

Radar Report #13 Emotional Healing

December 2024 Trends, Case Studies and Insights

How Brands Connect with Consumers in China




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Emotional Healing Campaigns China

Brand x Platform
Cases Studies
Radar Report
December 2024

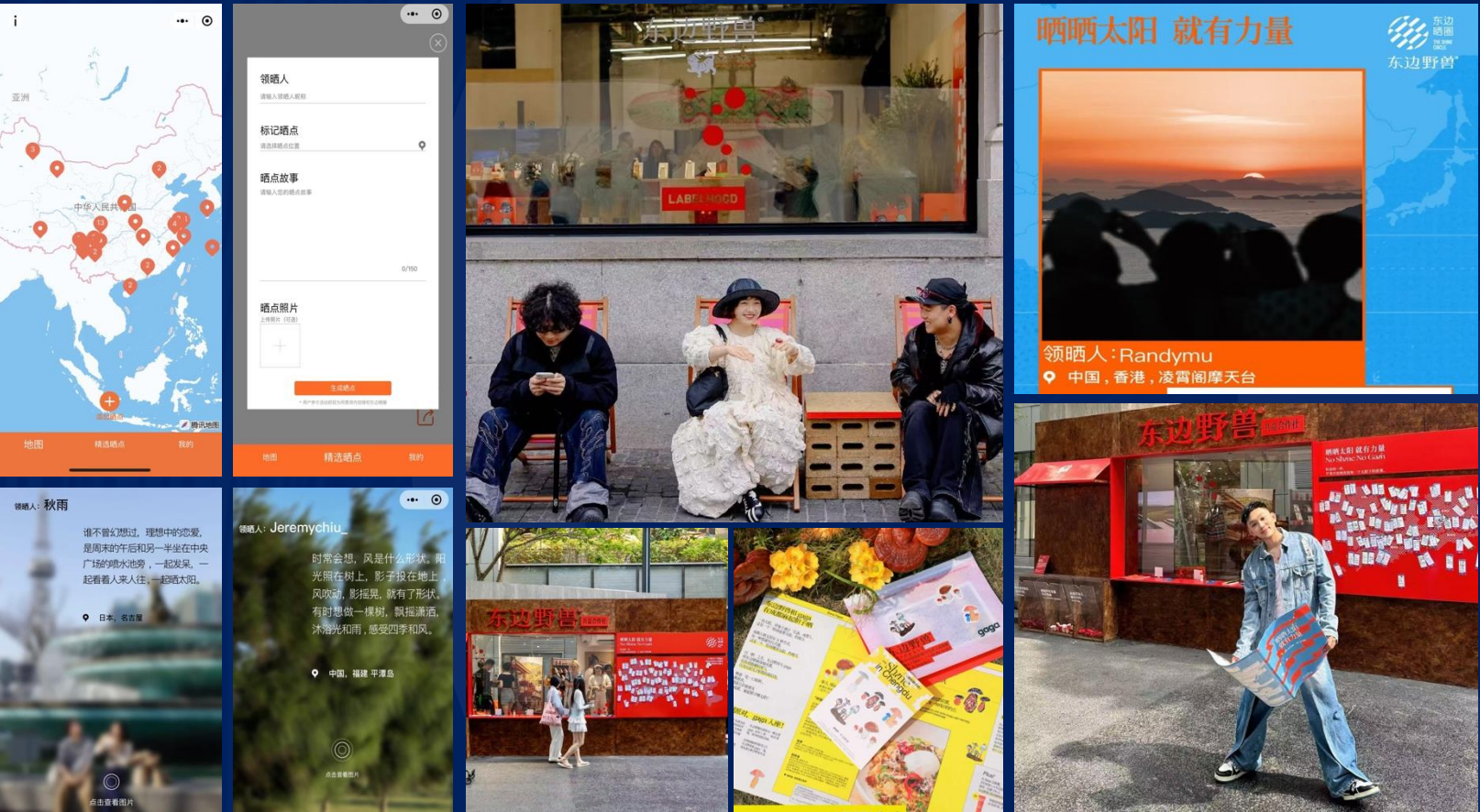
				
				
				

Emotional Healing Trends

1	Natural Connection	Brands create nature-themed events, offering immersive experiences that connect consumers with the natural world. These activities provide a space to relax, recharge, and embrace nature's therapeutic power, helping restore balance and inner peace in today's fast-paced life.
2	Literature & Art	Through themed literary and artistic events, brands foster emotional connections and deep reflection. These activities offer a space for self-exploration and healing. By blending art and literature, they create a therapeutic experience that nurtures the mind.
3	Creative Companionship	Brands transform everyday objects like dolls and plants into emotional companions, giving them new meanings that offer comfort and support. These creations provide silent guardianship, helping to heal loneliness, soothe emotions, and enhance well-being.
4	Platform Interaction	Platforms engage young audiences through O2O events centered around healing, addressing emotional struggles and mental wellness needs. These activities foster connection and provide a supportive space for emotional relief.

