelian to perform classic Huangmei opera excerpts and folk dances. The festival site included camping areas, markets, and check-in spots.
- **User-Generated Content (UGC):** Liu Liu Mei’s hashtag #LiuLiuMeiSuperGreenPlumMusicFestival encouraged users to comment for a chance to win music festival tickets and gift packages.
- **High Engagement:** The Weibo hashtag garnered over 600,000 views, demonstrating the success of integrating modern and traditional elements to captivate and engage a diverse audience.

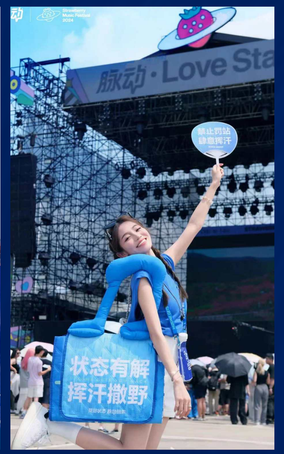
Trend 1 Insights Music Festival Organizers

BRANDS	INSIGHT
CHI FOREST	Chi Forest's music festival campaign in collaboration with Xiamen's cultural and tourism sectors, integrated diverse activities like markets, brand booths, and giant check-in installations to provide a comprehensive experience for the audience. Through topic marketing on the RED platform, Chi Forest successfully increased its exposure. This strategy enhanced local engagement by combining with local culture and tourism, and boosted event visibility by leveraging popular artists and social media.
L'OCCITANE	L'Occitane hosted the "Relaxed Summer LIVE SHOW Music Festival" in Xiamen to promote their new shower gel products. This strategy launched new products during events to strengthen brand association, set up interactive installations and themed experiences like interactive check-in installations, giveaways of product samples, and themed bus to enhance audience engagement, encouraging user-generated content online to expand their influence through social media.
LIU LIU MEI	Liu Liu Mei held the "Super Green Plum Music Festival" in Anhui, inviting prominent artists like CMCB and Hua'er Band, along with national actor Sun Xuelian, who performed Huangmei opera and traditional dance. This strategy attracted diverse audiences by combining modern music with traditional culture, and enhanced user experience with various on-site events like markets, and check-in points, increasing online engagement through social media interactions.

Trend 2 Music Festival Sponsors

Mizone’s Creative Outreach: Engaging Youth at Strawberry Music Festivals with Fun Interactions

Mizone sponsored the Strawberry Music Festivals in four cities from May to July, setting up brand booths and giant installations at separate venues in Beijing and Changsha. They invited attendees to engage in interactive check-ins.



At these events, Mizone deployed a team of “Status Guard” hunks to creatively assist music fans feeling fatigued, bringing them to the brand booths for engaging interactions and distributing refreshing giveaways like water bottles, bags and fans.

Mizone launched hashtags #StatusGuardCapture and #PouringGoodVibes on Weibo and RED, encouraging users to comment and interact for a chance to win music festival tickets. Many KOLs on RED collaborated with the brand, promoting on-site check-ins.

Mizone sponsored the Beijing and Changsha Strawberry Music Festivals, using fun interactions to engage young music fans and promote their products. The campaign effectively captured the attention of the youth and generated substantial engagement.

- **Festival Activations:** At the festival venues, Mizone set up brand booths and a giant waterfall installation, creating a “Shuia Guard Tower” for randomly timed uses for interactive photos and product tastings, drawing in large crowds.
- **User-Generated Content (UGC):** On Weibo and RED, Mizone initiated hashtags like #ShuiaGuardCapture and #GuardingGoodDays, posting real-time event photos and inviting fans to interact for a chance to win festival tickets and limited edition bottles. This campaign also ran on WeChat. Many KOLs on RED collaborated with Mizone by promoting on their sub-channels.
- **High Engagement:** The campaign achieved nearly 84 million views across social media platforms, showcasing the success of creative and engaging interactions to captivate and involve the audience.

Festival Fun with LINSPY: Interactive Bag Chair Installations at Strawberry Music Festivals

LINSY set up a giant check-in installation featuring their co-branded bag chairs with the Strawberry Music Festival. They announced the band Peace Hotel as the festival's ambassador, promoting their appearance on Weibo, WeChat, and RED.

At the event, numerous bag chairs were provided for the audience to experience their comfort. LINSY also created themed spaces like a living room, charging station, and bubble pool for check-ins and lotteries. The Peace Hotel band showcased the bag chairs and performed on stage.

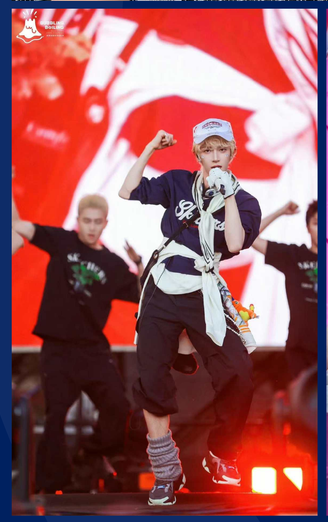
LINSY released a stunt video announcing their partnership with the Strawberry Music Festival. The bag chair car toured 3 cities, promoting a ticket lottery. LINSY launched the hashtag #LINSYStrawberryMusicFestival on Weibo, sharing event photos and videos.

