Radar Report #14_Metaphysics

February 2025 Trends, Case Studies and Insights
How Brands Connect with Consumers in China
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Metaphysics Campaigns China

Brand x Platform
Cases Studies
Radar Report
Feb 2025

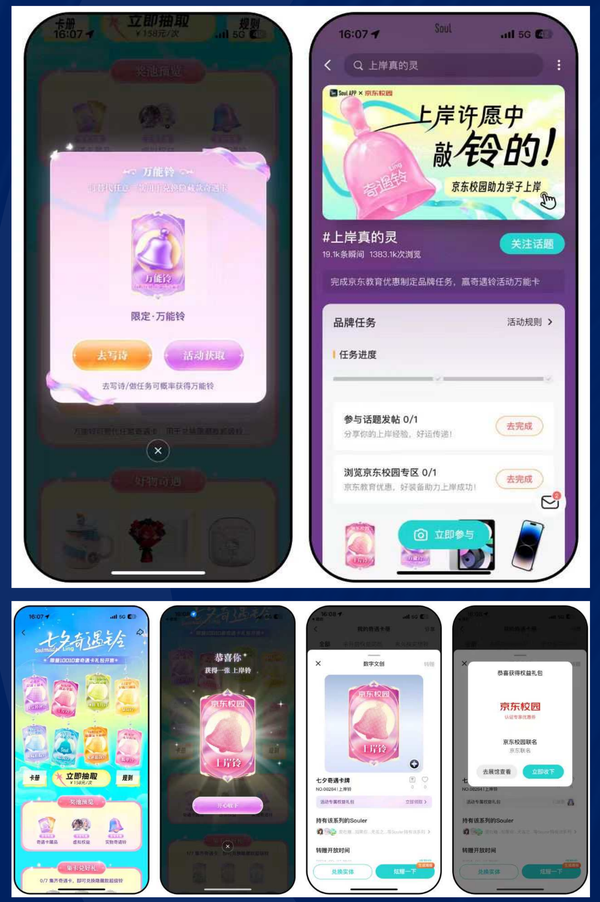
Metaphysics Marketing Trends

1	**Temple Collaboration**	Brands are collaborating with local temples to create immersive pop-up events that blend metaphysical themes with interactive experiences. These events combine tradition and innovation, offering consumers engaging ways to connect with cultural heritage.
2	**Fortune Pop-up**	Brands host fortune-themed pop-up events that incorporate traditional metaphysical practices, such as luck-drawing and blessings, while integrating their brand elements to spread good fortune and foster positive emotional resonance with consumers.
3	**Luck Market**	Brands host a "Lucky Market" event, combining traditional metaphysical elements with multiple check-in points and routes. By blending fortune themes with modern market trends, the event attracts younger audiences and fosters deeper engagement.

Trend 1 Temple Collaboration

Soul App: Soulmade Ling Pop-up Collaboration with Longhua Temple to Link Users In Depth

Soul placed a giant pink Soulmade Ling opposite Longhua Temple, where participants could ring the bell to make wishes, hang blessing cards, and draw from seven meaningful Soulmade Lings.



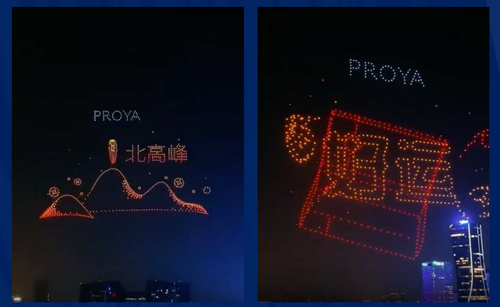
In collaboration with JD Campus, Soul launched the “Soulmade Ling Really Works” campaign on the app, featuring virtual and physical Soulmade Lings. Users could earn rewards like physical bells and exclusive perks by completing tasks or purchasing digital collectibles.

Soul promoted the campaign on WeChat and RED, creating themed TVCs and posters while launching the hashtag #SoulmadeLingReallyWorks. Users were invited to visit the pop-up to collect blessing bracelets and charms, with support from KOL promotions.

Soul partnered with Shanghai Longhua Temple for the "Soulmade Ling" Qixi pop-up, combining offline experiences and digital engagement to resonate with young audiences.

- **Offline Activities:** Soul set up a giant "Soulmade Ling" bell at Longhua Temple, inviting users to ring it, make wishes on the Encounter Wall, and collect themed blessing merchandise.
- **Online Interaction:** Soul promoted the campaign on WeChat and RED with the hashtag #SoulmadeLingReallyWorks. On the Soul App, a special page featured limited-edition digital blind boxes of the "Soulmade Ling Top Fortune Sign," created in collaboration with JD Campus, encouraging users to join themed wish-making and blessing activities.
- **High Engagement:** The campaign achieved over 2.7 million views and attracted nearly 30,000 participants to check-in.