Trend 1 Natural Connection

HERBEAST: Shine Circle Community Mapping and Healing Experiences to Foster Connection



Herbeast launched The Shine Circle community and the Global Shine Map, inviting users to mark “shine spots” on WeChat, with standout stories compiled into an annual sunshine memory.

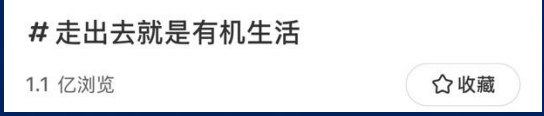
In partnership with gaga, Labelhood, and PURE Yoga, Herbeast hosted Shine Parties and pop-ups with activities like exhibitions and outdoor yoga. Participants received gifts such as Shine Paper and stickers.

The project was promoted on WeChat, Weibo, and RED, featuring weekly “Shine Guide” stories. KOLs attended Shine Parties and shared their experiences on RED.

Herbeast launched The Global Shine Map, a long-term initiative inviting users to mark unique “shine spots” on WeChat Mini Program, building a healing and inspiring community memory through online and offline events.

- **The Shine Circle Community:** Members can mark their exclusive “shine spots” on the Shine Map within the WeChat Mini Program, sharing memories or experiences that have healed or inspired them, creating a space for mutual encouragement and connection.
- **Offline Events and Online Promotion:** Herbeast collaborated with lifestyle brands to host diverse events, including exhibitions, yoga, and meditation, supported by CityGuide publications. Promotions on WeChat, Weibo, and RED featured influencer campaigns and weekly story updates.
- **High Engagement:** The initiative engaged over 1,300 participants and generated 160,000+ social media views.

Satine: H5 Campaign for Go Wild Festival to Connect with Nature and Urban Audiences



Satine launched an H5 campaign on RED for the Go Wild Festival, encouraging users to share "grassland lounging" poses to win gifts and mystery boxes. Commenting and engaging in discussions also unlocked chances for special rewards.

The festival debuted at Hulunbuir Grasslands, where over 70 participants explored horseback riding, kayaking, and yoga, escaping city stress and embracing nature. In Beijing, a parallel event featured interactive games and DIY check-ins with exciting prizes.

Satine's #StepOutForOrganicLiving hashtag on RED gained traction through promotions by official accounts, comedian @Pang Bo, and KOLs, inspiring audiences to reconnect with nature and join the activities.

Satine sponsored RED's 2024 Go Wild Festival, launching online and offline activities to inspire audiences to connect with nature and build a "mental sanctuary."

- **Social Media Engagement:** The campaign introduced the hashtag #StepOutForOrganicLiving and a dedicated H5 page. Users earned points by completing daily tasks and could win mystery gifts through comments. Satine partnered with comedian @Pang Bo and KOLs to create teaser videos for promotion.
- **Offline Events:** Satine set up a green mental sanctuary on the grasslands with three immersive zones: horseback adventures, lounging, and meditation, blending local culture with emotional release and self-healing. In Beijing, offline events included games and check-ins with prizes. KOLs shared their experiences and organic living insights.
- **High Engagement:** The hashtag #StepOutForOrganicLiving gained over 110 million views, showcasing the campaign's strong impact.

Simpcare: Nature Healing Journey with Pu Shu to Connect Urban Audiences with the Power of Nature



Pu Shu spent 2 days and 1 night in the mountains, releasing the Journey of Natural White Noise micro-documentary, sharing nature's healing power. The campaign created a 13-track white noise album with a gift box featuring a music box for dual skin and sound therapy.



Simpcare launched its first Natural Experience Officer recruitment on RED, inviting users to sign up for a monthly 12,000 RMB travel fund to discover their own natural remedy. Users could also vote for their favorite candidates. The brand regularly updated travel stories from the experience officers.



On WeChat, the brand engaged users with interactive comments and gift box giveaways. Hashtags #YourNaturalRemedy and #PuShuPlaysMyNaturalState were used on Weibo and RED to promote the campaign, with KOLs joining to boost engagement and offline events.

Marking its 4th anniversary, Simpcare partnered with celebrity Pu Shu to delve into nature's ability to soothe sensitive hearts. The campaign combined storytelling, user interaction, and product innovation to amplify its message.

- **Nature Journey:** The campaign featured Journey of Natural White Noise, a micro-film and audio release with Pu Shu, showcasing the therapeutic effects of nature. Simpcare also launched a white noise gift set with a built-in music box for an immersive experience.
- **User Engagement:** Simpcare invited users to join the Natural Experience Officer campaign on RED, voting for three participants to share healing stories. The hashtag #YourNaturalRemedy was promoted across WeChat, Weibo, and RED, along with interactive giveaways to boost engagement.
- **High Impact:** The campaign achieved over 150 million views and drew 11,000 participants, significantly increasing its reach and interaction.

