

Case Name

Sofitel Jinan Silver Plaza Hotel

Theory

Brand management; Brand marketing

Keywords

Culture and creative products

Background information

Sofitel Jinan Silver Plaza Hotel opened in 1999 as Jinan's first international five-star hotel. It is owned by the Shandong LuNeng Group and managed by the French AccorHotels group. The 51-story towering building boasts a classic design infused with rich European style and cultural heritage, showcasing an elegant artistic taste that blends Chinese and French cultures. Combining French fashion with local traditional culture, the hotel innovatively creates outstanding cultural and creative products with distinctive features, taking culture as a driving force for development.

Marketing strategy

1.Sofitel Jinan Silver Plaza Hotel has launched a series of traditional food gift boxes utilizing traditional Chinese festivals as a marketing strategy to expand their revenue streams and achieve breakthroughs. For example, during the Dragon Boat Festival, they offer rice dumpling gift boxes called "Ju Zhong" and "Long Zhong." The inspiration for "Ju Zhong" comes from the Tang Dynasty's handball game. Each "Ju Zhong" gift box contains a handmade embroidered ball of various colors that is very valuable for collection and appreciation. "Long Zhong," which ancient people often ate at the Dragon Boat Festival, is accompanied by various activities such as dragon boat racing, worshipping the dragon god, praying for rain, and beautiful legends about turning the thread into dragons. The "Long Zhong" gift box represents the auspicious meaning of the lucky dragon. It is made with carefully selected fragrant glutinous rice dumplings as a gift for the Dragon Boat Festival.

2.Furthermore, during the Mid-Autumn Festival, they have launched themed cultural mooncake gift boxes called "Poems of the Moon" and "Autumnal Rites of Benevolence," deeply integrating the traditional cultural connotations of the Mid-Autumn Festival with mooncake gift boxes. The perfect combination of culture and products is displayed, from storytelling to gift box packaging to mooncake production.

3.Finally, the hotel also offers a new Spring Festival gift box called "Koi Fish Nian Gao Gift Box," which features fish-shaped sticky rice cakes. This gift box is designed with the "koi" theme, symbolizing happiness, and good fortune in the new year.

Outcomes

The Sofitel Jinan Silver Plaza Hotel has emphasized product innovation while telling cultural stories and creating personalized products. The cultural and creative product series quickly gained attention and praise from all sectors of society upon its launch in the market. In terms of sales of cultural and creative gift boxes, the hotel generated a revenue of 2.6 million yuan throughout the year, representing a 20% year-on-year growth. It has become a leader in integrating tourism and hospitality into the hotel industry.

Challenges/Reflection

In the current situation where hotel industry products tend to be homogeneous, the Sofitel Jinan Silver Plaza Hotel has broken the existing business model and transformed from a management-oriented approach to an operation-oriented approach by seeking breakthroughs and new profit growth points through cross-border collaboration, innovation, and change. This is the only way to keep up with the times and stay competitive.

案例名称

济南索菲特银座大饭店

理论依据

品牌管理；品牌营销

关键词

个性化产品

背景资料

济南索菲特银座大饭店开业于 1999 年，是济南第一家国际五星级酒店，隶属于鲁商集团，并由法国雅高酒店管理集团进行管理。51 层的超高建筑以及融汇了浓厚的欧式风格和文化底蕴的经典装修，彰显了中法文化的优雅艺术品味。将法式新风尚与当地传统文化相结合，以创新为理念，以文化为契机，打造出一系列具有鲜明特色的优秀文创产品。

营销策略

借助中国传统节日，济南索菲特银座大饭店推出了一系列传统美食礼盒以开拓新的营收渠道，实现新的突破，例如端午节的米粽礼盒—鞠粽及龙粽。鞠粽的灵感来自于盛唐时期的手鞠球，在每个“鞠粽”礼盒中，均有一颗纯手工绣制，花色各异的手鞠球，极具收藏和观赏价值。“龙粽”古人常于端午之日食用，还伴有滑龙舟、祭龙神、祈雨瑞龙的各项活动，更有彩缕化龙的美丽传说。龙粽礼盒取瑞龙之意，精选香粽，献呈端午食礼。另外，在中秋节又推出主题为“明月之诗”与“仁礼之秋”的文创月饼礼盒，将中秋节传统文化内涵与月饼礼盒深度融合，从故事阐述、礼盒包装、月饼制作各个方面完美展示了文化与产品的结合。全新的新年锦鲤年糕礼盒，以“鲤”为主题，鱼形糯米年糕，以应佳节之禧，大吉大利之意。

成果

济南索菲特银座大饭店在注重产品创新的同时，讲好文化故事，打造个性化产品。文创系列产品在市场一经推出，迅速获得社会各界的关注与好评。酒店在文创礼盒销售方面，全年创收 260 万元，同比增长 20%。成为酒店行业文旅融合的领军者。

挑战与反思

在现今酒店业产品同质化的状况下，与时俱进济南索菲特银座大饭店打破现有经营模式的唯一途径，从管理模式转变为经营模式，通过跨界合作、创新、变革来寻求突破和新的利润增长点。