PROYA: Collaboration With Beigaofeng Blends Good Fortune Traditions to Enhance Engagement



Along the hiking trail to Beigaofeng's summit, PROYA decorated cable cars, installed prayer boards, and placed a giant good luck gesture, blending tradition with creativity. The experience culminated in a spectacular drone show.

PROYA launched a viral video featuring giant objects and collaborated with the RED released an interactive page. Users can win gifts by completing daily mini-tasks. Invested "Surprise Box" ads and lucky draws to drive more engagements on RED.

PROYA released collaboration gifting box TVC, KVs and event video.They created the hashtag #ElevateGoodLuck to invite user interactiona and KOLs are promoting and recommending the products to generate buzz.

PROYA partnered with Beigaofeng, has introduced a co-branded gift set and a hiking-cum-prayer activity, integrating the wish-granting mindset of young people.

- **Offline Activities:** In collaboration with Beigaofeng, PROYA offers an immersive hiking and prayer experience, along with a spectacular drone show.
- **Online Interaction:** PROYA promoted the event on Weibo and RED platforms with the hashtag #ElevateGoodLuck#. In collaboration with RED, themed tasks were released, encouraging users to participate in interactions for a chance to win prizes, and showcasing themed content posted by KOCs and KOLs.
- **High Engagement:** The campaign achieved over 58 million views and attracted nearly 150,000 participants.

QQ Music X Lingyin Temple: Merging Traditional Blessings with Modern Music for Spiritual Healing

QQ Music has established the "Serene Gospel Pavilion" at Lingyin Temple in Hangzhou, where it held an immersive concert, featuring music check-in installations and an area for users to write fortune slips.

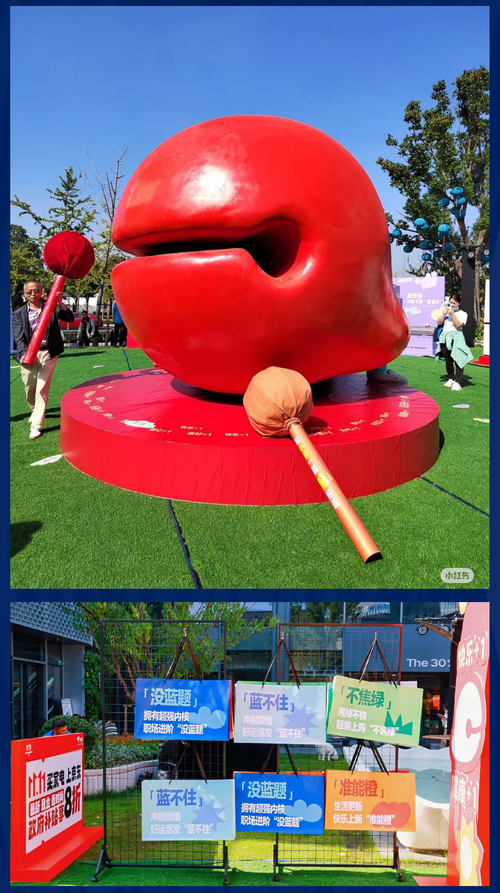
QQ Music launched a specialized interactive page. It launched a blessing music album which was created by collecting sound materials at Lingyin Temple and using AI to synthesize it. The "Blessing Music Medals" gameplay to complete tasks to win collaboration gifts.

QQ Music promoted the event on its Weibo and RED with hashtags like #QQMusciHealingPlan. Users were encouraged to participate immersive music concert, write fortune slips, and draw fortune slips to win limited-edition gifts.

QQ Music has collaborated with Lingyin Temple to create an offline music pop-up space, offering users an immersive healing and blessing experience.

- **Offline Activities:** QQ Music in collaboration with Lingyin Cultural Creation Center, has established the "Serene Gospel Pavilion" within the Lingyin scenic area, creating an offline music pop-up space where music and blessings intertwine.
- **Online Interaction:** QQ Music APP designed a set of New Year "Blessing" medals, with five symbols for academic achievement, well-being, wealth, good luck, and romance. Users can earn these medals by completing tasks, enhancing interactivity and fostering a community.
- **High Engagement:** The campaign achieved over 1.15 million views and attracted nearly 82,200 discussions.

JD X Longhua Temple: Brand Collaboration Brings Good Luck at "Giant Wooden Fish" Pop-up



JD.com Home Appliances crafted a nearly 3-meter-tall giant wooden fish, inviting participants to hit it, symbolizing "knocking out good fortune." Five major appliance brands then presented their products in "lucky hues."

