



Chinese New Year Manchester

When & Where

Chinese New Year celebrations took place from **Thursday 26 – Sunday 29 January 2017**, taking in Exchange Square, New Cathedral Street, Deansgate, St Ann's Square, Market Street, King Street, Albert Square and Chinatown.

Key Partners

Heart of Manchester BID, Federation of Chinese Associations of Manchester (FCAM), Manchester City Council, Visit Manchester, Manchester Chinatown Business Association, Centre for Chinese Contemporary Art, Confucius Institute and Manchester Evening News.

Sponsors

Manchester City Football Club, Metrolink, NCP and Great Grass.

Event Highlights

Internationally acclaimed exhibition **The Lanterns of the Terracotta Warriors** in Exchange Square.

Over 6,000 red lanterns dressed the city including the main shopping streets, Manchester Arndale, Corn Exchange, Barton Arcade, Spinningfields, Albert Square and Chinatown.

50ft inflatable Giant Golden Chinese Dragon in Greengate Square.

Chinese Food Market in St Ann's Square, with some of the city's best Chinese food a drink stalls including Yang Sang, Dim Sum Su, Pearl City, Mei Mei's Street Cart and Tampopo.

Family art and craft workshops with the Confucius Institute and Centre for Chinese Contemporary Art at Manchester Arndale.

Shopping offers and special events from retailers across the city including Cath Kidston, Harvey Nichols, Paperchase, Reiss, Selfridges, Swatch, The Whisky Shop and Thomas Pink.

Roaming **street performances, lion dancers, and live music.**

Magnificent **Dragon Parade** through the city's streets from Albert Square to Chinatown.

Chinatown's **food and gift market, fun fair and firework finale.**

[Click here to view event images.](#)

[Click here to view the event video.](#)









Marketing Campaign

Marketing Campaign Value: £200,000

PR Value: £1,400,000

Campaign Background

The Heart of Manchester BID co-ordinated and delivered a city-wide marketing and PR campaign to promote Chinese New Year celebrations in Manchester for the fourth year running.

Working with event stakeholders and partners including Manchester City Council, Federation of Chinese Associations of Manchester (FCAM), Manchester Chinatown Business Association, Visit Manchester, TfGM, Manchester Evening News, Confucius Institute and Centre for Chinese Contemporary Art, plus event sponsors Manchester City Football Club, Metrolink, NCP and Great Grass, the campaign promoted activity across the main shopping streets, Albert Square and Chinatown.

The marketing built on the success of 2014, 2015 and 2016's campaigns using Manchester illustrator Stanley Chow to create striking artwork for the 'Year of the Rooster'.

Over £200,000 of marketing coverage was generated through a national, regional and local multimedia marketing campaign.

The campaign featured in a wide range of outdoor media including 6 sheet posters across the city centre, high impact digital screens on; Mancunian Way, Princess Road, Chester Road and London Road, 10 x CityLive digital totems across the city's main pedestrian streets and highly visual posters and banners in St Ann's Square and on the front of the Town Hall.

Through a partnership with Metrolink the campaign featured on 116 x 6 sheet and A1 posters across the network – with a media value of almost £60,000.

Working with Manchester Evening News press adverts were featured across the month, with a total advertising value of £11,200.

Twitter followers increased by 1,876 to 4,538, with activity on @CNY_MCR reaching 388,200 users, resulting in 11,529 clicks, 1,989 post likes and 989 retweets.

Over 1,100 users liked the Facebook page, reaching a total of 79,194 people. Posts reached 38,120 people and received engagement from 20,073 users.

More than 32,000 people visited the dedicated event website *chinesenewyearmcr.com* resulting in 129,643 page views.

The celebrations also featured as part of a wider campaign coordinated by Visit Manchester, reaching regional and national audiences.

The campaign featured across the city centre on 20 posters at NCP car parks.

5 press adverts ran in the lead up to the event, in publications including; Cheshire Life, Lancashire Life, Manchester Evening News Metro and Manchester Evening News City Life, resulting a press value of more than £21,000.