LINSPY creatively engaged youth at the Wuhan Strawberry Music Festival by promoting their new bag chair through fun and interactive installations. This successful campaign generated significant buzz and engagement.

- **Pre-Event Promotion:** LINSPY preheated the event with a stunt video, city tours featuring the bag chair car, and a preview of their collaboration with Peace Hotel, launching a lottery. They actively promoted the hashtag #LINSPYStrawberryMusicFestival on Weibo and RED.
- **Event Activation:** At the festival, LINSPY set up exclusive spaces and a giant logo for check-ins and lotteries. They also created themed spaces like a living room, charging station, and bubble pool. The Peace Hotel band demonstrated and performed with the bag chairs on stage.
- **High Engagement:** The event garnered nearly 2 million views across social media platforms, showcasing the success of LINSPY's creative and interactive approach in captivating and involving the audience.

SKECHERS Engages Youth with Bubbly Interactions at Tianjin Music Festival

Skechers sponsored the Bubbing & Boiling Tianjin Bubble Island Music Festival and set up a giant bubble shoe installation at their booth to attract attendees for check-ins.



On-site, there were personalized DIY shoe accessory activities and DJ performances. Celebrity Liu Yu interacted with the audience and performed on stage, showcasing the bubble dance, which was live-streamed on Douyin by Skechers.

On Weibo, RED, and Douyin, Skechers launched the hashtag #SkechersBubblePlan, with a ticket giveaway campaign on Weibo involving sharing and reposting. Numerous KOLs participated in the promotion on RED.

SKECHERS engaged youth with bubbly interactions at the Tianjin Bubble Music Festival, using a booth to promote their new bubble shoes. The event featured various activities and performances, resulting in significant engagement.

- **Booth Attractions:** The SKECHERS booth included giant installations, DIY accessory workshops, and live performances by celebrity Liu Yu, attracting large crowds.
- **Social Media Promotion:** SKECHERS previewed and documented the event on WeChat, Weibo, RED, and Douyin with posters and videos. They hosted a live stream on Douyin for Liu Yu's on-stage appearance. The hashtag #SkechersBubbleMan was launched for a ticket giveaway, with numerous KOLs collaborating for on-stage promotions.
- **High Engagement:** The campaign achieved over 51 million views across social media platforms, demonstrating the success of SKECHERS' creative and engaging approach to captivate and involve their target audience.

Starbucks' Innovative Booth: Flavorful Interactions at the Strawberry Music Festival

Starbucks sponsored the Foshan Strawberry Music Festival, setting up a booth to offer samples of the new product through a strawberry-themed cart and engaging with the audience.

The brand provided a strawberry-themed photo area, a fun photo booth for audience interaction, and a capsule toy machine, inviting attendees to win strawberry-themed merchandise.

On Weibo, RED, and Douyin, Starbucks launched a #hashtag campaign inviting the audience to create UGC by participating in on-site activities and collaborated with KOLs on RED for promotion.

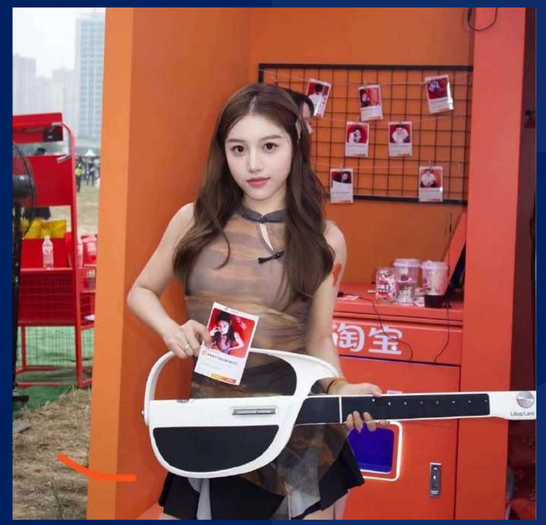
Starbucks successfully promoted its new flavored ready-to-drink coffee by sponsoring the Strawberry Music Festival, combining engaging on-site activities with a robust social media campaign. This approach effectively increased brand visibility and consumer interest.

- **Event Activation:** Starbucks set up a strawberry-themed entrance and a photo booth at the festival, attracting attendees to take photos. Visitors could complete tasks for free gifts and taste the new product, enhancing their experience.
- **Social Media Campaign:** On Weibo, Douyin, and RED, Starbucks launched the hashtag #StarbucksTurnsPink to introduce the new flavor. Festival-goers posted UGC from the event, and KOLs on RED shared content about the experience.
- **High Engagement:** The event garnered nearly 20 million views on social media, showcasing how engaging activities can amplify brand visibility and consumer engagement. The combination of on-site interactions and social media buzz successfully promoted Starbucks' new product.

TAOBAO: Engaging Festival-Goers with Interactive Photography at the Music Festival

To enhance the festival experience for users, Taobao set up a themed section on its app platform, gathering essential items for festival-goers to help users better enjoy the summer music feast.

At the festival site, themed check-in points were established with a giant Taobao photo booth, limited edition summer photo paper, and creative printing devices, allowing participants to capture and record unforgettable moments.