Five wooden fish mallets of different lucky colors are placed, each representing a distinct home appliance brand. By striking the wooden fish with a mallet of any color and taking a photo, posted on Weibo or RED participants can redeem gifts at the area corresponding to the brand's color.

JD.com Home Appliances promoted the event on Weibo by creating themed posters and launching the hashtag #GotAHugeWoodenFishAtLonghuaTemple Users were invited to show their event experience photo to win more gifts.

JD.com set up a giant wooden fish at Longhua Temple for users to strike, establishing an emotional connection with the brand through the ritualistic sense and prayer behavior.

- **Offline Activities:** JD.com set up a giant wooden fish bell at Longhua Temple, equipped with five different "lucky color" striking sticks, inviting users to come and strike it.
- **Online Interaction:** JD.com promoted the campaign with the hashtag #GotAHugeWoodenFishAtLonghuaTemple. It conducted online promotions to engage users and drew lucky participants by encouraging them to share their event photos to receive good luck gift bags
- **High Engagement:** The campaign achieved over 1.6 billion views and attracted more than 79,000 discussions.

KFC x Mount Wutai: Blending Tradition and Culture for a Spiritual Consumption Experience

KFC's K-Coffee opened its 300th store in Wutai Mountain, launching co-branded special beverages, co-branded cup sleeves, limited-edition hand-drawn cultural and creative commemorative cards.

Invite a renowned paper-cutting artist to create paper-cutting artworks for the opening of K-coffee at Mount Wutai, and to guide visitors in experiencing paper-cutting within the store. Additionally, invite Hanfu influencers to visit the store for promotional check-ins.

KFC has created coffee beverages, cup sleeve designs, and fortune slips themed around blessings for the National College Entrance Examination and New Year which has prompted KOLs and KOCs to post about it.

KFC has launched limited-edition beverages with auspicious meanings, incorporating the cultural characteristics of Mount Wutai.

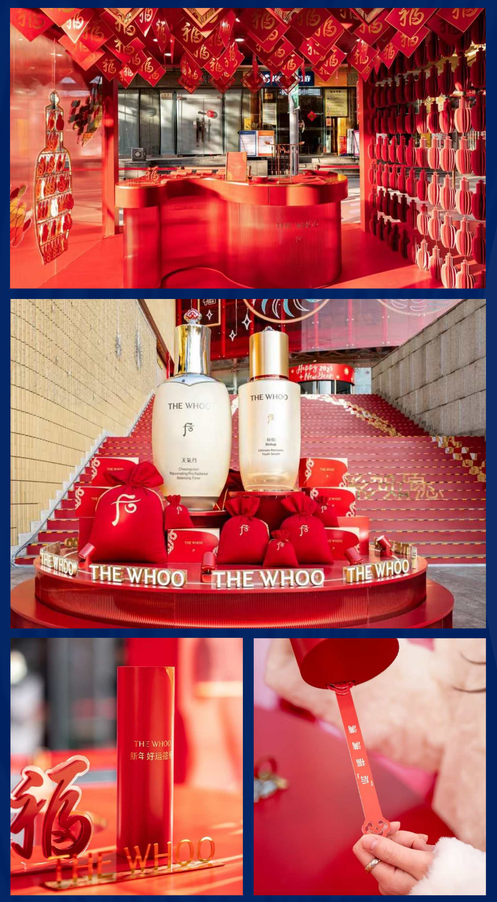
- **Offline Activities:** The 300th K-coffee outlet in Wutai Mountain marks KFC's debut in cultural tourism, showcasing cultural integration via paper-cutting and Hanfu activities.
- **Online Interaction:** KFC promoted the campaign with the hashtag #BlessingsFromMountWutai. Renowned Hanfu KOLs on Douyin and RED shared their in-depth experiences of the cultural tourism charm of Mount Wutai. These KOLs also launched fortune-themed collaborative products with KFC, and subsequently posted their taste-testing experiences online.
- **High Engagement:** The campaign achieved over 12.4 million views and attracted more than 33,000 discussions.

