

Top 3 Eye-Catching CNY Commercial Video Ads

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Chinese New Year will be coming soon! And it's a great time to promote your business or brand by creating some eye-catching commercial video ads for the year of the tiger.

No, it's not just about promoting your business, it's about making a lasting impression on your potential audience during the festive season.

Commercial video ads are a great way to promote your brand. They allow you to reach out to potential customers while being able to be memorable and engaging.

However, there is a lot that goes into making an effective commercial video ad that can help us learn from other successful ones.

In this article, we have collected some examples of successful CNY commercials and what you can learn from them.

### 1. The Hunt For The Lucky Tiger



[youtube.com/watch?v=kJuikv5Oqw](https://youtube.com/watch?v=kJuikv5Oqw)

This video by Singtel depicts the feuding families find themselves reluctantly reunited on staycation at a 5G powered Sentosa, and in more direct competition as they take each other on in a treasure hunt for the lucky tiger.

When talking about 5G, the deployment of 5G in Malaysia will serve as an economic and innovation driver for Malaysia, enhancing the nation's global and regional competitiveness, accelerate Industry 4.0 and enable new digital services in the consumer and enterprise spaces.

By providing Malaysia with secure, robust connectivity and infrastructure, 5G also sets the foundation for future technological and business growth by delivering higher data speeds, ultra-low latency, greater reliability, massive network capacity and an enhanced consumer experience for users.

Watch on to discover if they manage to find the elusive animal and any other treasure with a VR smartphone.

### 2. 幸福从心出发 Happiness is a place within you



[youtube.com/watch?v=5xQL5ayrgRk](https://youtube.com/watch?v=5xQL5ayrgRk)

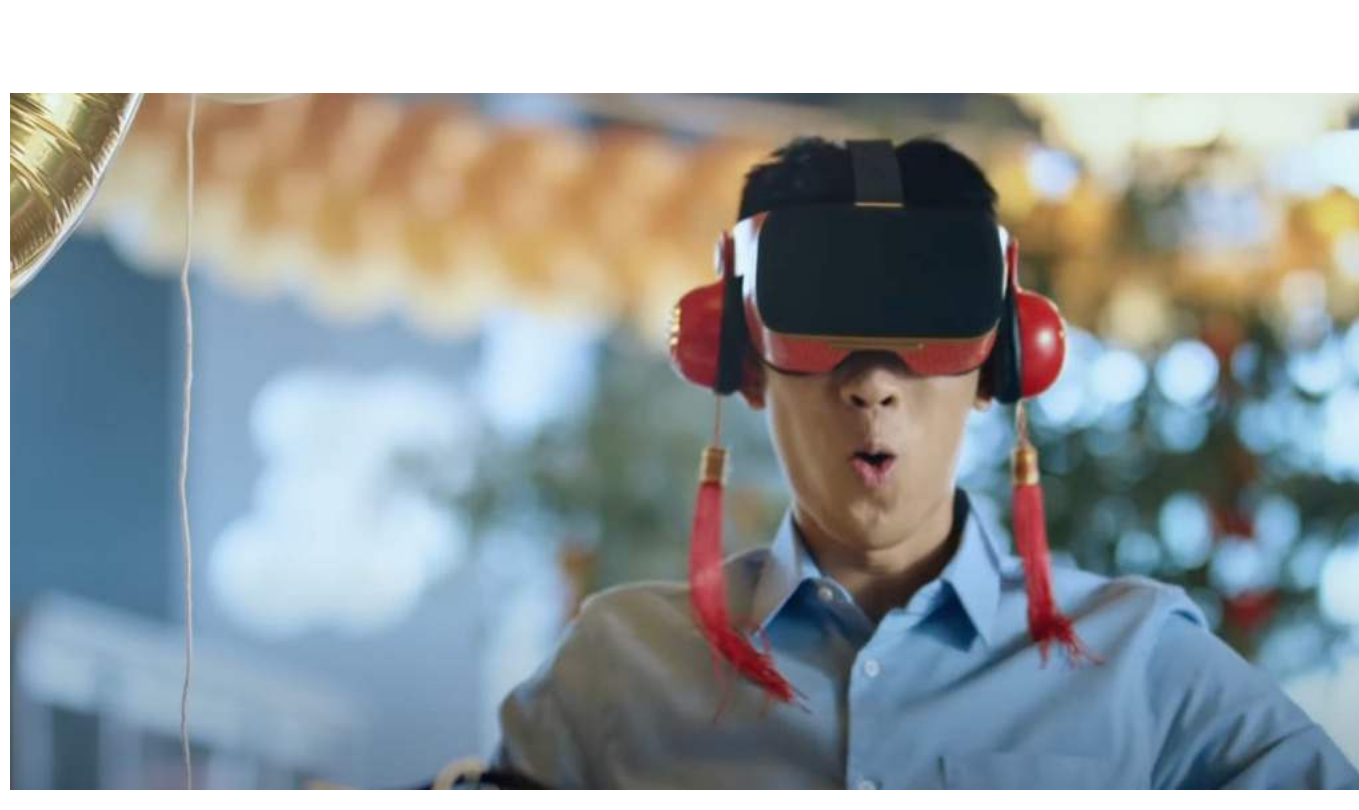
We always strive to achieve happiness in life. We want to earn tons of money, we want to be successful in our careers, and so on. But why do we fail to realize that all these things won't bring us 100% happiness?

