

**Case Name**

Chinese New Year Celebration By AI Rabbit -Hotel Group

**Theory**

Festival Marketing; Online Marketing; Customer Relationship Management

**Keywords**

AI; Internet Promotion; Chinese New Year

**Background Information**

The Chinese New Year holiday is usually the most critical marketing period of the year and a platform for showcasing the marketing skills of major brands. After three years of the Covid pandemic, many hotel brands have started their 2023 Chinese New Year marketing campaigns. In the past, the hotel industry usually connected and communicated with consumers through conventional methods such as distributing coupons, recommending travel destinations or offering food guidelines.

At the end of 2022, generative AI technology, represented by ChatGPT, was rapidly popularized globally due to the cross-era progress of AI technology. InterContinental Hotel Group is well-known for its "Play Safe" strategy, and this time, it took the initiative to create and join this AI storm. Breaking through the conventional cognition on hotel marketing, it is the first time that InterContinental has tried to apply AI technology to Chinese New Year marketing, which will attentively create a fun, playful, interactive, and visually appealing Rabbit Year reunion feast.

**Marketing Strategy**

IHG has concretized each brand image through AI and combined the Chinese New Year traditional culture with the brand output of the rabbit, allowing consumers to understand the culture-oriented brand better. InterContinental Hotel Group used Midjourney's digital AI technology for the first time to personalize its different hotel brands by creating 11 rabbit figures with distinctive styles. For example, Regent Hotels is an astronaut rabbit, InterContinental Hotels is a gentleman rabbit, and Hotel Indigo is an artistic rabbit.

In addition to creating branding rabbits with AI, InterContinental Hotel Group applied AR+AI technology in the marketing campaign "New Year Catching Joyful Rabbits," allowing users to immerse themselves in the fun of Chinese New Year interactions. By scanning the unique "I" logo of the IHG Rewards Club with AR, users can connect themselves to the IHG Rewards Club membership system by catching rabbits with their hands. Using AI to recognize the relevant rabbits, users can receive red envelopes and draw hotel discounts, which has given IHG members a unique New Year experience with great novelty.

**Outcomes**

This is a pioneering exploration and attempt by InterContinental Hotel Group in AI technology and the hotel industry for the accumulation and growth of digital assets, which has made IHG a leader in the industry. Many IHG Rewards Club members expressed their love for the design of the AI rabbits, with one guest saying, "After I drew the Hotel Indigo rabbit that I wanted, I felt the New Year celebration was perfect."

For the thoughtful and pleasing design of the AI rabbits, over 60,000 New Year red envelopes were quickly claimed within three days. During the "New Year Catching Joyful Rabbits" campaign, the total exposure of the IHG logo exceeded 44 million times in 280,000 interactions, making the first AI breakthrough in traditional Chinese New Year marketing.

**Implications & Challenges**

As AI can help marketers increase excellent creative space, will marketing efficiency improve due to AI technology? Can better results be achieved by interacting with consumers through AI technology?

## 案例名称

AI 兔兔来拜年-洲际集团

## 理论依据

节日营销；网络营销；客户关系管理

## 关键词

AI；互联网推广；中国春节

## 背景资料

春节期间通常是一年中最重要的营销时期，也是各大品牌营销动作的展示平台。三年疫情过后的第一个春节，众多酒店品牌纷纷拉开 2023 春节营销序幕。过往酒店行业通常以发放优惠券、推荐旅游目的地、美食攻略等常规玩法与消费者进行连接和沟通。在 2022 年底，生成式 AI 技术，以 ChatGPT 为代表，正在全球范围内迅速普及，是 AI 技术的跨时代进步。洲际酒店集团一向以稳健著称，这次则是主动创造与参与这场 AI 风暴。；突破酒店营销固有认知，首次尝试将数字 AI 技术应用于春节营销，用心打造一场轻松有趣、好玩好看、充满互动的兔年团圆盛宴。

## 营销策略

IHG 通过 AI 具象化每一个品牌形象，并结合中国春节传统文化输出品牌兔，让消费者更好的理解品牌。洲际酒店集团首次采用 Midjourney 的数字 AI 技术，并结合旗下不同酒店品牌的调性，完成 11 只风格迥异的品牌兔，例如悦会酒店是一只宇航兔，洲际酒店是一只绅士兔，英迪格酒店是一只文艺兔。AI 绘制品牌兔之外，洲际酒店集团在「新春抓悦兔」主题营销中，将 AR+AI 技术贯彻应用，让用户沉浸式地体验新春互动的乐趣。通过 AR 扫洲际悦会会员体系 logo 独一无二的「1」；用手掌抓兔来连接洲际悦会会员体系，并使用 AI 识别品牌兔、领取红包封面、抽取酒店优惠等方式，让洲际会员拥有独一无二的新春尊享和新奇体验。

## 成果

这是洲际酒店集团在 AI 技术领域和酒店领域的开创性探索与尝试，也使洲际集团的数字资产得到累积与增长并成为行业的引领。众多洲际悦会会员表示非常喜欢 AI 兔的设计，有一位洲际会员在后台表示”抽到心仪的英迪格兔，感觉新年很圆满。”因为 AI 兔的用心与讨喜，超 6 万个新年红包在 3 天内被迅速领完。”新春抓悦兔”活动持续期间，总曝光量超过 4400 万次，互动量达 28 万次，完成了 AI 在传统 CNY 营销中的首次破圈。

## 挑战与反思

AI 帮助营销人员有了更大的创意空间，营销的效率是否会因 AI 技术而提高？通过 AI 技术与消费者互动，是否能够达到更好的效果？