Trend 1 Insights Temple Collaboration

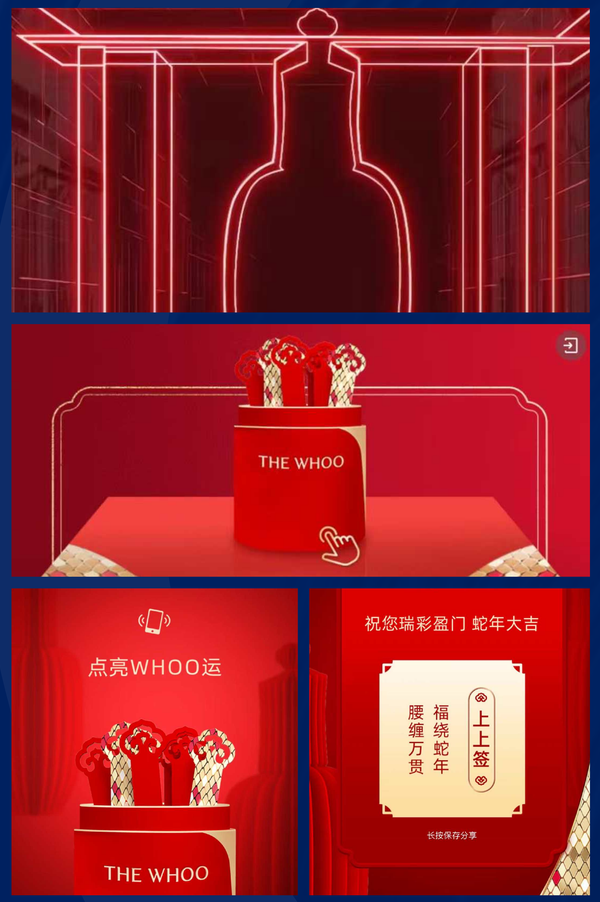
BRANDS	INSIGHT
SOUL APP	Soul App's "Soulmade Ling" event used the iconic bell symbol to represent the beginning of exciting, unexpected encounters. Participants engaged in interactive stations, creating immersive and meaningful connections. Through the app, users joined themed activities and challenges, elevating their experience, while also fostering deeper engagement with the community and enhancing real-world interactions.
PROYA	PROYA, in collaboration with Beigaofeng, launched the "Snake Brings Good Fortune" gift box, merging the tradition of "climbing for blessings" with interactive temple-themed experiences. By linking this cultural custom with modern activities, the brand engaged young consumers and amplified its reach.
QQ MUSIC	QQ Music's collaboration with Lingyin Temple blends traditional blessings with modern music technology to offer young people spiritual solace. Through immersive healing concerts, Quiet Gospel Halls, and online music releases, the event provides a unique sensory experience that connects emotionally with the audience, expanding its reach.
JD.COM	JD.com's "Giant Wooden Fish" pop-up at Longhua Temple integrates ritualistic and metaphysical elements to create an emotionally resonant experience. By incorporating the symbolic wooden fish and "lucky color" striking sticks, the brand invites users to engage in an interactive and spiritually meaningful activity.
KFC	KFC's collaboration with Mount Wutai combines traditional Chinese cultural elements, including Hanfu and paper-cutting, to create a meaningful experience. By aligning with key cultural moments and festivals, the campaign reinforces its connection to consumer values, tapping into the spiritual significance of Mount Wutai and celebrating time-honored traditions.

Trend 2 Fortune Pop-up

THE WHOO: New Year Pop-up to Engage Consumers with Blessed Experiences And Cultural Heritage



THE WHOO's pop-up store set a giant product installation. Visitors can participate in activities such as fortune collection, wish making, and beauty product sampling. After collecting the complete set of fortune characters, they can redeem gifts.



Participants can engage in the lottery activity on the WeChat Mini Program by shaking phones to draw fortune slips and redeem electronic coupons. Reservations for the event can be made via the Mini Program. To promote the event, THE WHOO has released a TVC.

The WHOO promoted the event on RED with hashtags #THEWHOOBeautyHall# and #SnakeWishesBringLucky#, previewing event details and encouraging UGC. Many KOLs visited the site and shared their experiences.

THE WHOO's "Beauty and Fortune Hall" pop-up event integrates a new year blessing experience for consumers, along with cultural heritage elements.

- **Offline Activities:** Participants can personally write out new year's fortune characters, shake and draw fortune sticks for blessings, and redeem gifts by collecting fortune character stamps.
- **Online Interaction:** Promote the event with #THEWHOOBeautyHall and #SnakeWishesBringLucky hashtag. Participants can make reservations for the event through the WeChat Mini Program and also participate in online lottery drawings within the Mini Program. THE WHOO showcased the live event.
- **High Engagement:** The campaign achieved over 1.98 million social media views and nearly 10,000 discussions.

Shiny Meadow: New Year Fortune Milk Pop-up at Jing'an Temple to Engage Consumers

Shiny Meadow's giant "New Year Milk" installation at Jing'an Temple let visitors peel bottle labels for one of six New Year fortune blessings. UGC posts earned fortune card draws, and purchases unlocked exclusive gifts.