A campaign ran on Heart FM, resulting in 1,152,000 impacts on air, 8,524 online page impressions and more than 2,100 competition entries.

The 2017 Chinese New Year PR campaign gained over **£1,400,000** of PR coverage across national and regional print, regional broadcast and online news. Coverage included television broadcasts BBC North West Tonight and CBBC's Newsround, radio coverage on BBC Radio Manchester and Key 103, plus coverage across The Guardian, ITV News online, Daily Mirror, The Sun, Waitrose Weekend, International Business Times, China Daily, Manchester Evening News, Emerald Street, Creative Tourist, Visit Manchester, Greater Manchester Business Week.

6 Sheet Posters

Date: 17 – 30 January 2017

Quantity: 44

Location: Manchester city centre

Media Value: £16,155



Mancunian Way Digital Tower

Date: 16 - 29 January 2017

Quantity: 2

Location: Mancunian Way

Media Value: £24,000



Mancunian Way Digital Bridge

Date: 16 - 29 January 2017

Quantity: 1

Location: Mancunian Way

Media Value: £13,000



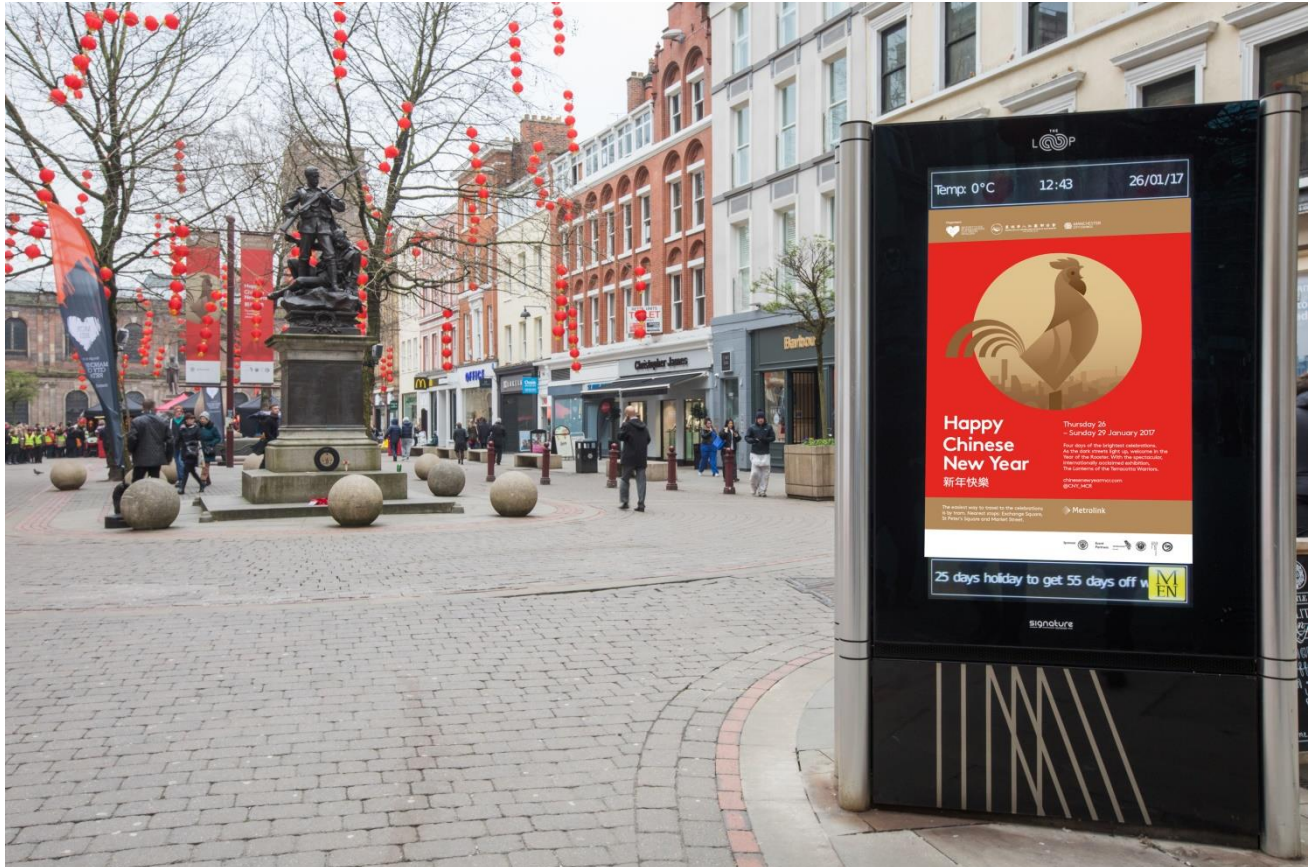
CityLive Digital Screens

Date: 16 - 29 January 2017

Quantity: 10

Location: Manchester city centre

Media Value: £25,000



96 Sheet Digital Screen

Date: 16 - 29 January 2017

Quantity: 1

Location: Princess Road, Manchester

Media Value: £18,000



48 Sheet Digital Screen

Date: 16 - 29 January 2017

Quantity: 1

Location: Chester Road, Manchester

Media Value: £3,000



48 Sheet Digital Screen

Date: 16 - 29 January 2017

Quantity: 1

Location: London Road, Manchester

Media Value: £3,000



St Ann's Square Banners

Date: 16 - 29 January 2017

Quantity: 2

Location: St Ann's Square



Town Hall Banner

