



## CHRISTMAS GIFT CALENDAR



In 2016 the Trade Council in China will once again arrange a social media Christmas Calendar. Based on the feedback from participating companies and social netizens who participated in the 2015 calendar the event was a great success and as a result, we will repeat the success in 2016.

The 2015 Christmas Calendar included the participation of several Danish food companies. The expectation in 2016 is to further increase the scope and range of the event, following the great response and feedback on last year's calendar.

With more and more Chinese travelling abroad the interest in foreign cultures increases significantly, and especially the Danish Christmas traditions are beginning to get the Chinese's attention. Christmas is a new concept in China, and the Trade Council wishes to let our social media followers experience one of the Danish Christmas traditions.

The Danish Christmas calendar will be promoted through our social media platforms, WeChat and Weibo, where we currently have +900.000 followers, one of the largest numbers of followers for a diplomatic mission in China. By signing up to our social media platforms our followers have already shown that they are very interested in following and learning more about Danish culture.

### The calendar will feature:

- Promotion and branding opportunities
- Gift giveaways
- Presentation and promotion of your company through the Embassy's extensive social media platforms
- Promotion of your company as part of the 'Danish brand'

**Goal:** The primary objective of this event is to enhance the promotion and branding of the participating companies, through interaction with the Embassy's Chinese followers on our extensive social media platforms.

**How:** By drawing a number of gifts provided by the participating companies, for each day from December 1st till December 24th. Furthermore, from November 27th till Christmas the companies will be presented by their company logos. This will strengthen the companies association with their country of origin as well as increase their brand recognition. Furthermore, each company will have a dedicated day where their gifts will be drawn giving the company a unique branding opportunity.

**Value:** The participation in the Christmas Calendar presents a unique opportunity for promoting your company's products to a broad range of Chinese costumers through social media. In addition, the event creates a great promotion opportunity of Danish culture and traditions for which participating companies can associate them with.



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