

Case Name

Children's Dream Show - Kempinski Hotel Suzhou Parent-Child Activity Promotion

Theory

Content Marketing; Brand Placement

Keywords

Parent-Child Project; Joint Brand

Background Information

1. Consumption market for Children is enormous. In the era of children's consumption, the parent-child format has huge potential. According to the survey of the China Children's Industry Research Center, about 80% of children's expenditures take a share of 30% to 50% of their family expenditures. Therefore, the parent-child market has broad space for development in terms of quality and quantity.
2. More and more parents are paying attention to their children's education. How to provide children with high-quality companionship and educate them in great fun? Children know from a young age that their parents are going to work, and when they grow up, they will understand where their parents work. But many children don't know what they do at work. Parents can talk to their children about their job and share the sense of achievement and happiness with them so that children can understand the diversity of life.
3. The event has been held for four consecutive years. Suzhou Kempinski is located on the edge of Suzhou Jinji Lake, which is naturally suitable for being a site to do parent-child activities. The event was held for four consecutive years until it was forced to stop due to the pandemic outbreak. This shows that the event is viral, and the market response is positive.

Marketing Strategy

1. Concept Spreading – Form the concept of a “children's vacation paradise.” Every year in May, 6–12-year-old children are recruited online. The selected children can experience some hotel professions, such as managers on Children's Day, which could help the kids understand the hotel's working procedures and explore children's new facilities, catering, and services. Children can learn various job skills and enjoy the fruits of their work. This can make the kids comprehend society more in advance and get in touch with all aspects of real life.
2. Holding hands to expand promotion channels. Cooperation was forged with a high-end Children's Photo Gallery, and the hotel was in charge of online recruitment, activity organization, and picture & video making for the summer vacation program. As target customers are the same, a mutual goal of brand promotion has been achieved through the respective output media.

Outcomes

1. The brand awareness has been improved. The fun experience provided by the hotel in 2017 created a hot registration wave in the Suzhou market. The market has widely recognized the event and held it for four years. Although it was suspended due to the pandemic, many families still called in to inquire whether this activity would continue this year, indicating the high popularity of the activity and people's enthusiasm.
2. Income increased through co-marketing. Through promoting activities, many parent-child products were staged in the summer, including themed rooms, outdoor activities, swimming classes, cooking classes, and other products. In addition, adult projects customized to meet the needs of parents were also launched, such as bridge yoga, water survival, American football, holiday cycling, etc.

Implications & Challenges

In 2017, digital marketing was not widespread yet, and the media's promotions were only limited to WeChat, on which friends' circles had been used to publicize. The boring propagating method, to some extent, was not ideal for a dramatic increase in income. However, it was still a successful marketing strategy years ago.

案例名称

儿童梦想秀-苏州凯宾斯基亲子活动营销

理论依据

内容营销：品牌植入

关键词

亲子项目：联合品牌

背景资料

1. 儿童消费市场巨大。在儿童消费时代儿童亲子业态拥有巨大的潜在机会。根据中国儿童产业研究中心的调查结果，约 80%的家庭儿童支出占家庭支出的 30%至 50%。因此，无论是客流量还是消费力，亲子市场都拥有广阔的发展空间。
2. 越来越多的人开始关注亲子教育和家庭教育，如何高质量地陪伴孩子并寓教于乐呢？孩子从小就知道父母要去上班，长大后了解父母的工作地点。但是很多孩子不知道上班是做什么的。父母可以向孩子介绍自己从事的工作，并分享工作中的成就感和幸福感，让孩子了解生活中的多样性。
3. 苏州凯宾斯基位于苏州金鸡湖畔边，具有举办亲子活动天然的户外优势，该活动已经连续举办了四年，直到疫情爆发才被迫停办。这表明该活动非常受欢迎，市场反映也非常好。

营销策略

1. 内容传播-打造儿童度假天堂的概念
每年在 5 月份在线招聘 6-12 岁的儿童，入选的儿童可以在儿童节当天参与酒店管理者的职业体验，了解酒店的工作流程，体验全新的儿童设施、餐饮及服务。孩子可以通过学习获得各种工作技能，并且享受自己的劳动成果。这样可以提前感知社会，感受实际生活中的方方面面。
2. 品牌联合，扩大推广渠道
与本地中高端儿童摄影品牌机构圈圈田儿童摄影合作，负责活动在线招聘、活动记录，及暑期儿童项目的官方图片及视频的拍摄。双方的目标客户一致，通过彼此内容输出的媒介，双方可以达到品牌推广的目的。这样可以实现营销的共赢。

成果

1. 提高品牌知名度
2017 年酒店举办的职业体验在苏州市场引发了火爆的报名潮。该活动已连续举办了四年，得到了市场的认可。尽管因疫情停办，还有不少亲子家庭致电酒店询问今年是否还继续举办此活动，这表明对该活动的欢迎程度及人们的热情都很高。
2. 联动营销，提升收入
通过活动的宣传及推广，暑期的亲子产品大面积的铺设，儿童主题房、户外儿童活动，暑期游泳班、儿童烹饪一系列儿童主题产品。此外，我们还推出了一系列成人项目，以迎合家庭亲子出游的需求，例如栈桥瑜伽、水中生存、美式橄榄球、假日骑行等。

挑战与反思

2017 年的时候数字营销尚未普及，当初的宣传传播媒介还只能仅限于官微，朋友圈，公众号推广，传播路径的单一性在一定程度上影响了当时的收入转换率。然而，在前几年，这个营销方案仍然相当成功。