

Case Name

Huang Bao Che Car Rentals

Theory

Marketing Segmentation; Emotional Marketing

Keywords

Personalized Services; Creative Video; Emotional Connection

Background information

As consumer preferences continue to evolve in China, there is a growing demand for personalized travel experiences, which places higher demands on destination marketing efforts. In response to this change, the well-known Chinese customized travel platform, Huang Bao Che, released an innovative video that showcases its brand values and addresses the pain point of young people who are too busy to travel with their parents. The video aired before the Chinese New Year holiday, a crucial peak period for outbound travel among Chinese tourists. The goal was to establish an emotional connection with potential users and resonate with them, ultimately leading to conversions.

Marketing strategy

The marketing strategy employed by Huang Bao Che in 2018 was a short video called "Stranger Son." It was shot from a third-person perspective, highlighting how the company's tour guides accompany elderly parents instead of their actual children during their travels. Through this narrative twist, the video reminds viewers of the importance of returning home and spending time with family, conveying Huang Bao Che's care and warmth toward families.

Outcomes

The video's most significant highlight is that it does not try to play the role of an all-knowing and all-powerful brand. Instead, while showcasing the unique features of the tour guide service, it expresses a traditional Chinese family concept – that even the most perfect service cannot replace the companionship of loved ones. The film concludes by providing a solution: spend time with your parents in a new place this year and let Huang Bao Che travel with you to explore the world together.

Challenges/Reflection

At the 2018 China Content Marketing Golden Eye Awards ceremony, "Stranger Son" was named the Creative Advertising Marketing Value Award winner among nearly a thousand entries. To create a hit, one must deeply understand users and their needs. Only then can one appeal to decision-makers in real life, evoke emotional resonance, and trigger word-of-mouth effects, genuinely making the brand memorable.

案例名称

皇包车

理论依据

市场细分；情感营销

关键词

个性化服务；创意视频；情感联系

背景资料

随着消费升级，中国的消费者对旅游有越来越个性化的需求。这对旅游目的地的推广提出了较高的要求。基于这个变化，中国著名的自由行定制平台皇包车公司以创意视频的方式释放品牌价值观。他们抓住了年轻人工作繁忙无法陪伴父母出游的痛点，并在中国传统节日——春节假期之前播出。这个时机是抓住中国游客出境游高峰的重要时机。皇包车公司的目的是与潜在用户建立情感联系并产生共鸣，最终实现订单的转化。

营销策略

皇包车在 2018 年拍摄了短片《陌生的儿子》。这个短片通过第三视角，让观众看到了在行程中一直陪伴老父母出行的是皇包车平台的司导服务者，而不是他们的儿子。通过这样的情景反转，提醒子女们回归家庭，多多陪伴父母。这向潜在的目标市场传达出皇包车旅行的品牌关怀与温度。

营销活动成果

视频最大的亮点在于品牌没有试图去扮演一个“全知全能”的角色。在体现司导服务的产品特点的同时，表达了一种中国传统的家庭观念，即再完美的服务始终不能代替亲情的陪伴。短片最终给出解决方案：今年带着父母换个地方团圆，皇包车旅行陪伴你们一起看世界。在 2018 年度中国内容营销金瞳奖颁奖典礼上，短片《陌生的儿子》与近千件作品的角逐中，最终荣获本届金瞳奖“创意广告营销价值奖”。

挑战与反思

要制造爆款，必须做到一点，就是“真实洞察用户和他们的需求”。只有这样才能打动现实生活中代表决策的人群，引起他们的情感共鸣，从而引发圈层效应，真正让品牌深入人心。

Huang Bao Che's promotion video and post :



Figure 1. Huang Bao Che Promotion video
"Stranger Son."(www.shangyexinzhi.com/cases/735528/)



Figure 2. Huang Bao Che Promotion Post (Auto.In110.com.cn/hbcly/6019574.html)

Reference list:

Huang Bao Che's promotion video, digital image, viewed 28 May 2023,
< www.shangyexinzhi.com/cases/735528/ >

Huang Bao Che's promotion post , digital image, viewed 28 May 2023,
< Auto.ln110.com.cn/hbcly/6019574.html >