CHINESE NEW YEAR PROMOTIONAL GIFTS

Year 2025

PRESENTED BY AXXEL MARKETING PTE LTD

AXXEL MARKETING®

Axxel Marketing is a leading corporate gifts and premium supplier that spans a regional presence with over 3,000 clients and more than 150 employees.

Driven by passion and commitment to serve from the heart, we believe in going the extra mile to provide a professional service alongside our quality gift products. In the pursuit of creating this experience, we have dedicated ourselves to enhancing Axxel Marketing's value added services.

12	20+	150+	3000+	2000+
printing methods	years in the industry	internal employess	regional customers	product SKUs



Projects Fulfilment Coverage

We have been fulfilling orders within the Asia-Pacific region and beyond since 2018.

We have the capability to store and distribute to regional locations.
Many of our existing clients, including Levi's, Bosch, Diebold & Nixford, have benefitted from our regional fulfilment capability.

HOW CAN AXXEL MEETS YOUR CAMPAIGN GOALS FASTER & BETTER

INVENTORY MANAGEMENT
We offer inventory management services with warehousing systems to alart clients when needed for restock. We also offer temporary or long-term storage of clients' consigned inventory.

QUALITY CONTROL
Professional in-house QC team apply international AQL standards when inspecting our products.

BRANDED PRODUCTS
We have established partnerships with global brands, some exclusively offering our customers with premium options.



BRAND-ON PRODUCTS
We keep an extensive inventory of generic products, along with our in-house printing services, to meet customers' urgent merch requirements.

CREATIVE DESIGN
Creative in house designers are our ideation factory who apply innovative designs to the products that enhance your brand.

LICENSED PRODUCTS
With experience in applying licensed brands to products, we can integrate licensor royalty agreements, create designs that meet licensors' guidelines and source for approved suppliers to manufacture.

INDUSTRY CHALLENGES

CHANGE OF CONSUMER BUYING BEHAVIOR

Lesser visits to physical stores, and this is more evident in Post-Covid conditions.
Consumers values more on the Functionality & Origin of the product compared to Price & Brand.
Consumers tend to buy in bulk and have items delivered to their homes.

GROWTH OF E-COMMERCE

Consumers are more Digitally savvy.
Demographics of digital users changes significantly especially with Govt funding support.
As E-Commerce penetrates FMCG, It intensifies strong competitions which means businesses have to adopt a more omni-channel approach.

SUBSTAINABILITY MINDSET

Consumers are becoming more aware and interested in how sustainability relates to products across the whole supply chain.
From the sourcing of ingredients to the packaging, consumers are influenced by green, environmental factors as well as the concept of responsibility and accountability.

GROWTH OF GIFT WITH EXPERIENCE

As consumers value intangible experiences over tangible products, FMCG brands need to find ways to make their products more interactive.
Create experiences which are centred around your products. For e.g. Coca cola made their products more interactive by customising the can with the consumers' name.

SOLUTION : PROMOTIONAL MERCH



80%

of shoppers are value-seeking and considered promotion sensitive



FREE GIFT

Consumers ‘perception of receiving a free product is higher than receiving a discount



90%

Of consumers are more likely to remain loyal to brand that offers a gift with purchase



65%

Of premium gift receivers are more likely to refer a brand to friends and family



54%

Of online retailers experienced increase sales figures with GWP/PWP

SOLUTION : REDEEMABLE MERCH



ONLINE REDEMPTION

As Consumers are switching over to online purchase processes, in-store redemption is not an accessible or preferred options for such instance. Make redemption available online to see a greater ROI in your campaigns.



UP-TO-DATE REDEEMABLE ITEMS

Use data from your clients' past redemption patterns to understand their tastes and preferences, so you can refresh your offerings accordingly.



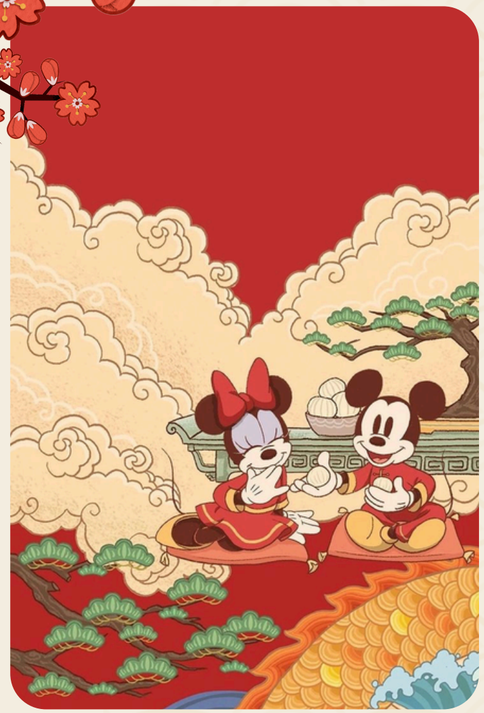
IMMEDIATE GRATIFICATION

Provide instant cash rebate & loyalty points at the moment your client makes a transaction

CNY GIFT WITH PURCHASE CAMPAIGN



Chinese New Year Gift with Purchase program is a marketing strategy that combines cultural celebration with customer engagement and brand promotion. When executed effectively, it can not only boost sales during the holiday season but also enhance a brand's image and customer loyalty within the Chinese market and among those celebrating the Lunar New Year worldwide.









