

In the year of the goat – the so-called ‘kids’ are now standing firmly on centre stage. The **Millennial generation** are between 15 and 35, account for 1/3 of the population, are tech savvy & socially engaged, are well informed, want to try something different and are generally less brand loyal than older consumers. It is all about connecting with products and brands and the story behind them. Not only do you need a website and social media presence – you need to engage with interesting and lifestyle related information...oh and they want to access this information on the go – including mobile sites and the ability to order at a click of a button. While this can pose challenges for many businesses it is opening up opportunities for others who see the boon in targeting this high spending market.....

## Tips for Success in 2015

### Fast Lanes & Total Control

Consumers want to be in control with a ‘fast option’. Multi-tiered service provision can be challenging but some are designing solutions that benefit all customers (removing time sensitive people from queues).



### Mobile and pay online

Mobile payment platforms are about to become the norm. If they can't pay online there is a chance you will miss out on customers who seek the convenience. People are paying on their phone, tablet and wearable devices.

### Human Needs

With all these innovations it is easy to forget to put basic human needs at the center of your initiatives. Successful companies connect with personalised strategies, niche offerings and direct communication.



### Sharing is Caring

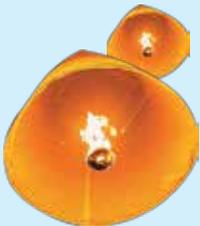
It's all about sharing and making connections. Pay attention to trends and provide content that people will derive value from. Successful companies ‘publish’ what they love rather than copy. Combined with awesome visuals people follow you in droves.



hot

### Lantern Festival 5<sup>th</sup> Mar

On the 15th day of the first lunar month, on the night of the full moon, there is a festival called the Lantern Festival. Families and friends gather for dinner and go out and see fireworks and light lanterns. Lanterns are put up for decoration, let fly, and floated in rivers. Fireworks and firecrackers have a special use as many believe that the explosions and light of firecrackers will scare away demons and evil ghosts. It is also part of the world's biggest fireworks usage when combined with Chinese New Year (which is handy given China produces 90% of the world's fireworks).



cool

### Clean and Clear

Forget the substrate – consumers are looking for simplicity and transparency in claims – and they aren't afraid to check them for validity! Many products are now emphasising the nature and origin of their manufacturing – and ‘locally made’ or ‘locally grown’ are becoming the buzz words for 2015. You will see a lot more designs reflecting clearer & simpler claims. Shifts in consumer demands as a result of the growing ‘home gourmet’ has seen a big push in products (not just food and beverages) engineered for today's lifestyles.



news

### The Red Envelopes

Want to feel part of the Lunar New Year Celebrations? Consider giving a ‘red envelope’. Each year little red envelopes with cash are exchanged. Billions of these little gift packets are given out from older to younger, bosses to employees, and leaders to followers. Considered like a special New Year bonus it is said to be an important way of contributing to the success of those that follow. Follow us on Facebook and tell us why you love the New Year to win one of 10 red envelopes and New Year Gift Packs.



events

### Lunar New Year 19<sup>th</sup> Feb

Chinese New Year's Day changes each year in line with the Lunar calendar. Celebrated in many Asian cultures, all aim to start the new year right, focusing on making amends, avoiding offence & re-establishing old ties. Many buy new clothes, give gifts and clean house. Each year of the Chinese zodiac is represented by one of 12 animals. 2015 is the year of the goat. The largest celebration in the world where nearly 2 billion people enjoy a public holiday, it is also the world's biggest mass migration: nearly 400 million people around Asia travel for holidays or to visit their family. Awesome huh!

