

Case Name

Celebrating Chinese and Spanish heritage, Indulge in the Splendor of Gran Meliá - Bao Yanli

Theory

Integrated marketing communications

Keywords

“Mantón de Manila”; Cultural heritage; Brand positioning

Background Information

"Mantón-de-Manila" is one of the beloved attires of Spanish women. It is also a traditional feature of Spain's national dance, Flamenco, which is recognized as a world intangible cultural heritage. Its exquisite embroidery originates from the Chinese national intangible cultural heritage, Guang embroidery (广绣).

Meliá Hotels International was founded in 1956 in Palma de Mallorca, Spain. Under the brands, Gran Meliá Hotels & Resorts, the first Spanish luxury hotel brand, is committed to evoking the essence of cultural heritage from different destinations. On the 50th anniversary of the establishment of diplomatic relations between China and Spain and the anniversary of both Gran Meliá hotels opening in China, we launched the Manton de Manila campaign to pay tribute to the historical connection between the two countries and to inspire our guests with a modern fusion of traditional Chinese culture and Spanish heritage.

Marketing Strategy

Capitalizing on this momentum, Gran Meliá Chengdu has firstly incorporated the refined "Mantón de Manila" intellectual property with Meng Dezhi (孟德芝), the representative inheritor of Shu embroidery, has crafted a unique and ingenious flamenco shawl ("Mantón de Manila") masterpiece in Chengdu. The storytelling begins from here.

The campaign was launched at the beginning of 2023, and integrating marketing strategies were implemented. From online applications, three campaign master video assets have been released within critical media channels and cultivated a more robust presence among discerning high-end consumers in key cities such as Shanghai, Beijing, Chengdu, and Xi'an, featuring Shu Embroidery, Flamenco Dance, and both Gran Meliá hotel anniversary events. Moreover, investment has been allocated to own and paid channels, mainly on brand.com, social media, search engine marketing, OTT roll-over, etc., along with earned and partner channels by leveraging premium media lists to make a buzz in the market.

Later, in September 2023, the Gran Meliá hotels in Chengdu and Xi'an once again launched the themed event " Celebrating Chinese and Spanish heritage, indulging in the splendor of Gran Meliá"(中西文化共生，奢享盛美风华) with successful offline applications. They invited Ángeles Toledano from Spain and the acclaimed Chinese flamenco dancer Shi Yiqi (施亦琪) to perform the flamenco masterpiece "Leyenda" in both Chengdu and Xi'an, plus the in-depth interviews and ten national media & KOLs, paying tribute to the continuity of Chinese and Spanish cultures.

Outcomes

The campaign has achieved 160 clippings, 163,406,121 impressions, € 1,040,575 AD value, and six comprehensive interviews.

The WeChat Official Account gained 1,645 followers, accompanied by a notable surge in the WeChat Index, which showed a significant growth of 152.70% the day following the Gran Meliá Manton de Manila China Campaign, an escalation of 371.10% after the first coverage release, and an impressive 337.09% increment following the second round coverage release.

With this campaign's spillover effect, Gran Meliá Chengdu employs the sophisticated 'Mantón de Manila' IP as design components for bespoke offerings and exceptional experiences. The 'Mantón de Manila' campaign further positions the Gran Meliá brand as the ambassador of Spanish luxury in China.

Implications & Challenges

The campaign has some limitations regarding the target audience and market impact, as the brand identity and the whole campaign mechanism were designed very specifically for Spanish culture lovers. All the media and channel partners are very niche and not massive.

案例名称

“中西文化共生，奢享盛美风华” - 美利亚酒店集团旗下盛美利亚酒店及度假村品牌市场营销活动 - 包艳丽

理论依据

整合营销传播

关键词

“Mantón de Manila”（马尼拉披肩）；文化遗产；品牌定位

背景资料

“马尼拉披肩”是西班牙女性最喜爱的服饰之一，也是世界非物质文化遗产西班牙民族舞蹈弗拉明戈的传统特色，其精美的刺绣工艺源自中国国家级非物质文化遗产广绣。

美利亚酒店集团于 1956 年在西班牙马略卡岛帕尔马创立。旗下的盛美利亚酒店及度假村作为西班牙首个奢华酒店品牌，致力于唤起不同目的地文化遗产的精髓。在中西建交 50 周年及两家盛美利亚酒店在中国开业周年之际，我们推出“马尼拉披肩”活动，致敬两国的历史渊源，将中国与西班牙传统文化以现代融合方式来启发宾客。

营销策略

借此势头，成都盛美利亚酒店率先将精炼的“马尼拉披肩”知识产权与蜀绣代表性传承人孟德芝相结合，在成都打造了一件独具匠心的弗拉门戈披肩（“马尼拉披肩”）杰作。故事从这里开始。

活动于 2023 年初启动，实施了一体化的整合营销策略。从线上应用开始，三部活动主视频资产已在主要媒体渠道发布，并在上海、北京、成都和西安等主要城市的高端消费者中获得了更强的市场认知度，包括蜀绣、弗拉门戈舞蹈和两家盛美利亚酒店周年庆活动。此外，还投资了自有和付费渠道，主要是 brand.com、社交媒体、搜索引擎营销、OTT 滚动等，以及通过利用优质媒体名单在市场上引起轰动的赚取和合作伙伴渠道。

随后，2023 年 9 月，成都和西安两地盛美利亚酒店再次开启“中西文化共生，奢享盛美风华”主题活动，线下报名获得巨大成功，而且邀请西班牙著名弗拉门戈舞者安吉利斯·托莱达诺和中国著名弗拉门戈舞者施亦琪在成都和西安两地演绎弗拉门戈名作《传奇》，并进行深度采访，10 家全国媒体及 KOL 联袂献礼，致敬中西文化的传承。

成果

此次活动共计获得 160 次剪辑、163,406,121 次展示、1,040,575 欧元广告价值和 6 次全面采访。

微信公众号粉丝增长 1,645 人，微信指数大幅上涨，在马尼拉披肩与盛美利亚酒店中国的主体活动发布后的第二天，微信指数大幅上涨 152.70%，第一轮报道发布后上涨 371.10%，第二轮报道发布后上涨 337.09%。

借助此次活动的溢出效应，成都盛美利亚酒店将精致的“马尼拉披肩”IP 作为设计元素，为客人提供量身定制的服务和非凡体验。“马尼拉披肩”活动进一步将盛美利亚酒店品牌定位为中国西班牙奢华的形象大使。

挑战与反思

活动在目标受众和市场影响力方面存在一些局限性，因为品牌形象和整个活动机制都是专门为西班牙文化爱好者设计的。所有媒体和渠道合作伙伴都非常小众，规模不大。