

Case Name

Whisky Carnival at Zhengzhou Crossing Hotel

Theory

Social Marketing

Keywords

Brand Promotion; Whisky; Popularity

Background Information

1. Modern life's travel frequency and fast pace are increasing astonishingly. Hotels, which used to be a place for quick rest and simple food, have become a place for seeking relaxation, rejuvenation, and tranquility in our busy lives. From livable art galleries or well-designed spaces to important ritual moments, more and more unique hotels and restaurants have emerged.

A good hotel or restaurant is not only a travel destination but also a merging of historical inheritance, art collection, innovative design, and inspirational experience that can provide us with beautiful memories, inspiration, and an atmosphere full of happiness, sincerity, openness, and inclusiveness. A new way of life therefore begins.

2. The word "CROSSING" not only means "crossroads" but also signifies "interaction and connection." Crossing Hotel, located in the city's center, originated from Zhengzhou. Its location that has connected the north and south makes people meet here. And different cultures converge here to create new business opportunities. The meaning of CROSSING has thus been well-reflected. As a new brand that just opened half a year, Zhengzhou Crossing Hotel uses the Whisky Carnival to introduce itself to the public.

Marketing Strategy

On the Crossing Hotel's first floor is a bistro specializing in American-style sharing meals. At night, it transforms into a whisky bar. In this way, Zhengzhou Crossing Hotel tries to awaken more people's sensory world with whisky as an inspiration. Using the language of whisky, the Crossing Hotel tries to join hands with arts, cultures, and even technologies to communicate with more customers and achieve more brand exposure. The event lasted two days, and nearly a hundred exhibitors were invited, including hundreds of high-quality wineries worldwide.

Meanwhile, the hotel invited masters of the wine-brewing industry to bring eight classes to the fans on-site. Regarding ticket selling, four whisky-included set packages and the basic single-person package are also provided for wine lovers. They are priced at 198 RMB, 398 RMB, 698 RMB, and 1288 RMB, and each package comes with a bottle of whisky of different quality.

Outcomes

This event generated revenue of 80,000 RMB from exhibiting booths and 30,000 RMB from selling tickets. After deducting costs and expenses, this event did not bring direct economic benefits to the hotel, while more importantly, its brand made some exposure.

Implications & Challenges

1. This promotion eventually brought few economic benefits to the hotel, given insufficient preparation time with a new brand; only some customers were attracted immediately.
2. The business partners had higher recognition among local whisky fans, so during the event, participants needed to focus on the CROSSING itself entirely; thus, the hotel needed to harvest more attention.
3. Professional personnel need to be prepared to operate a whisky bar. The hotel needed to focus more though on the bar in the beginning. Due to a lack of relevant talents in

subsequent operations, the popularity of the promoted product lasted only a short time, leading to unsatisfactory results.

案例名称

饮者留名·威士忌嘉年华-郑州此拾酒店

理论依据

社会营销

关键词

品宣；威士忌；热度

背景资料

现代生活的移动频率以惊人的速度增长，酒店从一个只需匆匆落脚、简单解决温饱问题的场所，成为了繁忙生活中人民寻求喘息、焕新、静处之地。从可居住的美术馆或设计空间，到生活中必不可少的仪式感，越来越多别具一格的酒店和餐厅应运而生。好的酒店或餐厅不仅仅是旅行目的地，更是历史传承、艺术收藏、设计创新和灵感体验的融合，让我们留下美好的记忆与获得启发，充满快乐、真诚、开放和包容的氛围。一种全新的生活理念就从这里开始了。

CROSSING 这个词汇既有“十字路口”的意思，也代表“交互、连结”的含义。此拾酒店源于郑州，地处天地之中。连通南北的自然条件使得南来北往的人在这里相遇，不同文化在这里交汇，产生了新的火花，CROSSING 关于“连结”的意义也从这里开始得到体现。作为一家刚刚开业半年的新品牌，CROSSING 借助威士忌嘉年华的机会向大众介绍自己。

营销策略

此拾酒店的一楼有着一家小酒馆，主打美式分享餐。到了夜晚时分，小酒馆摇身一变就成为了一家威士忌酒吧。于是此拾尝试以威士忌为灵感唤醒更多人的感官世界，用威士忌的语言，携手艺术、文化、科技的力量与更多群体对话，达成更多品牌露出。活动持续两天，共邀请了近百家展商，囊括数百款世界各地的优质酒品。同时此拾还邀请了众多行业专家为现场的爱好者们带来了八场大师课。门票设置方面，除了基本单人套票外，还为各位爱好者提供了四种绑酒套票。分别为 198 元、398 元、698 元、和 1288 元，每种票型均赠送一瓶不同价值的威士忌。

成果

本次共获得展位收入八万元、门票收入三万元。扣掉成本和各项支出后，此次活动基本上没有为酒店带来经济效益。但重要的是，品牌得到了一定的曝光度。

挑战与反思

1. 本次活动最终并没有为酒店带来经济效益。考虑前期筹备时间不足，并且酒店是新品牌的缘故，没有吸引到足够的客人前往买票参与；
2. 活动合作方在当地威士忌爱好者中有着更高的知名度，所以在活动举办的过程中，参与者并没有把焦点完全聚焦在酒店，酒店没有得到足够的关注。
3. 由于经营威士忌酒吧需要非常专业的人员储备，但是在一开始并没有把重点完全放在酒吧。所以由于后续运营方面存在问题，该活动结束后，热度并没有持续足够长的时间，导致效果不尽如人意。