

## **Case Name**

Jumeirah Nanjing Hotel's Customized Helicopter Service

## **Theory**

4I Theory (Interesting, Interests, Interaction, Individuality)

## **Keywords**

Helipad; Creative Marketing Plan

## **Background Information**

Helicopters have fewer requirements for runways and airports than large passenger planes. As long as they meet the requirements for vertical takeoff and landing, there should be unlimited possibilities for creative activities of customization on helicopter platforms. It can also innovate and combine various hotel package deals to generate revenue for the hotel. Jumeirah Nanjing Hotel has adhered to the group's core brand value of "stay different and enjoy the extraordinary." The hotel has been committed to providing personalized services for high-end customers. It uses the unique advantages of its helipad to create different marketing plans, allowing the guests to have an extraordinary experience and beautiful memories.

## **Marketing Strategy**

### 1. Brand-promotion Strategy - Advertising Spree

Promote the successful helicopter short-distance take-off and landing contest the Jumeirah Dubai Hotel held recently. Famous Red Bull pilot Luke Zepiela performed helicopter stunts and later landed on a helipad only 27 meters in diameter above the ground. The whole process was wonderfully exciting, demonstrating the helipad's practicality.

### 2. Co-branding Activities

The well-known local helicopter operators were invited to cooperate with the hotel in developing a week-long helicopter tour. During the week, helicopters can be seen taking off and landing constantly every day; in this way, more people can witness the practicality of the helipad. Meanwhile, journalists and media were invited to report and retweet, through which the popularity of this hotel had been promoted. Cooperation with helicopter operators in developing new room packages has been initiated to attract local and foreign customers who are encouraged to book the hotel and experience the fun of a helicopter.

### 3. Creative Proposal Marketing

The hotel's marketing department organizes monthly brain-storm meetings and conducts market research on "helipad proposals." Staying in touch with the sister hotel -Zuo Mei Ya Dubai Sailing Hotel in Dubai headquarter, the hotel has forged cooperation with well-known local companies who are professional in wedding planning to create precious memories for couples and unique brand values with significant revenue for the hotel.

## **Outcomes**

Jumeirah Nanjing Hotel has staged many unique and innovative stories on its helipad, each of which is a masterpiece of marketing promotion. Recently, the hotel joined hands with a local real estate company to showcase an event in the air lounge inspired by the Jumeirah Dubai Hotel, which shares the same world-class aerial view and stands on a beautiful tower like a painting. The opening ceremony of the air lounge of this real estate project was kicked off on the helicopter platform.

## **Implications & Challenges**

Jumeirah Nanjing Hotel will stage more unique and innovative stories on its helipad in the future, and we hope each one of them can be a masterpiece of marketing promotion.

## 案例名称

南京卓美亚酒店私人订制直升机服务

## 理论依据

4I 理论-有趣 (Interesting)、利益 (Interests)、互动 (Interaction)、个性 (Individuality)

## 关键词

直升机坪; 创意营销方案

## 背景资料

直升机不像大型客机对跑道和机场有那么高的要求, 只要能够符合垂直起降的要求即可, 因此在直升机平台上做创意定制的活动应该有无限可能性, 还可以创新组合多种酒店组合套餐为酒店创收。南京卓美亚酒店秉承“stay different 尽享非凡”这一集团品牌核心价值; 致力于为高端客户群体进行私人定制的服务, 利用酒店停机坪台的特有优势, 打造不同营销方案, 让宾客拥有非同一般的酒店体验感和美好回忆。

## 营销策略

### 1. 品牌传播策略--广告大战

宣传迪拜卓美亚帆船酒店最近成功举办的轰动全球的直升机短距升降挑战赛。著名的红牛飞行员 luke zepiela 驾机表演特技, 在仅有 27 米的直升机坪上空极限降落。整个过程刺激又精彩, 向大家展示了直升机坪台的实用性。

### 2. 联合营销活动

邀请当地知名的直升机运营公司与酒店合作, 制定一周直升机巡游活动。一周内, 每天都可以看到直升机在高空进进出出, 让更多人感受直升机坪台的实用性。同时, 邀请记者和媒体争相报道和转载, 更广泛的提高知名度。制定与直升机运营公司的客房合作套餐方案, 吸引本地及外来客户来预定酒店, 同时也能体验直升机翱翔的乐趣;

### 3. 创意求婚营销

酒店市场营销部每月组织头脑风暴会议, 定期进行停机坪求婚的市场调研。与迪拜总部的姐妹酒店-卓美亚迪拜帆船酒店保持沟通, 与当地知名婚礼策划公司一起合作, 为新人创造珍贵的美好回忆, 也为酒店创造了独特的品牌价值和收入价值。

## 成果

南京卓美亚酒店在自己的空中直升机坪台上演了很多别致创新的故事, 每次都是营销推广的佳作。近期与当地知名房地产公司联合空中会客厅展示的活动, 其灵感来源于迪拜帆船卓美亚酒店灵感, 同频世界云端视野, 驻足画卷般美丽楼盘基地, 在直升机平台上飞跃直升机, 拉开楼盘空中会客厅开幕盛典。

## 挑战与反思

南京卓美亚酒店将在自己的空中直升机坪台上演更多别致创新的故事, 希望每一次都算得上是营销推广的佳作。