

The background of the entire page is a vibrant red. In the upper half, a teal-colored arc is visible. From the top left, several thin, dark branches with small, bright red flowers (resembling cherry blossoms) extend across the frame. In the bottom right corner, a golden ingot (yuanbao) is partially visible, resting on a red surface. The main title is centered in the lower half of the image.

CHINESE NEW YEAR PROMOTIONAL GIFT 2026

PRESENTED BY
AXXEL MARKETING PTE LTD





AXXEL MARKETING®

Welcome to Axxel Marketing!

We are a leading supplier of Corporate Gifts and Premiums in Singapore and we are committed to provide excellent services & solutions to our esteemed clients regionally & globally.

In this CNY Promotional Gift Proposal, we are excited to share valuable insights of our Services & Solutions and carefully curated selection of merchandise, targeted to elevate your Brand and Campaign Objectives.

Our Gifting Services



PROMOTIONAL & REDEEMABLE MERCHANDISE

Giving Your Brand the Power to Surprise & Delight



LOYALTY, REWARDS & INCENTIVE GIFTING

Attract & Retain Target Audiences & Employees through Innovative Gifts



LICENSED MERCHANDISE

Creating Magical Experiences with World's Largest Licenses



EVENTS GIFTING & ACTIVATION SERVICES

Say Goodbye to Dull Events by adding a Dash of Excitement

The background is a solid red color with a repeating pattern of white line-art icons. These icons include the twelve Chinese zodiac animals (rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog, pig), traditional Chinese architecture (pagodas, lanterns), and other cultural symbols like a yin-yang, a fan, and a fish.

Our Gifting Solutions

ONLINE SOLUTIONS

- Web Shop Program
- Gift Redemption Program

OFFLINE SOLUTIONS

- Personalize & Customize Gifting Solutions
- Event-based Gifting Solutions
- Licensed Campaign Solutions
- Point-of-Sale Marketing/Merchandising Solutions
- Warehouse Storage Solutions
- Global/Regional Fulfillment Solutions

INTERGRATED SOLUTIONS (ONLINE + OFFLINE)

- Hybrid Gifting Portals
- Subscription Gift Boxes
- Custom QR Codes - Gift Redemption or About Our Client

Chinese New Year Promotional Campaign

In conjunction with the upcoming Chinese New Year, this promotional gift catalogue is designed to help brands strengthen relationships with clients, partners, and employees through meaningful and festive gifting. Aligned with the values of prosperity, gratitude, and new beginnings, the campaign offers a curated selection of premium gift and branding opportunities that reflect the festive spirit. These thoughtfully chosen gifts are ideal for enhancing brand presence, expressing appreciation, and fostering goodwill during this important cultural season.





Customized **red packets** and **carrier bags** are highly effective tools in the promotional industry, especially during festive seasons like Chinese New Year. These items not only serve practical purposes but also enhance brand visibility and create a lasting impression. With tailored designs, company logos, and meaningful messages, they offer a thoughtful way to connect with clients, partners, and employees, reinforcing brand identity while aligning with cultural values and gifting traditions.

In addition, incorporating **IP-licensed merchandise** into the design of carrier bags and red packets—such as popular characters or iconic artwork—can significantly elevate brand appeal and engagement. These collaborations tap into existing fan bases and cultural trends, making the promotional items more desirable, collectible, and shareable. This approach is particularly effective for brands looking to create buzz, boost perceived value, and stand out in a competitive market.

Our Top Trendy Finds

CHINESE NEW YEAR
CARRIER BAG



Plush toys have become increasingly popular as promotional gifts in the FMCG industry, especially among brands targeting families, children, and young adults. Their soft, appealing nature and strong emotional resonance make them ideal for driving brand affinity and recall. Often used in limited-time campaigns or gift-with-purchase promotions, plush toys can be customized to feature brand mascots, licensed characters, or seasonal themes—creating collectibility and encouraging repeat purchases. With the rise of social media sharing and unboxing culture, plush toys also offer high visual impact and viral potential, making them a valuable tool in both brand engagement and consumer loyalty strategies.





Surprise & Delight: Blind Boxes as the New Promo Trend

Blind boxes have become increasingly popular in the promotional gift industry due to their element of surprise and strong appeal among younger consumers. By turning product giveaways into a fun, collectible experience, brands can boost engagement, encourage repeat interactions, and create buzz on social media. This trend is especially effective in FMCG, retail, and lifestyle sectors, where blind box promotions drive impulse participation and enhance brand storytelling in a playful, memorable way.