Taobao launched the interactive topic #CapturedByTaobaoCameraAtTheMusicFestival on Weibo, encouraging festival attendees to share their "life photos" taken with the Taobao photo booth.

Taobao successfully engaged festival-goers with interactive photography at the Heineken Bubble Island Music Festival. By creating a “Taobao Music Festival” pop-up event, the brand effectively attracted audiences and generated substantial online engagement.

- **Event Activation:** Taobao established themed check-in points at the festival site, featuring a giant Taobao photo booth, limited edition summer photo paper, and printing devices. These installations allowed participants to capture and record unforgettable moments.
- **Social Media Campaign:** Taobao hashtag #CapturedByTaobaoCameraAtTheMusicFestival, encouraged attendees to share their “life photos” taken with the Taobao photo booth. This interactive topic invited festival-goers to engage with the brand online.
- **High Engagement:** The campaign garnered over 75.14 million views and 46,000 discussions, demonstrating the success of combining interactive on-site activities with a robust social media strategy to captivate and involve the audience.

Trend 2 Insights Music Festival Sponsors

BRANDS	INSIGHT
MIZONE	Mizone's music festival event effectively integrated product experiences into the festival atmosphere, boosting brand presence and engagement. Fun interactive installations created an immersive experience, combining online and offline interactions to enhance brand exposure and strengthen user recall and enthusiasm.
LINSY	LINSY's approach at the Wuhan Strawberry Music Festival demonstrates how integrating product experiences with high-profile collaborations can create memorable, immersive brand interactions. By utilizing a city tour and interactive festival activities, LINSY deepened consumer engagement and enhanced brand recall through prominent events and interactive elements.
SKECHERS	Skechers utilized their bubble slippers' unique features by setting up interactive DIY workshops to attract young female participants, creating a hands-on experience that showcased the product's appeal. Featuring celebrity Liu Yu in a live performance, they leveraged high-profile influence to elevate the campaign's visibility and draw attention to their product.
STARBUCKS	Starbucks effectively promoted its new flavored ready-to-drink coffee by creating a strawberry-themed festival experience that catered to young female consumers' love for photo opportunities and interactive engagement. The photo booth and on-site tasks highlighted the product and encouraged user-generated content, boosting brand visibility and consumer interest.
TAOBAO	Taobao's music festival campaign enhanced brand engagement by leveraging interactive elements like photo booths to connect with young audiences. The use of offline experiences effectively drove social media buzz and user-generated content, demonstrating how platforms can use real-world events to foster deeper connections and amplify their brand presence.

Trend 3 Platform Lifestyle Events

RED promotes a beautiful life, mental and physical health, and happiness

EVENT & CAMPAIGN	BRAND PARTNERS	TIME
AND LIFE FESTIVAL	NIO, JD Electronics	March
HOME LIFE FESTIVAL	Driade, FNJY, etc.	April
LEISURE LIFESTYLE FESTIVAL	Mizone, Bestore, ABC	April & July
GO SLOW FESTIVAL	Shineway, Just Yogurt	June
FASHION FROLIC MONTH	Burberry	July

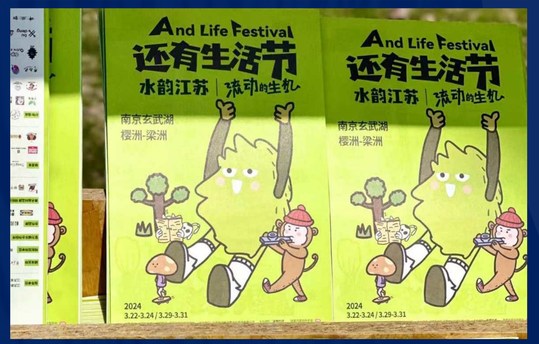
RED promotes a beautiful life through wellness, mindfulness, fashion, and community bonding. Events use markets and check-in routes to emphasize slowing down, enjoying life, and finding joy in everyday moments, encouraging users to cultivate a balanced and fulfilling lifestyle.

Douyin focuses on local & urban exploration and community building

EVENTS & CAMPAIGN	BRAND PARTNERS	TIME
OUTDOOR LIFE FESTIVAL	IPs: Snow King, Inner Child, and Makka Pakka	May
WONDERFUL PLANET MUSIC FESTIVAL	Apps: Qingyan, Jianying, and Qishui Music	June
DOWNSTAIRS LIFESTYLE FESTIVAL	N/A	June
CITY LIFE FESTIVAL	GAC, ChaPanda	May-July

Douyin focuses on urban exploration and community building by encouraging users to explore local culture and city life through city lifestyle events. These initiatives promote local businesses and landmarks, foster community engagement, and involve collaborations with local shops and merchants.

RED And Life Festival: Boosting Engagement with a Dopamine-Themed Carnival



The Dopamine Carnival had two check-in routes on a map from RED, encouraging users to collect stamps for surprise prizes. Participants sharing UGC with hashtags #AndLifeFestival and #REDDopamineCarnival received official traffic support. KOLs also joined in the check-ins and promotions.

