

# Celebrate Chinese New Year in Manchester



2019  
Social Media & Marketing Pack

# CHINESE NEW YEAR IN MANCHESTER 2019

---

## Introduction

---

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

---

## How you can help:

---

- Follow the event on social media and like and share our posts:

- Twitter @ChineseNYMCR
- Facebook/ChineseNewYearMCR
- Instagram/ChineseNewYearMCR

#ChineseNewYearMCR

#YearofthePig

- Share your events, products and promotions on social media and tag #ChineseNewYearMCR.
- Promote Chinese New Year celebrations to your own customers, feature activity on your website and share with your customer database.
- Print and display Chinese New Year promotional material in your venue.

With four days of activities, please spread the word and help us make the city's celebrations the biggest and best yet.

---

## Marketing

---

Marketing materials and press releases can be downloaded at [manchesterBID.com/CNY](http://manchesterBID.com/CNY)

For additional information, marketing materials and promotional collateral please contact Siobhan Illidge.

siobhan.illidge@cityco.com  
0161 838 3250

---

## Press

---

For all press and media enquiries please contact Echo PR:

anoushka@echo-pr.co.uk  
kat@echo-pr.co.uk

# CHINESE NEW YEAR 2019 ELEMENTS

All artwork files can be found via:  
[manchesterBID.com/CNY](http://manchesterBID.com/CNY)

---

## Typefaces

---

### Brown Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

---

### Brown Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012346789

---

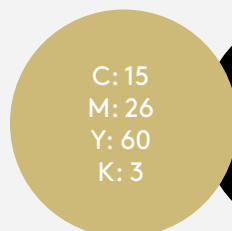
## Primary Colour

---



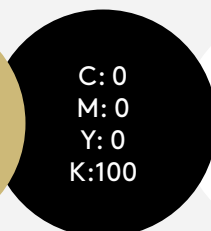
## Secondary Colour

---



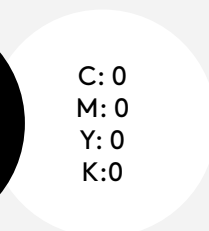
## Tertiary Colour

---



## Tertiary Colour

---



# CHINESE NEW YEAR 2019

## ELEMENTS

---

### Key Information

---

–

---

Happy Chinese New Year  
Thurs 7 – Sun 10 Feb 2019

Website: [visitmanchester.com/chinesenewyear](http://visitmanchester.com/chinesenewyear)  
Twitter: @ChineseNYMCR  
Facebook: /ChineseNewYearMCR  
Instagram: /ChineseNewYearMCR

Please use these hashtags:  
#ChineseNewYearMCR #YearofthePig

---

### Basic Copy

---

–

---

The UK's brightest celebrations. As the dark streets light up, welcome in the Year of the Pig.

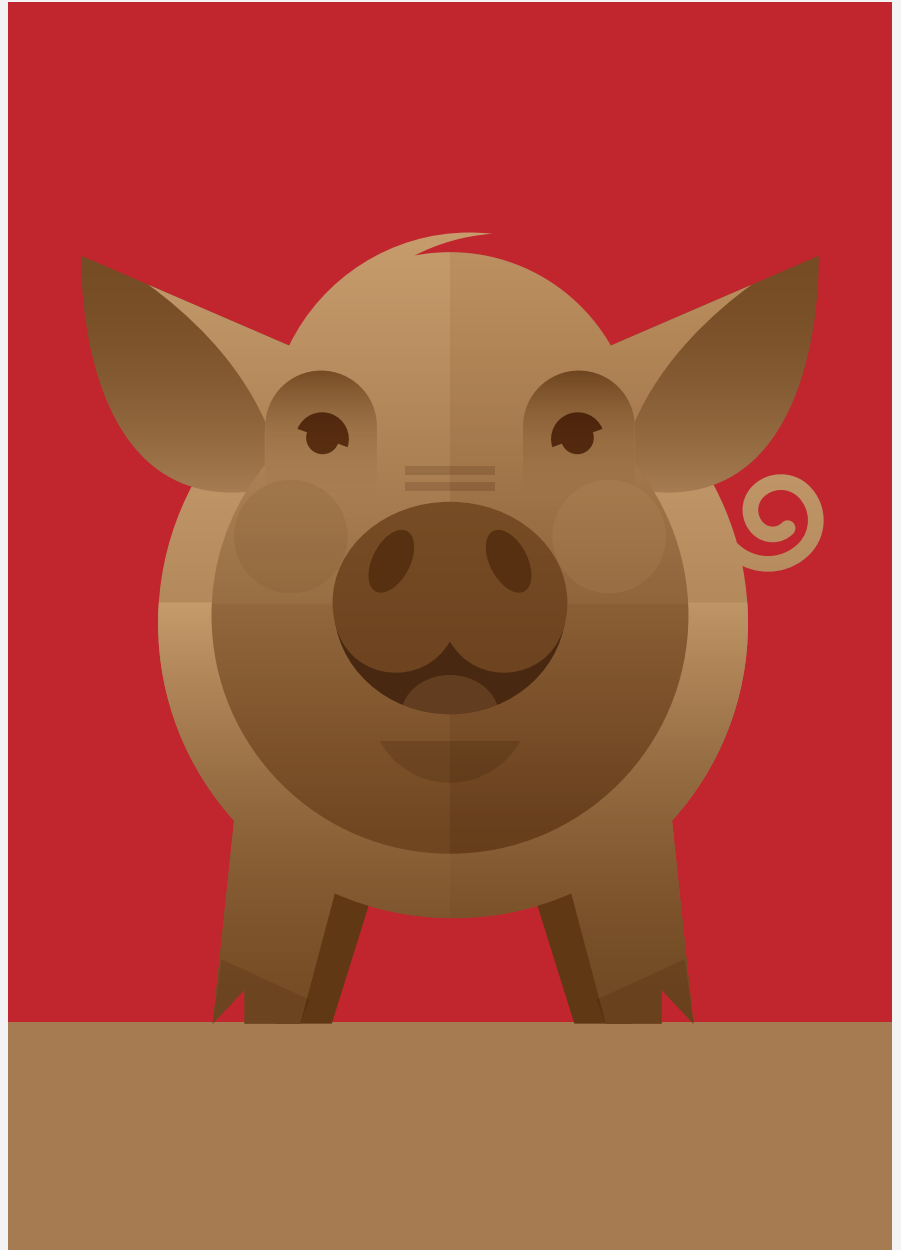
Featuring: A supersized Piglet, wearing a coat made of coins. Plus, beautiful lanterns, street food, arts and crafts, fireworks and the famous Dragon Parade. Events across St. Ann's Square, Exchange Square, Chinatown and Albert Square.

