Budweiser toasts Chinese New Year to global Chinese Community

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On Thursday in Times Square, New York City welcomed a nice warm thaw brought by Budweiser's 2018 Chinese New Year celebration campaign.  
The world famous Chinese women's volleyball team coach Lang Ping and her daughter Lydia Bai Lang made their international debut. The mother and daughter, together with Chinese representatives from around the globe toasted to people who always offer them their love and support.  
The world premiere of Marathon, Budweiser's 2018 short film, also took place on Times Square. Chief Marketing Officer of AB Inbev, Miguel Patricio raised his glass to celebrate the New Year: "Here's to unleashing your true self, while always keeping in mind those who have your back."  
While celebrating and rejoicing the upcoming 2018 Chinese New Year, Budweiser is sending a message to everyone to celebrate their true self, and never forget to show appreciation for their families' understanding and support on their way to pursing their dreams.  
This year, Budweiser partnered with China's internet giant Tencent to conduct and publish a white paper titled "Are Parents Our Outsiders? Annual Survey on WeChat Timelines".  
According to the survey, more than half of young people have blocked their parents on their social networks, while most parents look forward to reading every tweet on their children's timeline.  
A new generation of Chinese youth find themselves hiding their lives and dreams away from family members, out of a fear that their parents are not able to understand their new lifestyles and ambitions.  
Whereas nearly 80 percent of parents are actually willing and ready to fully support their children's pursuits in life.  
The results of this survey revealed a misunderstanding and miscommunication between Chinese youths and their parents. Perhaps now is the time for us to wonder: Should we start inviting our parents back into our lives and show them our appreciation?  
"More and more people are breaking the traditional limits and bravely pursuing their dreams. They might fail, however, to notice that their parents are always supporting them," says Matt Che, marketing vice-president of AB Inbev APAC North. "We encourage worldwide Chinese people to cherish this Chinese New Year as an opportunity to open their hearts, and show their appreciation in their own way."  
"So together with Tencent, we want to encourage our consumers to appreciate people who have shared their support and made it possible for us to live a life on our own terms," Che added.

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