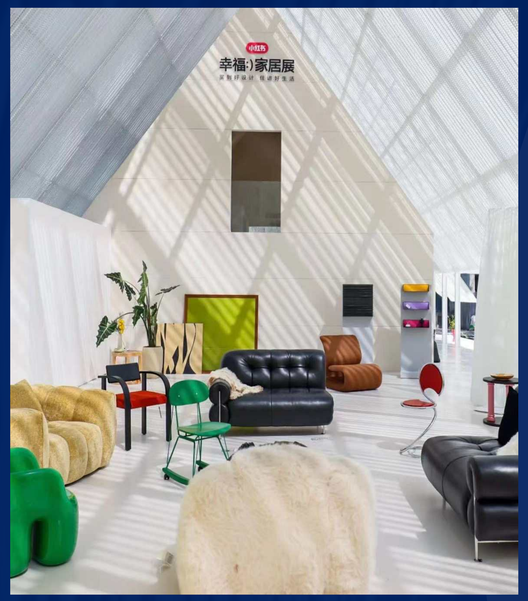
Participants visited different booths to experience various products or interactive activities. The event featured a creative exhibition area showcasing museum culture, local scenery art exhibits, hands-on experiences with local crafts, outdoor sports activities and challenges, and a variety of fun workshops.

NIO and JD Electronics sponsored the event and set up brand booths. Participants posting UGC on RED could receive a NIO photo frame and a sakura special drink at the NIO booth, and enjoy food cooked with JD kitchen appliances and participate in DIY at the JD booth.

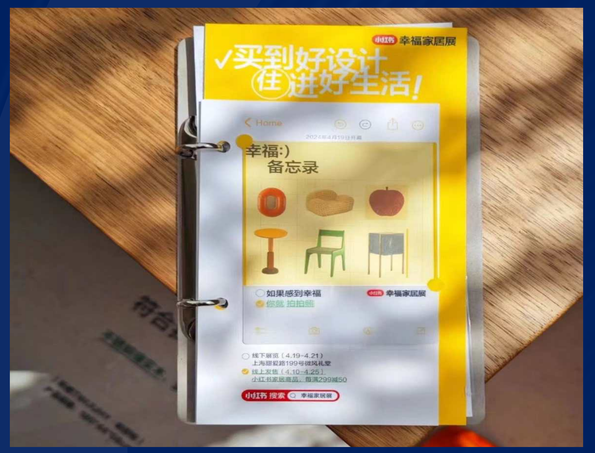
RED and the new media brand [And Life] jointly hosted the And Life Festival in Nanjing, featuring a dopamine-themed carnival with various check-in activities. Brand partners include NIO and JD.com. This event effectively engaged participants through interactive experiences and strong social media promotion.

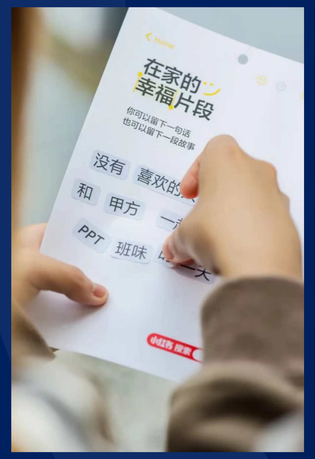
- **Main Activity:** The festival included a map-based check-in game where participants collected stamps at different booths to earn prizes. The event also featured local performances and interactive workshops. NIO and JD Electronics sponsored and set up check-in areas.
- **Social Media Campaign:** RED promoted the event with hashtags #AndLifeFestival #REDDopamineCarnival, encouraging users to check in and share their experiences. Many KOLs also participated in promoting and attending the event.
- **High Engagement:** The campaign garnered over 5.7 million views on RED, demonstrating the success of combining interactive on-site activities with a robust social media strategy to captivate and involve the audience.

RED's Home Happiness Exhibition: Immersive Experiences and Community Interaction

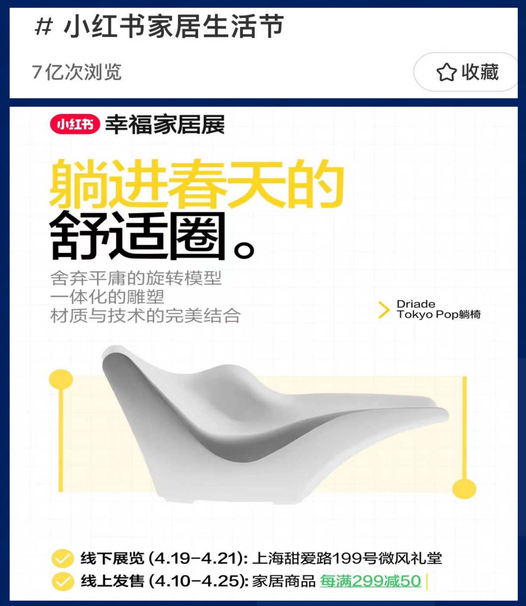


RED hosted the Home Happiness Festival in Shanghai, showcasing 100 pieces of indoor and outdoor furniture for participants to experience. They also launched a giveaway to boost sign-ups and comments. Successful registrants received gifts on-site.





Visitors explored the exhibition, collected 24 product info cards to redeem a coffee, and shared their "happy moments at home" on a message wall. KOLs experienced and promoted the event, posting check-in notes on RED, with active interaction from the official RED account.



