

Case Name

Loong Air Hangar Trendy Music Festival Marketing Project – Tang Tian

Theory

Market segmentation theory

Keywords

Airline travel; Cultural tourism +; Joint branding; Innovation and development

Background Information

1. After the pandemic, people's desire for offline activities increased, and outdoor activities such as music festivals became popular.

With the gradual recovery of the market economy in 2023, offline music performances have ushered in explosive growth.

In 2023, the box office of large-scale music festivals was nearly 3.2 billion, with more than 700 performances and almost 7.9 million spectators, showing the vitality and potential of the music festival market.

Although the Loong Air Hangar Music Festival did not sell tickets publicly, it attracted considerable attention through targeted invitations, and more than 10,000 new members were added for a single event.

2. Young people have become the leading consumer group of music festivals. They are keen to pursue fashion, trends, and novel experiences.

The Loong Air Hangar Music Festival uses aviation as an element, combining the fashion trend of music with the fantastic aspects of aviation, which fits the consumption needs of young people.

Marketing Strategy

1. Positioning and goals

Create a unique music festival combining aviation and music, providing young people with an unprecedented cross-border experience. Through the music festival, Loong Air's brand appeal will be enhanced, more young customer groups will be attracted, and service content and market share will be expanded.

2. Marketing strategy

Venue selection and innovation: Loong Air's hangar is used as the venue for the event. The aviation elements are perfectly combined with the music festival to give the audience unique audio-visual enjoyment. This innovative venue selection has never appeared in China's civil aviation industry before, and it is an excellent new marketing highlight.

Social media marketing: Make full use of social media platforms to promote events and increase exposure and participation by publishing event information, interactive topics, live broadcasts, etc. This helps to attract more potential customers to pay attention to and participate in the music festival. Diversified products and services: During and after the

music festival, a series of unique products and services related to aviation and music were launched, such as the Lawn Cloud Party and Pop Mart co-branded products, to meet the diverse needs of customers and further enhance brand influence.

Membership system and preferential strategies: Attract new customers through music festivals and encourage them to join the membership system while providing member-exclusive preferential treats and services to increase customer adhesiveness. For example, Loong Air launched preferential new member registration activities during the Hangar Music Festival.

Outcomes

1. Increased brand awareness
Since the event's warm-up, Loong Air brand awareness has increased significantly, and the media interaction index has increased year-on-year.
2. The number of members increases sharply
The number of new members in a single event exceeded 10,000, indicating that the event significantly effectively attracted new customers.
3. Increase in passenger volume
Loong Air's passenger numbers increased year-on-year in 2023, reflecting the positive impact of marketing activities on business growth.
4. Recognition of innovative service experience
The Hangar Music Festival's success demonstrated Loong Air's innovative service capabilities and gained wide recognition from customers.

The Loong Air Hangar Music Festival is a successful marketing event that enhances brand influence, increases customer numbers, and innovates customers' experiences.

Implications & Challenges

This project enabled many people to understand Loong Air's young and vibrant brand image more straightforwardly. The most impressive things are its innovation, beautiful venues, and diversified services, consistent with the needs of young people who run for novelty, vitality, and excellent acts. At the same time, through precise market positioning and direct accessibility to users, the customer number has grown exponentially, which is undoubtedly an innovative result of aviation brand marketing.

1. Continue to innovate the form of activities
Maintain the combination of aviation and music and explore more diversified activities, such as aviation lectures, flight experiences, etc., to attract a broader range of audience.
2. Deepen partnerships
Continue to seek cooperation with well-known brands and create more influential marketing activities together.

3. Optimize customer service experience
During the event, continue to collect customer feedback, optimize service procedures, and improve customer satisfaction.
4. Use social media to strengthen publicity
Use social media platforms to enhance publicity before and after the event, expand brand exposure, and attract more potential customers.

