

Case Name

"Buy Air Tickets, Go to Fliggy" - Fliggy Xiaoshan International Airport Flash Sale during the May Holiday

Theory

4P; Integrated Marketing; Scene Marketing

Keywords

Flash Sale; Air Tickets; Content Collaboration

Background Information

1. Domestic Airports recovered rapidly after the pandemic.
During the 2023 Spring Festival Golden Week, the overall volume of flights and passengers at airports in Zhejiang Province increased significantly compared to the same period in 2022. Among these airports, Hangzhou Xiaoshan had the fastest growth of passengers; a total of 580,000 passengers were transported in 7 days, an increase of 345% compared to the Spring Festival Golden Week of 2022. During the May Day holiday from April 29 to May 3, 2023, Zhejiang's airports plan to operate 8,300 flights and transport 1.1 million passengers, exceeding the same period in 2019.
2. Fliggy lacks offline marketing channels
As a travel OTA platform, Fliggy's marketing mainly focuses on online promotion, which has led to insufficient offline channels, such as subways, buses, media, and other offline resources. With the ease of the pandemic, users have picked up their travels; the re-emergence of crowds in public areas is undoubtedly a new way of promotion that can bring more exposure to travel platforms. This can get closer to the customers and make promotion more accessible, forming more offline marketing channels.
3. Cater to the needs of travelers during the May Day Holiday. As a supplement to the offline promotion, the Flash Coffee Store has made up for the shortcomings of the interaction, customer service, and Intelligent Construction between the consumers and Fliggy. This store is located in the center of the domestic departure hall in terminal 4 of Hangzhou Xiaoshan International Airport, a hotspot of the Golden Week. By offering complimentary coffee to those who have purchased air tickets on Fliggy, the online and offline promotions are connected, allowing users to see what they paid for.

Marketing Strategy

1. Combined interactive marketing from both online and offline
As a travel platform under Alibaba, Fliggy has achieved online and offline linkage through scene marketing. Theme promotion, search engine, and advertisement pushing have been used as promotions to reach potential customers on Alibaba. Short video promotion was carried out on Little Red Book and WeChat to guide users placing orders on these platforms. At the same time, the Free Coffee promotion at Xiaoshan Airport completed the online and offline loop by improving users' experience.
2. Through the first offline flash store of Fliggy, a refreshing and fun logo has been created. Through the offline scene of co-brand coffee, Fliggy's Wonder-of-Travel box, and capsule machine, users can take photos and share them during their free time at Xiaoshan Airport. We have made sure it would be utmostly simple and easy to participate. Customers can exchange a free cup of oat latte co-branded by Fliggy and Seesaw Coffee at the airport by showing their purchasing slip.
3. We made a touching online video to push for the promotion; the lyrics are as follows:

*One day, it was raining in Hangzhou.
Feeling bored with life, work is dull.*

*The 9-month-old baby at home also wants to go out.
Through the crowd in the subway,
Through the chaos of life,
Slow living is what I want.
Dreams are farther than the distance.
Life is like the sea; we cannot surge in complexity.
Walk slower, see clearer.
In every journey, we are pedestrians.
In every orange, yellow, blue, and green, we are returnees.
The childlike fun of the capsule machine,
The joy of the blind box,
And the warmth brought by the coffee.
It's another day of full recovery.
With my wonderful suitcase,
At Xiaoshan Airport,
I encountered Feizhu's flash store.
We hope you stay.
The event ends on May 19th.
Buy air tickets on Feizhu,
Get free coffee.
Waiting for you.
Share our wonderful journey.*

We will disseminate this video online and combine it with Fliggy's private domain channels. Offline, users can receive coffee and experience stimulating activities. We will guide users to share their Moments and Little Red Book, creating a secondary dissemination effect and reaching users more comprehensively.

Outcomes

1. Participation rate has increased dramatically:
Through promotion on Fliggy's online channels, the event harvested over 2 million browsings, leading to over 5,000 purchases. Over 500 users participated in the offline "Free Coffee" promotion, and over 100 pieces of commentaries were created by users on Little Red Book. This maximized brand awareness and successfully implemented the promotion mode in Fliggy 's first offline flash store, providing an experience for future nationwide promotions.
2. Breakthrough in online + offline scene marketing
This marketing event was based on the innovation of online + offline scenes, bringing users closer to the promotions by incorporating online and offline interactions before and after the ordering. It allowed users to experience the convenience and goodwill of Fliggy and make it out from the numerous information to push the customers for their purchase.
3. Push the users to share through content
In this promotion, users were encouraged to share on platforms such as Little Red Book and TikTok, which can make secondary dissemination promote. By fully utilizing internet traffic and word-of-mouth effects, more people were attracted to participate.

Implications & Challenges

As my first experience participating in an offline marketing event, what impressed me the most was integrating online and offline activities and how to better align with users' actual travel scenarios. Therefore, it is worth reflecting on the insufficient supply of coffee and the need for

more materials for secondary promotion. At the same time, we needed more internal resources to coordinate, and there was no large-scale mass promotion. Due to a constrained budget, this practice included a few novel and exciting ideas. However, through the offline flash, we effectively combined online and offline promotions and generated spontaneous dissemination, which was also a fruitful experience for us.