Our Top Trendy Finds

CHINESE NEW YEAR
PLUSH TOY BLIND BOX

Our Top Trendy Finds

CHINESE NEW YEAR
MINI KEYCHAIN POUCH





Add comfort and festive charm to your Chinese New Year gift-with-purchase campaign with a **customized cushion—a cozy and stylish way to celebrate the season**. Designed with vibrant CNY motifs such as lucky clouds, auspicious symbols, or zodiac elements, these cushions bring a touch of tradition and warmth into any living space. Fully customizable in size, color, fabric, and embroidery, they offer the perfect canvas to showcase your brand while delivering a practical and decorative gift. Ideal for creating a festive home atmosphere, these cushions make a memorable keepsake that customers will appreciate long after the celebrations end.

A Fragrant Touch to Festive Gifting



Celebrate the Lunar New Year with a thoughtful and sensory gifting experience through a **customized aroma diffuser hanger**—a perfect gift-with-purchase item for your CNY campaign. Designed to symbolize prosperity and well-being, this elegant hanger combines festive aesthetics with calming scents to create a refreshing ambiance at home, in the car, or at work. Fully customizable in shape, scent, and packaging, it allows your brand to stand out while delivering a memorable and functional gift. Ideal for promoting positive energy and new beginnings, it's a delightful way to leave a lasting impression during the festive season.

Celebrate the spirit of sharing and prosperity with a customized Chinese New Year **snack tray**—an ideal gift-with-purchase item that blends cultural tradition with practical elegance. Designed to hold an assortment of festive treats such as candies, nuts, and dried fruits, this multi-compartment tray serves as a beautiful centerpiece for family gatherings. Personalize it with your brand logo, auspicious motifs, or zodiac-inspired artwork to make a meaningful impression during the festive season. Made with durable, food-safe materials, the tray is reusable and perfect for annual celebrations, making it a thoughtful and lasting token of appreciation for your customers.







Enhance the festive experience with customized Chinese New Year **kitchenware and tableware**—a premium gift-with-purchase option that adds both function and festive flair to the home. From beautifully designed bowls, plates, and chopsticks to elegant serving sets, each piece can be personalized with your brand logo, traditional CNY motifs, or zodiac elements to reflect the spirit of abundance and celebration. Crafted from high-quality, food-safe materials, these items are perfect for family reunions and festive meals. Practical, meaningful, and reusable, they offer long-lasting brand visibility while delivering a memorable and culturally rich gift that customers will treasure year after year.

Our Top Trendy Finds

CHINESE NEW YEAR
TABLEWARE





A customized **Yu Sheng plate** is a thoughtful and festive gift for a Chinese New Year Gift with Purchase campaign. As the centerpiece of the traditional Lo Hei celebration, it symbolizes abundance, prosperity, and unity. Featuring elegant designs or brand elements inspired by the Lunar New Year, this special plate adds a personalized touch to the joyous tossing ritual, making it a cherished keepsake for families to use year after year.

DRINKWARE

PITCHER / TUMBLER / TEA SET





A customized **tiffin carrier** is a practical and nostalgic gift idea for a Chinese New Year Gift with Purchase campaign. Symbolizing abundance, sharing, and reunion, it's perfect for storing and serving festive meals with loved ones. Designed with auspicious motifs or your brand's signature touch, this reusable and eco-friendly gift blends tradition with modern utility—making it a meaningful keepsake that celebrates togetherness and sustainable living in the new year.

Welcoming Wealth, One Coin at a Time



A customized **coin bank** makes a charming and meaningful gift for a Chinese New Year Gift with Purchase campaign. Symbolizing prosperity and good fortune, it encourages the tradition of saving while adding a festive touch to any home. Designed with auspicious elements like zodiac animals or gold ingots, this practical yet playful keepsake is a delightful way to welcome abundance in the new year.



MAHJONG TILES SET

A customized Mahjong tiles set is a unique and festive gift idea for a Chinese New Year Gift with Purchase campaign. Rooted in tradition and cherished across generations, Mahjong symbolizes togetherness, joy, and prosperity—making it the perfect game to bring family and friends together during the celebrations. With custom designs featuring auspicious motifs or your brand elements, this exclusive set adds a meaningful and premium touch to the New Year festivities.

POKER CARD SET

A customized poker card set makes a fun and meaningful gift for a Chinese New Year Gift with Purchase campaign. Symbolizing luck, strategy, and entertainment, it's perfect for festive gatherings and game nights with loved ones. Designed with Lunar New Year motifs or branded elements, this stylish set adds a playful twist to tradition while reinforcing the spirit of togetherness and good fortune in the year ahead.



