

Case Name

All in for Love – Marriott BONVOY Wedding Marketing Project 2021

Theory

Brand Propagation; Digital Marketing

Keywords

Newlyweds; Co-branding; Internet traffic conversion

Background Information

1.China's newlywed market is enormous:

The Ministry of Civil Affairs recently released the "2021 Civil Affairs Development Statistical Communiqué," which shows that in 2021, 7.643 million couples will be registered according to law. The 25-29 age group has the most significant number of people with 5,393,000, followed by the 30-34 age group with 3,052,000, the 40+ age group with 2,779,000, the 20-24 age group with 2,529,000 and the 35-39 age group with 1,332,000.

2.Most couples have wedding anxiety:

Getting married is the happiest moment in life, but many people will have some inexplicable thoughts before the wedding and even begin to fear marriage; it is likely to have pre-wedding anxiety. Because the various preparations before the wedding are more complicated, people will be stressed. And for the unknown life, everyone might have some sense of fear.

3.This plan coincides with the Chinese Tanabata Festival:

The festival began in ancient times, became popular in the Western Han Dynasty, and flourished in the Song Dynasty. It is a festival of love, with the folklore of "Cowherd and Weaving Maiden" as the carrier, and a comprehensive festival mainly for women, also known as Chinese Valentine's Day by many young people. For those in love, this day is significant; every year, Tanabata is the peak of the wedding season.

Marketing Strategy

1.Brand communication strategy-precision positioning:

In the Internet era, facing the new generation of consumers, brand marketing communication has entered the era of "precision guidance"; therefore, the marketing communication strategy must be able to position the target consumers precisely. The brand story of "All in for Love" is based on real emotional needs and aims to resonate with consumers - helping young couples reduce their wedding preparation anxiety and achieve the wedding of their dreams at every step.

2.Cross-border collaboration to expand brand communication potential:

To strengthen the emotional stickiness and social interaction with young couples, the "All in for love" project teamed up with Meitu App, based on the attributes of the platform and similar user profiles, launched the Chinese Tanabata Festival's hotspots, released two Marriott Bonvoy wedding theme cameras, and integrated multiple marketing resources on the website to jointly channel to the official user collection platform of Marriott Bonvoy, opening up the communication path from front-end marketing to back-end customer retention.

3.Ultimate creative content and digital marketing to create effective interaction:

This project refined three dimensions of core messages for the brand - the best wedding venue, the most suitable wedding menu, and the most thoughtful wedding service. The project took two months to produce two sets of creative visuals and three brand videos, which were applied

on online social media platforms, media placements, PR communications, offline exhibitions, and all-channel promotions on TV and LED screens in more than 400 Marriott hotels nationwide, to convey personalized, high-conversion marketing messages to young newlyweds.

Outcome:

1. Significantly increased brand awareness:

Provided newlyweds with the "perfect wedding" solution in terms of venue, catering, and wedding services through Marriott Bonvoy's 400+ hotels. The campaign achieved 234.6 million impressions and 4.8 million engagements to maximize brand awareness, exceeding KPI by 1200%. Four thousand eighteen leads were collected from the MBV Leads Collection System, achieving seven times of targeted goals. Ninety million copies of revenue were generated for the wedding business throughout the campaign.

2. Attracting Internet traffic and transforming and impressing the communication path:

We are integrating the multiple marketing resources of each platform, jointly leading the traffic to the official user collection platform of Marriott Bonvoy, opening up the communication path from front-end marketing to back-end customer retention, achieving the transformation from traffic to business, successfully developing a new platform partner and cooperation model for the brand.

3. Create a good reputation for the brand with the heat:

With the heat of the Tanabata Festival, people's enthusiasm is raised to the highest level. At the same time, the brand is based on the most real emotional needs of customers, provides one-stop wedding services, and aims to let customers experience the most thoughtful care. According to the consumers' mindset, the product can inspire customers to influence, recommend and develop other users around them, which can better break through the market barriers.

Challenges/Reflection:

This project allowed me to understand the image of the Marriott Bonvoy brand directly. What impressed me most was the core three content segments - food, venue, and service- perfectly encapsulated the demands of newlywed consumers to stop having pre-wedding anxiety and achieve their perfect wedding. At the same time, through the precise targeting of digital marketing, it reaches users directly. It performs multiplying growth of the customer group and revenue, which is an exemplary case of marketing in the hospitality industry.