The event featured a hashtag to encourage check-ins and UGC posts. RED collaborated with KOLs to give away giant pillows to promote the event. Brands like Driade began selling showcased products during the RED home discount event.

To expand RED's e-commerce business, RED teamed up with REDeco to host the "Home Happiness Exhibition." Brand partners include Driade and FNJI. The event allowed visitors to explore joyful home environments and encouraged interaction, leading to significant engagement.

- **Event Experience:** At the exhibition, participants could explore a range of home furnishings and collect info cards. Collecting these cards allowed them to redeem a coffee and engage by posting notes on a message wall display.
- **Social Media Campaign:** RED launched the hashtag #REDHomeLivingFestival, collaborating with KOLs to promote the event and home living styles. Visitors were encouraged to post UGC, and participating merchants promoted their products and brands through the exhibition.
- **High Engagement:** The campaign achieved over 700 million views on RED, showcasing the success of combining immersive experiences with community interaction to captivate and engage the audience.

RED Leisure Lifestyle Festival: Boosting Engagement with Interactive Leisure Markets

RED set up themed markets in three cities, collaborating with brands for interactive activities. Attendees used a guidebook and map to collect stamps on their phones to earn merchandise. The platform launched #遛遛生活, released short videos promoting local culture, and encouraged interaction via an H5 page.

On-site activities featured giant installations and check-in areas, with city-specific elements like DIY AI identity cards, raffles, live music, tea lounges, skateboarding, mazes, photo booths, and workshops. Participants could join fun challenges and earn ID cards. Popular KOLs joined for spontaneous interactions and promotions.

Mizone, Liangpin Puzi, and ABC sponsored the event, setting up branded check-in areas and gifts to encourage UGC, and collaborating with KOLs on RED. Mizone featured cooling rain rooms, photo booths, dance performances, and water gun battles. Bestore had a panda-themed check-in wall, and ABC's booth offered mini bowling and a product lab.

RED launched the Leisure Lifestyle Festival in cities like Guangzhou and Chengdu, partnering with numerous brands, including Mizone, Bestore, and ABC. The festival hosted interactive tasks at market stalls, encouraging UGC and leading to high engagement.

- **Interactive Market Experience:** Participants collected stamps on a map for event merchandise, with activities including AI identity card customization, music performances, and workshops. Mizone, Bestore, and ABC sponsored the event, setting up interactive check-in areas.
- **Social Media Campaign:** The campaign on RED used hashtags like #LeisureLifestyle and interactive H5 pages, allowing users to post UGC for points and gifts. Brands also created their own hashtag campaigns to boost UGC, with many KOLs promoting the event.
- **High Engagement:** The campaign garnered over 470 million views on RED, showcasing the success of combining interactive market experiences with robust social media promotion to captivate and engage the audience.

RED Go Slow Festival: Blending Music Festival with Community Engagement

RED and the Dali local government created the "Slow Tribe" cultural landmark, featuring experiences like the "Slow Market," Slow Space, workshops, camping, and photography exhibitions. They released a "Slow Guide" for Dali Tourism, with many KOLs visiting and checking in.

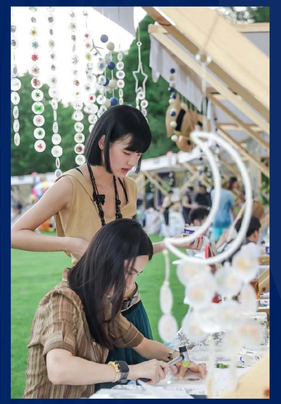
RED hosted the Slow Rock Music Festival with live performances. The event featured interactive spaces like tents and castles. Interactive spaces included tents and castles. Shineway and Just Yogurt set up themed markets with activities like yogurt painting, yoga, swings, and sausage DIY for check-ins and merchandise. KOLs promoted the event.

The "Slow Tribe" mini-program on RED let users earn points for giveaways and offline activities. Celebrities Li Chun and Guo Biting checked in on-site, featuring in promotional posters and TVCs. The campaign included live streams, giveaways, and a sunset radio album introducing Slow Tribe stories.

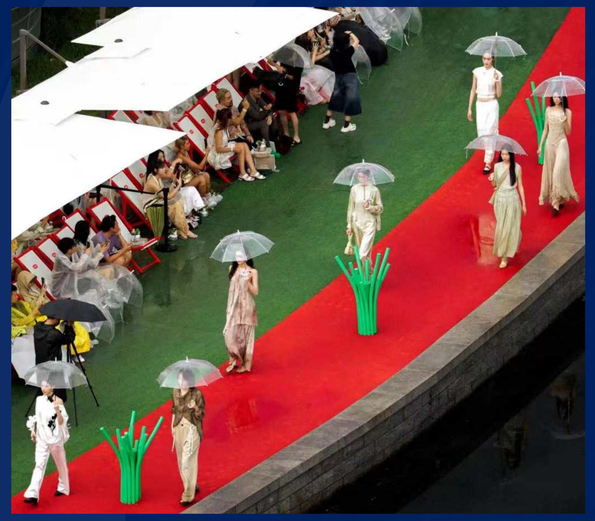
RED launched the "Slow Tribe" project, blending a music festival with community engagement through offline events in Dali, Yunnan, and an innovative mini-program. This strategy successfully combined entertainment and cultural experiences to captivate and involve the audience.

