

**Case Name**

A "Special" Dinner - Park Hyatt Hangzhou

**Theory**

Brand communication; Scene Marketing

**Keywords**

Backstage Layout; Innovation; Customized Menu

**Background Information**

1. The banquet halls of hotels have always needed more creativity and utilizing them in creative ways is somewhat tricky.
2. Foreign brand hotels' "Staff Only" areas have permanently been restricted to the public, and only guest areas are accessible to hotel customers.

**Marketing Strategy**

1. On December 1, 2021, Sun Yang, a former Olympic gold medalist, celebrated his 30th birthday. Park Hyatt Hangzhou planned an exquisite birthday banquet to celebrate his entry to a new stage of life. The hotel team has shown their creativity and attentiveness, from the selection of the dinner venue to its decoration and presentation. The hotel's central kitchen was permitted to be the venue of the birthday party, which was the first time in the history of Park Hyatt Hangzhou.
2. The entrance to the dinner venue was cleverly decorated as a swimming pool track, which has accompanied Sun Yang's growth. With intelligent partitioning and setting, the kitchen aisle was transformed into a living room to welcome guests. In addition to the simple home-style sofa, several well-selected photos of Sun Yang with family and friends hang on the wall to create a warm ambiance.
3. The dinner table was placed squarely in the kitchen, making it a more family-style gathering like at home, allowing the guests to enjoy the ongoing cooking of the chefs. This is a fashionable and fun concept called "chef's table."
4. The hotel general manager joined the chefs and led the team to produce the dishes orderly, making the food delicious and homey. No menu was prepared for the dinner, and the guests were filled with anticipation and surprise for the food they were about to enjoy.
5. As the dinner ended, the guests turned to the dessert table at the corner, where the pastry chef vividly made the sugar roses. The decoration of the birthday cake was the most outstanding. The cake came in the shape of "30," surrounded by photos collected by Sun's mother, who recorded her memories of Sun Yang from his birth to a thirty-year-old man.

**Outcomes**

People's awareness of the Park Hyatt Hangzhou was significantly increased by organizing this birthday party. Consumers can see the hotel's shiny and bright front desk and its clean and orderly backstage, which has provided more first-hand information for the customers and enhanced their trust in the hotel.

**Implications & Challenges**

Nevertheless, exposing the backstage can be risky, as it breaks the hotel's regular operating mode. And there may be different reactions from within the industry. However, the positive impact increases customers' confidence in the brand and their purchasing potential, eventually increasing the hotel's revenue.

## 案例名称

一场“特殊”的晚宴-杭州柏悦酒店

## 理论依据

品牌传播：场景促销（原为特殊场景）

## 关键词

后场布置：创新；定制菜单

## 背景资料

1. 大型酒店的宴会厅一直都缺乏新意，难以有创意的使用方式。
2. 外资酒店的非客人使用区域一直都是不对外展示的，对外展示的都是客人使用区域。

## 营销策略

1. 2021 年 12 月 1 日，孙杨迎来了 30 岁的生日，杭州柏悦酒店为他精心策划了一场生日晚宴，以庆祝孙杨迈入新的人生阶段。晚宴从场地选择到场地布置再到晚宴呈现都集合了酒店团队的创意与心意。此次生日晚宴被安排在酒店的中央厨房内，这也是杭州柏悦酒店首次尝试对外开放厨房，将宴会搬到厨房内。
2. 通往晚宴的入口，在精心设计下，被巧妙装饰成了陪伴孙杨成长的泳池赛道，由此通往宴会场地。经过巧妙的空间隔断和摆设，厨房过道被打造成迎接宾客的客厅。除了简单的居家沙发布置，墙上悬挂的多幅孙杨与家人及朋友的合照，营造出了温馨氛围。
3. 餐桌直接放置在厨房内，晚宴更像是一家人围坐在自家饭桌前用餐，用餐的同时还可以欣赏厨师们的现场烹饪，这也是十分有趣的 chef's table 的概念。
4. 酒店总经理亲自下厨，带领厨师团队井然有序地开始呈现晚宴菜品，让美味加持温馨的家宴。当日的晚宴未设菜单，宾客对自己即将享用的美食充满了期待和惊喜。
5. 晚宴接近尾声，在场宾客的目光聚集到角落的甜品桌，西饼房现场制作的玫瑰糖花栩栩如生，最为出彩的则是现场演绎生日蛋糕裱花。这个以 30 为型的蛋糕周围是由孙妈妈收集的照片，记录着孙杨从出生到三十岁每一年的回忆。

## 成果

大幅提高品牌的知名度，消费者不仅可以看到酒店光鲜亮丽的前台，也能看到酒店整洁有序的后场，这为消费者提供了更多的消费信息，增强了对酒店和品牌的信任。

## 挑战与反思

展现后场是一种相对危险的行为，因为这样打破了酒店惯有经营模式，行业内会有不同反应的话语声。但是从影响来看，提高客人对品牌的信任，提升消费力，间接提高了酒店的营收。