Trend 1 Insights Natural Connection

BRANDS	INSIGHT
HERBEAST	Herbeast's Global Shine Map taps into the growing demand for nature-based healing, creating a community where users share personal "shine spots" that have inspired or healed them. This initiative reflects a shift toward emotional wellness, where people seek natural, authentic connections and spaces for self-care. By blending offline experiences with online interaction, Herbeast fosters a supportive, nature-driven community, deepening emotional ties and enhancing brand loyalty.
SATINE	Satine's sponsorship of RED's 2024 Go Wild Festival effectively tapped into the rising demand for emotional healing and nature connection. By combining interactive online engagement with immersive offline experiences, the brand resonated with urban audiences seeking stress relief and balance. The campaign reinforced Satine's commitment to wellness, fostering a deeper connection with consumers through shared values of self-care and organic living.
SIMPCARE	Simpicare, in collaboration with Pu Shu, combines nature healing with urban life to meet people's need for stress relief and physical and mental restoration. Through natural white noise and immersive experiences, the brand not only conveys the healing power of nature but also strengthens emotional connections with consumers through interactive activities. This innovative approach effectively attracts urban audiences, highlighting the brand's value of nature healing.

Trend 2 Literature & Art

DOCUMENTS: Greenery Bookroom Blending Nature and Literature to Engage Audiences with Fragrance



To promote the Tree Series fragrance, DOCUMENTS partnered with greenery KOL @图克 to transform Yuyuan Bookroom into an urban plant oasis, offering nature-themed reading experiences, offline salons, and online promotions to engage core users.

- **Offline Space & Activities:** DOCUMENTS and @图克 created a plant-themed reading space for Yuyuan Bookroom, hosting fragrance salons, scent-dining evenings, and a collaborative treehouse installation.
- **Online Promotion:** DOCUMENTS collaborated with brand ambassador @张宥浩 to launch the #DOCUMENTS Tree Series hashtag campaign across Weibo, WeChat, and RED, featuring thematic short films, KV, and renovation videos with artistic KOLs.
- **High Engagement:** This campaign, blending literature and nature, garnered over 14 million views on social media.

To promote the Tree Series fragrance, DOCUMENTS partnered with greenery KOL @图克 to transform Yuyuan Bookroom in 48 hours. The space, filled with tree-themed books, combined fragrance, literature, and nature, offering a rare moment of tranquility and healing in the city.

At Yuyuan Bookroom, a fragrance-blending salon invited members to create wooden bead scents, while a night-time scent-testing event by the river allowed guests to share product stories and vote. Artist Yu Chenrui also collaborated on a treehouse kinetic installation.

Online, DOCUMENTS launched the #DOCUMENTS Tree Series hashtag on Weibo and RED, with KOL @图克 sharing the transformation video. Brand ambassador @张宥浩 filmed KV and promo videos, with other RED KOLs joining in to boost exposure.

To Summer: Art-Driven Tea-Healing Experience to Connect Modern Audiences with Nature's Serenity



观夏高山系列
37.4 万次浏览 ☆收藏

一阵自由的风
24.6 万次浏览 ☆收藏

To promote the new Mountain Series fragrance, To Summer hosted the Faith In Tea tea-healing exhibition and partnered with hotels to offer tea-inspired experiences, showcasing the brand's Oriental tea culture and art.

- **Offline Experience:** The Faith In Tea exhibition in Shanghai featured multi-sensory art, including dance and installations by artists. To Summer also collaborated with Beijing PUXUAN Hotel for tea-healing spa treatments and cocktails.
- **Social Media Engagement:** The campaign was promoted on WeChat and RED with hashtags like #ToSummerMountainSeries, engaging audiences through gift giveaways and interactions. Multiple KOLs joined for event check-ins and product promotion.
- **High Engagement:** The campaign, showcasing the brand's Oriental roots through art and experiences, attracted a large audience, earning over 660,000 views on social media.

To Summer hosted the Faith In Tea exhibition in Shanghai, telling a tea-healing story through scents, objects, literature, photography, and sounds. The brand partnered with AMANYANGYUN for an experiential event, featuring dance, paintings, and art that connect with natural feeling.

To Summer partnered with Beijing PUXUAN Hotel for a limited-time "Eastern Fragrance Returns to Nature" tea-healing event, blending high-mountain tea art with spa treatments. Guests enjoyed the soothing effects of singing bowl therapy, massage techniques, and three tea-inspired cocktails.

The campaign was promoted on WeChat and RED with hashtags #ToSummerMountainSeries and #ABreezeOfFreedom, supported by KOLs on RED and audience engagement through likes and comments on WeChat, offering Nosepaper as a gift.