Highlights from Our Previous CNY Campaigns

Pavilion Bukit Jalil

YEAR OF SNAKE WITH EXCLUSIVE DISNEY GIFTS



PAVILION
BUKIT JALIL

Disney
2025
YEAR OF THE SNAKE

GIFT WITH PURCHASE
3 JAN - 16 FEB 2025
Redemption Counter, Level 4 (Pink Zone)

Redemption limit: RM1,000*
*per receipt

ITEMS	MALL-WIDE	UOB CARDMEMBERS
1x Ang Pow Packet	RM250	RM150
1x Tote Bag 1x Ang Pow Packet	RM500	RM400
1x Mini Luggage	—	RM1,000

*Terms & Conditions apply.
*on a single receipt

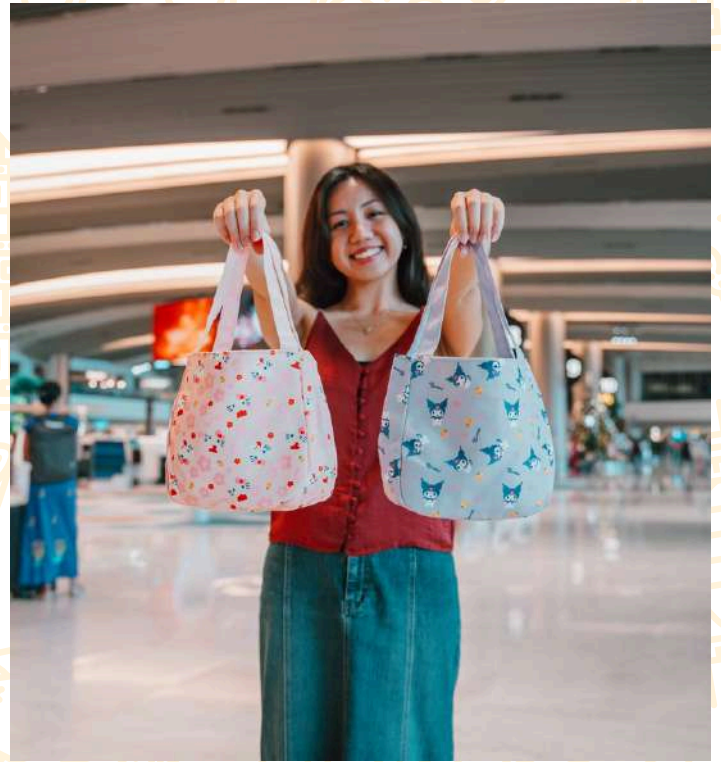
Official Bank Partner
UOB

©Disney



Changi Airport

USHER IN LUNAR NEW YEAR WITH SANRIO-EXCLUSIVE MERCHANDISE



Changi Airport

LIMITED EDITION POP MART-THEMED MAHJONG SET



Guardian Singapore

EXCLUSIVE TSUM TSUM FOLDABLE BAG & RED PACKET



Guardian Malaysia

DISNEY TSUM TSUM CERAMIC DINNERWARE SERIES

Save 50% Leap into Prosperity!

Disney Tsum Tsum

guardian

Collection Series

PWP RM 59 each

UP RM10.00 each Ceramic Dinnerware 3 pcs

With minimum purchase of RM20 inclusive of 1 participating brand or RM50 in a single receipt. Offer valid from 27 Dec 2022 - 31 Jan 2023. Terms & conditions apply. While stocks last.

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Aikens Bessence Beauty Garnier L'Oréal Maybelline Nivea Sunilk Cetpro Caring Eucerin Nution Olay Pantene Sengoon Summora Silkysilk



