

- For this Chinese New Year campaign, we developed the concept around Remitly's core service—**sending money**—and connected it with the deeper cultural meaning of the holiday. The slogan “**Send Money, Send Good Fortune**” reflects not only what Remitly does, but also how Chinese families experience Chinese New Year: by actively **sending, sharing, and welcoming good fortune with their loved ones**.
- The creative focus on **giving red envelopes, making dumplings, and writing the “Fu” (福 character)** was intentional. These are not just symbolic representations of Chinese New Year, but **real actions that Chinese people take part in during the holiday as a way to wish for luck, prosperity, and happiness in the year ahead**.
- Among these traditions, sending **red envelopes—whether digitally or physically—is nearly universal during CNY**. It represents the exchange of good fortune between both the sender and the receiver, making it a natural and culturally authentic expression of Remitly's money-sending service. For this reason, red envelopes serve as a key visual anchor in the campaign.
- To further strengthen the cultural relevance, we incorporated additional meaningful actions:
 - Writing the “Fu” (福 character)**, symbolizing blessings and happiness
 - Making and eating dumplings**, traditionally shaped like gold ingots, representing wealth, prosperity, and family unity
- These elements reflect **authentic behaviors that families genuinely practice during Chinese New Year**, rather than decorative cultural symbols.
- In our final image selection, we also looked beyond the physical act of “sending.” Each visual places the sending action within a **complete Chinese New Year environment**, with **family as the central unit**. The images show families participating together in these traditions—giving red envelopes, making dumplings, and writing “Fu”—which reinforces the ideas of **togetherness, celebration, and shared hope for good fortune**.
- This integrated approach allows “**Send Money, Send Good Fortune**” to function not only as a functional message aligned with Remitly's business, but also as an emotionally resonant idea that reflects how Chinese families truly celebrate Chinese New Year.





AIRPORTS





CHINESE SUPERMARKETS



春节将至
远隔重洋
一个红包
替你把爱
「汇」到家

春节汇款 安全安心
资金安全 诺重千金

Remitly
服务热线: Remitly Global

Remitly 睿每易
汇出好彩头

把想念汇出去, 把爱说出来

Remitly 睿每易「汇出好彩头」汇款故事征集
新春将至, Remitly邀你与我们分享你的暖心时刻

投稿时间: 2月7日-2月23日

SOCIAL CONTEST

TOP1 Apple Watch Series 11 * 1名
146mm, GPS + Cellular + Stainless Steel Band
颜色随机, 豪华款式以及原装表带为豪!
价值约为 \$1,499 USD

TOP2 Apple AirPods Pro 3 * 1名
价值约为 \$299 USD

TOP3 Amazon Gift Card * 10名
价值为 \$100 USD

丰厚奖品 等你来拿

立即参与抽奖活动

4:57

Amelia R

第一次用app给爹地妈咪汇钱, 不用跑银行真爽
在温哥华生活后才发现, 原来「转账回家」是种安全感

比如家里说要交个费用,
比如爸妈随口一句“最近有点事要处理”。
隔着太平洋, 其实能做的不多
但至少可以把钱很快转回去。
现在跨境转账已经比以前方便很多了
手机上操作几分钟,
汇率、手续费、到账时间都很清楚。
爹地妈咪那边收到提示的一刻
我这边反而松了口气。
有些人觉得那只是转账。
但对在外生活的人来说,

4:57

唯1色彩

马上有财
HAPPY NEW YEAR

汇款到微信
即汇即收更安全

跨境汇款 Remitly

汇款用remitly, 精彩好礼不断
用了remitly好多年了, 到账准时, 不会有其他担心。图三是我朋友找人私人换钱, 按个钱背骗了, 骗子还骂她, 想想都窝火。所以选择正规渠道很重要!! @Remitly 睿每易 #Remitly汇出好彩头

Q 猜你想搜 remitly 速汇优惠码

第一次过年旅行[4]
第一次过年旅行[4]
今年特地带妈妈去拉萨
小姨一起过年。
工作以后才真的懂。家人
虽然隔得远，见得少，但
容易。年前还是给妈妈转
了就是想告诉她：你现在年
年三十都过。小姨做了
一桌饭也能像这般的口
实。❤️
@Remity 雪梅易
@Remity 汇出好彩头 开
好气氛

4:53

30

58

30

4:53

30

4:57

30



Remitly 睿每易 & 微信跨境汇款

联合温馨提示

节前高峰期，
私下换汇或路径不清晰的转账方式，
容易出现到账延迟、资金冻结，
甚至财产损失。
选择合规、透明的渠道，
才能减少不必要的风险。

速来领取

Remitly X 微信跨境汇款 微汇款

Remitly 睿每易 & 微信跨境汇款

联合温馨提示

节前高峰期，
私下换汇或路径不清晰的转账方式，
容易出现到账延迟、资金冻结，
甚至财产损失。
选择合规、透明的渠道，
才能减少不必要的风险。

REMITY X ALIPAY & WECHAT

Remitly X 微信跨境汇款 微汇款

限时收款福利活动

已正式上线!



我们合作啦!

Remitly 睿每易 | Alipay

只需2步，福利到手

Step 1 | 支付宝领取福利

收款人打开支付宝，搜索「跨境收款」，在收款页面点击活动横幅进入活动页面。符合条件后，即可领取红包及权益礼包~



上支付宝搜 跨境收款

Remitly 睿每易 已关注

Remitly喊你来领 年红包封面啦~
新春特别心意❤️，马上“汇”有💰作为官方合作伙... 展开

说点什么...

2 收藏 抢首评

Remitly 睿每易 已关注

Remitly喊你来领 年红包封面啦~
新春特别心意❤️，马上“汇”有💰作为官方合作伙... 展开

说点什么...

2 收藏 抢首评

Remitly 睿每易 已关注

联手送福跨境 活动 火热ing🔥 好消息来啦🎉🎉🎉... 展开

Shopping Fever | 发同款

说点什么...

3 3 抢首评

Remitly 睿每易 已关注

联手送福跨境 活动 火热ing🔥 好消息来啦🎉🎉🎉... 展开

Shopping Fever | 发同款

说点什么...

3 3 抢首评



360 ONLINE DIGITAL AMPLIFICATION