Date: 16 - 29 January 2017

Quantity: 1

Location: Town Hall, Albert Square



Town Hall Posters

Date: 16 - 29 January 2017

Quantity: 1

Location: Albert Square



Metrolink 6 Sheet & A1 Posters

Date: 2 - 23 January 2017

Quantity: 116

Location: Metrolink Network

Media Value: £59,600



Manchester Evening News Press Advert

Date: 19, 20 & 26 January 2017

Quantity: 3

Location: Manchester Evening News

Media Value: £11, 250

Organisers



Happy Chinese New Year 新年快樂

Thursday 26 – Sunday 29 January 2017

Four days of the brightest celebrations. As the dark streets light up, welcome in the Year of the Rooster. With the spectacular, internationally acclaimed exhibition, The Lanterns of the Terracotta Warriors.

chinesenewyearmcr.com @CNY_MCR



Sponsors  Event Partners  Media Partner 

Organisers




Happy Chinese New Year 新年快樂

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The easiest way to travel to the celebrations is by tram. Nearest stops: Exchange Square, St Peter's Square and Market Street.



Sponsors  Event Partners  Media Partner 

Twitter

Followers: 4,538
Followers gained: 1,876
Impressions: 388.2k
Clicks: 11,529
Post likes: 1,989
Retweets: 989
Replies: 59
Mentions: 680



Chinese New Year MCR
@CNY_MCR



Secured by Manchester's BID, this stunning installation will illuminate Exchange Sq as part of the 2017 **#ChineseNewYearMCR** celebrations



RETWEETS 40 LIKES 56



4:27 PM - 18 Jan 2017

← 1 ↻ 40 ❤️ 56 📊

Impresssions: 9,346
Engagement: 366
Clicks: 112
Retweets: 40



Chinese New Year MCR
@CNY_MCR



To celebrate [#yearoftherooster](#) lucky [@MCRMetroLink](#) passengers can pick up a special Chinese New Year gift in Exchange Square Sat 28 Jan