Lifebuoy Singapore

WINNIE THE POOH CNY COLLECTION



Lifebuoy Singapore

DISNEY TSUM TSUM ORANGE CARRIER BAG & RED PACKET



X3

FREE

TSUM TSUM POUCH
with \$18 purchase of Lifebuoy
handwash & body wash



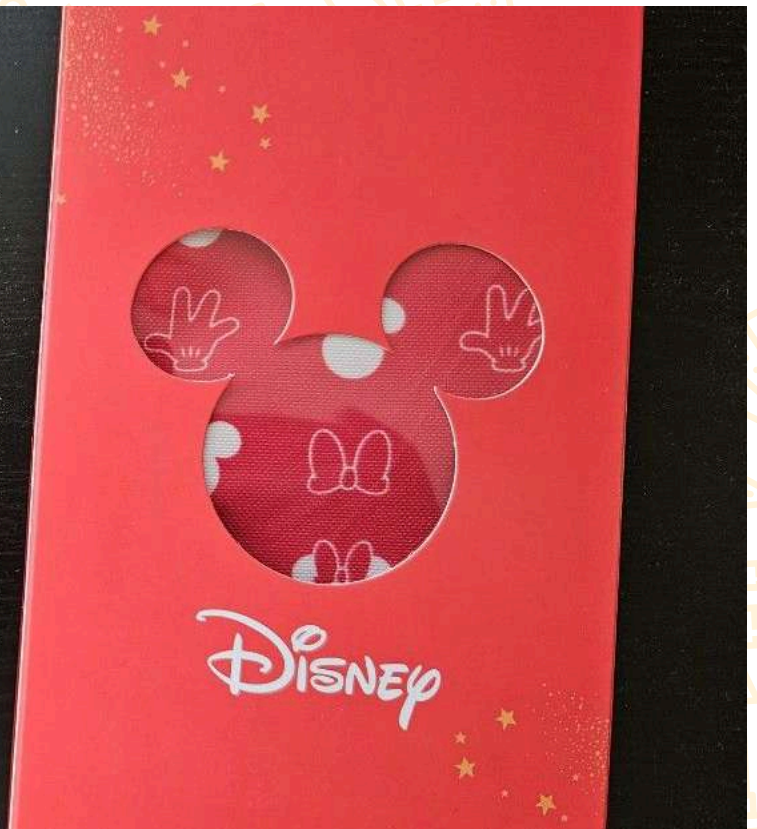
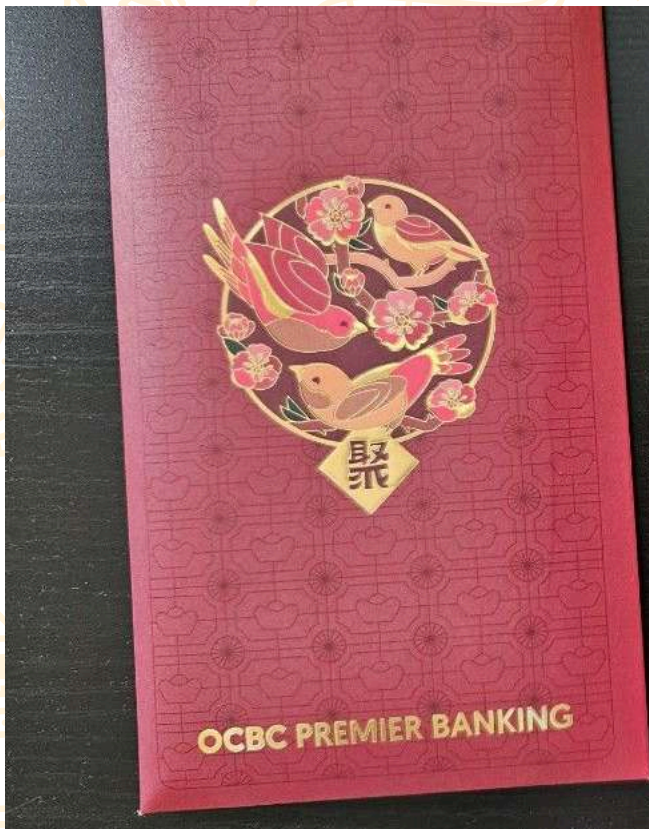
**Lifebuoy Tsum Tsum
Hand wash Bundle**

200 ml



OCBC Singapore

PREMIER BANKING DISNEY MICKEY CARRIER BAG AND ANG POW PACKETS



i-Shop Changi

DISNEY TSUM TSUM CNY ORANGE CARRIER BAG & RED PACKET



Sushi Express Singapore

LIMITED EDITION SNAKE MASCOT POKER CARDS



BACK VIEW



FRONT VIEW



6.2CM

8.7CM

Abbott – Similac

LIMITED EDITION LINE FRIENDS KIDS BACKPACK





Abbott

Get LINE FREINDS merchandise



Similac
Gain Plus®
Gold

with every purchase of **Similac Gain Plus® / Gain Kid Gold® Chinese New Year pack**

Special Edition!

Backpack



Unilever Malaysia

LIMITED EDITION LINE FRIENDS TABLEWARE SET



Unilever Malaysia

LIMITED EDITION HELLO KITTY TABLEWARE SET & RED PACKET



Thank You!

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