This is what the video is all about. Jean seems to have all she needs to be successful in her life, but that comes at a hefty cost, which is her happiness.

It is a stark reminder that no matter how successful we are, we must not forget to enjoy our lives and make sure we don't put too much pressure on ourselves. It's also important to have loved ones around us to share our joys and sorrows.

Mental health is very important and needs to raise awareness on this topic even more nowadays as it can be more of a silent killer to the person involved.

### 3. TNB CNY – #RealityNotVirtual



[youtube.com/watch?v=XajB0dMMDFE](https://youtube.com/watch?v=XajB0dMMDFE)

Celebrations are best experienced in real life, with the people who matter the most – family. This is the message behind this video by TNB. In an era where technology is taking over everything, we should try to spend time with those we love instead of staying glued to our phones.

Since Bryan hasn't been with his family during the CNY for so long, his mum brought him the real-life celebration, into virtual reality. The scene makes use of virtual reality (VR), allowing viewers to feel like they are actually part of the festivities despite not being at that place at all. Not forget to mention that SALT TECH is providing virtual event services where streaming, networking, engagement, and sponsor visibility come to life.

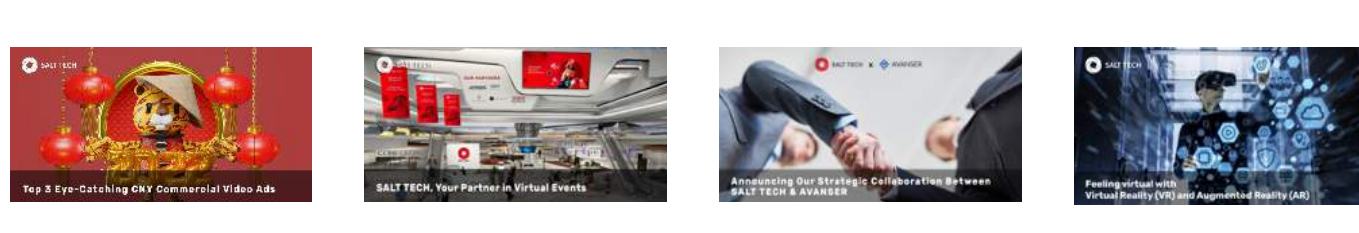
Overall, these ad videos were very well done. They did a great job showing how the Chinese New Year is celebrated and showed the main message on how important it is to stay close to your loved ones.

What do you think about these eye-catching CNY commercials? Do you agree or disagree with them? **Let us know!**

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