Lululemon: Good State Mind Garden Art and Wellness Experience to Inspire Balance and Well-Being



@lululemon

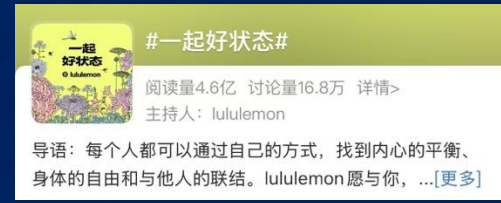


@lululemon



北京

@lululemon



Lululemon create the "Good State Mind Garden" across five art spaces, hosting community events and discussions on physical and mental well-being with guests. They also launched a themed series of podcast with Xiaoyuzhou, exploring holistic health.

- **Offline Experience:** Lululemon and Graphic Rewilding transformed Shanghai Xing Museum into the Good State Mind Garden with five floral art spaces and live discussions. A week-long community event featured yoga, running, and Baduanjin in nine cities.
- **Social Media Engagement:** The campaign was promoted on Weibo, WeChat, and RED with #TogetherInGoodState, and the Dialogue on Good State podcast featured discussions on happiness and well-being.
- **High Engagement:** The campaign generated over 530 million views on social media and engaged 15,000+ participants in 120+ events nationwide.

Lululemon partnered with Graphic Rewilding to create the Good State Mind Garden, featuring five thematic spaces with art installations and activities like running, yoga, and mindfulness, alongside a brand corridor to explore the brand's philosophy.

The opening event included a mindfulness dance by ten dancers, with celebrities @卢靖姗 and athlete @倪夏莲 discussing body-mind balance. Lululemon ambassadors led experiences such as cycling, dance, Tai Chi, and Baduanjin, with community events in 9 cities nationwide.

The campaign was promoted on Weibo, WeChat, and RED with #TogetherInGoodState, featuring celebrities and KOLs. Lululemon also launched the Dialogue on Good State podcast, inviting experts to explore well-being and happiness.

PROYA: Echo Project Empowering Youth with Emotional Connection and Artistic Healing



PROYA 珀莱雅 | **回声计划**
珀莱雅青年心理健康公益行动

我们希望有一个地方，能让所有情绪都有回声
2022年10月9日，珀莱雅「回声计划」正式上线了心理倾诉公益专线
直到今天，我们已经倾听了**3015**次「情绪来电」
在**7850**分钟的陪伴里
尝试为每一份情绪带去善意、温暖的回声

珀莱雅与 **北京新阳光慈善基金会** 合作搭建的
珀莱雅「回声计划」心理倾诉公益专线
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PROYA 珀莱雅
阅读量1.6亿 讨论量17.7万 详情>
主持人：珀莱雅PROYA

导语：「情绪面前我们不是一个人」，我们都在和情绪周旋，也都会找到属于自己的方式，此刻开始，和情...[更多]



PROYA's 4th #Echo Project Mental Health Initiative featured exhibitions, interactive installations, and an online support hotline to help users release emotions, supported by a thematic TVC that gained widespread acclaim.

- **Offline Interaction:** The "Emotion Placement Roaming Exhibition" in Hangzhou encouraged interaction through real emotion-inspired stories. Public installations in city corners allowed users to explore and record their feelings.
- **Social Media Engagement:** A mental health hotline addressed user concerns. The campaign was promoted on Weibo, WeChat, RED, and Douyin with a thematic TVC, #PROYAEchoProject hashtags, and interactive giveaways, supported by KOL participation.
- **High Engagement:** The hashtags garnered over 200 million views and 180,000 discussions, while the hotline provided 78,000 minutes of emotional support through 3,000+ calls.

PROYA hosted the Echo Place: Emotions Exhibition at Hangzhou's OoEli, featuring seven emotion-inspired installations like tangled lines, lost balloons, and anxious clocks, inviting users to explore and interact with their feelings.

Across 20 city locations in Hangzhou, Echo Boxes allowed participants to engage with the Emotion Book to express and release their emotions. Online, the Echo Project continued with a mental health support hotline offering a listening ear for emotional concerns.

On Weibo, WeChat, RED, and Douyin, PROYA promoted the campaign with a short film sharing emotional stories and launched the #EchoProject hashtag with interactive giveaways. Numerous KOLs joined to amplify the campaign through posts and check-ins.

Trend 2 Insights Literature & Art

BRANDS	INSIGHT
DOCUMENTS	DOCUMENTS, in partnership with greenery KOL @图克, blends literature with nature to offer an immersive healing experience. Through plant-filled reading spaces and fragrance salons, the brand emphasizes literature's therapeutic power, creating a peaceful escape that fosters deeper emotional connections with consumers.
TO SUMMER	To Summer seamlessly blends oriental tea culture with sensory experiences, offering a multi-layered healing journey through tea. By combining art, dance, and tea-inspired spa treatments, the brand creates an immersive environment that connects consumers emotionally to its Mountain Series fragrance, emphasizing the therapeutic power of tea culture in modern life.
LULULEMON	Lululemon's "Good State Mind Garden" blends art and well-being, creating spaces that nurture mental health through creative expression. By combining yoga, live discussions, and floral installations, the campaign encourages mindfulness and emotional healing. This holistic approach enhances the brand's commitment to supporting both the body and mind in a balanced state.
PROYA	PROYA's #Echo Project uses art-driven emotional exploration to help users release pent-up feelings and promote healing. Through public installations that evoke personal stories, the campaign invites individuals to connect with their emotions in a therapeutic way. The project creates a supportive environment where art and mental health support work in tandem to foster emotional well-being.