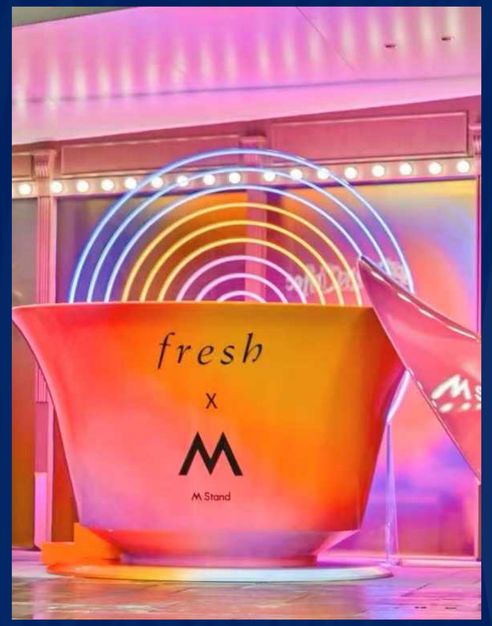
Shiny Meadow teamed up with talk show celebrities @付航, @陈铭, and @门腔 as ambassadors for wealth, academic success, and career. They shared promotional videos and KV on social media, offering New Year blessings. A brand promo TVC was also filmed with @付航.

The event was promoted on Weibo, Douyin, and RED with the hashtags #DailyFreshWordsLuckyNewYearMilk and #DailyFreshWordsGoodLuckYear. KOLs visited the pop-up and shared the event and New Year fortune milk product series on RED.

Shiny Meadow hosted a New Year pop-up at Jing'an Temple with a giant "New Year Milk" installation and a lucky draw for fortune blessings, attracting many users to participate.

- **Offline Activities:** Visitors received lucky number tags and could enjoy six daily lucky milk bottles with exclusive New Year fortunes. Taking photos and checking in entered them into a draw for fortune cards.
- **Online Interaction:** Shiny Meadow promoted the local event on Weibo, Douyin, and RED with the hashtag #DailyFreshWordsLuckyNewYearMilk. Celebrities acted as lucky ambassadors in themed TVCs and KVs, sharing their good fortune. Many KOLs visited the pop-up and promoted it on Douyin and RED.
- **High Engagement:** The campaign achieved over 110 million social media views and more than 25,000 discussions.

Fresh X M Stand: with Auspicious Icon Elements to Spark Positive Energy in Young People



Fresh collaborated with M Stand, launched a co-branded landmark pop-up at the stores on Wukang Road in Shanghai and at Chongqing Wanxiang City, featuring a giant gourd installation and establishing a trendy lifestyle space for young people.

During the event, becoming a member entitled participants to receive a co-branded gourd balloon, while purchasing two co-branded special drinks rewarded them with a gourd cup, two sample sizes of Fresh's Red Tea Essence Mist, and an opportunity to engage in neon art DIY.

Fresh and M Stand promoted their collaborative products and event discounts on RED and WeChat using the hashtag #AGourdOfSpiritualLight. The campaign featured an animated TVC, KVs, and event video, while KOLs were invited to trial the products and share their experiences online.

Fresh and M Stand collaboratively hosted the "A Gourd of Spiritual Light" event, incorporating the traditional Chinese auspicious element of the gourd.

- **Offline Activities:** Fresh set up a giant gourd-themed installation in-store, launching co-branded beverages and merchandise. Customers were invited to check in and participate in interactive workshops.
- **Online Interaction:** Fresh promoted the pop-up event on Weibo, WeChat, and RED using the hashtag # #AGourdofSpiritualLight. They launched online co-branded videos and promotional materials. Many KOLs and KOCs visited the pop-up and promoted it on Weibo and RED.
- **High Engagement:** The campaign achieved over 3.5 million social media views and more than 14,000 discussions.

McDonald’s McCafé: Jing’an Temple Pop-up Resonating with Young Consumers Through Daily Inspiration

McDonald's pop-up store opened in Jing'an Temple business district, showcasing a giant coffee cup, an oversized hamburger hut, and also featuring a coffee cart. The stairs in front of Guang Department Store are adorned with slogans

Jing'an Temple surrounds with McDonald’s café brand fences for event warm-up, sparking curiosity among consumers. Upon purchasing designated meals and taking a photo of the specified area with a hashtag on RED, consumers can receive themed GWP.

The official RED account unveiled details of the offline event, with a giveaway of breakfast for 10 lucky users. The event was promoted on RED with the hashtags #TeaseALittle" #McDonald‘sPop-up. KOLs and KOCs shared the pop-up visit experience.

McDonald's Cafe hosted a "Tease a Little" pop-up store featuring giant installations and diverse interactive experiences imbued with blessings, resonated with young visitors.

- **Offline Activities:** The pop-up store offered 100,000 free freshly ground coffee breakfast combinations to new customers and launched a pop-up event, with prizes including exquisite McDonald's merchandise.
- **Online Interaction:** McDonald's attracted significant attention and discussion from netizens by releasing content such as the construction process and unveiling videos of its pop-up store. Many KOLs visited the pop-up and promoted it on RED.
- **High Engagement:** The campaign achieved over 700 million social media views and more than 27,000 discussions.

