

### **Case Name**

Opening the Christmas celebration to any location in Hong Kong – The incredible takeaway afternoon tea experience provided by Conrad Hong Kong

### **Theory**

SOR model (Stimulus Organism Response); Product differentiation & STP (Segmentation, targeting and positioning)

### **Keywords**

The pandemic outbreak, Social distancing measures, Online marketing, Early bird offer

### **Background information**

1, In the winter of 2021, according to the announcement by the Department of Health, the number of daily new cases in Hong Kong remains high at five-digit figures with an on-going rising trend. The government has restricted the social distancing measures for catering businesses which only allows opening every day from 5 am to 2 am of the subsequent day with a maximum number of four persons per table. It significantly influences the opportunity for Christmas celebrations and gathering with many people. On the other hand, it was tremendous impacts and challenges on the hotel and restaurant business.

2, Christmas is one of the key festivals, particularly in Hong Kong, which there is an international city. Many important events and activities will be held during that festival period. Unfortunately, the outbreak coincided with Christmas. It significantly affects the business opportunity for hotels and restaurants. From the perspective of Food & Beverage revenue, it's expected that Christmas will be the top revenue generator for the whole year.

3. Because of the endless Covid-19 outbreak, the hotel industry has to change its business strategy to maintain profit and loss, especially in Food & Beverage department. Conrad hotel developed the afternoon tea takeaway concept with a fashionable box design – A calendar box (The first hotel launch in Hong Kong) and the unique Christmas's Conrad bear. Bring the experience to the customers who celebrate the Christmas with your beloved one at any location in Hong Kong with safety and hygiene.



## Marketing Strategy (From the operator's perspective)

### 1) Social media boost post

Conrad hotel has implemented a boosted post via Facebook and Instagram to the targeted users who will be automatically received the afternoon tea takeaway post from Conrad on Facebook and Instagram. Undoubtedly, it can reach more potential customers interested in the takeaway afternoon tea set.

Regarding the boost ad post, Conrad hotel focused on the following:

1) Age of 20 – 36 years old & Gender: Female (Demographic Segmentation)

3) Middle class (Psychographic segmentation)

4) Users who had liked or followed the hotel's page (Behaviour Segmentation)

These market segments were targeted, and the product was positioned on these segmentation.

### 2) Product selling on a variety of online platforms

Conrad used online marketing. The takeaway afternoon tea set was sold on different online platforms to reach other groups of customers and maximize revenue. Model is also applied to this marketing plan. Conrad Hotel was selling the takeaway afternoon tea set via its own Eshop channel, Kkday, and Klook, which have a strong brand awareness in Hong Kong (Brand stimulus). In addition, plenty of KOL were invited to enjoy the takeaway afternoon tea set for free and share a post/ video on their channel (Social stimulus).

That stimulus leads the organism customers who are satisfied with pleasure by perceiving the value of luxury and uniqueness of the takeaway afternoon tea. Ultimately, it will lead the response; customers will buy the takeaway afternoon tea set and share the great experience with a friend (WOM) and post on social media (EWOM) with a tag of “Conrad Hong Kong”, “Fashionable takeaway afternoon tea”, “Christmas Conrad Bear”, “Fantastic calendar box design”



### 3) Early bird offers via the hotel's own E-shop

Conrad hotel had implemented an early bird 15% discount offer on its E-shop channel. There are several benefits. First, it can attract more potential Hong Kong local customers to purchase in advance who are highly price sensitive. Moreover, the pre-payment can maximize and secure the revenue of the takeaway afternoon tea set. Furthermore, from the perspective of operation, it is beneficial for the chefs and operation team in terms of food preparation and logistic arrangement.

## Outcomes

The Christmas takeaway afternoon tea set remarkably changed the traditional concept of a dining experience where the afternoon tea set can be enjoyed everywhere in Hong Kong, not limited to the hotel's Lobby lounge. Moreover, the fashionable Christmas Calendar takeaway box design (First launch in Hong Kong) and unique Christmas Conrad bear provides the luxury and exceptional experience to the customers. The marketing plans were successfully implemented. According to the Q4 revenue report by Conrad Hotel, a total of 1400 boxes were sold in November and December 2021. Many great comments were received from the hotel's email, Kkday, and Klook regarding the taste of food, presentation of the takeaway box, quality of staff service, logistic arrangement, etc.

