

Case Name

The Ritz-Carlton "Giraffe Doll Vacation" Marketing Campaign – Lu Yi

Theory

The theory of emotions

Keywords

The Ritz-Carlton; Giraffe doll; Customer experience; Emotional connection; Marketing Creativity

Background Information

A couple took their son to The Ritz-Carlton for vacation. After the vacation, they returned home and realized their son's giraffe doll was left at the hotel. However, they were pleasantly surprised to find that the hotel not only sent back the giraffe doll but also attached photos of the doll vacationing in various areas of the hotel, making their son believe that the giraffe went on vacation.

Marketing Strategy

1. Improve customer experience:
The hotel took advantage of customers losing their belongings to improve customers' holiday experience creatively and enhance customers' favorability towards the hotel.
2. Strengthen emotional connection:
By sending back the giraffe doll and attaching vacation photos, the hotel created an emotional connection, which made customers feel more emotional about the hotel.
3. Improve word-of-mouth communication:
Customers were moved by this unique service and spontaneously shared this story on social media, which improved The Ritz-Carlton's brand recognition and reputation.

Outcomes

Through this creative marketing campaign, The Ritz-Carlton achieved the following results:

1. Strengthened customer emotional connection: Customers have a deeper emotional connection with the hotel, and their loyalty to the hotel has been enhanced.
2. Improved brand recognition: Customers shared this story on social media, allowing more people to understand The Ritz-Carlton's service quality and caring attitude and improving brand recognition.

Implications & Challenges

1. Difficulty implementing personalized services: Providing personalized services requires hotels to have advanced information technology systems and professional customer service teams. They also need to invest heavily in training and technical support.
2. Customer feedback process: In providing personalized services, there may be inconsistent customer feedback or changes in demand. Hotels must adjust service strategies on time and adequately handle customer feedback to avoid negative impacts.

Through continuous summary and reflection, hotels can improve their personalized service strategies, enhance customer satisfaction, and increase brand loyalty to achieve long-term brand development goals.

案例名称

丽思卡尔顿酒店“长颈鹿玩偶度假”营销活动 - 陆懿

理论依据

情感理论

关键词

丽思卡尔顿酒店；长颈鹿玩偶；客户体验；情感连接；营销创意

背景资料

一对夫妻带着他们的儿子去了丽思卡尔顿酒店度假。在度假结束后，他们回家时意识到儿子的长颈鹿玩偶遗忘在了酒店。然而，他们惊喜地发现，酒店不仅寄回了长颈鹿玩偶，还附上了玩偶在酒店各个区域度假的照片，让儿子相信长颈鹿真的是去度假了。

营销策略

1. 客户体验提升：
酒店利用客户遗失物品的机会，通过创意方式提升客户的度假体验，增强客户对酒店的好感度。
2. 情感连接加强：
通过寄回长颈鹿玩偶并附上度假照片，酒店创造了一种情感连接，使客户对酒店产生更深的情感认同。
3. 口碑传播提升：
客户被这个特别的服务所感动，自发在社交媒体上分享了这个故事，提高了里兹卡尔顿酒店的品牌认可度和口碑。

成果

通过这个创意的营销活动，丽思卡尔顿酒店获得了以下成效：

1. 客户情感连接加强：
客户对酒店产生了更加深刻的情感连接，增强了对酒店的忠诚度。
2. 品牌认可度提升：
客户在社交媒体上分享了这个故事，使更多的人了解到了里兹卡尔顿酒店的服务质量和关怀态度，提高了品牌认可度。

挑战与反思

1. 个性化服务实施难度：
提供个性化服务需要酒店拥有先进的信息技术系统和专业的客户服务团队，需要在培训和技术支持方面投入大量资源。
2. 客户反馈处理：
在进行个性化服务的过程中，可能会遇到客户反馈不一致或者需求变更的情况，酒店需要及时调整服务策略并妥善处理客户反馈，避免造成负面影响。

通过不断总结和反思，酒店可以进一步改进个性化服务策略，提升客户满意度和品牌忠诚度，实现长期品牌发展目标。