

Case Name

Westin x KEEP Let's Rise Cross-Border Collaborative Marketing

Theory

4I Principle: Interesting, Interests, Interaction, Individuality.

Based on the consistency of market objectives, the everyday use of brand elements to trigger consumers' attention and interest in an exciting way, to lead them to participate in the interaction with the product and the brand in a way that is beneficial to them, and to trigger consumers' inner resonance with novel and personalized creativity, to achieve the purpose of extending and developing the core value of the brand, realizing the complementary of user experience and enhancing differentiated competitive advantages.

Keywords

Cross-border marketing; Westin; KEEP

Background

As the global hotel industry's lifestyle brand focused on balancing physical and mental well-being, Westin Hotels & Resorts is committed to helping guests achieve an excellent travel experience through six critical elements of well-being: relaxation, productivity, exercise, nutrition, deliciousness, dreams, and fun. In more than 225 hotels and resorts in nearly 40 countries and regions around the world, guests can experience the full range of health and wellness experiences offered by Westin, and the "self-discipline gives me freedom" brand spirit and advocacy of Keep, which encourages people to use exercise to refresh their life experiences and accompany users to explore more possibilities in life. This deep collaboration between the two brands further conveys the brand's healthy lifestyle concept, enabling guests to have a much more efficient, healthy lifestyle.

Marketing Strategy

First, regarding in-room courses, Keep and Westin jointly opened an exclusive TV channel based on the space environment of the hotel rooms. Keep customized a set of exercise courses for hotel guests in the rooms to broadcast on the channel so that guests can exercise and burn fat at their own pace in the rooms.

Second, running-related. In each Westin hotel, there is a destination-specific health running map. As a result of the partnership, Westin's unique health run map routes in each city are generated in Keep, allowing hotel guests and urban runners to use the app to discover the Westin health run map, quickly use the route, and record and accumulate relevant personal exercise data.

Third, fitness center classes. To better serve the comprehensive fitness needs of hotel guests, Keep also provides a complete set of solutions for Westin, including training, equipment, a yoga meditation area, and other courses. Guests can quickly scan the QR code in the hotel gym to get the recommended course content and enjoy the exercise fun. Guests can soon check the QR code at the hotel gym to get the recommended course content and enjoy the exercise fun.

Outcomes

The hotel's guest rooms + fitness center already have good venue conditions. With the addition of Keep, the combination of hardware and software, the hotel provides a highly accurate marketing scene for Keep. Keep also helps the hotel offer consumers a unique service experience, which immediately brings out a $1+1>2$ effect. In the cooperation between Keep and Westin, it can make good use of technology to help the hotel activate the original idle resources and save operation costs, which is just a need for the hotel. Through the actual sports and technology advantages to empower the traditional industry, the Internet means activating the hotel's high standard of hardware facilities, services, and sports scene, making the conventional hotel more three-dimensional, vivid, and rich. Based on their years of market experience in their respective fields, keep and Westin brand to create a healthy life scene for business and tourism travelers by integrating brand, industry, and user levels. By combining brand, industry, and user levels, Keep can better serve and influence high-end consumers, passing on free movement and self-discipline to businesses and travelers and bringing a new brand image to both parties.

案例名称

威斯汀 x KEEP Let's Rise 跨界合作营销

理论依据

4I 原则：

趣味性原则、利益性原则、互动性原则、个性化原则。基于市场目标的一致性，联合使用品牌要素，以有趣的方式来引发消费者的注意和兴趣，以有利于消费者的方式来引导其参与到对产品及品牌的互动中，以新颖、个性的创意来引发消费者的内在共鸣，以达到延伸和发展品牌核心价值、实现用户体验互补、增强差异化竞争优势为目的的营销活动。

关键词

跨界营销；威斯汀；KEEP

背景资料

作为全球酒店行业专注宾客身心健康平衡的生活方式品牌，威斯汀酒店及度假村一直致力于通过六大健康要素帮助宾客获得舒畅身心、高效工作、活力运动、营养美味、酣然好梦和妙趣玩乐的体验，让宾客在旅途中收获精彩的旅行体验。在全球近 40 个国家和地区的 225 余家酒店和度假酒店中，宾客可以全身心体验威斯汀提供的全方位健康活力体验。Keep 所积极倡导的「自律给我自由」品牌精神和主张，鼓励人们用运动来刷新生活体验，陪伴用户探索人生的更多可能性。此次双方品牌的深度合作，进一步传递了品牌健康生活方式的理念，令宾客拥有全方位、更高效的健康生活方式。

营销策略

1. 客房内课程。Keep 与威斯汀联合开通专属电视频道。Keep 基于酒店客房的空间环境，专属定制了一套适用于酒店客人在客房内的运动课程在频道播放，让宾客在客房就可随心所欲运动燃脂。
2. 跑步相关。在每一家威斯汀酒店都有一条具有目的地特色的健康跑地图。合作后，威斯汀在每个城市的特色健康跑地图路线都在 Keep 生成，酒店客人和城市跑者使用 App 即可发现威斯汀健康跑地图，从而可以便捷地使用该路线并记录和累积相关个人运动数据。
3. 健身中心课程。为了更好地服务于酒店客人的综合健身需求，Keep 也为威斯汀提供整套解决方案，包含训练、器械、瑜伽冥想区等课程，客人可以在酒店健身房轻松扫描二维码获得推荐课程内容，享受运动的乐趣。实现从线下酒店健身房场景到线上课程场景的瞬即转换，无时无刻地享受两大品牌合作所带来的运动乐趣。

成果

原本酒店的客房+健身中心就已经拥有了良好的场地条件，而随着 Keep 的加入，软硬件结合之下，酒店为 Keep 提供了一个极其精准的营销场景，而 Keep 也帮助酒店为消费者提供了一个独特的服务体验，立马就发挥出了 1+1>2 的效果。在 Keep 与威斯汀的合作中，能够很好的运用科技手段，帮助酒店激活原有的闲置资源，同时节约运营成本，这对于酒店来说是刚需。通过原有的运动、科技优势赋能传统行业，以互联网手段激活酒店高标准的硬件设施与服务及运动场景，使得传统的酒店更多地融入立体、生动、丰富的元素。同时利用自身强大的专业内

容优势，满足以商务和旅游出行人士为代表的高端消费群体全方位的运动需求，为他们提供入住酒店一站式的运动解决方案。Keep 与威斯汀品牌基于双方在各自领域深耕多年的市场经验，通过品牌、行业、用户层面的三大融合，以为商务和旅游出行人士打造健康生活场景为愿景，实现了更好地服务和影响高端消费者人群，不仅将随时随地自由运动、自律的理念传递给商务和旅游出行人士，还为双方带来品牌形象的全新塑造与彰显。