(Tradition) Dining at the hotel's Lobby Lounge



(Now) Everywhere



## Reference List:

Video of Afternoon takeaway tea set from Conrad Hong Kong:

Festive Takeaway Afternoon Tea 2021 | 聖誕派對時刻，以這盛載著節日美點與糕餅的外攜下午

茶禮盒為摯愛帶來美味的季節祝福！瀏覽 <https://bit.ly/3xCldpk> 了解詳情並鎖定專屬 85 折優

惠。 'Tis the season! Share this gourmet takeaway afternoon tea box with... | By Conrad Hong Kong|Facebook

## 案例名称

在香港的任何地方开放圣诞庆祝活动 - 香港港丽酒店提供的不可思议的外卖  
香港康莱德酒店提供的不可思议的外卖下午茶体验

## 理论

SOR 模型（刺激有机体反应）；产品差异化；STP（细分,目标定位）

## 关键字

新冠疫情爆发；社会距离措施；网络营销；早鸟优惠

## 背景资料

1、在 2021 年的冬天，根据卫生署的公告，香港每天的新病例数量高达五位数，并有持续上升的趋势政府已经限制了餐饮业的社会隔离措施，只允许每天从早上 5 点到次日凌晨 2 点开放，每桌最多 4 人。这极大地影响了圣诞节庆祝活动的机会，也影响了很多人的聚会。另一方面，这对酒店和餐馆的业务也是一个巨大的影响和挑战。

2，圣诞节是重要的节日之一，特别是在香港这个国际城市。很多重要的事件和活动将在该节日期间举行 期间会有很多重要的事件和活动。不幸的是，疫情爆发时正值圣诞节。这严重影响了酒店和餐馆的商业机会。从食品和饮料的角度来看，预计圣诞节是全年收入的首要来源。

3. 由于无休止的 Covid-19 的爆发，酒店业不得不改变他们的经营策略，以保持利润和亏损，在食品和饮料部门。康莱德酒店开发了下午茶外卖的概念，采用了时尚的盒子设计—日历盒。（在香港首次推出的酒店）和独特的圣诞节的康莱德熊。给顾客带来的体验是，在任何地方与你的爱人—安全和卫生地庆祝圣诞。

## 营销计划（从运营商角度）

### 1) 社会媒体的提升帖

康莱德酒店通过 Facebook 和 Instagram 向目标用户实施提升帖，这些用户将自动收到康莱德在 Facebook 和 Instagram 上发布的下午茶外卖。毫无疑问，这绝对可以接触到更多的潜在客户，他们很可能对外卖感兴趣。关于提升广告的帖子，康莱德酒店将重点放在了。

a. 20-36 岁的年龄和性别。女性（人口统计学细分）。

b. 中产阶级（心理学细分）。

c. 喜欢或关注过酒店页面的用户（行为细分）。

这些细分市场被锁定，产品被定位在这些细分市场上。

### 2) 在各种网络平台上销售产品

康莱德使用了网络营销。外卖下午茶套装已经在不同的网络平台上销售，以达到不同的客户群体，并使收入最大化。

SOR 模型也被应用于这个营销计划。康莱德酒店通过它自己的电子商店渠道、Kkday 和 Klook 销售外卖下午茶套装，这两个渠道在香港有很强的品牌意识（品牌刺激）。此外，大量的 KOL 被邀请免费享用外卖下午茶套餐，并在他们的频道上分享帖子/视频（社会刺激）。这些刺激导致了有机体，即通过感知外卖下午茶的豪华和独特的价值而感到满意的客户。最终，它将导致回应，客户将购买外卖下午茶套餐，并与朋友分享美好的体验（WOM），并在社交媒体上发布（EWOM），标签为香港康莱德，“时尚的外卖下午茶”，“圣诞康莱德熊”，“奇妙的日历盒设计”。

### 3) 通过酒店自己的电子商店的早鸟优惠

康莱德酒店在自己的电子商店中实施了早鸟 15%的折扣优惠。这有几个好处。首先，它可以吸引更多潜在的香港本地对价格高度敏感的客户提前购买。此外，预付费用可以最大限度地保证外卖下午茶套餐的收入。此外。从运营的角度来看，这对厨师和运营团队在食物准备和物流方面都有好处。

### 成果

圣诞节的外卖下午茶套餐极大地改变了传统的餐饮概念。在这里，下午茶套餐可以在香港的任何地方享用。而不仅仅是在酒店的大堂酒廊。此外，时尚的圣诞外卖设计（在香港首次推出日历盒和独特的圣诞康拉德熊）为顾客提供了豪华和特殊的体验。营销计划得到了成功实施。根据康莱德酒店的第四季度收入报告在 2021 年 11 月和 12 月共售出 1400 盒。大量的从酒店的电子邮件、Kkday 和 Klook 收到的关于食物味道的好评，外卖盒的展示，工作人员的服务质量，物流安排等等。