

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Kang & Lee Advertising, the Premier Agency Targeting Asian Multicultural Consumers, Explains Significance

New York, New York -- January 27, 2010 – The Asian Lunar New Year, the Year of the Tiger, will begin on February 14, and is celebrated by many Asian ethnic groups including Chinese, Vietnamese and Koreans. “This holiday is an ancient cultural tradition that is filled with ritual, excitement, and joy,” said Cynthia Park, President, Kang & Lee Advertising, the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers across North America. “It launches a season of renewal, with a celebration of family, friends, community, and good fortune.”

The Lunar New Year is celebrated with loved ones, lots of special holiday food, and traditional music including drums and gongs. Family members and friends gather at each other's homes for visits during which they share large meals and gifts symbolizing fortune. According to tradition, Chinese and Vietnamese give each other "red-envelopes" with good-luck money for the New Year, and Koreans offer newly minted money as a symbol of auspicious and fortuitous beginnings. Before the New Year, houses get a thorough cleaning to sweep away evil spirits that may be hiding and everyone buys bright new clothing to wear on New Year's Day.

Known as “Chuen Jie” (Spring Festival) in Chinese, “Tet Nguyen Dan” in Vietnamese, and “Sol” in Korean, the Lunar New Year is represented by a cycle of 12 years, each denoted by a different animal zodiac. This year, the Year of the Tiger, is the third animal in the cycle. Traditionally, the holiday festivities start 22 days prior to the New Year and continue for 15 days afterwards. Lunar New Year parades in Asian communities are annual traditions across the United States and Canada.

With few exceptions, the Asian Lunar New Year is also the one period in each year that advertisers who target Asian multicultural consumers – regardless of product category – develop Lunar New Year greetings ads and/or special promotional offers tied to the holiday. This advertising conveys respect for Asian culture, and is therefore an annual mechanism for companies active in these markets to strengthen their relationships with Asian consumers. As almost all of this advertising is placed in the North American Asian-language media, it is largely “hidden” from mainstream, general market view. Some major categories that, in past years, have acknowledged Asian consumers with specific promotions and/or holiday greetings during this important Asian celebration include those in the financial services, automotive, telecom, and retail industries, among others.

“As one of the most important holidays for many Asians, this is a great time for marketers to demonstrate their commitment by joining consumers in the festive holiday celebrations,” said Saul Gitlin, EVP, Strategic Services at K&L Advertising. “It sends an unmistakable signal to consumers that they are recognized and valued.”

Below are some fun facts about the Year of the Tiger:

Tiger Years: 1902, 1914, 1926, 1938, 1950, 1962, 1974, 1986, 1998, 2010 (February 14, 2010 – February 2, 2011)

Chinese Calendar Year: 4708

Corresponds to Western Sign: Aquarius

Famous People Born in Year of the Tiger: Dwight D. Eisenhower, Agatha Christie, Jon Stewart, Demi Moore, Jay Leno, Marilyn Monroe, Leonardo DiCaprio, Sheryl Crow, Lionel Ritchie, Marco Polo, and Hugh Hefner

Tiger Characteristics: independent, courageous, outgoing, friendly, moody, hard-working, and resilient. Tigers are considered one of the most dynamic signs in the zodiac.

Best Careers for Those Born in the Year of the Tiger: Actors, Advertising Agents, Travel Agents, Comedians, Pilots, Office Managers, Writers, Flight Attendants, and Musicians

‘Lunar New Year’ In-Language:

- in Chinese: "Chun Jie" (Mandarin for 'Spring Festival')
- in Vietnamese: "Tet Nguyen Dan"
- in Korean: "Sol"

‘Happy New Year’ Greetings:

- in Chinese (Cantonese): Gung Hay Fat Choy (Wishing you get rich)
- in Vietnamese: Chuc Mung Nam Moi (Happy New Year)
- in Korean: Sae Hae Bok Man Ie Ba Due Se Yo (Get lots of luck)

Lucky/Special New Year Foods:

- Chinese: Dumplings, Rice Cake (called Nian Gao)
- Korean: Rice Cake Soup (called duk-kuk)
- Vietnamese: Rice Cake (called Banh Trung)

Next Lunar New Year: Year of the Rabbit, February 3, 2011 - January 22, 2012

About Kang & Lee Advertising

K&L Advertising is the leading multicultural marketing consulting and communications agency specializing in reaching Asian consumers in North America, ranked #1 Asian multicultural agency by Advertising Age Magazine on April 27, 2009. With offices in New York City and Toronto, Kang & Lee services a wide range of blue-chip clients in diverse product categories.

To access the most comprehensive information about Asian multicultural marketing available online, please visit K&L's award-winning website, www.kanglee.com.

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About This Newsletter

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