案例名称

“买机票，上飞猪”——飞猪萧山国际机场五一假期快闪促销

理论依据

4P；整合营销；场景营销

关键词

快闪；机票；内容联名

背景资料

1. 疫情复苏后国内机场恢复迅猛

在 2023 年的春节黄金周，浙江省的机场整体航班量及旅客吞吐量较 2022 年春节黄金周大幅增长。其中杭州萧山机场客流量增长最快，7 天共运送旅客 58 万人次，较 2022 年春节黄金周增长 345%。在 2023 年 4 月 29 日至 5 月 3 日的五一假期期间，浙江省的机场计划起降航班 8300 架次，将超过 2019 年同期水平，运送旅客 110 万人次。

2. 飞猪线下营销场景缺乏

飞猪作为旅游 OTA 平台，市场营销方面主要集中于线上推广，线下渠道开拓不足，包括地铁、公交车、媒体、各类线下资源等。随着疫情放开，用户出行半径逐渐由封闭走向开放，交通出行的人群涌现必然对旅游平台是一个具体的曝光场域，可以更好的贴近用户出行场景，进行场景营销，打造飞猪线下心智。

3. 贴合五一出行人群的需求

作为线下的场景补充，飞猪的快闪咖啡店作为线下的场景补充，在用户互动、心智建设、用户服务等方面，弥补了线下促销的不足。本次选址在杭州萧山国际机场 T4 航站楼-国内安检出发大厅的正中间，覆盖了五一的黄金周。通过在飞猪买机票，送咖啡的活动，联动线上和线下营销场景，让用户看得见、玩得转。

营销策略

1. 基于场景营销，线上线下联动

作为阿里旗下的旅行平台，飞猪通过基于场景营销的线上线下联动，实现了线上线下的联动。在阿里域渠道上，通过专题活动、搜索呈现、push 推送等方式触达用户，符合五一促销的场景。在小红书、微信公众号上进行视频内容推广，引导用户回端下单。同时，在萧山机场进行送咖啡活动，实现了线上线下体验的闭环，提升了用户体验。

2. 通过飞猪首家线下快闪店计划，拓展品牌新奇有趣的形象。

3. 本次飞猪首家线下快闪店，通过联名咖啡、飞猪奇妙旅行箱和飞猪扭蛋机等线下场景，用户可以在萧山机场候机的空闲时刻，进行拍照分享，参与方式我们优化了参与方式，尽可能做到简单易参加。用户直接去机场可以凭订单直接免费换一杯飞猪和 Seesaw Coffee 联名的燕麦拿铁。

针对线上制作了打动人心的视频文案，线上视频传播+线下实地分享引爆。

某一天杭州都在下雨

觉着生活无聊 上班无趣

回到家 9 月大婴儿也想出去

穿越地铁的人潮

穿过生活的快糟糟

慢生活是我想要的

梦想比远方更远
人生海海，我们不能在繁杂中汹涌
走的慢些，看的清些
在每一份旅途中我们都是行人
在每一份橙黄蓝绿中我们都是归人
扭蛋机的童趣
盲盒的欣喜
还有咖啡送来的那份暖
又是满血复活的一天
带着我奇妙的行李箱
在萧山机场
偶遇飞猪快闪店
我们希望你停留
活动截止 5 月 19 日
买机票 上飞猪
免费送咖啡
等你
分享我们的奇妙之旅

我们将在线上进行此文案的传播，并结合飞猪的私域渠道，在线下，用户领取咖啡，并体验到新奇有趣的活动。我们将引导用户在朋友圈及小红书上分享，从而形成二次传播效应，更加立体和全面的方式触达用户。

成果

1. 大幅度提高了用户的参与率
通过飞猪线上渠道的推广，该活动共展示了 200 万次以上，引导用户购买了 5000 单以上，线下参与活动领取咖啡的用户达到了 500 人以上，小红书用户主动种草了 100 条以上的内容，最大限度的提升了品牌的知名度。也成功地在飞猪首家线下快闪店中实践了玩法，为以后在全国进行复制提供了经验。
2. 线上+线下场景营销的突破
本次营销我们基于线上+线下场景的创新，在用户的旅程中，从下单前的线上互动到下单后的线下互动，更贴近消费者的旅途场景，让用户感受到飞猪的美好与善意，并在信息噪声中脱颖而出，激励消费者采取行动。
3. 通过内容引爆点分享
本次活动，鼓励用户在线下分享到小红书、抖音等新媒体平台，通过二次传播扩大营销，充分利用互联网的流量及口碑效应，吸引更多的人参与打卡互动。

挑战与反思

作为首次参与线下的营销活动，这个项目给我印象最深的是线上和线下的联动，以及如何能更贴近用户的实际出行场景。因此，值得反思的是咖啡定制化不足，缺乏二次传播裂变的素材。同时，我们在内部可以协调到的资源也相对较少，没有大规模的批量推广。此外，受限于预算，有很多新奇有趣的玩法并没有呈现在本次活动中。不过，这次通过线下快闪的概念，有效的利用了线上线下的消费者活动，并形成了自发的传播，对于我们也是收获满满。