

Case Name

Handsome housekeeper feeding - Taobao 88vip, Fliggy and Sofitel Hangzhou Yingguan event marketing - Liu Xiaotian

Theory

A theory of consumer > experiences

Keywords

News value; Public relations communication; Brand promotion

Background Information

1. Mary Sue/Jack Sue literature is widespread, and "domineering CEO"/ "noble butler" has become a hot topic on the Internet. In today's era, when general literary aesthetics have been improved, young people no longer seek Mary Sue novels. Instead, they have changed from a niche feel-good novel to a hot topic on the Chinese internet and have also derived hot searches such as "Princess, please get in the car"/"Princess, please place an order."
2. Due to the rise of short videos, event marketing can be widely disseminated through social media. Therefore, creating hot news and combining it with current popular topics can attract the attention of many short video users.
3. Taobao 88vip's fifth anniversary needs event marketing to break the ice. Sofitel Hangzhou Yingguan is a newly opened hotel that must quickly establish public awareness.

Marketing Strategy

1. Seize the current hot topics and use Mary Sue's topics to amplify the spread. Lucky users are selected through Taobao 88vip, and the "handsome butler" carries luggage, holds an umbrella, and even "feeds" the "princess" at the hotel to catch people's attention.
2. Risks are strictly controlled in videos, and vulgar associations are strictly prohibited. Risk control was strictly enforced throughout the video, and the venue was outdoors to maintain social distance between housekeepers and guests. Multiple "spectators" were lined up to ensure the video's positive dissemination. It should be clearly stated in a prominent place on the video that the event was not a regular hotel service.
3. The videos were filmed in the lobby, restaurants, suites, and executive lounge of Sofitel Hangzhou Yingguan, and the hotel's information was thus inserted on social media.

Outcomes

1. Video exposure is in the tens of millions
2. On the event day, it ranked 38th on a nationwide hot-searching list of Weibo.
3. Taobao and Fliggy events also received tens of millions of exposure.
4. Sofitel Hangzhou Yingguan took this opportunity to gain a fair amount of popularity with the public.

Implications & Challenges

This event has some potential risks. The biggest ones are the uncontrollable media and the news recipients' unpredictable understanding of the news. Suppose the operation could be more careful,

although the company's popularity has increased. In that case, the public may instead have a certain degree of antipathy towards the company, ultimately harming its interests.

Therefore, strict positive guidance should be given about the marketing event, and the whole process needs to be monitored and well carried out to avoid any possibility of misunderstanding.

案例名称

帅哥管家喂饭-淘宝 88vip 联名飞猪联名杭州英冠索菲特事件营销 - 刘啸天

理论依据

消费者>体验理论

关键词

新闻价值；公关传播；品牌宣传

背景资料

1. 玛丽苏/杰克苏文学盛行，“霸道总裁”/“贵族管家”成为网络热梗。玛丽苏文学在如今普遍文学审美得到提升的时代，不再受到年轻人的追捧，反而由小众爽文变成了中文互联网的一个网络热梗，同时还衍出了类似“公主请上车”/“公主请下单”的爆款热搜。
2. 由于短视频的兴起，事件营销可以通过社交媒体被广泛传播，因此制造热点新闻并且结合当下流行的话题，可以吸引到广大短视频用户的关注。
3. 淘宝 88vip 五周年需要事件营销破圈，杭州英冠索菲特是新开业酒店，需要快速建立公众认知。

营销策略

1. 抓住时下热点，利用玛丽苏话题放大传播。通过淘宝 88vip 抽取幸运用户，由“帅哥管家”在酒店为“公主”提行李，打伞，甚至是“喂饭”来裂变式传播。
2. 视频严格控制风险，严禁低俗联想。视频全程严格风控，场地均为户外，保持管家和用户的社交距离，并设置多位“观众”以确保视频正面传播，并在显著位置注明该活动非酒店日常服务。
3. 视频用到杭州英冠索菲特大堂，餐厅，套房，和行政酒廊，并且在社交媒体中植入酒店的信息。

成果

1. 视频曝光量为千万级
2. 活动当日微博热搜全国榜排名第 38 位。
3. 淘宝和飞猪活动获得千万级流量曝光。
4. 杭州英冠索菲特借此机会在公众中获取一定知名度。

挑战与反思

事件营销本身具备一些风险性，其中最大的风险来源于媒体的不可控制和新闻接受者对新闻的理解程度。如果操作不慎，虽然企业的知名度扩大了，但是公众很可能反而会对该公司产生一定的反感情绪，从而最终伤害到该公司的利益。

因此严格把控爆款事件营销的正向价值引导，过程真实可监控，避免任何会让人产生误解的环节。