案例名称

全情投入-2021 万豪 BONVOY 婚礼营销项目

理论依据

品牌传播；数字营销

关键字

新婚夫妇；联合品牌；互联网流量转化

背景资料

1. 中国的新婚市场是巨大的。

民政部近日发布的《2021 年民政事业发展统计公报》显示，2021 年将有 764.3 万对夫妇依法登记。其中，25-29 岁年龄段人数最多，为 539.3 万人；其次是 30-34 岁年龄段，为 305.2 万人；40 岁以上年龄段为 277.9 万人；20-24 岁年龄段为 252.9 万人；35-39 岁年龄段为 133.2 万人。

2. 大多数夫妇有婚礼焦虑症。

结婚是人生中最幸福的时刻，但很多人在结婚前会有一些莫名其妙的想法，甚至开始恐惧婚姻，这时就很可能出现婚前焦虑。因为婚前的各种准备工作比较复杂，会让人压力很大。而对于未知的生活，大家可能会有一些恐惧感。

3. 这个计划恰好与中国的七夕节相吻合。

这个节日始于古代，流行于西汉，盛于宋代。它是一个以“牛郎织女”的民间传说为载体的爱情节日，是一个以女性为主的综合性节日，也被很多年轻人称为中国情人节。对于恋爱中的人来说，这一天是非常有意义的，每年的七夕都是结婚的高峰期。

营销策划

1. 品牌传播策略-精准定位。

在互联网时代，面对新一代的消费者，品牌营销传播已经进入了“精准引导”的时代，因此，营销传播策略必须具备对目标消费者的精准定位能力。《全城热恋》的品牌故事以真实的情感需求为基础，旨在引起消费者的共鸣——帮助年轻夫妇减少备婚焦虑，在备婚过程中的每一步都能实现梦想中的婚礼。

2. 跨界合作，拓展品牌传播潜力。

为加强年轻夫妇的情感粘性和社交互动，“全城热恋”项目联手美图 APP，基于平台属性和相似的用户画像，推出中国七夕节的热点，发布两款万豪邦威婚礼主题相机，并在网站上整合多种营销资源，共同向万豪邦威的官方用户收集平台导流，打通从前端营销到后端留客的传播路径。

3. 终极创意内容，数字营销创造有效互动。

该项目为品牌提炼了三个维度的核心信息——最好的婚礼场地、最适合的婚礼菜单。和最贴心的婚礼服务（「万」里挑一的婚礼场地、「万」分对味的婚宴菜单、「万」般周到的婚礼服务）。该项目历时两个月，制作了两套创意视觉和三段品牌视频，应用于在线社交媒体平台、媒体投放、公关传播、线下展会以及全国 400 多家万豪酒店的电视和 LED 屏的全渠道推广，以向年轻的新婚夫妇传达个性化的高转化率营销信息。

成果

1. 大幅提高品牌知名度。

通过万豪邦威的 400 多家酒店，为新婚夫妇提供了场地、餐饮和婚礼服务方面的“完美婚礼”解决方案。该活动取得了 2.346 亿次印象和 480 万次参与，最大限度地提高了品

牌知名度，超过 KPI 1200%。从 MBV 信息收集系统中收集了 4018 个线索，实现了目标的 7 倍。在整个活动中，为婚礼业务创造了 9000 万份收入。

2. 吸引互联网流量和转化，打动传播路径。

整合各平台的多种营销资源，共同引导流量到万豪邦威的官方用户收集平台，打通了从前端营销到后端客户保留的沟通路径，实现了从流量到业务的转化，成功为品牌开拓了新的平台合作伙伴和合作模式。

3. 以热度打造品牌良好口碑。

借助七夕节的热度，人们的热情被提升到了最高点。同时，品牌立足于顾客最真实的情感需求，提供一站式的婚庆服务，力求让顾客体验到最贴心的关怀。根据消费者的心态，产品可以激发顾客影响、推荐和发展身边的其他用户，从而更好地突破市场壁垒。

反思与挑战

这个项目让我直接了解到万豪邦威品牌的形象。给我印象最深的是核心的三个内容板块——食物、场地和服务，完美地概括了新婚消费者不再有婚前焦虑、实现完美婚礼的需求。同时，通过数字营销的精准定位，直达用户，实现了客户群体和收入的倍数增长，这无疑是酒店业营销的典范案例。