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## The Digital Work



### Lipton | Chinese New Year Campaign | China

21-Jan-10, 09:00

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Lipton is aiming to boost its instant milk tea sales in China with a Chinese New Year campaign running on television and online.

According to DDB China, the creative agency behind the campaign, the holiday season contributes 30 per cent to the total milk tea business. In six weeks time, people are encouraged to visit the

[Lipton campaign site through QQ](#). Digital agency AKQA Shanghai has designed interactive components for visitors to send a digital greeting to their friends.

Visitors can input their personal greetings and see the message transformed into the steam from a Lipton mug. The mug is then delivered to a virtual doorstep and waits to be picked up. Recipients of the message can blow into the computer microphone or right-click on the computer mouse to see the message.

There are also three short films to choose from. The characters will congregate in a virtual home and make a New Year's greeting. The sender can upload his or her headshot photos which will be pasted into the character. The sender will then sing and dance in the greeting message.

Visitors can accumulate points with every successful message sent to their friends. The person with the most points at the end of the campaign will win an iPhone. The site has already registered 7.2 million people.



**Credits:**  
**Project** Chinese New Year Campaign  
**Client** Unilever  
**Creative agency** DDB China  
**Executive creative director** Michael Dee  
**Creative director** Barry Low  
**Copywriter** Jason Jin  
**Account servicing** Margaret Wu, Rae Shen, Nana Li  
**Senior producer** George Ooi  
**Director** Huang Wei Ming

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**Digital agency** AKQA Shanghai  
**Executive creative director** Johan Vakidis  
**Copywriter** Vincent Qin  
**Art director** Benjamin Guan  
**Designer** Eyrie Yang  
**Producer** Joe Cai  
**Motion** Kim Jerbo  
**Creative development** Shrek Wang, Chunning  
**Account servicing** Bob Lv, Chanel Xu  
**Exposure** Television, online, in-store

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