

Case Name

Lyf Talk Show Night – Chen Hao

Theory

Marketing segmentation theory

Keywords

Talk show; Co-living apartment; Cross-border Cooperation; The Ascott

Background Information

1. Talk Show is Popular in China

Talk shows are an "imported product" with hundreds of years of history before being introduced to China. In 2017, online platforms launched programs such as "ROCK & ROAST" and "Roast!" to attract Chinese audiences. At present, "ROCK & ROAST" is in its fifth season. After five years, Chinese, localized, and popular talk shows have become increasingly mature. Under the slogan "Everyone can talk for five minutes," watching and talking talk shows has become the most fashionable among young people.

2. Most of the talk show audiences are young people of Generation Z

According to the data of the "2022 China Talk Show Market Analysis Report-Market Operation Trends and Development Prospects Research" released by INSIGHT AND INFO, the talk show audiences and highly educated users have increased significantly in terms of number and penetration: From the perspective of consumer groups, Generation Z is currently the leading consumer of talk shows, among which the audience aged 18-23 is the largest, up to 41.04%, followed by audiences aged 24-28, accounting for 24.07%. Besides, users in first-tier cities and with high education have a more natural preference for talk shows.

3. The talk show audience is highly matched with the brand style of the co-living apartment Lyf

Lyf is a co-living apartment brand designed by The Ascott Group for the next generation of travelers that integrates life, work, and entertainment. Through carefully planned experiences and social activities, it creates a living environment for residents that integrates into the local community atmosphere. The talk show audience and the performance form with community attributes are consistent with the brand and core that the brand wants to create for residents.

Marketing Strategy

1. Brand communication strategy - contact management

Communicate with the audience through talk shows. With talk shows' humorous and vivid characteristics, the distance between the brand and consumers can quickly shorten. This allows consumers to understand the new accommodation mode of co-living apartments in a relaxed and pleasant atmosphere.

Unify the setting of time and place to form a sense of ritual for brand activities and enhance consumers' awareness and memory of the brand.

2. Develop communication channels

Activities (such as on-site room coupons and membership registration) can stimulate consumers' enthusiasm for participation and convert potential consumers into guests.

Forwarding event information through social platforms (such as Xiaohongshu and Weibo) can expand the influence of the brand and attract more potential audiences.

Giving discount coupons to the audience as feedback for attending the event is also an effective means to stimulate them to experience the apartment.

3. Keep the hotspot

A collection of event highlights and their placement on various Internet platforms and information screens in the apartment can continue the event's influence and help more people understand and pay attention to the brand.

The Ascott Club (Ascott Member) registration QR code is attached at the end of the video, facilitating consumers' operations and further enhancing the brand's exposure and attention.

Outcomes

1. Enhance brand awareness, build communities, and deepen interactions

2023-2024, three Lyf apartments held multiple talk show events in China. They frequently interacted with local talk show teams in Hangzhou, Shanghai, and Xi'an, respectively, to accurately convey the new way of accommodation and co-living apartments to the young people present through talk show actors' oral broadcasts. In addition, the apartment has a dedicated person to join the community of the talk show audience, regularly publish news about the condo, event information, preferential benefits, etc., and encourage residents to share their living experience to increase the emotional connection between the brand and the audience.

2. Obtain a certain number of hotel members through talk show brand oral broadcasts

A certain number of new members were obtained through the event, and some of the latest members were converted into new residents.

Implications & Challenges

It is easy to hold an event once. Still, continuously having a series of events and maintaining their appeal is a long and complex task that will encounter many difficulties and challenges. For example, selecting talk show actors and themes is significant for the event attraction. Too many repetitions between actors and themes can easily lead to aesthetic fatigue among the audience and reduce their willingness to participate. Challenges also include that talk shows can attract a certain number of established groups, but the brand needs to expand its influence further and attract more guests. In addition, the online and offline linkage effect is limited, and there are many obstacles in actual operation, such as many guests needing to be more willing to participate in online discussions and forwarding, and the participation rate needs to be higher. By holding talk show nights to reach more target customers, improve brand awareness, and establish a local community, there is no doubt that this marketing activity is booming. In the future, Lyf will hold more attractive

activities (such as script killing, board game competitions, etc.) to achieve effective brand communication and guest conversion, a topic we must always consider.

