

Case Name

Fanta Wild Theme Park

Theory

Customized Marketing; Multichannel Marketing; Influencer Marketing

Keywords

Theme Park; KOL Interaction; Tik Tok

Background information

In 2018, TikTok had already amassed 150 million daily active users and 300 million monthly active users, attracting users from various age groups, and driving the development of many industries. Meanwhile, The Wanda Group's Cultural Industry Division is a well-known leader in China's cultural, technological, and tourism industries. They were the first to achieve full industrial chain development from creative design, research and development, content production, construction, and market operation of theme parks. In the fiercely competitive market, it is not easy for Fantawild Holdings Inc., a subsidiary of the Wanda Group, to occupy a place in the market with its theme parks. While showcasing Chinese culture and creating popular cultural tourism projects, Fantawild must also consider how to use social media communities and fans to establish emotional connections, create interactions, seize opportunities for conversion, and achieve marketing goals.

Marketing strategy

1. Customization challenge of marketing strategy - With bright and distinct theme colors, diversified customized elements deeply ingrained the joyful theme atmosphere of Fantawild into the hearts of fans from event themes to visual graphics, from creative stickers to tailored music.
2. Multi-channel Entrance - Launching network core traffic challenges and making full use of Tik Tok's core resources maximized the traffic value of the platform. The flow of various online platforms and offline channels allowed young users across the entire network to enjoy the joyful atmosphere of the amusement park.
3. Interaction with Influencers - Applying with fan effects, parent-child effects, technical streams, songs, dances, creative skits, and other various short video expressions paired with the amazing performances of tens of millions of influential figures conveyed the concept of Fantawild's happiness in full. Based on the videos of influencers, fans spontaneously imitated and created secondary works in the park, resulting in an exponential increase in the topic of the Fantawild Challenge within a short time.
4. While doing well in online marketing, further offline traffic was generated by creating offline "Tik TOK Carnival Nights" with brilliant and fashionable stage performances, and the presence of celebrity-level internet celebrities at Fantawild parks, igniting a nationwide carnival.

Outcomes

With the help of Tik Tok's popularity, creative content, fan effects, and AI technology, the Fantawild Tik Tok Challenge became a phenomenal event on the platform in the summer of 2018. Within just three days, it garnered 1.18 billion views, 48 million likes and comments, and 387,000 participants on Tik Tok.

Implications & Challenges

Combining challenges with reflections, the continued content output of Fantawild theme activities on Tik Tok platform enabled associated users to have a sense of identity with the brand and products. Combined with its own brand and product characteristics, Fantawild ultimately increased its market share in the theme park market continuously.

案例名称

方特主题公园

理论依据

定制化营销；多渠道入口；达人营销

关键词

主题公园；达人互动；抖音

背景资料

2018年，抖音已坐拥1.5亿日活用户，3亿月活跃用户，吸引了不同年龄阶段的用户并带动了很多行业的发展。与此同时，华强方特集团是全国知名的文化科技旅游产业领军企业，在国内率先实现从主题乐园创意设计、研究开发、内容制作、施工建设到市场运营全产业链发展。在激烈的市场竞争中，方特主题公园要占有一席之地并非易事。在展示中国文化的并打造受游客喜爱的文旅项目的同时，如何利用社群与粉丝建立情感连接、创造互动、转化的机会、达到营销目的，是方特需要考虑的。

营销策略

定制化挑战-主题色彩鲜明，从活动主题到画面视觉，从创意贴纸到定制音乐，利用多样化的定制元素将方特明快欢乐的主题氛围深深植入粉丝心中。

多渠道入口-开展网络核心流量挑战赛，充分利用抖音核心资源，最大程度利用了抖音平台的流量价值，同时各大网络平台和线下渠道的流量加持，使得全网的年轻用户尽享乐园欢快的氛围。

达人互动-玩转粉丝效应，亲子效应、技术流、歌曲、舞蹈、创意情景剧等多种短视频表现形式搭配以千万粉丝级达人的精彩演艺，充分传递方特欢乐的理念。粉丝基于达人视频，自发入园进行模仿和二次创作，让方特挑战赛话题在短时间内达到了指数级的扩增。在充分做好网络营销的同时，更进一步引流线下，方特各地乐园打造了线下“抖音狂欢夜”火爆夜场，绚丽时尚的舞台演艺，明星级网红达人亲临方特园区，引发全民狂欢。

成果

借助抖音的火爆，通过创意内容、粉丝效应、AI技术，方特抖音挑战赛成为了2018夏天在抖音平台的一次现象级事件。在短短3天之内，在抖音收获11.8亿次播放量，4800万点赞评论量，38.7万参与量。

挑战与反思

结合较低的短视频的制作平台，方特主题活动持续的内容输出让关联用户对品牌和产品有认同感，再结合自身品牌和产品特性，最终使方特在主题公园市场中所占的份额不断提高。

Fantawild Tik Tok Challenge's posts:



Figure 1. Fantawild Tik Tok Challenge's post I.
(<http://www.fangte.com/active/2018/douyin/index.html>)



Figure 2. Fantawild Tik Tok Challenge's post II.
(<http://www.fangte.com/active/2018/douyin/index.html>)

Reference list:

Fantawild Tik Tok Challenge's post I., digital image, viewed 28 May 2023,
< <http://www.fangte.com/active/2018/douyin/index.html> >

Fantawild Tik Tok Challenge's post II., digital image, viewed 28 May 2023,
< <http://www.fangte.com/active/2018/douyin/index.html> >