

Case Name

Da Dong Roast Duck

Theory

Innovation; Public Relationship; Internal Marketing

Keywords

Online Promotion; Staff Loyalty

Background information

When it comes to Peking duck, in the past, many people would probably think of Quanjude first, but nowadays, more will mention Da Dong Roast Duck. Positioned as a high-end restaurant for business banquets and family gatherings, the restaurant is a nostalgic Chinese style that combines Chinese culture with traditional dishes to give an international expression to the taste of China. With a marketing strategy that puts the product at the center of the customer's experience, Da Dong holds a high position in the fierce competition among traditional local cuisines.

Marketing strategy

1. Innovation of traditional cuisine. Da Dong Restaurant holds a quarterly conference of its innovative cuisine menu, proactively inviting media and gourmets for their reporting and tasting. In terms of cuisine, Da Dong's dishes are healthy and organic, paying attention to less intake of salt and fat so that they are tasty but not greasy. At the same time, Da Dong's signature "crispy and non-greasy " roast duck version 5.0 has been launched, with the skin remaining crispy and fluffy, yet low in fat and oil, and the meat tender and juicy.

2. Use the internet and e-commerce platforms to promote. As a result of the Covid-19 pandemic, diners for offline restaurants dropped significantly due to the pandemic policy. Under such circumstances, Da Dong joined Beijing's local Wu-Mart Group to boost retails and wholesales on various platforms. Meanwhile, Da Dong set up a community on social media platforms called "Innovate with Da Dong," using social media platforms for marketing. All those who care for Da Dong are encouraged to speak up for their ideas on innovative dishes.

3. Da Dong strives to create a caring and responsible restaurant by providing all-around assistance to our staff in their lives and work. Donations were organized for employees who were ill and hospitalized, and this was continuously reported on social media platforms, which has well demonstrated the social responsibility of Da Dong and intensified the solidarity as well as the loyalty of the staff.

Outcomes

Da Dong Roast Duck is leading the way in innovating Chinese cuisine. While creating a warm and caring image for the company's restaurants, a marketing-micro-blog tool would expand brand awareness and attract more potential customers.

Implications & Challenges

After the epidemic, should Dadong's marketing strategy continue to focus on promotion on the Internet and social media platforms? Why?

Reference list:

Da Dong Roast Duck (2023) .

Retrieved 18 March 2023 from <http://www.dadongdadong.com/>

案例名称

大董烤鸭

理论依据

产品创新;公共关系营销;内部营销

关键词

互联网推广;员工忠诚度

背景资料

提到北京烤鸭,在过去可能更多的人第一个想到的是全聚德,但是现在更多人会提到大董烤鸭。餐厅的定位为商务宴请及家庭聚餐的高端餐厅,是具有怀旧气息的中式风格,将中国文化与传统菜式相结合,使中国味道有了国际化表达。大董以产品为客户核心体验的营销战略,在本地传统菜式的激烈竞争中占有很高的地位。

营销策略

1. 对传统菜品的创新。大董餐厅每季度都会召开创意料理菜单发布会,积极邀请媒体报道和美食家的品论。从菜品上来说,大董的菜品反映出了健康和自然,注意盐和脂肪的摄取,做到菜品见味不见油。同时推出大董特色的”酥不腻“烤鸭 5.0 版,鸭皮既保持酥松,又低脂少油,肉嫩多汁。
2. 利用互联网和电商平台推广。受疫情的影响,线下餐厅的上座率受到疫情政策的影响大幅下滑。在这样的情况下,大董烤鸭决定联手北京本地的物美集团进军餐饮新零售,并把新产品放在了多平台进行销售。同时,为了推广创新菜式,大董在社交平台上建立“和大董一起玩意境菜”的社群,利用社交平台进行营销策划,让所有对大董创新菜有兴趣的网友都能畅所欲言。
3. 通过为员工提供生活和工作上全方位的帮助,努力营造一家有爱心、有责任心的餐馆。为患病住院的员工组织捐助活动,并且在社交平台上对此活动持续报道,充分体现了大董烤鸭店的社会责任感,增强了员工的凝聚力和忠诚度。

成果

大董烤鸭在菜品创新上引导着中餐的潮流。在塑造了一个温馨的企业形象,树立餐馆爱心形象的同时,利用微博这一营销工具,扩大了品牌的知名度,挖掘了更多的潜在消费者。

反思与挑战

疫情之后,大董的营销策略是否还以互联网和社交平台推广为主吗?为什么?