Trend 2 Insights Fortune Pop-up

BRANDS	INSIGHT
THE WHOO	THE WHOO's "Beauty and Fortune Hall" pop-up blends the cultural significance of New Year "fortune" with luxurious beauty rituals. The event invites visitors to engage in activities like fortune collection and wish-making. By integrating these cultural elements with beauty, the pop-up creates a memorable experience that celebrates both tradition and the luxury of self-care.
SHINY MEADOW	Shiny Meadow's New Year pop-up at Jing'an Temple blended metaphysical themes with product experiences, offering visitors lucky fortune milk bottles. By incorporating traditional fortune elements into packaging and interactive activities, the event created a unique connection with consumers, inviting them to engage with the brand through a modern take on cultural luck rituals.
FRESH X M STAND	Fresh x M Stand's "A Gourd of Spiritual Light" pop-up creatively blends the symbolic meaning of the gourd, representing good fortune, with Fresh's wellness-focused products. The event integrates artistic interactive elements and merges beauty with everyday coffee culture, offering visitors a unique opportunity to engage with the brand through neon art and limited-edition drinks.
MCDONALD'S	McDonald's McCafé's pop-up at Jing'an Temple connects with modern consumers by tapping into the working spirit. The large-scale coffee installation and exclusive products offer an interactive experience that resonates with daily routines. Inspirational messaging and engaging activities create a meaningful connection, blending art with everyday consumer needs.

Trend 3 Luck Market

Laomiao Jewelry X RED: "Luck in Motion" Pop-up Blending City Walk and Fortune

Visit partner stores to check in at five themed spots representing "Fortune, Prosperity, Longevity, Happiness, and Wealth." Post UGC on RED to receive exclusive charms and draw lucky tokens to redeem special prizes.

Participate in in-store interactive games like Catch the Wealth, Ring the Luck Bell, and Step the Cloud Ladder to win blessings for wealth and career success. Scan the code to become a lucky member and share UGC on RED to redeem a limited-edition Laomiao x calligrapher Zhu Jingyi collaboration coffee.

Laomiao partnered with RED to launch an H5 interactive page, inviting users to complete tasks and post UGC for a chance to win New Year gift sets. Promotional videos and KOL campaigns amplified visibility and engagement.

Laomiao Jewelry collaborated with RED and Leisure Lifestyle Festival to host the "Luck in Motion" market event in Shanghai and Chengdu, blending New Year blessings with youthful energy.

- **Offline Activities:** Held on popular streets, the market featured themed store check-ins, fun interactions, lucky punch cards, fortune slips, and limited-edition gift giveaways, creating a vibrant festival atmosphere.
- **Online Interaction:** Promoted via Weibo, WeChat, and RED, the campaign included an H5 interactive page where users completed tasks to win New Year gifts. Sharing UGC with #LuckInMotion or participating offline also unlocked exclusive rewards.
- **High Engagement:** The campaign achieved nearly 22 million social media views and over 13,000 participants.

Raffles City: Temple-Themed Celebration with Traditional Blessing Rituals for the New Year

Raffles Blessing Temple offered activities like drawing fortune lots and striking a giant wooden fish, highlighted by a traditional Fire Dragon performance. Visitors could also receive incense sticks for prayers with purchases.

Raffles Shenzhen promoted the event with animated short videos and a series of Raffles Blessing Temple play guides on WeChat and RED, as well as a "Shenzhen God Worship Guide" and themed TVC. They also launched an interactive lottery and gift giveaway on WeChat.

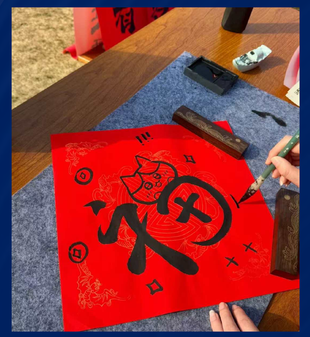
Raffles promoted the event on RED with hashtags #ThisTempleIsTooDelicatelyPink and #MovingTheTempleToTheCityCenter, previewing event details and featuring many KOLs who visited the site and shared their experiences.

Raffles City hosted a pop-up space themed "Raffles Blessing Temple," creating an interactive route for a blessing-themed amusement park experience.

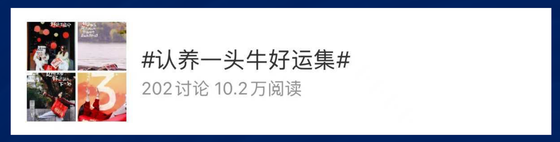
- **Offline Activities:** Raffles' Blessing Temple event featured a New Year-themed temple blessing experience, where consumers could participate in check-in activities, enjoy interactive blessings, and create their own DIY stamps.
- **Online Interaction:** Raffles promoted the New year event on WeChat and RED wit the hashtag #ThisTempleIsTooDelicatelyPink and#MovingTheTempleToTheCityCenter . On social media platforms, it also provides abundant event information and check-in guides. KOLs visited the pop-up and promoted it on and RED.
- **High Engagement:** The campaign achieved over 345,000 social media views and more than 5,000 discussions.