- **Event Activation:** The Dali events included markets, workshops, and a music festival with various performances. Shineway and Just Yogurt sponsored the festival, setting up brand booths with interactive activities. The "Slow Tribe" cultural landmark featured experiences like the "Slow Market," Slow Space, workshops, camping, and photography exhibitions.
- **Social Media Campaign:** On RED, the #REDGoSlowFestival campaign invited users to check in and post notes. RED created the "Slow Tribe" IP account, collaborating with celebrities to share TVCs, posters, and event content. A dedicated mini-program allowed users to complete tasks for access to offline community events.
- **High Engagement:** The campaign garnered over 1.3 billion views on RED through online and offline activities, showcasing the effectiveness of combining music, culture, and community engagement to captivate and involve the audience.

RED Fashion Frolic Month: Engaging Plant-Themed Pop-Ups and UGC Fashion Show



RED and Burberry hosted the Chic Park Bureau pop-up in Shanghai with a plant-based dress code. Attendees checked in for themed merchandise and could redeem limited edition ice cream and coffee from the Burberry food truck. The event featured free workshops, including hand painting, crafts, and flower pressing.



On July 30th, RED hosted a plant-based themed fashion show in Beijing with 20 bloggers and models on the runway. RED previewed and continuously documented the event, which featured fashion bloggers watching the show in the rain and extensive online promotion on RED.

RED launched the Plant People Challenge on the H5 event page, inviting users to add plant elements to their outfits and post with #FashionFrolicMonth. Top participants could win exclusive gifts and fashion show invitations, with chances for official traffic rewards for shared posts.

RED Fashion launched the Fashion Frolic Month event with a [Plant-based Outfits] theme in collaboration with Burberry. They hosted multiple offline events in Shanghai and Beijing, along with an engaging online hashtag campaign.

- **Offline Events:** In Shanghai, RED and Burberry set up the [Chic Park Bureau], featuring a [Plant-based Outfits] dress code. Attendees could join interactive activities, receive exclusive gift boxes, and enjoy free workshops. In Beijing, a fashion show featured many bloggers and supermodels.
- **Social Media Campaign:** Online, RED encouraged users to share plant-themed outfits with the hashtag #FashionFrolicMonth, offering gifts based on likes. KOLs promoted all the events.
- **High Engagement:** The campaign garnered over 2.6 billion views on RED through extensive content interaction, demonstrating the success of combining themed events with social media engagement to captivate and involve the audience.

Trend 3 Insights Platform Lifestyle Events: RED

RED effectively emphasizes happiness and relaxation through diverse UGC activities, integrating fashion, home decor, and lifestyle elements. By promoting a beautiful life, RED creates exclusive community events that encourage user-generated content and offline participation. This approach fosters a strong user community, enhancing the quality of life and promoting mutual growth between brands and users.

EVENTS	INSIGHT
AND LIFE FESTIVAL	The And Life Festival used map-based check-ins and UGC to drive engagement. By integrating interactive elements, it enhanced user participation and highlighted the effectiveness of experience-driven events in boosting online interactions.
HOME LIFE FESTIVAL	RED's "Home Happiness Exhibition" highlighted the platform's focus on enriching lifestyle experiences through interactive and engaging activities, merging art and fun in an immersive format.
LEISURE LIFESTYLE FESTIVAL	The Leisure Lifestyle Festival's use of local culture and interactive market stalls effectively engaged young audiences, driving substantial UGC and participation through creative community activities.
GO SLOW FESTIVAL	The "Slow Tribe" project blended offline festivals and workshops with online interactions, using a mini-program to quickly build and engage a new community through seamless integration.
FASHION FROLIC MONTH	RED's Fashion Frolic Month blended fashion and lifestyle by combining park workshops and fashion shows, leveraging offline experiences and extensive KOL promotion for impactful platform engagement.

Douyin Outdoor Life Festival: A Blend of Concerts, Graffiti, and Outdoor Sports

Douyin hosted two "Start·Summer" outdoor concerts and one "Hug a Summer" themed concert, inviting numerous famous singers to perform live.

Outdoor events included graffiti and markets. Douyin also collaborated with IPs Snow King, Inner Child, and Makka Pakka, with brand IP mascots appearing at the music festival to interact with the audience.

Douyin partnered with outdoor events like the 2024 Qiandao Lake Relay Race, setting up supply stations on-site to provide outdoor energy replenishment

By hosting music festivals, markets, graffiti exhibitions, and sponsoring outdoor sports events, Douyin has integrated multiple outdoor activities to create the Outdoor Life Festival campaign. Brand partners include Snow King, Inner Child, and Makka Pakka. This approach successfully blended entertainment with community engagement, generating significant interest and participation.

- **Concerts and Events:** Douyin held two outdoor concerts and one summer-themed concert in Fuzhou, featuring famous singers. The events included a “Graffiti Exhibition” where participants could create graffiti on skateboards and T-shirts, creative markets, and interactive photo sessions with brand IP mascots Snow King, Inner Child, and Makka Pakka.
- **Outdoor Sports:** Douyin partnered with outdoor events like the 2024 Qiandao Lake Relay Race, setting up supply stations on-site to provide energy replenishment.
- **Social Media Campaign:** #OutdoorLifeSeason attracted a large amount of audience participation and discussion. The campaign garnered 21,000 participants and 710 million views.

