

Case Name

Hilton-"If you stay right, you stay right."

Theoretical basis

Travel motivations; Segmentation; Positioning; Branding;

Keywords

Pet-friendly; Localization; New corporate marketing platform

Background

1. In the 21st century, with the development of the science and technical, Artificial intelligence and micro-intelligence are widely used in the hospitality industry, like the self-check-in and food delivery robot. More and more hotels use it to attract new customers and save labor costs, weakening the role of hotels and hotel employees, ignoring the fact that heartfelt service is what hotels are all about.
2. Generation Z is entering the consumer market and will become a significant consumer in the future. They tend to associate travel with their daily lives. They spend money more for fun and to release stress, so they pay more attention to the subjective experience of consumption, such as heart-to-heart communication and the efficiency and convenience of the service details.
3. Nowadays, the rise of the pet economy has influenced many people's consumer thinking and behavior. For example, people will name their dogs "DiDi," see them as part of the family and apply the lifestyle they want to their dogs. They want to give their pets a consistent life, enhance their living conditions, take them to restaurants, take them swimming with them, etc. Therefore, the demand for pet-friendly hotels is gradually increasing.

Marketing Strategy

Hilton targets young people using their preferred social platforms to increase interaction with them by targeting their preferences. Breaking away from the framed marketing approach, humor is used to find resonance with young people in their travels. For example, being pet-friendly allows them to experience the joy of traveling together without separating from their pets; connecting rooms will enable them to travel as a family while wanting the pleasure of traveling with their peers and having their own private space. In addition, for young people who seek convenience and efficiency, the electronic room card allows them to easily access all the hotel's public areas and enjoy the hotel's public services with just one cell phone. At the same time, Hilton invited Paris Hilton, the heiress of Hilton Hotels Group, model, actress, and a large number of fans, to shoot a promotional video, trying to create a kind of Hilton-exclusive IP, using the Internet platform to attract the attention of young people and fans. The video emphasizes pets, connected rooms, and convenience to create a vacation atmosphere and promote the values of Hilton's brand upgrade.

Outcomes

Through this platform, Hilton is bringing back to the traveler's mind that it matters where you stay, back to the hotel itself, back to the hotel staff itself, emphasizing the importance of the stay experience, paying attention to every detail of the traveler's Stay, and thinking of all the things the traveler might need. Let travelers focus on the moment, enjoy every moment of their Stay, and enjoy the trip with their loved ones. This marketing approach attracts many families, pet-keeper, and young travelers. At the same time, the old card is turned into an electronic card stored in the cell phone. While making it convenient for customers, it allows hotels to manage their rooms better and saves on card-making costs,

contributing to sustainability.

案例名称

希尔顿-“如果你对了，你就住对了”

理论依据

旅行动机；细分；定位；品牌。

关键词

宠物友好，本地化，新的企业营销平台

背景信息

1. 21 世纪以来，随着科学技术的发展，人工智能和微观智能在酒店业得到了广泛的应用。智能和微智能在酒店业得到了广泛的应用，如自助入住和送餐机器人。自助登记和送餐机器人。越来越多的酒店使用它来吸引新的顾客，并节省劳动力成本。越来越多的酒店利用它来吸引新的顾客和节省劳动力成本，削弱了酒店和酒店员工的作用。忽视了用心服务才是酒店的本质。
2. Z 世代正在进入消费市场，并将成为未来的重要消费者。他们倾向于将旅行与日常生活联系起来。他们花钱更多的是为了娱乐和释放压力，所以他们更注重消费的主观体验，如心与心的交流和服务的效率和便利性。消费的主观体验，如心与心的交流，以及服务细节的效率和便利。
3. 如今，宠物经济的兴起影响了很多人的消费思维和行为。例如，人们会给自己的狗取名为“迪迪”，将其视为家庭的一部分。并将他们想要的生活方式应用于他们的狗。他们希望给自己的宠物一个稳定的生活，改善它们的生活条件，带它们去餐馆吃饭，带它们去游泳。餐馆，带它们一起游泳等等。因此，对宠物友好型酒店的需求正在逐步增加。

营销策略

希尔顿针对年轻人的喜好，利用他们喜欢的社交平台，增加与他们的互动。打破框架式的营销方式，用幽默的方式在年轻人的旅行中寻找共鸣。例如，对宠物友好可以让他们体验到不与宠物分离而一起旅行的快乐；连通的房间将使他们在希望与同龄人一起旅行的快乐的同时，也能拥有自己的私人空间。此外，对于那些追求便利和效率的年轻人来说，电子房卡可以让他们轻松进入酒店的所有公共许可区域，只需一部手机就可以享受酒店的公共服务。手机。

同时，希尔顿还邀请了希尔顿酒店集团的女继承人、模特、演员、以及在中国工作多年的帕丽斯-希尔顿（Paris Hilton）。集团的女继承人、模特、演员和大量的粉丝，来拍摄宣传片。试图创造一种希尔顿专属的 IP，利用互联网平台吸引年轻人和粉丝的关注。年轻人和粉丝的关注。视频中强调了宠物、联网房间和营造度假氛围，宣传希尔顿的品牌价值升级。

成果

通过这个平台，希尔顿让旅行者重新认识到住在哪里很重要，回到酒店本身，回到酒店员工本身。强调住宿体验的重要性，关注旅行者住宿的每一个细节，想到旅行者可能需要的所有东西。让旅行者专注于当下，享受他们入住的每一刻，与他们的爱人一起享受旅行。这种营销方式吸引了许多家庭、养宠物的人和年轻旅行者。同时，旧卡变成了储存在手机中的电子卡。在方便顾客的同时，它使酒店能够更好地管理客房，并节省制卡成本，为可持续发展做出贡献。