

Case Name

"Cloudy Dreamland" Wedding Art Exhibition - Hangzhou Fayun Anman

Theory

Immersive marketing; Digital marketing

Keywords

Outdoor wedding; Wedding art exhibition; Immersive marketing; Digital marketing.

Background Information

Hangzhou Fayun Anman is the second resort of the Anman Group in China, located in a picturesque valley on the west side of West Lake, surrounded by tea gardens, forests, and seven ancient temples. The resort has 46 village guesthouses, suites, and villas, attracting tourists seeking tranquility and natural spiritual healing.

Compared to traditional weddings, outdoor weddings are increasingly popular among young couples, with more than half showing great enthusiasm for outdoor weddings. The peak season for outdoor weddings is from mid-May to late September, and the trend of combining wedding design with natural elements and returning to nature is gaining momentum.

Marketing Strategy

Hangzhou Fayun Anman held a wedding art exhibition themed "Cloudy Dreamland" in April, inviting guests to participate and enjoy the different scenes presented in the "Dreaming," "Chasing," and "Finding" stages. The exhibition featured traditional Chinese and Western wedding ceremonies and a healing ceremony using singing bowls to immerse guests in the experience. After the show, the resort promoted the event through social media platforms such as WeChat, video platforms, and Little Red Book, using images and videos to attract young users.

Outcomes

The wedding art exhibition attracted much attention from netizens, with 763 likes and 555 shares related to wedding shows on the WeChat video platform. It also attracted many inquiries from couples interested in outdoor weddings. The exhibition reinforced the brand image of Hangzhou Fayun Anman, allowing guests and netizens to understand the resort's uniqueness.

Implications & Challenges

With more and more hotels and venues offering outdoor wedding services, competition is becoming increasingly fierce, leading to price wars. Hangzhou Fayun Anman's positioning is relatively luxurious, with higher prices than the market average. How can the resort increase revenue while maintaining its high-end positioning? This is the challenge and reflection that the resort needs to consider.

案例名称

“云深不知处”主题婚礼艺术展-法云安缦

理论依据

沉浸式营销；数字营销

关键词

户外婚礼；婚礼艺术展

背景资料

1. 法云安缦隐匿在西湖西侧风景如画的山谷之中，周围环绕着茶园、森林和七座名寺古刹的朝圣古道，是安缦集团在中国的第二家度假村。所在之地历史悠久，曾名为法云村，唐朝时就已有村民居住于此。目前度假村共拥有 46 座村庄客舍、套房及别墅，许多游客为了追求回归自然的宁静，感受山野间的禅意，获得身心的疗愈而光临此地。
2. 相比于传统形式的婚礼，户外婚礼越来越受到年轻新人的追捧，超过半数的新人都对户外婚礼热爱有加。90 后在审美、消费习惯和观念等方面都有着鲜明的特点。而自由度高、个性化强的户外婚礼与其匹配度是极高的。每年的五月中旬至九月下旬是举办户外婚礼的高峰期，在环保与可持续发展理念被不断倡导之下，婚礼设计中与自然元素相结合，回归大自然也是一股全新的热潮。

营销策略

法云安缦在四月举办了主题为“云深不知处”的婚礼艺术展，邀请了宾客前来观赏、参与。通过“入梦”、“逐梦”、“寻梦”三个阶段，将不同的场景呈现给宾客。不仅有传统的中式婚礼仪式，也有受到年轻人钟爱的西式婚礼仪式。特别之处在于在仪式中运用颂钵举行了身心疗愈的仪式，能够让宾客更加沉浸到仪式中。在婚礼艺术展结束后在以年轻人为主要用户群体的平台上，如微信公众号、视频号、小红书等以图片与视频的方式进行宣传。

成果

本次婚礼艺术展吸引了许多网友的关注，但在微信视频号此平台上与婚礼秀相关的内容就获得了 763 个点赞和 555 次的转发。此外，还吸引了许多新人咨询户外婚礼的相关信息。此次婚礼艺术展再次明确了法云安缦的品牌形象，让宾客与网友了解了此酒店的独特性。

挑战与反思

如今，能够承办户外婚礼的酒店与场地越来越多，竞争也相应越来越激烈，从而引发价格战。而法云安缦的定位相对豪华，价格也是市面上较高的水平。在保持现有高端定位的情况下，如何提升收益呢？