# CHINESE NEW YEAR 2019 ELEMENTS

---

Main Illustration

---



# CHINESE NEW YEAR 2019 ELEMENTS

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.illidge@cityco.com](mailto:siobhan.illidge@cityco.com)

## Generic Advert Templates



# CHINESE NEW YEAR 2019 ELEMENTS

## Main Poster



# CHINESE NEW YEAR 2019 ELEMENTS

Poster with  
Extra Copy  
—

# Happy Chinese New Year

## 新年快樂

The UK's brightest celebrations. As the dark streets light up, welcome in the Year of the Pig.

Featuring: A supersized Piglet, wearing a coat made of coins. Plus, beautiful lanterns, street food, arts and crafts, fireworks and the famous Dragon Parade. Events across St. Ann's Square, Exchange Square, Chinatown and Albert Square.

Thurs 7 – Sun 10 Feb 2019

[visitmanchester.com](http://visitmanchester.com)  
[@ChineseNYMCR](https://twitter.com/ChineseNYMCR)  
[#ChineseNewYearMCR](https://twitter.com/ChineseNYMCR)



Brought to you by:

 MANCHESTER  
METROPOLITAN  
UNIVERSITY  
DISTRICT

 MANCHESTER  
CITY COUNCIL

 曼徹華人社區聯合會  
MANCHESTER CHINESE COMMUNITY ASSOCIATION

 Manchester  
Marketing

Sponsored by:

 ARTS COUNCIL  
ENGLAND

In partnership with:

 CREATIVE  
INDUSTRIES  
FEDERATION

 I  
LOVE  
MCR



# CHINESE NEW YEAR 2019 ELEMENTS

## Twitter Banners



## Email Signature



## Avatar Overlay



# CHINESE NEW YEAR 2019 ELEMENTS

---

Window Vinyls  
(600mm)

---



---

Stickers (60mm)

---



# CHINESE NEW YEAR 2019 ELEMENTS

---

## Chinese New Year Images

---



---

Download images at [manchesterbid.com/CNY](http://manchesterbid.com/CNY)

# CHINESE NEW YEAR SOCIAL MEDIA POSTS

---

## Twitter

---

#Manchester welcomes the #YearofthePig from  
7 - 10 February.

Featuring: 1000s of lanterns, a giant public art installation,  
the famous Dragon Parade & a glittering Golden Dragon, plus  
workshops, lion dancing, food & fireworks.

[www.visitmanchester.com/chinesenewyear](http://www.visitmanchester.com/chinesenewyear)

Follow @ChineseNYMCR



Image: Chinese New Year 1

---

Celebrate @ChineseNYMCR with four days fun & fortune from  
Thursday 7 – Sunday 10 February.

With, thousands of red lanterns, food, fireworks, a funfair  
& the legendary Dragon Parade.

[www.visitmanchester.com/chinesenewyear](http://www.visitmanchester.com/chinesenewyear)

#ChineseNewYear #ChineseNewYearMCR #YearofthePig



Image: Chinese New Year 2



# CHINESE NEW YEAR SOCIAL MEDIA POSTS

---

## Twitter

---

Celebrate #ChineseNewYear in Manchester, with;

- 🐷 Giant public art installation - Piglet
- 🍜 Chinese street food market
- 🎨 Family arts & crafts
- 🐉 A glittering Golden Dragon
- 🏮 The Dragon Parade
- + MORE!

