

## **Case Name**

Analysis of the Co-branding Marketing Strategy of the Hyatt Group

## **Theory**

4P; USP (Unique Selling Point)

## **Keywords**

Co-branding; IP; Luxury Brand

## **Background information**

In recent years, especially after the outbreak of the COVID-19 pandemic, the hospitality industry is meeting a shortage of income. Due to the regulations and policies, the pandemic has led to a downturn in the tourism industry, decreasing hotel occupancy rates. Tourism-related activities have almost reached a standstill, and only some people are willing to travel for fear of virus infection. Therefore, the problem of declining passenger flow faced by hotels must be addressed. The loyalty of customers is also decreasing. Thus, hotels need to provide higher-quality products to get more customers. Under this circumstance, Hyatt Group has developed a co-branding marketing strategy.

## **Marketing strategy**

Marketing Strategy Analysis: 4P

1. Product: This refers to the hotel's service to refill skincare products and gifts for afternoon tea, which is considered Hyatt Hotel's USP.
2. Price: The free samples in guestrooms and gifts with the afternoon tea would give the guest the sense of less payment and more bargains.
3. Promotion: When guest purchase for the second time, the co-branded items will be sold at a promotional price.
4. Place: The locations of the hotel and its distribution channel will attract more buyers after a co-branding idea is achieved. This means the hotel could invite the social media for a KOL tasting in a bid to arouse more followers

## **Outcomes**

According to American Marketing Association, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that value customers, clients, partners, and society. Kotler (1994) summarized marketing as meeting your customer's needs at a profit.

By far, Hyatt hotels have devised the idea of 'co-branding.'

1. The first co-branding is all about the skin-care products in guestrooms.: Grand Hyatt uses the Balmain Hair collection in guest rooms for the whole shampoo, conditioner, body wash, and body lotion, while Park Hyatt uses Le Labo 22 as the whole set of washing and skin care. It is a reasonable way of marketing that achieves a win-win situation. In this way, the traveling guests would contact the product at the end of the day. A free trial would allow them to buy the same product, eventually increasing sales. At the same time, perfume lovers would reach the destination hotel because of the product for a pleasant stay; some may even become loyal members.
2. The second trial could be the beauty salon co-branding. Grand Hyatt has recently worked with Lancôme, HR, Chanel, and other skincare brands in the hotel beauty salons. Particularly at the Presidential Suite, customers could enjoy the high-class service and beautiful view they sometimes purchase to pay back for the lovely atmosphere.

3. The third one would be the co-branded afternoon tea. Afternoon tea is another profitable point in the hotel. Previously, Dim Sum tasting was considered boring it could hardly catch people's eyes, while nowadays, different brands have the marketing strategy of co-branding. For instance, Hyatt Regency created the idea of working with luxury brands like Porsche for its famous 911 sports car. Therefore if you buy the afternoon tea combo, you can get a small sample and a voucher for a discount when making the second purchase. This is also to raise the fame of the product and the hotel. Sometimes the afternoon tea can bring over 50% of the profit when sold as 200-300 RMB. The price of the entire skin-care product was about 2000RMB, so even for those who do not stay, they can still enjoy the atmosphere of the hotel and try the samples of the skin-care products. As to the fans of skin-care products, this is surely an excellent opportunity to enjoy both the afternoon tea time and the discounted products. Adaz, Guerlain, and Sisley later applied the same idea in co-branding with Park Hyatt.

### **Challenges/Reflection**

Firstly, it is easier said than done. The simple idea will take a complex practice to realize. If only the brand is powerful enough, it can attract customers. Secondly, it would be challenging to maintain a competitive price for the big brands that consider themselves luxurious. The cooperation between the hotel and these brands would take much work. Last but not least, high-end customers may need clarification about the quality of the products, so constant maintenance must always be in place.

## 案例名称

凯悦集团联合品牌营销策略分析

## 理论依据

4P；USP（独特销售点）

## 关键词

联合品牌；知识产权；奢侈品牌

## 背景资料

近年来，特别是在 COVID-19 之后，酒店业面临着收入短缺的问题。由于法规 and 政策的限制，疫情的出现导致旅游业的低迷，酒店入住率下降。旅游活动几乎停滞不前，尽管人们担心病毒感染，但很少有人愿意旅行。因此，酒店面临着客流量下降的问题。客人对酒店的忠诚度也面临着下降的局面。因此，酒店需要巧妙地提供更高质量的产品，以吸引更多的消费者。在这种情况下，凯悦集团提出了一种联合品牌营销策略。

## 营销策略

营销策略分析：4P 理论

1. 产品：包括酒店提供的补充护肤品和下午茶礼品作为凯悦酒店的独特销售点。
2. 价格：房间内的免费试用样品和下午茶赠品会让客人感到少花钱多得到。
3. 促销：当客人第二次购买时，联合品牌的物品会以促销价格出售。
4. 地点：分销渠道和酒店的位置会吸引客人购买。这意味着在酒店提出不同知识产权的联合品牌想法后，他们可以使用社交媒体邀请 KOL 品尝，然后发布以获得更多的关注。

## 成果

根据美国营销协会的定义，营销是为了创造、传达、交付和交换对客户、客户、合作伙伴和整个社会有价值的产品和服务的活动、机构和过程。科特勒（1994）总结营销为以盈利为目的满足客户需求的活动。目前，凯悦酒店提出了“联合品牌”的想法。

1. 第一种是，在客房内与护肤品牌联合品牌：在凯悦品牌下，君悦酒店在客房中使用巴尔曼头发系列，包括洗发水、护发素、沐浴露和身体乳液，而柏悦酒店则使用 Le Labo 22 作为整套洗涤和护肤产品。我认为这是一种合理的营销方式，实现了双赢的局面，这样，旅行爱好者最终会得到产品，免费试用可能会给他们购买同样的产品增加香水店的销售量，同时，香水爱好者会因为产品而到达目的地酒店，并获得愉快的住宿体验，甚至很多客人都会成为忠诚会员。
2. 第二个试点将是美容院联合品牌。君悦最近与兰蔻、HR、香奈儿等护肤品牌合作，更经常在总统套房举办美容沙龙，客户可以在良好的位置享受高档服务和美丽的景色，从而进行一些购买作为回报。
3. 第三个是联合品牌下午茶。下午茶是酒店的另一个利润中心。以前，类似的无聊品尝点心无法吸引人们的注意，而现在，不同的品牌都有联合品牌的营销策略。例如，凯悦酒店有与保时捷合作的想法，为其著名的 911 跑车。因此，如果您购买下午茶套餐，那么您可以获得一个小样和一个折扣券，以便在第二次购买时获得折扣。这也是提高产品和酒店声誉的想法。因为有时下午茶可以约 200-300 元的价格为整个套餐带来超过 50% 的利润，而整套护肤产品的成本约为 2000 元左右，因此对于不同类型的客户，他们都可以达到访问点-您可以感受到酒店的氛围感受到酒店的氛围，而无需花费约 1000 元入住，并尝试护肤品牌提供的免费样品。对于那些护肤品牌爱好者来说，这将是一个很好的机会，可以一起享受折扣产品和美丽的下午茶。同样的想法也被 Adaz 与 Guerlain 香水以及柏悦酒店与 Sisley 使用。

## 挑战与反思

首先，创建一个联合品牌的想法很简单，但将其付诸实践的过程却很复杂。如果品牌本身不够强大，可能无法吸引原始受众。其次，很难确保品牌足够著名和知名，以吸引客人到酒店，而不提高价格。两个品牌之间的合作并不容易。第三，高端客户可能会对产品的质量产生疑虑，因此需要改善口味和服务。