

Case Name

Hong Kong Disneyland- "100 Years of Wonder" & "MAGIC ACCESS" (membership card)

Theory

STP (Segmentation, targeting, and positioning)

Keywords

Brand Culture & Image; Membership Service; Discount; Innovative Events

Background Information

1. The number of visitors to Hong Kong Disneyland has shown a downward trend in recent years due to the epidemic's impact and tourist distribution to new established Shanghai Disney Resort and Universal Beijing Resort. The decrease in visitor numbers has negatively impacted sales of HK Disneyland's tickets and related products, with the park gradually living beyond its income.
2. The Walt Disney Company (TWDC) approaches its 100th anniversary. Disney companies worldwide are attempting to launch publicity campaigns and special events to celebrate. Hong Kong Disneyland would like to seize this opportunity for effective marketing, re-establish competitive advantages, and increase market share.
3. The Hong Kong Disneyland's fireworks display has been suspended due to the maintenance and expansion of the "Sleeping Beauty Castle." Along with the period of 100th anniversary, the firework display also returns to tell nearly 40 stories in the context of Disney culture.

Marketing Strategies

As we all know, Disney's success lies in conveying brand culture and shaping the brand image through telling beautiful and meaningful stories. Against plummeting revenues and a downturn in operations, Hong Kong Disneyland capitalizes on multiple opportunities (The Walt Disney Company's 100th anniversary, re-opening of fireworks, etc.) to catch tourists' eyes to the maximum extent. **For one thing**, the park has designed a series of exciting new projects and themed products. And it implements "100 Years of Wonder" with different monthly themes. **For another thing**, Hong Kong Disneyland launches "Magic Access" (a kind of membership card). Marketing strategies are involved in this membership card. This membership card requires a group of three people to apply, and each person can enjoy 15% discount.

Reflection:

By "100 Years of Wonder", tourists can attend specific sessions according to their preferences. This is a complete innovation by Hong Kong Disneyland, **through the dimension of time** (not the sites), **target at different customer groups**. Besides, the membership card enables consumers to enjoy a unique play experience at a price lower than the standard rates. Disney has captured the consumer psychology that "enjoying the same product at a lower price is well worth". Thus, more visitors are willing to visit Disney to experience and spend money because of the discounts. This will meet Disney's desire to generate revenue at the same time.

案件名称

香港迪士尼乐园--"百年好合"及"魔力通行"(会员卡)

理论依据

STP(细分市场、目标市场和定位)

关键字

品牌文化与形象; 会员服务; 折扣; 创新活动

背景资料

- 1.香港迪斯尼乐园的游客数量在最近几年呈现出下降的趋势。近年来, 由于疫情的影响, 新成立的上海迪士尼度假区和北京环球度假区, 香港迪士尼乐园的游客数量呈下降趋势。疫情的影响, 以及游客流向新成立的上海迪士尼度假区和北京环球度假区。游客数量的减少对香港迪士尼乐园的门票和相关产品的销售产生了负面影响。公园的生活逐渐超出其收入。
- 2.华特迪士尼公司(TWDC)即将迎来其 100 周年纪念日, 世界各地的迪士尼公司都在尝试将其产品推向市场。华特迪士尼公司(TWDC)的 100 周年纪念日即将到来, 世界各地的公司都在尝试开展宣传活动和特别活动来庆祝。香港迪斯尼乐园希望抓住这个, 重新建立竞争优势, 提高市场占有率。
- 3.香港迪斯尼乐园的烟花表演因"睡美人"的维修和扩建而暂停。由于"睡美人城堡"的维修和扩建, 香港迪斯尼乐园的烟花表演暂停。伴随着 100 周年的特殊时期烟花表演也恢复了, 讲述了近 40 个迪士尼文化的故事。

营销策略

我们都知道, 迪士尼的成功在于通过讲述美丽而有意义的故事来传达品牌文化和塑造品牌形象。在收入暴跌和经济衰退的背景下利用多种机会(华特迪士尼公司的 100 周年纪念、焰火的重新开放等), 最大限度地吸引游客的眼球。其一。公园设计了一系列令人兴奋的新项目和主题产品。(例如, 香港迪士尼投资重现了电影《冰雪奇缘》中的场景, 将其作为"冰雪奇缘世界"。它实施了"100 年奇迹", 每个月都有不同的主题。

另外, 香港迪斯尼乐园推出了"魔幻通道"(一种会员卡)。这个会员卡涉及到营销策略。这张会员卡需要三个人一起申请, 每个人可以享受八五折优惠。

反思

通过"百年奇迹", 游客可以根据自己的喜好选择参加特定的会议。这是香港迪斯尼乐园的一个完整的创新。通过时间的维度(而不是特别的景点)针对不同的客户群体。此外, 会员卡使消费者能够以低于普通的价格享受到独特的游戏体验, 而价格却低于普通的价格。迪斯尼抓住了消费者即"以较低的价格享受同样的产品是非常值得的"。因此。更多的游客愿意来迪士尼体验和消费, 这将满足迪士尼同时创收的愿望。