

**Case Name****"A Bite of Huayi"-IHG Inter-Continental Group Huayi Hotel****Theory**

Public Relations Promotion; Product life cycle

**Key words**

'A Bite of China'; Customized menu; Elite social place

**Background information**

1. Born in 2012 and quite different from other world-class hotels, Huayi is the first luxury brand customized by IHG for the habits of Chinese consumers. Being rooted in a globally renowned management system, Huayi has incorporated traditional hospitality with excellent cuisine, catering to the groups and social elites for their business activities and social needs. In the face of fierce competition from domestic hotel chains, Huayi needs to work out a new marketing strategy according to the brand's characteristics to boost its market share faster.

2. 'A Bite of China' is the most influential documentary about Chinese food. The documentary shows stories of people from different places to link the food and the cooking process, worshipping the rituals that food has brought to our lives and the family ties with emotional support we found in food. The documentary has attracted significant attention nationwide. The food and the cities mentioned in the film have become hot topics.

**Marketing Strategy**

1. Cooperated with the film crew of "A Bite of China" and invited the main characters in the documentary to work with the Chinese restaurant chefs of the hotel to create a customized menu for Huayi, and revealed the menu and sold them on social media platforms.

2. More than 200 reporters from various media were invited to have an on-site tasting press in Huayi hotels of different cities, which promoted the hotels through all the media coverage.

**Outcomes**

1. Huayi gained a wide range of attention through media channels and reports, which laid a foundation for going overseas when a memorandum was signed in 2018 for building the New York Huayi Hotel.

2. Huayi was re-positioned in the marketing development, and a more clear-cut branding strategy was created. By linking to the ongoing "hot topics," the hotel has transformed its brand culture into a more tangible one.

**Implications & Challenges**

In recent years, affected by the policies which ban government officials from having business-related feasts, the star hotels have suffered the loss of business on a large scale and quantity. What kind of marketing strategy should be implemented regarding Huayi's development?

**Reference list:**

IHG Inter-Continental Group Huayi Hotel (2022). Retrieved 18 March 2023 from <https://www.ihg.com.cn/hualuxe/>

## 案例名称

“舌尖重聚在华邑”-洲际酒店集团华邑品牌

## 理论依据

公共关系促销;产品生产周期理论

## 关键词

舌尖上的中国;定制菜单;菁英社交场所

## 背景资料

1. 诞生于 2012 年,华邑连锁酒店品牌与以往其他国际酒店集团旗下的酒店品牌不同,是第一个由洲际酒店集团根据中国消费者习惯打造的豪华品牌。它以全球知名的管理体系为基础,融合了以美食为核心的传统待客之道。它的目标群体是有商务活动及社交需求的群体。在面对国内连锁酒店竞争激烈,华邑需要根据品牌自身的特点,进行新的市场营销策略,更快的占领商务市场份额。

2. 舌尖上的中国是中国最有影响力的美食纪录片。这部纪录片以具体人物故事串联各地的美食以及制作过程,展现食物给中国人生活带来的仪式感及家庭影响,及从食物中找到情感寄托。该纪录片一经上映,在全国范围内引起了广泛关注。片中提及的美食和所在城市,都成为了热点话题。

## 营销策略

1. 华邑品牌与《舌尖上的中国》制作团队合作,邀请纪录片中的主要人物与中餐厅厨师团队共同打造华邑定制菜单,并同时社交平台上公布活动的菜单内容并销售。

2. 在不同城市的华邑连锁酒店开展媒体品尝会活动,邀请超过 200 位媒体参加,并对华邑进行社交媒体曝光。

## 成果

1. 利用全方位的媒体渠道,华邑品牌获得了大范围的关注,为 2018 年签署纽约华邑酒店备忘录,走向海外市场打下基础

2. 制定了清晰的品牌策略,对华邑重新进行市场定位。与当下热点话题的理念相结合,将酒店品牌无形文化特征有形化。

## 反思与挑战

近年来,中国国内的星级酒店商务宴请受到政策的影响,规模和数量都减少了很多。针对华邑品牌,应该进行怎样的营销策略呢