Trend 3 Creative Companionship

Jellycat: Interactive Café Experience with Performance for Emotional Connection and Young Audiences



Jellycat celebrated its 25th anniversary with a limited-time Jellycat Café in Shanghai, offering emotional comfort through immersive performances, celebrity-led interactions, and creative promotions on social media.

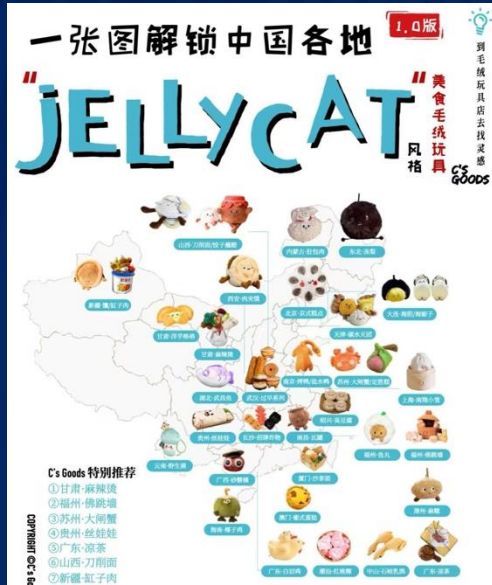
- **Offline Interaction:** Jellycat Café combined coffee and magnolia flower themes, with a giant bear installation for photo ops and live interactive packaging performances.
- **Social Media Promotion:** Jellycat promoted the event on WeChat, Weibo, Douyin, and RED, with celebrity @Song Yuqi performing interactive packaging and filming promotional content. Multiple KOLs attended and shared their experiences.
- **High Engagement:** The playful performances brought joy to adults, garnering nearly 31 million views across social media platforms.

Jellycat introduced five new IP characters on Weibo, Douyin, and RED through creative posters and animated videos, inviting users to book visits to its Shanghai pop-up café.

The café blended local coffee culture with magnolia themes, featuring a giant bear photo spot. Staff performed packaging demonstrations and engaged visitors in creating personalized packages, delivering warmth and emotional comfort.

Hashtags #jellycat25周年 and #jellycatCAFE drove engagement, with celebrity Song Yuqi starring in interactive videos as a café staff member, joined by numerous KOLs promoting the event.

Cultural Plush Toys: Interactive Performances and Shopping Experiences Provide Emotional Value



中国人自己的jellycat
199万次浏览 ☆收藏

绒馍馍
958万次浏览 ☆收藏

集章抽奖得
绒馍馍抱枕
美食接力
一起玩耍
集5个特色印章抽 **599** 抱枕馍

Museums across China released regional Jellycat plushies featuring local foods, like Gansu Museum's hot pot plushie, Suzhou Museum's hairy crab plushie, and Shaanxi's steamed bun plushie. Visitors could enjoy product creation and packaging experiences.

Cultural brands streamed on platforms like Douyin and Taobao to showcase products and creation processes, driving sales. Gansu Museum's hot pot series collaborated with Tmall and Hunan TV for live variety shows and gift giveaways.

Museums and cultural brands promoted their IP primarily on RED, with periodic giveaways. Users shared UGC on Douyin, Weibo, and RED, and initiated the hashtag #中国人自己的jellycat on RED.

After Jellycat's success, museums and cultural brands in China launched food-themed plushies and live creation performances, supported by extensive online promotion, resulting in significant attention for cultural plush toys.

- **Offline Interaction:** Museums featured local food-themed plushies, offering interactive performances with product selection, creation, and packaging for an engaging user experience.
- **Social Media Interaction:** Brands promoted on RED and hosted live performances, collaborating with e-commerce festivals. Users shared experiences online, boosting visibility on WeChat, Weibo, and RED.
- **High Engagement:** The hashtag #中国人自己的jellycat reached over 2 million views on RED, with #绒馍馍 and #甘肃省博物馆艺术生活馆 gaining 9.5 million and 5.6 million views, respectively.

Jellycat x Beast: A Whimsical Pop-Up Flower Shop Brings Emotional Comfort



Jellycat partnered with Beast for a playful pop-up flower shop, combining plushie designs with floral artistry. Oversized installations and immersive performances delighted young audiences, offering fun and emotional comfort.