Douyin’s Wonderful Planet Music Festival: Integrating Photography, Painting, and Music

Set up a large "Wonderful Planet" check-in installation; participants can receive small gifts. Invite several famous artists to perform at the music festival.

Collaborate with Qingyan, Jianying, and Qishui Music to create interactive events, and set up a children's art exhibition area to promote Douyin's charity efforts.

Create Douyin hashtag #WonderfulPlanetMusicFestival, and work with KOLs to upload photos and videos, attracting audience attention to the music festival.

Douyin collaborated with its apps to integrate photography, painting, and music into the Wonderful Planet Music Festival in Nanjing, creating an experiential festival experience. Brand partners include Chang’e, Qiuqiu Music, and Jiangyin. This multifaceted approach engaged participants through various creative activities and extensive social media interaction.

- **Festival Activities:** Douyin held the “Wonderful Planet Music Festival” in Nanjing, with an online live broadcast. They set up a large “Wonderful Planet” check-in installation and collaborated with Chang’e, Qiuqiu Music, and Jiangyin to create interactive areas. On-site interactive activities included a photo booth, painting station, and custom illustrations. The photography setup encouraged attendees to promote Douyin’s editing app.
- **Social Media Campaign:** Douyin hashtag #WonderfulPlanetMusicFestival collaborated with KOLs to post festival content, encouraging UGC.
- **High Engagement:** The campaign garnered over 660 million views on Douyin and over 1.5 million views on RED, showcasing the success of combining multiple creative elements to captivate and involve the audience.

Douyin’s Downstairs Lifestyle Festival: Exploring Local Cultures

Douyin combined the local city lifestyle features to set up “downstairs check-in spots” in three cities: a watermelon supply station in Chengdu, a plant-growing spot in Guangzhou, and a fashion show photo spot in Shenzhen.

Douyin created city check-in maps for these three cities and collaborated with local shops. Participants could collect stamps at each check-in spot on the map, and those who collected all the stamps receive gifts.

Douyin created the hashtag #DownstairsLifeFestival, equipped with an H5 mini-program interface for online promotion, collaborating with local shops, markets, folk artists, and KOLs to promote the Downstairs Life Festival.

Douyin’s “Downstairs Lifestyle Festival” successfully explored local lifestyles in Chengdu, Guangzhou, and Shenzhen, integrating online and offline activities to engage participants and celebrate local cultures. This campaign effectively combined interactive experiences with social media promotion to achieve significant engagement.

- **Event Activities:** Douyin launched the “Downstairs Lifestyle Festival,” setting up a watermelon supply station in Chengdu, a plant-growing spot in Guangzhou, and a fashion show photo check-in spot in Shenzhen. Participants collected stamps at different locations, redeemable for merchandise in the Douyin online store.
- **Social Media Campaign:** Douyin collaborated with local lifestyle KOLs such as @宇宙妲妲 to promote the event. Users posting videos with the hashtag #DownstairsLifestyleFestival on Douyin could earn chances to receive limited event merchandise.
- **High Engagement:** The campaign garnered over 110 million views on Douyin through online and offline activities, demonstrating the success of integrating local culture with interactive experiences to captivate and engage the audience.

Douyin City Life Festival: Exploring Chengdu with the Urban Roaming Plan

Douyin collaborated with GAC to create the “City Roaming Plan” Chengdu guide map, partnering with numerous local shops for joint marketing. Douyin offered coupons to boost offline consumption at these shops.

Douyin collaborated with Chengdu ChaPanda stores to create Chengdu-themed stores, releasing themed manuals and cup sleeves, and giving consumers exclusive panda-themed merchandise.

Online hashtag #DouyinCityLifeFestival partnered with 12 store-exploration KOLs to livestream the exploration of Chengdu city life, encouraging UGC and connecting offline events through online live broadcasts.

