

Case Name

Wuhan Wanda Ruihua Hotel -From our kitchen to yours

Theory

STP (Segmentation) ; Positioning; Joint Marketing

Key words

Pandemic outbreak; Luxury co-branding; Gift voucher pre-sale

Background Information

1. In the winter of 2022, the outbreak of covid-19 resumed in many parts of China. The government advised people to celebrate New Year locally and reduce interstate traveling and gatherings with high numbers of people, such as celebrations and dining at restaurants. Under such conditions, there was no doubt that it brought enormous impacts and challenges to the consumer market of hotels, catering and other service industries.

2. The outbreaks of the covid-19 and the Chinese New Year coincided. The gala dinner at Chinese New Year Eve "年夜饭" is the most important celebration and communication for families, parents, children, friends and colleagues, and is the most crucial time for the hotels and restaurants industries to generate revenue as well.

3. Due to the impact of the epidemic, huge losses have incurred in the hospitality industry, and the industries had to start changing business direction. After cooperation with food delivery apps such as MeiTuan and E Le Ma, Wuhan Wanda Hotel found that the actions above might only meet the basic needs of food safety and hygiene; however, to fulfill the requests of gourmet food, ceremony and cooking is out of this plan.

Marketing Strategy

By cross-border cooperation and promotion activities with the luxury car brand, Aston Martin, and the local luxury residential community on social media platforms, Wuhan Wanda Ruihua Hotel targeted new high-end clientele. Together with her partners, Wuhan Wanda Hotel seamlessly offered customers VIP star privileges - famous chefs, celebrity cars and unique residential service so that customers can enjoy their best gala dinner on New Year's Eve at home.

Outcomes

The Dine-in New Year's Gala Dinner "年夜饭" made customers free from limits of location. It delivered high quality food and excellent cooking by famous chefs onto the tables at customers' homes. It also changed the tradition of dining on festivals. Meanwhile, customers purchased pre-sale credits instead of paying a deposit upfront. It not only creates a new concept of gifting in Chinese New Year but also relieves the pressure on inventory and capital for the hotel.

案例名称

武汉万达瑞华酒店星级酒店名厨年夜饭外卖

理论依据

STP 理论(细分);定位;联合营销

关键词

疫情爆发;奢侈品牌跨界联合;礼券预售

背景资料

1. 冬季国内疫情多地零星爆发，国家卫健委倡导及呼吁全国人民就地过年，减少地域性流动及聚集。此市场环境对于酒店及餐饮服务行业消费市场无疑带来了巨大的影响和挑战。
2. 恰逢中国传统节日春节疫情再次爆发。在春节期间，“团年饭”是家庭、父母子女、朋友、同事间最为重要的庆祝和交流环节，也是酒店及餐饮行业营收最为重要的时段。
3. 因疫情政策影响，使得各餐饮企业产生了巨大的损失和创伤，不得不主动转型，相继与“美团”、“饿了么”等便民服务平台合作提供快捷的外卖美食。但是这仅仅解决了客户们对于食物最基础的安全和卫生的需求，而无法满足高端人群对于美食及节日庆祝的仪式和烹饪的需要。

营销策略

武汉万达瑞华酒店与奢华品牌阿斯顿马丁及武汉本地高档豪宅社群在社交平台联名跨界合作及推广，精准锁定客户，共同打造贵宾星级礼遇——名厨、名车、名宅服务的无缝对接，使得客人在家中也能享受到奢华品质及温馨的年夜饭服务。

成果

这个“团年夜饭入户服务”的方式打破餐饮空间限制，将高端食材及名厨烹饪以年夜饭入户服务的形式送达到客户的餐桌上，改变了传统节日家庭用餐的习惯。与此同时，销售方式从提前支付定金，转变为购买礼券的预售形式。这不仅仅打造春节送礼新概念，也缓解了库存和资金的压力。