

Case Name

More than Just Green Tea- West Lake State Guesthouse

Theory

Starvation marketing, Branding

Keywords

Brand rebuilding; VI* design; Cross-border cooperation; Social media promotion

Background information

As a time-honored local luxury hotel Hangzhou West Lake State Guest House is well-known for its lakeside garden scenery that has accommodated V.I.P guests from both home and abroad. Being a state-owned hotel, it has got many great opportunities in hosting diplomatic events and witnessing historical moments. Like other local hotels, West Lake State Guesthouse has its own Longjing tea brand, unfortunately not widely acknowledged. Facing fierce competition in the market, the guesthouse is considering rebranding its image and generating more revenue.

Marketing Strategy

- 1.Brand Remodeling. Integrated the significant developing stages of the West Lake State Guesthouse into the historical process of Longjing tea, reflecting the connection between the two and creating a unique storyline for this particular brand.
- 2.VI* design. It Included the re-design of logo and packaging, which could highlight the uniqueness and rareness of the product.
- 3.Intensified Quality Control. A private tea garden had been launched at the core of the Longjing planting area to ensure its quality was as great as always.
- 4Cross-border cooperation. Through cooperating with designer brands, we customized our "tea+Longquan celadon" products; Excellent innovation on silk brands was made to launch "tea + silk" products. In addition, one of the most popular programs was the " Spring water + Longjing tea" combination, “buy Longjing tea, get Hupao spring water as freebie tea mate” and won the favor of our customers.
- 5.Narrowing its sales channels on purpose before the tea harvesting season, the guesthouse had done limited pre-sales which not only reduced its inventory, but also underscored Longjing tea’s scarcity.
- 6.Social media promotion. While loading advertisements on social media platforms, we implemented an adoption program for Longjing tea trees. The adapter's name tags would be hung on the trees and the annual growth status would be sent to the adopter as well, which would enhance the stickiness, connection and loyalty between the brand and the guests.

Outcomes

The comprehensive marketing strategy made the Westlake State Guesthouse Longjing tea brand stand out among star-hotels of its kind. The tea was only reserved in advance and sold online, so it greatly stimulated consumers' desire to purchase. Although the price was much higher than the others’, it was still in high demand. The tea revenue had been folded five times to millions of dollars.

Implications & Challenges

The starvation marketing would reflect on the high-quality image of the brand if used properly. While we need to find out whether this method was suitable for remodeling

Longjing tea brand and whether there are more applicable ways that can stress on the uniqueness of the product.

VI is visual identity, which is the visual identity system of a company and part of its brand management system. It is also part of a company's brand management system, such as a logo design.

不只是绿茶- 西湖国宾馆的西湖龙井茶销售

理论依据

饥饿营销;品牌塑造

关键词

品牌重塑;VI;跨界;社交网络推广

背景资料

作为悠久历史的本地星级酒店，杭州西湖国宾馆以江南园林风景著称，接待过国内外重要贵宾。作为国有酒店，它承担着举办大型国际会议和外交活动的任务，同时也见证了很多历史时刻。与本地其他的酒店一样，西湖国宾馆也有自己的西湖龙井茶品牌，然而品牌知名度却非常低。面临着激烈的市场竞争，西湖国宾馆考虑重塑品牌形象，创造营收。

营销策略

1. 品牌重塑。把西湖国宾馆发展过程中的重要节点融入龙井茶的历史过程中，体现两者之间的历史联系，为西湖国宾馆茶叶品牌创造了一个独特的历史故事线。
2. 重新进行 VI*视觉设计，即 logo 和包装设计等，突出了产品的独特性和稀缺性。
3. 提高对品质的控制。西湖国宾馆在龙井茶核心产区建立了私人茶园，保证茶叶的品质一如既往。
4. 跨界合作。与设计品牌进行合作，推出定制化的“茶叶+龙泉青瓷”产品。与丝绸品牌合作，推出“茶叶+丝绸”产品。推出“虎跑水+龙井茶”组合，买龙井茶赠送提高茶叶口感的纯正虎跑水，获得了消费者的青睐
5. 应用“饥饿营销”，西湖国宾馆在茶叶生产季节开始之前进行限时限量预售活动，收窄销售渠道。既减少库存，又突出了品牌的稀缺性。
6. 社交内容营销。在社交平台推出软性广告的同时，发起西湖龙井茶树的认领活动。每一棵酒店茶园里的茶树上挂上认领人的姓名，并把茶树一年的生长状态发送给认领人，提高品牌和客人之间的粘性和忠诚度。

成果

“不仅是龙井茶，还是龙井御茶。”全方位的市场营销策略使西湖国宾馆的龙井茶在同类星级酒店的衍生产品中脱颖而出。由于销售渠道只在酒店线上官方平台，极大刺激了消费者购买的欲望，迅速打开市场，成为了一克难求的稀缺品。

品牌独特性和稀缺性使得西湖国宾馆的龙井茶虽然价格比同类产品高出数倍，但供不应求。次年，宾馆的茶叶营收就翻了 5 倍，年产值达到了数百万元。

反思与挑战

饥饿营销运用得当，可以体现品牌高价值形象。但是对于品牌重塑后的龙井茶产品使用饥饿营销的方法是否合适？有没有更好的突出产品独特性的方法可以使用？