案例名称

长龙航空机库潮流音乐节营销项目 - 唐田

理论依据

市场细分理论

关键词

航空旅行；文旅+；联合品牌；创新开拓

背景资料

1. 疫情后，人们对于线下活动的渴望增加，音乐节等户外活动受到欢迎。2023 年，随着市场经济的逐步复苏，线下音乐演出迎来爆发式增长。

2023 年大型音乐节票房近 32 亿，总场次超 700 场，观演人次近 790 万，显示了音乐节市场的活力和潜力。

长龙航空机库音乐节虽未公开售票，但通过定向邀约的方式成功吸引了大量关注，单场活动新增会员超过万人。

2. 年轻人成为音乐节的主要消费群体，他们热衷于追求时尚、潮流和新颖的体验。长龙航空机库音乐节以航空为元素，将音乐的时尚潮流与航空的酷炫元素融合，正好契合了年轻人的消费需求。

营销策略

1. 定位与目标

打造一个融合航空与音乐的独特音乐节，为年轻人提供一个前所未有的跨界体验。通过音乐节提升长龙航空的品牌形象，吸引更多年轻客户群体，同时拓展服务内容和市场占有率。

2. 营销策略

场地选择与创新：利用长龙航空的机库作为活动场地，将航空元素与音乐节完美结合，为观众提供独特的视听享受。这种创新的场地选择，在中国民航从未出现过的，本身就是一个极大的营销亮点。

定向邀约与品牌合作：通过定向邀约吸引目标客户群体，并与知名品牌进行合作，扩大活动影响力。例如，长龙航空与 ABIG、FM91.8 电台等合作伙伴的联手，增加了音乐节的吸引力和宣传效果。

社交媒体营销：充分利用社交媒体平台进行活动宣传，通过发布活动信息、互动话题、直播等方式增加活动的曝光度和参与度。这有助于吸引更多潜在客户关注并参与音乐节。

多元化产品与服务：在音乐节期间及之后，推出一系列与航空和音乐相关的特色产品与服务，如草坪云朵派对、泡泡玛特联名产品等，以满足消费者的多元化需求，并进一步提升品牌影响力。

会员制度与优惠策略：通过音乐节吸引新客户并鼓励他们加入会员制度，同时提供会员专属优惠和服务以增加客户黏性。例如，长龙航空在机库音乐节期间推出的新会员注册优惠等活动。

成果

1. 品牌关注度提升
活动预热以来，长龙航空的品牌关注度显著提升，媒体互动指数同比上涨。
2. 会员数量激增
单场活动新增会员超万人，表明活动对吸引新客户的效果显著。
3. 客运量增长
2023 年长龙航空的客运量同比上升，反映出营销活动对业务增长的积极影响。
4. 创新服务体验认可
机库音乐节的成功举办，展示了长龙航空在创新服务体验方面的能力，获得了消费者的广泛认可。

长龙航空机库音乐节是一次成功的营销活动，不仅提升了品牌影响力，还拓展了客户群体并创新了服务体验。

挑战与反思

这个项目让很多人直接了解到长龙航空年轻、活力的品牌形象。印象最深的是创新、场地和服务多元，非常契合疫情后年轻人渴望新奇、活力和酷炫活动的需求。同时，通过营销的精准定位，直达用户，实现了客户群体的倍数增长，这无疑是航空品牌营销的创新案例。

1. 持续创新活动形式
在保持航空与音乐结合的基础上，探索更多元化的活动形式，如航空知识讲座、飞行体验等，以吸引更广泛的受众群体。
2. 深化合作伙伴关系
继续寻求与更多知名品牌的合作机会，共同打造更具影响力的营销活动。
3. 优化客户服务体验
在活动举办过程中，不断收集客户反馈，持续优化服务流程，提升客户满意度。

4. 利用社交媒体加强宣传
充分利用社交媒体平台，加强活动前后的宣传工作，扩大品牌曝光度，吸引更多潜在客户关注。