

Case Name

"Chuangshi Kaiwan" AR experience at MOXY

Theory

Digital marketing; Experiential marketing

Keywords

Generation Z; New technology; Immersive experience

Background Information

MOXY, a brand under Marriott, is targeted toward the young Generation Z market. Its hotel design reflects a youthful and trendy style. Although it still needs to meet the full-service standards regarding products and facilities, it still satisfies the needs of most young business travelers. It is known as "little W." Currently, MOXY has over 100 hotels worldwide, but the number of hotels in China is relatively small, with only five hotels in operation. The main challenge for the MOXY brand in mainland China is how to promote the brand further, expand its awareness among the target audience, improve the performance of existing hotels, and open more new hotels.

Marketing Strategy

The "Genesis Play" marketing campaign adopts a novel form of AR technology, which is readily accepted by Generation Z. Users can search for the app through keywords, create an independent account, and create a personalized character. After entering the hotel, users can scan the QR code to enter the app at different locations in the hotel, such as the front desk, public leisure area, gym, laundry room, breakfast restaurant, and guest room. They can follow the virtual character to complete tasks by doing actions or taking videos according to the system prompts and requirements and then receive corresponding rewards. The main goal of this marketing plan is to attract customers to fully experience the different areas and facilities of the hotel through the game, deepen their understanding and recognition of the brand concept and culture, and achieve the purpose of brand promotion and performance improvement.

Outcomes

Through this marketing plan, young people in the hotel's surrounding community are attracted to participate in the game in the hotel's public areas, experience the hotel's facilities, and feel the carefully designed atmosphere. It also adds a fun facility for hotel guests, providing more choices on top of the hotel's existing bar, billiards, table football, game consoles, etc., enhancing their personal stay experience. This marketing plan can be implemented in several hotels already in operation, increasing the possibility of guests staying at MOXY hotels in different cities. It has a particular impact on brand awareness and performance improvement.

Implications & Challenges

Through this marketing plan, the brand and hotel owners have a deeper understanding of the brand's positioning and target audience. Future marketing and operations should also revolve around the target audience and adopt forms that Generation Z loves to achieve better results.

案例名称

创世开玩-万豪旗下 MOXY 酒店 AR 体验

理论依据

数字营销；体验营销

关键词

Z 世代；新技术；沉浸式体验

背景资料

万豪旗下的 MOXY 自创立之初，定位于年轻市场的 Z 世代。从酒店设计风格明显可以看出年轻与时尚的特点。虽然在产品和配置上未达到全服务的标准，但仍能够满足大部分年轻商旅客人的需求，因此也被称为小 W。目前，MOXY 在全球已有一百余家开业酒店，但在大中华区门店数量相对较少，仅有 5 家开业酒店，相比万豪的其他品牌来说比较小众。如何进一步推广该品牌，扩大其在受众群体中的认知度，提升已开业酒店的业绩，开拓更多的新店，成为 MOXY 品牌在大陆地区主要的问题。

营销策略

“创世开玩”的营销活动采取了 AR 这一新颖的新科技形式，比较易于被 Z 世代所接受，用户可以提前通过关键词搜索出小程序，创建独立的账号，创建专属的人物。在进入酒店之后，在酒店不同的位置，例如前台、公共休闲区、健身房、洗衣房、早餐厅和客房，通过扫描二维码进入小程序，依照系统提示和要求，跟随着虚拟人物做动作或者拍视频来完成任务，进而可以获得相应的奖励。该营销计划主要是希望通过游戏的形式来吸引客人全身心地体验酒店不同的区域和设施，加深对品牌理念和文化的了解与认同，以及达到品牌宣传和业绩提升的目的。

成果

通过该营销计划，吸引到酒店周边社群的年轻人，在酒店的公共区域可以参加游戏，体验酒店的设施，感受酒店精心设计的氛围。对于住店客人来说，也增加了一项玩乐的设施，在酒店原有的酒吧、台球、桌上足球、游戏机等基础上提供了更多的选择，提升了个人的入住体验。该营销计划可在已开业的几家酒店参与，也增加了客人到不同城市都选择入住 MOXY 酒店的可能性。对于品牌知名度和业绩有一定的提升。

挑战与反思

通过这一营销计划，让品牌方和酒店业主方更深层次地认识到品牌的定位和客群，将来的营销和经营也都应当围绕着目标客群展开，同时采用 Z 世代喜爱的形式，才能取得事半功半的效果。