

## **Case Name**

2024 Shanghai Peace Hotel "Blossoms Shanghai" TV Series Marketing Case – Zhang Kunpeng

## **Theory**

Situation theory

## **Keywords**

Brand, Culture story; Online celebrity

## **Background Information**

1. Chasing TV series has become an indispensable lifestyle for young people today. More and more "popular TV series" is also hot on the Internet, and people are gradually becoming enthusiastic about built-in advertising in film and television dramas in more varieties and higher creativity.
2. After operating for a long time, many hotels with a long history have started aging, and the decoration style no longer fits in modern society. These factors have put their business in an unfavorable situation among all the same-level chain hotels and severely undermined the customers' unique link for communication and interaction among young people. Brands of restaurants and hotels experience because of the old facilities.

## **Marketing Strategy**

1. TV Built-in advertisement. Many youngsters nowadays understand the Shanghai Peace Hotel from movies. The Peace Hotel promoted a specially tailored meal for couples while broadcasting a TV series, "Blossoms of Shanghai." The meal costs 1460 RMB, and no more than 20 reservations are offered daily. It has been so popular that it was insufficiently supplied for too many dinners for a long time.
2. Innovative marketing. The hotel has been running for nearly 70 years since its opening in 1956. It is still operating in great energy that the customers can still taste the Salad Beignet Steak with Black Pepper Sauce cooked by the chef based on their 1931 menu. Many guests know they can experience a cup of fun coffee on the hotel's first floor. The barista can draw a portrait of the guest on the surface of the coffee with cream, and the guest will drink it afterward.

## **Outcomes**

1. Become a sustainable old brand. Old hotels of similar background, such as the Friendship Hotel in Beijing or the White Swan Hotel in Guangzhou, have all calmed down for a long time. The Peace Hotel is almost the only old brand that can retell its story and refresh its old image.

One of the marketing goals of the traditional hotel is not to chase short-term popularity but to quickly stimulate the emotional value for the customers. By continuously pushing and repeatedly emphasizing, a combined effect will be created for the young generation of new customers, which can shed new light on the sustainable development of old hotels

2. The sales of guest rooms have been boosted. During the broadcasting of "Blossoms Shanghai," according to the statistics of Tongcheng Travel. From December 27, 2023, to January 5, 2024, the online search of Peace Hotel increased by 415% month-on-month.

### **Implications & Challenges**

This project made me realize that we should make good products and use marketing skills to tell good stories.

## 案例名称

2024 上海和平饭店《繁花》电视剧营销案例 - 张鲲鹏

## 理论依据

情景理论

## 关键词

品牌；文化故事；网红

## 背景资料

追剧已经成为当下年轻人必不可少的生活方式，越来越多的“流行剧集”播出后也能在网络上形成传播，逐渐成为年轻人之间交流与互动的独特纽带。品牌们，包括餐饮、酒店企业酒店竞争中处于劣势，而且有些酒店的设施甚至已经跟不上消费需求，严重影响了顾客的入住体验。

## 营销策略

1. 影视剧植入营销。对于很多现在的年轻人来说，关于上海“和平饭店”的认知都是从很多电影，上海和平饭店还和电视剧《繁花》这一热门 IP 共同推出了定制的双人餐，价格是 1460 元，每天限量卖 20 套，直到最近也是供不应求。
2. 产品创意营销。从 1956 年开张营业，已经有将近 70 岁的高龄，却依然保持着活力比如客人还可以尝到大厨特别还原 1931 年的沙拉贝纳尔牛排配黑胡椒酱。很多住客都知道，比如在和平饭店一楼就可以体验一杯有趣的咖啡，让咖啡师把自己的头像印在咖啡拉花上，再将自己喝掉，令人佩服

## 成果

1. 实现了老牌酒店的可持续发展。在年龄相仿的老牌饭店中，无论是北京的友谊宾馆还是广州的白天鹅宾馆，都在时间的长河里静了下来，唯有和平饭店几乎是最会讲好自己文化故事的老品牌，实现了历久弥新。

传统酒店的营销任务之一不是只能追求到短暂的营销热度，而是可以迅速的将营销中激发的人们的情绪价值，不断强化反复渲染，实现效应的叠加，同时还把消费需求也转移到正在崛起的新生代消费人群身上，结合一些新的亮点来实现老牌酒店品牌的可持续发展

2. 客房销售情况良好。跟着“繁花”的热播，同程旅行曾经统计过一个数据，2023 年 12 月 27 日至 2024 年 1 月 5 日，和平饭店旅游搜索热度居然环比增长了 415%。

## 挑战与反思

这个项目让我更加体会到，不仅要会做产品，更要会使用营销的方式讲好故事。