

TikTok Celebrates Chinese New Year With Heartfelt 'Red Envelope' Messages

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For the Chinese New Year, TikTok is not only offering heartfelt messages, but reminding its users of the importance of Chinese traditions.

The social platform collaborated with creative agency Fred & Farid Shanghai to create and launch its Chinese New Year campaign featuring Chinese star Andy Lau. The campaign, which references the traditional Hongbao custom of giving red envelopes filled with money as a gesture of good wishes, brings a unique approach to the tradition.

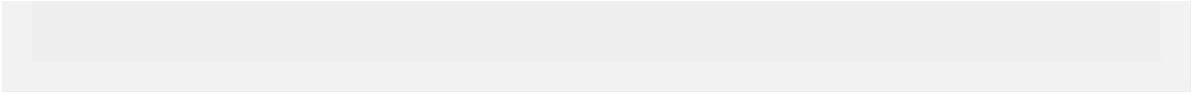
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