

Case Name

Universal Beijing Resort, Honor of Kings Theme Events

Theory

Cross-border cooperation

Keywords

Immersive interactive experience; International theme park; local Chinese IP; Cross-cultural communication; Brand influence.

Background Information

Beijing Universal Resort is Asia's third largest and fifth global Universal Studios theme park. Honor Of Kings, a popular video game, is the first Chinese local game IP to collaborate with Universal Studios. This game has a large user base and extensive influence in China, with an average of 100 million daily active users in 2020. Cross-cultural communication is a core challenge for Beijing Universal Resort and Honor of Kings to achieve cultural integration and brand influence.

Marketing Strategy

The marketing strategy focuses on creating an immersive interactive experience for visitors by combining international theme park elements with local Chinese IP. The collaboration between Beijing Universal Resort and Honor of Kings includes themed activities, such as a hero parade and meet-and-greet events, as well as a variety of themed merchandise and food. The goal is to create a unique and culturally rich visitor experience while increasing brand influence through cross-cultural communication and understanding.

Outcomes

The collaboration between Beijing Universal Resort and Honor of Kings has attracted a wider audience and increased brand influence. The hero parade and meet-and-greet events have received widespread attention and positive feedback from visitors, and the themed merchandise and food have been popular among fans. The collaboration has also been widely promoted on social media platforms, such as Weibo and Xiaohongshu, with the hashtag #Beijing Universal Resort Honor of Kings receiving nearly two million views on Xiaohongshu alone.

Implications & Challenges

The collaboration between Beijing Universal Resort and Honor of Kings faces challenges in maintaining cultural integration and creating new and exciting visitor activities. The resort must continue innovating and updating its offerings to keep up with changing visitor preferences and trends. Additionally, the collaboration may face competition from other local IP collaborations in the Chinese-themed park market. To maintain its competitive advantage, the resort must continue to focus on creating a unique and culturally rich experience for visitors.

案例名称

北京环球度假区×王者荣耀主题活动

理论依据

跨界合作

关键词

沉浸式互动体验；国际主题乐园；中国本土 IP

背景资料

北京环球度假区，是亚洲的第三、全球的第五座环球影城主题乐园。与北京环球度假区合作推出主题限定活动的王者荣耀，也是第一个走进环球影城的中国本土游戏 IP。这款对抗竞技类的手游作品，在国内拥有庞大用户群体和广泛影响力。早在 2020 年王者荣耀日活跃用户数就已经达到日均 1 亿。无论是北京环球度假区还是王者荣耀，跨文化传播都是实现本土文化共融和品牌影响力的核心挑战。。

营销策略

环球影城的本土化破局，《王者荣耀》首次参加北京环球影城的季节性活动，2023 年 3 月，双方的跨界联动再次开启，在 2022 年主题花车巡游、英雄见面会等主题活动的基础上，进一步强化了沉浸式互动体验，同时，周边商品和主题餐饮也愈发多样。在第一年的活动中，王者荣耀的英雄花车首次亮相环球影城，引起了网友的广泛关注和热议。第二年，英雄花车再次出现在环球影城，受到了游客的欢迎和喜爱。此次合作，不仅是对环球影城的本土文化共融这一品牌精神的全新实践，更是希望通过合作加深与中国游客的文化和理解。北京环球度假区希望借助与本土 IP 合作加速实现本土文化共融，从而也助力中国本土 IP 提升国际影响力。同时，采用复合本土文化特色的讲故事方式，打造游客们喜爱的、可以常玩常新的沉浸式娱乐体验，希望能通过一系列的活动策划，走进中国游客的心中。

成果

北京环球影城《王者荣耀》英雄盛会主题活动开启后，微博、小红书等平台图文、视频推荐不断，小红书上，仅#北京环球影城王者荣耀#这一个话题浏览量就将近两百万。腾讯集团期待通过与北京环球影城的合作，能把王者荣耀在线上凝聚的情感延伸到线下为用户创造更加丰富、更有沉浸感的美好体验。

挑战与反思

文化的融合与和谐展现是北京环球度假区未来共融发展的体现。在持续讲好中国故事的过程中，我们需要面临一些挑战。北京环球度假区将会给游客带来怎样的新奇、有趣又跨界的活动，让游客们体验不同的文化和乐趣？是否会引入更多本土 IP，来为中国主题乐园市场“添砖加瓦”？