案例名称

Lyf 脱口秀之夜 – 陈昊

理论依据

市场细分理论

关键词

脱口秀；共享公寓；跨界合作；雅诗阁

背景资料

1. 脱口秀在中国大火

脱口秀是“舶来品”，在传入中国之前就已拥有几百年的历史。在 2017 年，线上平台推出的《脱口秀大会》与《吐槽大会》等节目让脱口秀走进了中国观众的眼中，时至今日，当下脱口秀大会已是第五季，经过五个年头，中国化，本土化，大众化的脱口秀已是越来越成熟，在“人人都可以讲五分钟”的口号下，看脱口秀、讲脱口秀，已然成为年轻人中最潮流的事情。

2. 脱口秀受众人群大多是 Z 时代年轻人

根据观研报告网发布的《2022 年中国脱口秀市场分析报告-市场运营态势与发展前景研究》数据表明，脱口秀观众、高知用户在体量和渗透率方面提升明显：从消费人群来看，目前 Z 世代是脱口秀的消费主力，其中 18-23 岁观众最多，高达 41.04%，其次是 24-28 岁的观众占了 24.07%。同时，一线城市、高学历用户对脱口秀有更天然的偏好。

3. 脱口秀受众人群与共享公寓 Lyf 品牌格调高度匹配

Lyf 品牌是雅诗阁集团专为下一代旅行者设计的生活、工作、娱乐为一体的共享空间，通过精心策划的体验和社交活动为住客们创造融入当地社区氛围的生活环境，脱口秀受众人群以及具备社群属性的表演形式，与品牌想给住客打造的烙印及核心十分一致。

营销策略

1. 品牌传播策略—接触管理

通过脱口秀的形式与受众人群进行沟通。以脱口秀幽默、生动的特点，迅速拉近品牌与消费者之间的距离，让消费者在轻松愉快的氛围中了解共享公寓这种新住宿方式。

统一时间和地点的设置，形成品牌活动的仪式感，提升消费者对品牌的认知度和记忆度。

2. 发展沟通渠道

现场抽房券、注册会员等活动形式，激发消费者的参与热情，将潜在消费者转化为实际住客。

通过小红书、微博等社交平台转发活动信息，可以扩大品牌的影响力，还能吸引更多潜在受众关注。

给现场观众发放房价满减券，作为到场一种回馈，也是刺激他们体验公寓的有效手段。

3. 保持热度

将活动精彩过程制作成集锦视频，并投放至各互联网平台及公寓内信息屏，能够延续活动的影响力，让更多人了解并关注品牌。

在视频结尾附上雅星会（雅诗阁会员）注册会员二维码，既方便了消费者的操作，也进一步提升了品牌的曝光度和关注度。

成果

1. 提升品牌知名度，建立社群，深化互动

2023-2024 年度，在中国的三家 Lyf 公寓举办了多场脱口秀活动，分别与杭州、上海、西安三地本土脱口秀团队进行了频繁的互动，将共享公寓这个住宿新方式通过脱口秀演员口播的方式精准传达到在场的年轻人。并且公寓有专人加入脱口秀受众人群的社群，定期发布关于公寓的新闻、活动信息、优惠福利等，同时也鼓励住客分享自己的居住体验，增加品牌与受众之间的情感联系。

2. 通过脱口秀厂牌口播获取一定数量的酒店会员

通过活动获取一定数量的新增会员，并且将其中部分的新增会员转化为了新增住客。

挑战与反思

一次活动的举办不难，连续举办系列活动并维持吸引力是一个长期且复杂的任务，会遇到诸多困难及挑战。如脱口秀演员和主题的选择对于活动的吸引力非常重要，演员跟主题重复过多，容易导致受众审美疲劳，降低参与意愿。挑战还有脱口秀能吸引一定的既定人群，但品牌是需要进一步扩大品牌影响力，需要吸引更多不同类型的住客。还有就是线上线下联动效果有限，实际操作中存在很多障碍，如很多住客不愿参与线上讨论及转发等，参与度不高。但不管如何，通过举办脱口秀之夜的形式接触到更多的目标客群，提升了品牌知名度建立了本地社群，无疑此次的营销活动是成功的，后续让 Lyf 品牌举办更多吸引人的活动（如剧本杀、桌游比赛等），实现品牌的有效传播和住客转化，是我们一直要考虑的课题。