Thursday 7 - Sunday 10 February

[www.visitmanchester.com/chinesenewyear](http://www.visitmanchester.com/chinesenewyear)

Follow @ChineseNYMCR



Image: Chinese New Year 3

---

To celebrate @ChineseNYMCR, a giant art installation, created by international artist @alexrinser, will take centre stage in the city's St Ann's Square.

Meet Penny Coin Piglet from Tuesday 5 – Sunday 10 February.

[www.visitmanchester.com/whats-on/piglet-p402051](http://www.visitmanchester.com/whats-on/piglet-p402051)

#ChineseNewYearMCR



Image: Chinese New Year 4

# CHINESE NEW YEAR SOCIAL MEDIA POSTS

---

## Facebook

---

Manchester welcomes the Year of the Pig from Thursday 7 - Sunday 10 February.

Featuring: thousands of red lanterns, a giant public art installation, the famous Dragon Parade and a glittering Golden Dragon, plus workshops, lion dancing, food and fireworks.

Find out what's happening at [www.visitmanchester.com/chinesenewyear](http://www.visitmanchester.com/chinesenewyear)



Image: Chinese New Year 1

---

Celebrate Chinese New Year with four days fun and fortune from Thursday 7 – Sunday 10 February.

With, thousands of red lanterns, food, fireworks, a funfair and the legendary Dragon Parade.

Find out what's happening at [www.visitmanchester.com/chinesenewyear](http://www.visitmanchester.com/chinesenewyear)



Image: Chinese New Year 2

# CHINESE NEW YEAR SOCIAL MEDIA POSTS

---

## Facebook

---

Celebrate Chinese New Year in Manchester, with;

- 🐷 Giant public art installation - Piglet
- 🍜 Chinese street food market
- 🎨 Family arts & crafts
- 🐉 A glittering Golden Dragon
- 🐉 The Dragon Parade
- + MORE!

Thursday 7 - Sunday 10 February

Find out what's happening at  
[www.visitmanchester.com/chinesenewyear](http://www.visitmanchester.com/chinesenewyear)



Image: Chinese New Year 3

---

To celebrate Chinese New Year, a giant art installation, created by international artist Alex Rinsler, will be take centre stage in the city's St Ann's Square.

Meet Penny Coin Piglet from Tuesday 5 – Sunday 10 February.

Find out what's happening at  
[www.visitmanchester.com/chinesenewyear](http://www.visitmanchester.com/chinesenewyear)



Image: Chinese New Year 4

# CHINESE NEW YEAR SOCIAL MEDIA POSTS

---

## Instagram

---

#Manchester welcomes the #YearofthePig from 7 - 10 February.

Featuring: thousands of red lanterns, a giant public art installation, the famous Dragon Parade & a glittering Golden Dragon, plus workshops, lion dancing, food & fireworks.

Follow @ChineseNewYearMCR.

#ChineseNewYearMCR  
#ChineseNewYear  
#YearofthePig  
#ChineseNewYear2019  
#Chinatown  
#ChineseFood  
#ChineseArt



Image: Chinese New Year 1

---

Celebrate @ChineseNewYearMCR with four days fun & fortune from Thursday 7 – Sunday 10 February.

With, thousands of red lanterns, food, fireworks, a funfair & the legendary Dragon Parade.

Follow @ChineseNewYearMCR.

#ChineseNewYearMCR  
#ChineseNewYear  
#YearofthePig  
#ChineseNewYear2019  
#Chinatown  
#ChineseFood  
#ChineseArt



Image: Chinese New Year 2



# CHINESE NEW YEAR SOCIAL MEDIA POSTS

---

## Instagram

---

Celebrate #ChineseNewYear in Manchester, with;

- 🐷 Giant public art installation - Piglet
- 🍜 Chinese street food market
- 🎨 Family arts & crafts
- 🐲 A glittering Golden Dragon
- 🐉 The Dragon Parade
- + MORE!

Thursday 7 - Sunday 10 February

Follow @ChineseNewYearMCR.

#ChineseNewYearMCR  
#ChineseNewYear  
#YearofthePig  
#ChineseNewYear2019  
#Chinatown  
#ChineseFood  
#ChineseArt

Image: Chinese New Year 3



---

To celebrate @ChineseNewYearMCR, a giant art installation, created by international artist @alexrsinsler, will be take centre stage in the city's St Ann's Square.

Meet Penny Coin Piglet from Tuesday 5 – Sunday 10 February.

#ChineseNewYearMCR  
#ChineseNewYear  
#YearofthePig  
#ChineseNewYear2019  
#Chinatown  
#ChineseFood  
#ChineseArt

Image: Chinese New Year 4

