

**Case Name****Cirque du Soleil****Theory**

Branding Marketing; Joint Marketing

**Key words**

Cirque du Soleil; Preselling

**Background information**

1.Cirque du Soleil originated in Quebec, Canada in 1984. Since it was established, Cirque du Soleil has created gorgeous performances in more than 300 cities across six continents in the world. It has brought surprising and joyful expectations more than imagination to the audience. With the improvement of consumption level of domestic residents, the overall consumer market has been upgraded, making "physical consumption + service experience" orienting spiritual consumption a major trend. Cirque du Soleil just suits such a trend of cultural consumption.

2.Cirque du Soleil "X" is an innovative work of intensive integration of art and technology. As a benchmark in the global live entertainment industry, Cirque du Soleil has the persistent belief in pursuing perfection in its performance and presenting a stage beyond perfection to the audience. As the first stop of the premiere performance, Hangzhou Xintiandi Sun Theater can accommodate nearly 1,500 audience members per show. According to the plot, audiences representing the two countries of the East and West sit in two sitting areas and rotate their positions with the progress of the play. The 360-degree rotating seats bring the audience a unique experience.

**Marketing Strategy**

In August 2019, Cirque du Soleil X Yeezy Realm became the Hangzhou performance in residence created by Hangzhou Xintiandi Group and Cirque du Soleil Entertainment Group. Unlike previous sales of shows, "the X Fantasy Land" was pre-sold nine months in advance and gave gifts to ticket buyers on New Year's Day and the Spring Festival, respectively to raise the audience's anticipation and increase the stickiness of the audience. Meanwhile, the cultural travel package of "Show + 5-star Hotel + Buffet", themed "the X Fantasy Land", was unique in the market of Jiangsu, Zhejiang and Shanghai. It was mainly for vacation and short-distance travel and received great praise from consumers and sold out in a short time.

**Outcomes**

October 23, 2018, the brand was launched, parallelly broadcasted was live on the official website and online pre-sale of tickets simultaneously started. In 8 minutes, the seats of 1,680 yuan/p were sold out and added two more sales. Finally, it resulted in the average unit price being 1,000 yuan/p. It created a historical record of unit price in the domestic industry when its average unit price was less than 280 yuan/p in the market. By the beginning of the show, there was not a single case of ticket refunds from the pre-sales which achieved the marketing goal of unity of quality and effectiveness. The audience's word of mouth gave confidence to the investors. It has become a famous cultural tourism product in Hangzhou.

**Implications & Challenges**

Unlike traditional Chinese acrobatics that emphasize skill, Cirque du Soleil is very

different in terms of content of performance and interaction methods with the audience. In terms of marketing, what does the vigorous Cirque du Soleil inspire China's offline performance market? How to innovate the development of cultural tourism products?

Reference list:

Cirque du Soleil (2020), Retrieved 18 March 2023

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## 案例名称

## 太阳马戏 X 绮幻之境

## 理论依据

品牌营销；联合营销

## 关键词

太阳马戏；线上预售

## 背景资料

1, 太阳马戏 (Cirque duSoleil) 起源于 1984 年加拿大魁北克。自成立以来太阳马戏不断追求创新突破、打造市场顶尖的华丽表演剧目，横跨世界六大洲、300 多个城市的演出经历，围观中带来超乎想象的惊喜与欢乐的期盼。随着国内居民消费水平的提高，促使整体消费市场升级，使得以“实体消费+服务体验”为导向的精神层面消费成为大趋势。太阳马戏正契合了这样的文化消费趋势。

2. 太阳马戏《X 绮幻之境》是艺术和技术的深度融合创新作品。作为全球现场娱乐演出行业的标杆，太阳马戏对于其演艺作品有着追求完美的执着信念，呈现给观众一个更加完美的舞台。作为首演的第一站的杭州新天地太阳剧场，每场可容纳将近 1500 名观众。观众可以按照剧情，分别坐在代表东、西方两个国家的座椅车台上，并随着剧情进展而转动，360 度旋转的座椅带给观众独一无二的体验。

## 营销策略

2019 年 8 月，太阳马戏 X 绮幻之境成为杭州新天地集团与太阳马戏娱乐集团联手打造的杭州驻场秀。与以往演出的销售不同，X 绮幻之境则进行提前 9 个月的预售，并分别于当年的元旦及春节向购买门票的观众赠送新春礼物，提高观众的期待值，增加与观众的黏性。同时，以 X 绮幻之境为主题的“演出+五星级酒店+自助餐”的文旅套餐，在以度假游、短途游为主的江浙沪市场中独树一帜，获得了消费者的极大的好评，短时间内销售一空。

## 成果

2018 年 10 月 23 日举行品牌发布会并在官网直播，而且同步线上进行门票预售，在 8 分钟内 1680 元席位售罄后，又进行了额外加场两次，最终完成了平均客单价 1000 元的销售成绩。在国内演出行业门票均价不超过 280 元的情况下，创造了历史记录。至演出开始，预售的门票无一例退票，达到了品效合一的营销目标。观众的口碑给予了投资人信心，成为杭州著名的文旅产品。

## 反思与挑战

与中国传统杂技强调技巧不同，太阳马戏在表演内容和与观众互动方式上有很大的不同。在营销方面，太阳马戏团长久的生命力，为中国线下演出市场带来哪些启发？在文旅产品发展上如何创新？