



LATeral Thinking

Issue #18

February has been rather cold, but helping our clients meaningfully engage with their customers keeps our heart warm!

The Lunar New Year is increasingly celebrated outside of China. Here in Vancouver, we are proud to help several clients celebrate **Chinese New Year**. Check out the case study [here](#).



Read about how a [major US airline](#) engages with their multicultural audiences by going way beyond translation and **adapting** their content into several languages.



HAWAIIAN AIRLINES.

From the blog

WeChat has 70 million active users from 200 countries. You might be surprised how popular this app is outside of China as well! Check out our [WeChat for Westerners](#) blog to learn more.

In case you missed it...

Don't forget to download our China Ready Guide [here](#).

Contact Us!

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