



Experience good fortune and fun at Kuaishou's Magnetic Engine Spring Festival Pop-up Store in the Year of the Rabbit!

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Business Insights of Kuaishou's Magnetic Engine

Recently, Kuaishou's Magnetic Engine has partnered with six major brands, including JD, Feihe, China Mobile and China Unicom, to create a new Spring Festival gameplay in 2023. Through the online Topic Challenge with the theme of #GoodThingsComeWithTheRabbitYear (#好事當頭兔吉祥 魔表話題挑戰賽) and the Magnetic Engine's Spring Festival Pop-up Store, the "Good Market (好市來了)", Kuaishou took users on a fun and trendy journey through a new market experience. During the event, the "Good Craft Workshop (好市手藝館)" focused on intangible cultural heritage themes, and visitors had the opportunity to learn paper-cutting techniques from masters on-site. Through this innovative Spring Festival Pop-up Store, Magnetic Engine brought traditional intangible cultural heritage closer to the public, enabling the "artisans" on Kuaishou and the public to join hands together to promote and preserve the art of paper-cutting.