



**Happy
Chinese
New Year**

新年快樂

Social Media & Marketing Pack

Chinese New Year 2018

Introduction

This pack contains everything you might need to help promote Chinese New Year in Manchester.

How you can help:

- Follow the event on:
 - Twitter [@CNY MCR](#)
 - Facebook [/chinesenewyearMCR](#)
 - Instagram [/chinesenewyearMCR](#)
- > like and share our posts
- Take part in our social media debates and activity
- Share your celebration events and your great promotions via social media and tag Chinese New Year Manchester
- Place Chinese New Year adverts in your consumer and B2B print, and on your website
- Help to create a buzz by emailing staff, customers and contacts – tell them about the celebrations and what you are doing to join in
- Display Chinese New Year collateral in your windows, by your tills, in your staff rooms and in public areas
- Print and paste up the poster contained within this pack
- Display a window vinyl and strut card to show you are celebrating Chinese New Year. Email siobhan.mcgooff@cityco.com to request yours.

Please spread the word and help us make the city's celebrations the biggest and best yet.

Artwork Files

All artwork files and event images can be downloaded from

manchesterBID.com/chinese-new-year

Typefaces

Brown Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012346789

Brown Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012346789

Colour References



Key Information

Happy Chinese New Year

Saturday 17 – Sunday 18 February 2018

Website: visitmanchester.com/chinesenewyear

Twitter: [@CNY MCR](https://twitter.com/CNY_MCR)

Facebook: [/chinesenewyearMCR](https://www.facebook.com/chinesenewyearMCR)

Instagram: [/chinesenewyearMCR](https://www.instagram.com/chinesenewyearMCR)

Flickr: [Chinese New Year in Manchester](https://www.flickr.com/photos/chinesenewyearinmanchester/)

Please use these hashtags:

#chinesenewyearMCR #YearoftheDog

Copy

With thousands of lanterns, food, fireworks and the spectacular Dragon Parade to welcome in the Year of the Dog.

Marketing Contact

For all marketing materials and information, please contact Siobhan McGoff.

siobhan.mcgooff@cityco.com / 0161 838 3262

Press & Media Enquiries

Echo PR
Anoushka Done
07732 846650

Main Illustration



Secondary Illustration



Marketing Collateral

Help us promote the festival by displaying adverts in any print (brochures, staff newsletters etc.) or on your website.

Adverts can be resized to fit. Please contact siobhan.mcgooff@cityco.com.

Poster (available in A1, A3, A4 sizes)

**Happy
Chinese
New Year**

新年快樂

Saturday 17
– Sunday 18
February 2018

With thousands of lanterns,
food, fireworks and the
spectacular Dragon Parade to
welcome in the Year of the Dog.

visitmanchester.com/chinesenewyear
@CNY_MCR #chinesenewyearMCR

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

 **Metrolink**



Digital Assets

Twitter Banner



Facebook Banner



Icons



Email Signature



Window Vinyl – 500mm



Event Images



Please download artwork files and event images from manchesterBID.com/chinese-new-year