

# Is your Brand ready for the Rooster New Year?



## Relevance of Lunar New Year

During the Lunar New Year, what possible product bundles excite shoppers the most? Which bundle is likely to maximise revenues and at what price point? Test your festive initiatives, such as new packs, promotions, pricing and ads, and capture the most sales the coming 2017!

### Pricing

75%

of consumers bought products with a price discount during the New Year period in 2016. The challenge is to optimise prices and maximise both sales and revenue.

### Placement

It is as crucial to stand out, as it is for consumers to recognise your product! By testing different products on a virtual shelf, we can identify and maximise a bundle pack that can accommodate both.

### Communication

The Lunar New Year is the perfect time to promote traditional core values. It is also important for your brand to communicate these values. Find out what consumers associate your brand with, and market yourself with credible and attractive advertising.

### Packaging

80%

of consumers bought special products for the Lunar New Year.

1 in 2 shoppers

specify auspicious packaging as the main attraction.

### Promotion

1 in 3 shoppers

bought bundled promotions during the Lunar New Year in 2016. Are your promotions relevant and attractive enough to beat the competition?

Although flat price discounts are most attractive to shoppers, bundled gifts can also be effective as long as they are closely related to your product. Bulk discounts however, can tie consumers to your brand for a longer time.

### Gifting

78%

A vast majority of 78% of consumers purchased a gift for their elders last year, with food and candy being the most popular gifts. Half of these shoppers bought something new for their friends and family as well.

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