

Yum China's Children's Day promotions highlight innovative approach

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Yum China Holdings announced that in celebration of Children's Day in China, over 4 million toy set meals have been sold this year as of June 2.

Building on its long-term collaboration, KFC China teamed up with PokÃ©mon again this year, offering six new PokÃ©mon toys for this year, designed to appeal to fans of all ages. The exciting lineup included a Gengar memory game, a popular gaming toy; a Pikachu CD player and a Mimikyu spinner that incorporates image recognition and voice recognition technology; and a PokÃ©mon-themed hand-eye coordination trainer that encourages physical activity. Meanwhile, Pizza Hut continued its partnership with Sanrio, the IP owner of Hello Kitty, and launched an adorable series of beach-themed Sanrio toys, including a Hello Kitty-themed music player.

Yum China has a long history of collaborating with popular IPs on toy releases and creative marketing campaigns, spanning more than two decades. Leveraging its deep insights into Chinese consumer preferences and market trends, Yum China has been able to design and launch products that carry broad appeal and resonate deeply with Chinese consumers.