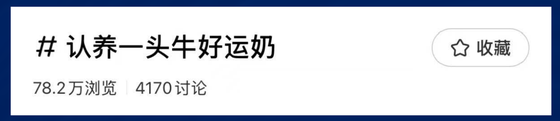
Adopt A Cow X Taobao: Luck Market with Traditional Experiences to Promote New Year Products

At the Luck Market, participants can write New Year blessings under the lucky tree decorated with red lanterns, check in at the giant cow installation, relax on an air sofa for a fun experience, and collect stamps at various check-in points.



Participants can play the luck drum, draw a lucky fortune, experience calligraphy by writing New Year blessings, and complete all interactive tasks to receive themed canvas bags and fridge magnets. Additionally, they can enjoy scratch card lottery draws to win more New Year blessings.



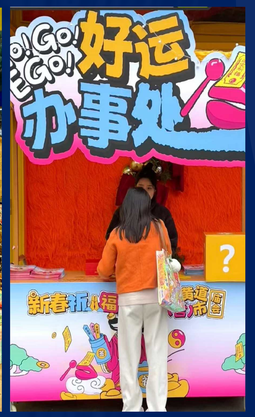


Adopt A Cow launched hashtags such as #AdoptACowLuckGathering on Weibo and RED, creating promotional KV and TVC to invite users to check in and redeem New Year-themed products and gifts, with numerous KOLs joining the promotion.

Adopt A Cow partnered with Taobao 88 VIP to host a New Year "Luck Market" event in Hangzhou, featuring a series of auspicious activities promoting their New Year Lucky Milk products.

- **Offline Activities:** The event featured a market where attendees could participate in traditional games and activities, such as drumming and fortune drawing, to collect stamps and enter a raffle for exclusive giveaways.
- **Online Interaction:** The event was promoted on Weibo, WeChat, and RED, with the hashtag #认养一头牛好运集. A promotional TVC and KV posters were created, with numerous KOLs helping to spread the word.
- **High Engagement:** The campaign garnered nearly 1.2 million views across social media platforms, with over 6,000 participants checking in to the event.

GOGO EGO’s "Auspicious Market": Fusing Eastern Mysticism with Modern Youthful Experience



GOGO EGO hosted the Auspicious Market, featuring food, drink, and entertainment vendors for visitors to enjoy. With a market map, attendees could check in, collect stamps, and redeem exclusive branded merchandise on-site.

The event featured a mystical-themed temple fair with booths like Buddhist scripture coffee draws, tarot readings, and Holy Grail toy experiences. Guests could also leave wishes at the Wish Shrine, draw lucky fortunes, and enjoy surprise giveaways from the God of Wealth parade.