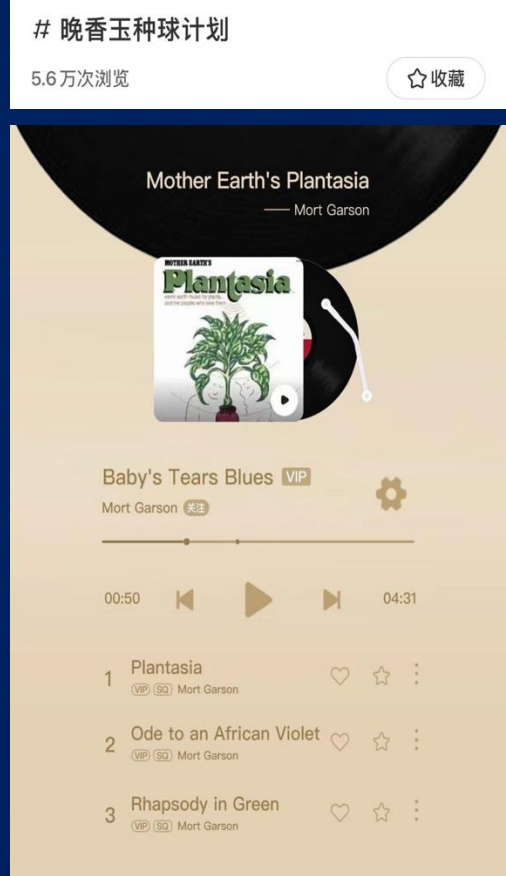
- **Offline Interaction:** The shop featured Jellycat's iconic plushies and Beast's signature bouquets. Live packaging and plush care demonstrations, complete with care cards, created an engaging and heartwarming experience.
- **Social Media Engagement:** Promoted on WeChat, Weibo, Douyin, and RED with creative posters and live streams, the event gained buzz from vibrant KOL posts and check-ins.
- **High Engagement:** The campaign reached over 26 million views, combining whimsical design and interactive performances to offer emotional comfort and a joyful escape for young audiences.

The limited-edition pop-up flower shop debuted at Beijing's Sanlitun Taikoo Li with a giant rose bouquet design, showcasing oversized Barcelo Bear and Jellycat installations and offering the full range of playful potted plants.

Visitors enjoyed immersive experiences, including live potting, soil loosening, and watering demonstrations by staff posing as florists. Care cards were provided, blending practical advice with emotional engagement. Beast's RED live streams showcased the full potting process, drawing online audiences.

Jellycat and Beast promoted the campaign on WeChat, Weibo, Douyin, and RED with hashtags #BeastJellycat and #BeastJellycatCollab, creative posters, and animated videos. KOLs boosted visibility through on-site check-ins and posts.

Arome Manpo: Tuberose Bulb Project for Gardening Therapy Through Plant Companionship



Arome Manpo launched the Tuberose Bulb Project, inviting members to redeem and plant tuberose bulbs for gardening therapy. The initiative connected people with nature, inspiring participation and social media buzz.

- **Tuberose Bulb Project:** Members could redeem a tuberose gardening kit using points via the WeChat mini program. Participants joined a dedicated community to share growth updates and UGC on RED, earning exclusive rewards.
- **Social Media Campaign:** Arome Manpo promoted the project on WeChat, Weibo, RED, and Douyin with the hashtag #TuberoseBulbProject. Content included plant care tips, playlists, and gardening guides, strengthening user connections.
- **High Engagement:** The project sparked over 90,000 views on social media, offering emotional healing and expanding the brand's influence.

Arome Manpo launched the Tuberose Bulb Project, inviting members to redeem gardening kits through WeChat. The kits included tools and a plant journal, encouraging participants to nurture tuberose plants and connect with nature for emotional well-being.

Participants joined a WeChat group to name their plants, share growth updates, and document their gardening journey on RED. By sharing UGC and engaging with the community, members earned rewards like tuberose reed diffusers, deepening their involvement.

The campaign was promoted on WeChat, Weibo, Douyin, and RED with the hashtag #TuberoseBulbProject. Content highlighted tuberose's healing energy through guides, playlists, and interactive Weibo giveaways, driving engagement.

The Lightbox: Photosynthesis Plant Healing Season for Mindful Plant Companionship



The Lightbox, in collaboration with sustainable platform GOGREEN, launched the Photosynthesis Plant Healing Season, centered around plant adoption and wellness activities that connect nature with mindfulness.

- **Offline Interaction:** The event featured an immersive plant forest installation where members could adopt plants and take part in plant healing-themed events such as parties, concerts, workshops, and markets.
- **Social Media Engagement:** Promoted on Weibo, WeChat, and RED, the event encouraged UGC with the hashtag #PhotosynthesisPlantHealingSeason. Attendees, vendors, and KOLs also shared content, boosting awareness.
- **High Engagement:** The campaign achieved nearly 180,000 views on social media through the hashtags #PhotosynthesisPlantHealingSeason and #TheLightbox.

The Lightbox's atrium featured an immersive Forest Installation with four plant-themed zones. Members registered as members, received a Photosynthesis Task Adoption Certificate, chose a plant to adopt, and shared UGC on RED to earn vouchers.

