

**Case Name**

Mars Pineapple Hotel

**Theory**

Artificial Intelligence Marketing

**Keywords**

AI Rapid Generation; Digital Marketing

**Background Information**

Generative AI is a machine learning and artificial intelligence technology system that automatically generates content that meets specific conditions or specified task requirements, such as text, image, or audio. The Mars Pineapple Hotel is a marketing project based on generative AI text and image generation, which can automatically generate videos that meet specified requirements. By inputting text into the DALL-E model, it can automatically generate paintings and sketch designs as required, and a video can be produced within three hours. This is an attempt at precise digital marketing based on AI technology.

**Marketing Strategy**

The target customers include astronauts, scientists, well-off travelers, and people interested in future technology and space travel. The Mars Hotel should include elements of technological innovation, extreme experience, future exploration, and luxury comfort, to which the unique selling points and brand value are attached. Inspired by pineapple from Taiwan, the Mars Hotel is designed in a pineapple style based on generative AI technology and DALLE by emphasizing technological innovation, the explorative spirit of humans, and foresight for the future.

The Mars Hotel can provide unique personalized experiences for customers. The hotel's grid skylights allow every interstellar traveler to enjoy the stars and Milky Way, and every hotel room has magnificent scenery. The space capsule room could eject someone instantly to check it out on the lunar crater. At the same time, the hotel provides other exciting experiences, such as the interstellar basketball court, which allows tourists to experience a six-meter slam-dunk under 1/3 gravity compared with on the Earth; It can also provide the outer-space gym, allowing you to travel through the stars by riding a bike; An infinite swimming pool would make you feel the merging of water and fire between heaven and earth. In addition, super giant pineapples grown on Mars are also provided, processed into pineapple cakes in the buffet restaurant, where you can taste unique Martian cuisine.

**Outcomes**

The marketing outcome needs to meet the expectation. Although the video has been sent to different groups as a way of promotion, the feedback could be more robust and needs more room for improvement.

**Implications & Challenges**

1. Unstable quality: Although images can be generated according to instructions, the quality could be more stable than they may be blurry or distorted. Although AI can generate a tremendous amount of content, it needs more delicate creativity, emotion, or intuition of human beings. Furthermore, the images generated by AI may infringe on the copyrights and intellectual property rights of others.
2. Since AI can hardly understand human emotions and the needs of human beings, it is impossible to resemble similar human-to-human interactive experiences through the machine. When generating certain content and making marketing strategies, AI lacks the creativity and intuition of humanity, which could lead to an emotionless, cold video devoid of individualized consideration.

## 案例名称

火星凤梨酒店营销项目

## 理论依据

AI 营销

## 关键词

AI 快速生成；数字营销

## 背景资料

生成式 AI 是一种基于机器学习和人工智能技术的系统，它能够自动生成符合特定条件或指定任务要求的内容，如文本、图像、音频。火星凤梨酒店是一项基于生成式 AI 文本和图像自动生成的营销项目，它能够自动生成符合特定条件或者指定任务要求的视频。在 DALL-E 模型中输入文字，它能够自动生成符合特定条件或指定任务要求的绘画作品和设计草图，在 3 个小时内完成视频制作。这是一次 AI 数字精准营销的尝试。

## 营销策略

目标受众群体定位为太空探索者、科学家、富裕旅行者以及对未来科技和太空旅行感兴趣的人群。火星酒店的元素应该包含科技创新、极限体验、未来探索和豪华舒适，具有独特的卖点和品牌价值。强调科技创新、人类探索精神和未来愿景，受到台湾凤梨的启发，火星酒店基于生成式 AI 技术和 DALL-E 设计了凤梨风格酒店。

为客户提供独特的个性化体验。酒店网格天窗让每一位星际旅行者都能欣赏星空和河流，每一间酒店房间都拥有壮丽的风景，提供太空仓房间，让您瞬间可以发射出去观赏环形山。同时酒店提供更为有趣的体验活动，如星际篮球场，让游客体验在地球 1/3 重力情况下跳出六米的扣篮；提供星云健身房，踩踩单车就能遨游星际；提供无界游泳池，让你在天地间感受水火的交融。此外，我们还提供火星上种植超级大的菠萝，然后将其加工成自助餐厅的凤梨酥，让您品尝到独特的火星美食。

## 成果

实际营销效果不明显。个人也将视频发给不同群体，但反馈均都比较僵硬，缺乏可以想象的空间

## 挑战与反思

1. 质量不稳定：尽管可以按照语言生成图片，但图片质量仍然不稳定，可能会出现模糊、失真或不真实的外观。虽然 AI 生成大量内容，但它缺乏人类细腻创造力、情感和直觉。同时，AI 生成的图像可能侵犯他人的版权和知识产权。
2. 缺乏情感共鸣：AI 无法完全理解人类的情感和需求，难以提供与人类互动相似的体验。在生成内容和制定营销策略时，缺乏人类的创造性和直觉。这可能导致视频感觉冷漠或缺乏个性化关怀。