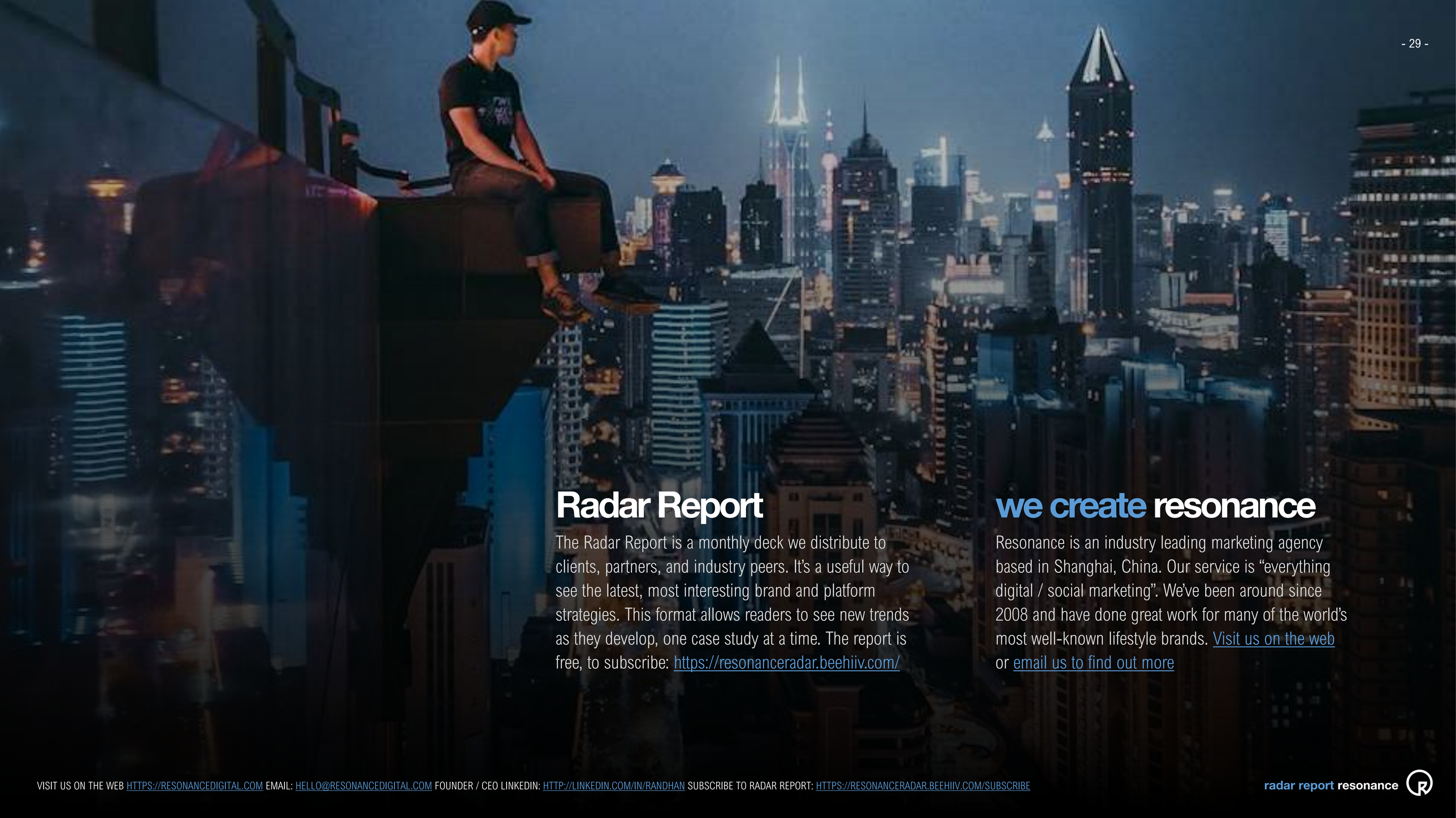
Douyin created the “City Life Festival” and launched the “Urban Roaming Plan” in Chengdu, combining online channels with local shops to promote local lifestyles. This campaign effectively engaged participants through interactive experiences and extensive social media interaction.

- **Event Activities:** Douyin created an “Eat, Drink, and Play” map of Chengdu, partnering with 867 local stores for joint marketing, encouraging users to explore the map and offering Douyin coupons. Additionally, Douyin collaborated with Chengdu ChaPanda stores to create themed stores and give away panda-themed merchandise to consumers.
- **Social Media Campaign:** Online, Douyin partnered with 12 store-exploration KOLs to conduct live broadcasts of “store exploration guides,” attracting more target audiences to participate in the event. The hashtag #DouyinCityLifeFestival encouraged UGC and connected online events with offline experiences.
- **High Engagement:** The campaign achieved over 700 million views on Douyin, demonstrating the success of integrating local culture with interactive experiences to captivate and engage the audience.

Trend 3 Insights Platform Lifestyle Events: Douyin

Douyin excels in presenting a beautiful life and urban exploration through its localized marketing strategies and real-time interaction features. It effectively guides online users to offline activities, promoting local economic development. By hosting diverse content creation events like outdoor graffiti parties and runway shows, Douyin inspires user creativity and generates authentic, engaging content that reflects the richness of urban culture and lifestyle.

EVENTS	INSIGHT
OUTDOOR LIFE FESTIVAL	Douyin Outdoor Life Festival combined diverse outdoor events to attract wide participation, enhanced brand interaction and visibility through partnerships with well-known IPs and major outdoor competition events.
WONDERFUL PLANET MUSIC FESTIVAL	Douyin Wonderful Planet Music Festival provided rich interactive experiences by linking with internal platforms: Qingyan, Qishui Music, and Jianying, and enhanced brand image and social impact through charity elements.
DOWNSTAIRS LIFESTYLE FESTIVAL	Douyin Downstairs Lifestyle Festival explored urban life in Chengdu, Guangzhou, and Shenzhen, creating city maps to enhance user engagement and identity, and improved online-offline integration by using hashtag to increase interaction.
CITY LIFE FESTIVAL	Douyin City Life Festival combined local features to create a guide map for user engagement, enhanced event appeal and coverage through partnerships with well-known brands and local merchants and utilized KOLs to increase event visibility.



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