The event included a Photosynthesis Healing salon party with plant KOLs and live music, as well as Plant Academy activities such as DIY workshops, plant exchanges, and a plant-themed market. Additional experiences like board games and a spring floral salon enhanced the event.

The event was promoted on WeChat, Weibo, and RED with hashtags #PhotosynthesisPlantHealingSeason and #TheLightbox. KOLs and guests shared posts, boosting engagement and broadening reach.

Trend 3 Insights Creative Companionship

BRANDS	INSIGHT
JELLYCAT	Jellycat's 25th anniversary café blended creativity with companionship, offering a therapeutic escape through interactive performances and celebrity engagement. The playful atmosphere, centered on emotional comfort, helped foster deeper connections with consumers, using nostalgia and fun to alleviate stress and create joy.
CULTURAL PLUSH TOYS	Museums and cultural brands embraced food-themed plushies to evoke nostalgia and creativity, blending art, culture, and playfulness in immersive experiences. Through live creation performances, they fostered emotional connections, offering a therapeutic escape while integrating cultural heritage into contemporary life, allowing consumers to engage with art in a fun and healing way.
JELLYCAT X BEAST	Jellycat's collaboration with Beast created a heartwarming escape, combining plushie designs with floral artistry to offer emotional comfort. The immersive pop-up flower shop, featuring oversized installations and live performances, resonated deeply with young audiences, providing a playful, therapeutic experience that nurtured emotional well-being through creativity and whimsy.
AROME MANPO	Arome Manpo's Tuberose Bulb Project emphasized the healing power of plants, offering participants a chance to nurture and grow their own tuberose bulbs. This hands-on gardening experience fostered emotional well-being by connecting individuals with nature, allowing them to find comfort and fulfillment through the act of cultivation.
THE LIGHTBOX	The Lightbox combined plant adoption with mindfulness in the "Photosynthesis Plant Healing Season," encouraging participants to connect emotionally with nature through plant care. The event provided not only plant companionship but also an opportunity to relax and restore inner balance by engaging with nature.

Trend 4 Platform Interaction

Soul App: Soul Poem Exhibition and Online Interaction for Emotional Healing and Stress Relief



Soul, in collaboration with the Shanghai Mental Health Center, hosted the Soul Poem exhibition at Lu Xun Park and Aranya Golden Beach, featuring works by poet Yu Xihua and other poetry bloggers. Visitors could engage in DIY collage poetry.

更多(治愈指南) (4)

600号医生空降群聊

派对时间/10月12日19:00
群聊主题/就这样被治愈了

[预约派对 >](#)

600号来开派对啦 Souler的派对

时间* (6.10—6.16)
每晚* (7:00pm - 8:00pm)
围绕自我诊断、亲密关系、情感创伤、职场人际、压力排解、和Souler分享交流

[已预约](#)

***第1场 (6.10 19:00-20:00)**
年轻人集体发疯的背后
嘉宾: 心理治疗师 牛小娜
上海市精神卫生中心主治医师、助理研究员、注册心理师、国家二级心理咨询师、重庆中德心理三升举工作室特聘专家

[已预约](#)

***第2场 (6.11 19:00-20:00)**
童年如何影响你的恋爱风格?
嘉宾: 心理治疗师 陈智民
上海市精神卫生中心主治医师、中德心理治疗师、上海交通大学医学院医学硕士

[已预约](#)

情绪放空

STEP 1 选择一个代表你此刻心情的木鱼吧

STEP 2 再选一个最让你感到放松的场景吧

生成我的情绪报告

Soul App invited psychologists and comedian Xiao Bei to host a 7-night online group chat series, offering professional psychological guidance. The app also introduced the "Knock the Wooden Fish" game, creating a space for emotional relaxation and stress relief.

心理诗诗

347.2万浏览

[收藏](#)

我曾经在发行过的单曲《二月的新雨》

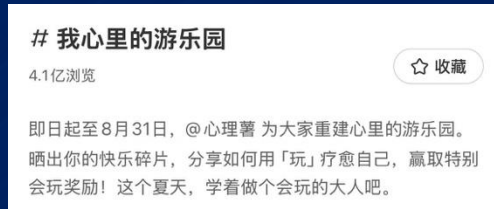


Soul promoted #PsychologyPoetry on Weibo, WeChat, and RED, collaborating with celebrity Guo Caijie and KOLs on TVCs about youth emotions. Users checked in on Soul and RED for UGC and brand gifts, with KOLs also attending and sharing.

Soul App, in collaboration with the Shanghai Mental Health Center, launched the [Soul Poem] Healing Poetry Exhibition. The exhibition used art installations for emotional healing, while engaging visitors through online interaction.