RETWEETS: 38
LIKES: 58



4:30 PM - 24 Jan 2017

Impressions: 6,855
Engagement: 609
Clicks: 234
Retweets: 38

Facebook

Likes: 1,139

Likes gained: 320

Page Reach: 79,194

Post Reach: 38,120

Post Engagement: 20,073

Post Likes: 797

Post Shares: 167

Post Clicks: 3,503

Video Views: 3,000



The image shows a screenshot of a Facebook post. At the top left is a profile picture of a rooster in a red circle. To its right is the page name 'Chinese New Year Manchester' and the text 'Published by Mamey Guy [?] · 16 January at 08:50 · €'. On the far right is a 'Like Page' button with a thumbs-up icon and a dropdown arrow. Below this is a link: 'http://chinesenewyearmcr.com/'. The main text of the post reads: 'Check out our gorgeous website for all the info on 2017 #ChineseNewYearMCR #yearoftherooster'. Below the text is a preview card for the website. The card has a title 'Chinese New Year Manchester 2017', a description 'Four days of the brightest celebrations. As the dark streets light up, welcome in the Year of the Rooster. With...', and the URL 'CHINESENEWYEARMCR.COM'.

Reach: 2,681

Clicks: 210

Reactions/Comments/Shares: 116



Chinese New Year Manchester

Published by Marney Guy · 71 · 16 January at 15:15 · 6

Like Page

During the FOUR days of #ChineseNewYearMCR celebrations there will be events, activities and sights to see across the entire city centre, locations include; #Chinatown #KingStreet #MarketStreet #StAnnsSquare #ExchangeSquare

So there really is no excuse to miss out!



Reach: 1,935

Clicks: 219

Reactions/Comments/Shares: 92

Website

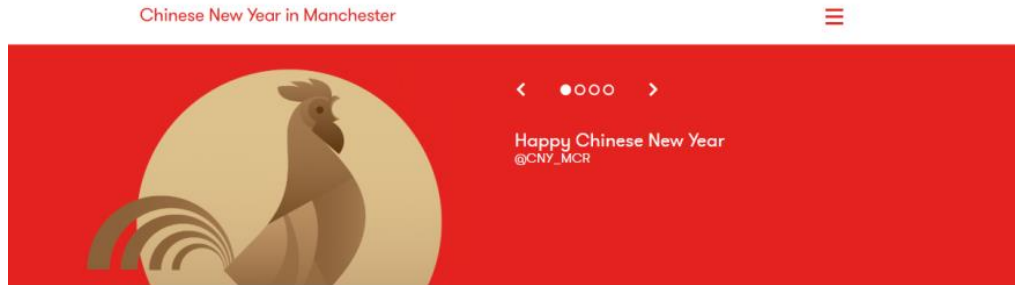
Date: 1 – 30 January 2017

Address: www.chinesenewyearmcr.com

Sessions: 45,082

Users: 32,889

Page Views: 129,643



Chinese New Year in Manchester



Happy Chinese New Year
@CNY_MCR

Chinese New Year
Manchester 2017

新年快樂

Thursday 26
— Sunday 29 January
Manchester



Four days of the brightest celebrations. As the dark streets light up, welcome in the Year of the Rooster.

With: the spectacular, internationally acclaimed exhibition, The Lanterns of the Terracotta Warriors.

Plus: street food and shopping, live music, fireworks and the Dragon Parade.

[Find out more](#) →

News

[See all news](#) →

Posted 2 months ago

Manchester city centre to welcome in the Year of the Rooster with four days of the UK's brightest celebrations

Manchester city centre will be welcoming in the Year of the Rooster with its brightest Chinese New Year celebrations to... [read more](#) →

Posted 2 months ago

Acclaimed International Exhibition 'Lanterns Of The Terracotta Warriors' Confirms Manchester As Next Uk Location

Art installation to illuminate Manchester as part of city's 2017 Chinese New Year celebrations. Acclaimed international art exhibition 'Lanterns of...' [read more](#) →

Join the Chinese New Year Mailing List.

[Sign up...](#)

Follow Us    



Creative Tourist – Online Campaign

Date: 4 – 30 January 2017

Page Views: 3,976

Emails

Date: 6 January 2017

Recipients: 7,228

Opens: 4,510

Clicks: 281

Date: 20 January 2017

Recipients: 7,227

Opens: 3,967

Clicks: 251

Date: 27 January 2017

Recipients: 7,226

Opens: 4,068

Clicks: 135



Lanterns of the Terracotta Warriors by Xia Nan. Photo credit: City of Sydney.