MAKE YOUR CNY CAMPAIGN STAND OUT WITH

LICENSED MATERIAL

Quality licensed products are a great marketing tool to further reach for the licensor while you are afforded instant recognition by gaining the interests of fans of the licensed characters. Most importantly, for the licensee, the right licensed material can lend an otherwise seemingly generic product a premium image and bring you brand credibility.





























OUR LICENSE PARTNERS



LittleTwinStars



gudetama



Rilakkuma™



JUSTICE LEAGUE AMERICA



JUSTICE LEAGUE



CN We BARE BEARS



baby



my LITTLE PONY MOVIE



TRANSFORMERS



MONOPOLY



DORAEMON



Pokémon



snoopy



pinkfong

OUR LICENSE PARTNERS

CHINESE NEW YEAR MERCHANT IDEAS



Teapot Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Wine Glass



Coin Bank

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Onigiri Mandarin Orange Carrier Bag

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Folable Tote Bag

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Chopstick Set With Hardcover Packaging

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Keychain with Charms

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



2 pcs Cushions

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Disney TSUM TSUM

RAT OX TIGER RABBIT DRAGON SNAKE HORSE GOAT MONKEY ROOSTER DOG PIG



Zodiac Stirs Range

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Double Wall Glass

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Pillow Cum Eye Mask

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Door Mat

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Disney TSUM TSUM





Mandarin Carrier Bag

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Ang Pow Pouch

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Packing Organiser Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Canvas Tote Bag

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



2 In 1 Cosmetic Pouch

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Currency Pouch

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Zodaic Coaster Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





2 pcs Melamine Bowl Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Melamine Plate 2 pcs Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





2 pcs Melamine Container Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Ceramic Bowl Set In 4

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Mandarin Carrier Bag

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.





Trolley Bag

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Stackable Cup Set



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Cooking Pot

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.











Ceramic Bowl + Chopstick Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Humidifier



Water Bottle Set



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Plate Set



Bowl + Chopstick



Snack Tray

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Glass + Tray Set

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Food Container Set





Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.



Neck Pillow

Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

Hello Kitty





GLASS CUP SET

4 pcs cup x 2 design



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

DRAWSTRING
COOLER BAG



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

FOOD CONTAINER



Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

GLASS TUMBLER
WITH LID





Copyright @ Axxel Marketing Pte Ltd. For product ideas only.
Design are subjected to licensor's approval.

OUR PAST CNY LICENSE CAMPAIGNS

EXPERIENCE WONDER AT JEWEL

Jewel Changi SG Campaign - **Disney 100**

JEWEL
CHANGI AIRPORT

Campaign Gift with Purchase

Client Jewel Changi Airport SG

License Partner Disney 100

Product Launch January 2023



CHANGI
airport group

PROSPEROUS REUNION

Campaign : Gift with Purchase
Client : Changi Airport Singapore
License Partner : Tokidoki
Product Launch : January 2021



THE RABBIT YEAR

Unilever MY Campaign - **Miffy**

Campaign Gift with Purchase

Client Unilever MY

License Partner Miffy

Product Launch January 2023



LEAP INTO PROSPERITY

Guardian MY Campaign - **Disney Tsum Tsum**

guardian

Campaign Purchase with Purchase

Client Guardian MY

License Partner Disney Tsum Tsum

Product Launch January 2023



THE PROSPEROUS REUNION

Abbott Similac MY Campaign - **Line Friends**

Campaign Gift with Purchase

Client Abbott Similac Gain Plus Gold MY

License Partner Line Friends

Product Launch January 2022



TSUM TSUM LUNAR NEW YEAR

Lifebuay CNY SG Campaign - **Disney Tsum Tsum**

Campaign Gift with Purchase

Client Lifebuay SG

License Partner Disney Tsum Tsum

Product Launch January 2020



THE PROSPEROUS REUNION

Pavillion KL CNY Campaign - **Disney**

PAVILION
KUALA LUMPUR

Campaign Gift with Purchase

Client Pavilion Kuala Lumpur Malaysia

License Partner Disney

Product Launch January 2020

Banking Partner:

Maybank





PAVILION
KUALA LUMPUR

THE PROSPEROUS REUNION

Campaign : Charity
Client : Pavilion Kuala Lumpur
License Partner : Disney's Mickey & Minnie
Product Launch : January 2020







Unilever

PROSPEROUS REUNION

Campaign	: Online Exclusive
Client	: Unilever Malaysia
License Partner	: Line Friends
Product Launch	: January 2021



Unilever

PROSPEROUS REUNION

Campaign	: Gift with Purchase
Client	: Unilever Malaysia
License Partner	: Line Friends
Product Launch	: January 2021



PROSPEROUS REUNION

Campaign	: Gift with Purchase
Client	: Unilever Malaysia
License Partner	: Hello Kitty
Product Launch	: January 2022




Hello Kitty
Hello Kitty
Hello Kitty
Hello Kitty
Hello Kitty
Hello Kitty
Hello Kitty
Hello Kitty
Hello Kitty

Thank You

CONTACT US TODAY WITH YOUR REQUIREMENTS AND WE CAN HELP BRING YOUR IDEAS TO LIFE!

AXXEL MARKETING®