- **Offline Interaction:** Soul hosted [Soul Poem] exhibitions in Shanghai and Aranya Golden Beach, featuring poetry installations and interactive experiences. Attendees received co-branded merchandise by checking in at Soul and RED.
- **Online Engagement:** Soul launched group chat lectures with the Shanghai Mental Health Center for psychological support and added a "knocking the wooden fish" game in the app. TVCs with celebrity Guo Caijie and KOLs were promoted on Weibo, WeChat, Douyin, and RED, initiating the hashtag #PsychologyPoetry.
- **High Engagement:** The campaign reached 4.8 million views and over 5,000 user-generated posts.

RED: "My Mind's Amusement Park" Healing Experience and Book Activities at Aranya for Joy



RED's official initiative, "The Playground in My Mind," launched at Aranya, focused on emotional healing through psychological therapy methods and encouraged UGC interaction via a hashtag campaign.

- **Offline Experience:** RED created a thematic healing space at Aranya Beach, featuring stress-relief games, art installations, and DIY therapy. Partnering with imaginist, RED hosted a reading day with expert talks, film screenings, and meditation sessions at the beach.
- **Online Engagement:** RED launched the #ThePlaygroundInMyMind hashtag to inspire UGC, offering rewards for outstanding contributions. Celebrities and KOLs participated in interviews on happiness, and promotional videos amplified the event's message. Many KOLs attended and shared their experiences on RED.
- **High Engagement:** The campaign generated over 410 million views across platforms.

RED launched "My Mind's Amusement Park" at Aranya Beach with interactive experiences like the Happy Windmill, Pet Therapy, and stress-relief games. Visitors who checked in on RED received a small windmill.

RED partnered with Imaginist for Book Reading Day at Aranya, featuring meditation sessions, expert talks with renowned speakers, including @CaiKangYong and @GaoXiaoSong, and a beach movie screening. Sign-ups were available via the Imaginist official app.

RED started the #MyMindAmusementPark hashtag campaign, encouraging UGC on happiness with celebrity interviews. Quality posts were rewarded with prizes. Imaginist and Aranya also promoted the event on RED.

Dianping: Decompression Life Festival and Interactive H5 Experience for Stress Relief



Dianping teamed up with merchants in Beijing, Shanghai, and Shenzhen to create the "Decompression Market," offering relaxation experiences such as pet therapy, fitness, and coffee tastings, along with stress-relieving games.

Users participated in online challenges through the H5 page on Dianping's app, completing tasks at a set number of partner stores along four relaxation routes—"After-Work Charging Station," "Delicious After-Work Snacks," "Happy Hour Drinks," and "Health Center"—to relieve stress and earn rewards.

Dianping promoted the event on WeChat, Weibo, and RED, with a comment-based lottery on Weibo. Consumers who participated and posted UGC on RED or Dianping could win prizes. KOLs checked in and shared their experiences on RED.

Dianping launched the "Decompression Life Festival" program across Shanghai, Guangzhou, and Shenzhen, hosting a "Decompression Market" offline with an online H5 interactive feature to relieve stress.

- **Offline Experience:** The event featured various relaxation experiences, including massage, skincare, fitness, and games. Participants received exclusive gifts by checking in on-site.
- **Online Engagement:** Users participated through the H5 page on Dianping's app, completing tasks to receive gifts. The event was promoted on Weibo, WeChat, and RED, with a comment and lottery interaction on Weibo.
- **High Engagement:** The event saw 86,000 daily visitors, over 10,000 market participants, and 200,000+ check-ins, with the hashtag #DecompressionLifeFestival reaching 16 million views on social media platforms.

Trend 4 Insights Platform Interaction

BRANDS	INSIGHT
SOUL APP	Soul App, in collaboration with the Shanghai Mental Health Center, used poetry and art installations to connect emotional healing with interactive engagement. The [Soul Poem] Healing Poetry Exhibition provided a therapeutic space, blending the power of art with psychological support. By fostering an emotional bond through offline and online activities, the initiative encouraged users to explore self-reflection and mindfulness, promoting mental well-being in a creative and accessible way.
RED	Through the "The Playground in My Mind" initiative, RED created a space for emotional healing, facilitating stress relief and restoring inner balance. Through art, meditation, and expert talks, the event helped participants alleviate pressure, relax, and build psychological resilience. Online interactions and UGC sharing further encouraged personal expression, creating a collective healing community that emphasized emotional connection and psychological therapy.
DIANPING	Dianping's "Decompression Life Festival" centered on emotional and physical healing through stress-relief activities. By offering interactive experiences like massage, skincare, and fitness, the festival provided participants with tools to release built-up tension. This approach allowed individuals to decompress and experience therapeutic relief, helping them achieve mental clarity and emotional balance through simple, soothing practices.

Radar Report

The Radar Report is a monthly deck we distribute to clients, partners, and industry peers. It's a useful way to see the latest, most interesting brand and platform strategies. This format allows readers to see new trends as they develop, one case study at a time. The report is free, to subscribe: <https://resonanceradar.beehiiv.com/>

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