

Case Name

Hotel Indigo Shanghai Jing'An

Theory

Co-marketing; Target market positioning

Keywords

Cross-brand collaboration, Social media interaction, Target market positioning.

Background Information: Hotel Indigo Shanghai Jing'An is the second Hotel Indigo brand hotel created by InterContinental Group in Shanghai, following Hotel Indigo Shanghai on the Bund. The hotel is inspired by Shanghai culture and international movie stars and incorporates film elements into its design. However, compared to the well-known Hotel Indigo Shanghai on the Bund, Hotel Indigo Shanghai Jing'An is relatively less popular. Therefore, to increase revenue and brand awareness, it is urgent to promote the hotel.

Marketing Strategy

Hotel Indigo Shanghai Jing'An collaborated with FUJIFILM, a Japanese brand with a large fan base, to create a targeted marketing campaign. The hotel made a four-month FUJIFILM creative center in the lobby, where guests could experience free imaging cameras, photo printing, and sound photo installations. It also held a launch ceremony and invited media and social media influencers to participate in the center and share their experiences on their social media platforms. Hotel Indigo Shanghai Jing'An also hosted monthly themed events in the hotel's book bar, including photography and travel themes, and offered a simple afternoon tea package to generate additional revenue.

Outcomes

Hotel Indigo Shanghai Jing'An's themed events were well-attended, and guests shared their experiences on their personal social media platforms, increasing media exposure. Many guests expressed approval of the creative collaboration. By the end of the campaign, its official social media account had doubled its number of followers, and the hotel's occupancy rate had slightly increased, achieving the goal of increasing market exposure and brand awareness.

Implications & Challenges

The successful cross-brand collaboration with FUJIFILM helped Hotel Indigo Shanghai Jing'An open the market. However, whether the impact is short-term or long-term is still being determined. In the fast-changing information age, people are easily attracted to more exciting and innovative hotel designs and marketing ideas. To further increase revenue, Hotel Indigo Shanghai Jing'An needs to consider how to attract guests for repeat visits.

案例名称

富士影像创意中心-上海静安英迪格酒店

理论依据

联合营销；定位

关键词

跨界合作；社交媒体互动

背景资料

上海静安英迪格酒店，是洲际集团继上海外滩英迪格酒店后在上海打造的第二家英迪格品牌酒店。如同每片叶子都不相同，这个世界也不会有两家相同的英迪格酒店。静安英迪格酒店以苏州河孕育的上海文化为基调，从国际电影明星的风采中汲取灵感，并融合了电影元素，但相对于盛名在外的外滩英迪格酒店，静安英迪格仍然鲜为人知。所以为了提高酒店收益，提升酒店知名度就变得迫在眉睫。

富士胶片 FUJIFILM，作为一家给世人留下过无数珍贵影像的日本老牌，其粉丝群体基数庞大。他们热爱生活，享受生活，喜爱追求新鲜事物，这些粉丝群体与酒店的目标客群一致。相比于“广撒网”式宣传的低转换率，酒店希望借助此次活动可以有针对性地在目标受众中建立影响并提升酒店的知名度。同时，此次活动也旨在通过酒店原有的“当地文化”属性，将传统文化与现代创意相结合，唤醒公众回归对传统相纸印刷的记忆，打造旅居新潮流，实现“双赢”。

营销策略

1. 在酒店大堂打造了一个为期四个月的富士影像创意中心，住客可在这里免费体验一次成像相机、照片冲印、周边产品以及有声相片装置的解压体验。
2. 酒店在创意中心搭建成功后，举办了启动仪式，并邀请了一些媒体和社交媒体达人进行体验，发布在他们的社交平台上，增加媒体曝光度。
3. 每个月在酒店的书吧举办主题活动，包含手账、旅游、摄影等主题的达人拍照心得和技巧分享会。酒店还在此期间推出简单的下午茶套餐，为酒店带来额外收益。

成果

在此次跨界合作中，酒店每次的主题活动都座无虚席，客人会将自己的成果分享到个人的社交媒体平台。同时，许多客人对此次创意合作表示了认可并给予了好评。截止到活动结束，酒店官方账号粉丝数量增长一倍，酒店出租率也出现了小幅上涨，初步实现了提升市场曝光和酒店知名度的目的。

挑战与反思

随着跨界合作的成功，富士品牌的名气和创意初步帮助酒店打开了市场，但此次影响是否为短时效应还未可知。在当下信息快速变化的时代，人们很容易被更有趣、更新颖的酒店设计和营销创意所吸引。为了进一步提升酒店收益，如何吸引客人进行二次光顾将成为下一个需要思考的问题。