Lanterns of the Terracotta Warriors at [Exchange Square](#), 26–29 January 2017, free entry - [Visit now](#)

The acclaimed installation *Lanterns of the Terracotta Warriors* is coming to the North West for the first time. Commissioned for the Beijing Olympic Games in 2008 and created by artist Xia Nan, the art work comprises 40 Chinese warriors, all of which stand at over two metres tall and have been made from brightly-coloured lanterns. The *Lanterns of the Terracotta Warriors* will form part of Manchester's 2017 [Chinese New Year](#) celebrations, the largest in the UK outside of London. The installation was inspired by the famous Terracotta Army; in 1974, over 8,000 life-size soldiers, chariots and horses made from terracotta were unearthed from the tomb of the first Emperor of China. A form of funerary art, the sculptures were laid to rest with the body of the Emperor around

creativetourist.com

Nan's reinterpretation of the Terracotta Army will appear in Exchange Square 10am-9pm, 26-29 January. A faithful replica of the figures in the original army, the *Lanterns of the Terracotta Warriors* includes the addition of women and children as a way of representing inheritance and the future; it also combines the original story of the warriors with the 2,000 year-old history of lantern making in China. Don't miss this stunning, luminous installation as it lights up Exchange Square for four days only – and check out our guide to the [Cathedral Quarter](#) for things to do nearby.

Lanterns of the Terracotta Warriors at [Exchange Square](#)

26–29 January 2017

Free entry

[Visit now](#)

Visit Manchester Marketing Campaign

Press Adverts

Cheshire Life

Date: January 2017

Media Value: £2,260

Lancashire Life

Date: January 2017

Media Value: £1,920

Metro

Date: 19 January 2017

Media Value: £9,233

Metro

Date: 24 January 2017

Media Value: £3,990

Manchester Evening News City Life

Date: 27 January 2017

Media Value: £3,990

Manchester Evening News Online

Date: January 2017

Media Value: £1,800



Chinese New Year
26-29 January 2017

Four days of the brightest celebrations
this winter. As the dark streets light up,
welcome in the Year of the Rooster.

Manchester loves winter
visitmanchester.com/winter

NCP Posters

Date: 16 – 30 January 2017

Quantity: 20

Location: City centre car parks



Chinese New Year
26-29 January 2017

Four days of the brightest celebrations
this winter. As the dark streets light up,
welcome in the Year of the Rooster.

Manchester loves winter
visitmanchester.com/winter

Guarantee your parking space this winter.
Pre-book today at ncp.co.uk



Radio – Heart FM

Date: 12 – 26 January 2017

Media Value: £7,800

On Air

Impacts: 1,152,000

Reach: 412,000

Reach %: 7.3%

Opportunities to hear: 2.8

Spots: 35

Online

Article Page

Competition Entries: 2,116

Opt-Ins: 490

Page Impressions: 8,524

Unique: 2,445

Adverts

Impressions: 66,054

Clicks: 100

[Home](#) > [Win](#)

Celebrate The Year Of The Rooster In Manchester

12th January 2017, 00:00

We're celebrating Chinese New Year in Manchester from 26th to 29th January & to join in with the celebrations we've an overnight break there to be won.



It's time to leap into the Year of the Rooster, with four days of spectacular celebrations in **Manchester** city centre! And to celebrate the **Chinese New Year** we have an overnight break to be won, so you can enjoy everything the vibrant city has to offer.

Facebook Like 31 | Twitter Tweet | Google+ 0 | Share 31 | Comments 52

Manchester is hosting its biggest and brightest Chinese New Year celebrations ever, and from Thursday 26th January to Sunday 29th January the city will come alive with the sights, sounds and tastes of China.

'The Lanterns of the Terracotta Warriors' has travelled the globe and will illuminate Exchange Square during the celebrations, the streets will be lit up with thousands of red lanterns and there's food markets and Asian shopping to enjoy.