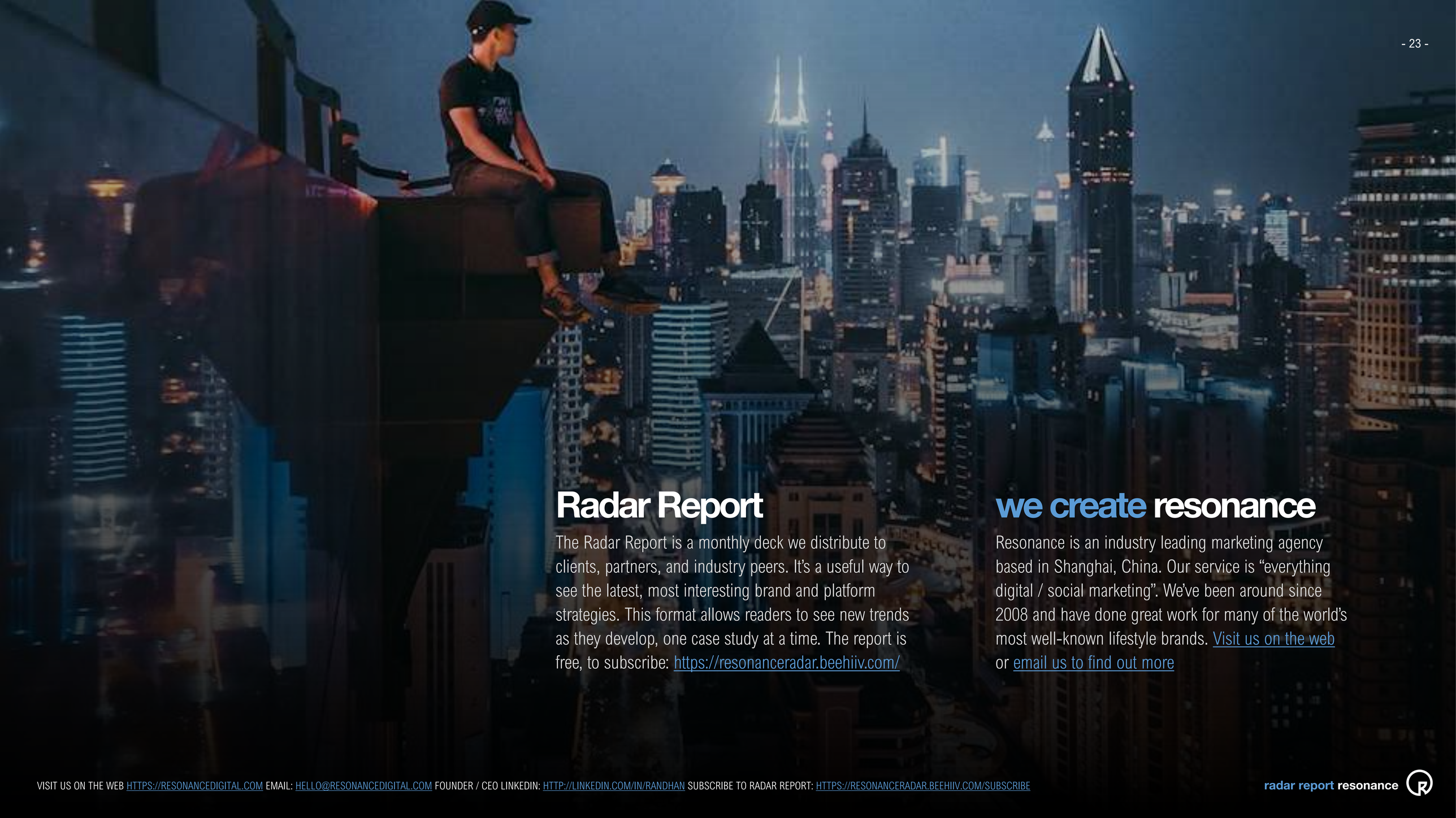
GOGO EGO promoted the event on WeChat and RED with hashtags like #EGOAuspiciousMarket and #EGOTempleFair. Users were encouraged to check in at themed spaces like the Mahjong Room, post UGC, and collect likes to win limited-edition gifts.

GOGO EGO hosted the first Auspicious Market in Chengdu, featuring a New Year Market, Zodiac Temple Fair and modern metaphysical activities, attracting young participants and inspiring social media buzz.

- **Offline Interaction:** GOGO EGO organized the Auspicious Market with a check-in map. Visitors could explore the market and temple fair, check in at themed luck spots, and enjoy activities like scratch cards and lucky draws. Interactive performances, including the God of Wealth parade, were also featured.
- **Online Engagement:** GOGO EGO previewed and promoted the event on WeChat and RED, launching hashtags #EGOAuspiciousMarket and #EGOVisitTempleFair on RED. Participants were encouraged to check in on-site and share UGC.
- **High Engagement:** The campaign garnered over 1.6 million views on social media platforms.

Trend 3 Insights Luck Market

BRANDS	INSIGHT
LAOMIAO JEWELRY X RED	In collaboration with RED, Laomiao Jewelry's "Luck in Motion" market blends city walk culture with a metaphysical luck theme, offering unique lucky experiences at different store check-ins. The event combines traditional fortune-drawing with modern urban trends, delivering a personalized brand experience that connects consumers with both culture and good fortune.
SHENZHEN RAFFLES CITY	Raffles City's "Lai Fu Good Temple" pop-up blends traditional cultural symbols with metaphysical themes, offering a modern market experience that immerses visitors in luck-driven rituals. Activities like fortune slips and custom stamp-making allow participants to engage with cultural heritage and modern beliefs, creating a hands-on experience that celebrates the new year with personal meaning.
ADOPT A COW X TAOBAO	In partnership with Taobao 88 VIP, Adopt A Cow's "Luck Market" event brings traditional New Year fortune activities to life, blending cultural customs with engaging experiences. The event offers interactive activities like drumming and fortune drawing, allowing attendees to connect with the brand while celebrating the spirit of good luck and new beginnings.
GOGO EGO	GOGO EGO's "Auspicious Market" merges rich Eastern and Western metaphysical elements, creating a cultural space that resonates with young people's growing interest in metaphysical trends. Through interactive activities like luck spots and the God of Wealth parade, the event blends traditional fortune themes with modern youthful energy, offering a unique cultural experience.



Radar Report

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