

**Case Name**

Sheraton Grand Hangzhou Binjiang Hotel x Tesla Cross-Border Marketing

**Theory**

Cross-border collaboration

**Keywords**

Sheraton Grand Hangzhou Binjiang Hotel; Tesla; Personalized experiences; Product innovation.

**Background Information**

Sheraton Grand Hangzhou Binjiang Hotel has partnered with Tesla, the global luxury electric car industry leader, to offer convenient charging stations and customized experiences for Tesla owners. It aims to attract more guests and increase its exposure on various online platforms. The target audience for this collaboration is primarily Tesla owners and potential customers interested in luxury travel and innovative experiences.

**Marketing Strategy**

The marketing strategy focuses on targeted marketing and personalized experiences for Tesla owners. Sheraton Grand Hangzhou Binjiang Hotel has installed three additional Tesla destination charging stations, which are free for guests. Tesla owners can also enjoy free charging at the hotel by booking rooms through Marriott Bonvoy, Ctrip, Fliggy, and the hotel's official website. The hotel also offers customized afternoon tea with Tesla-themed desserts to showcase the car's design and performance features. The hotel promotes its Tesla charging services and personalized experiences on various online platforms, such as Tesla's app, social media, and travel websites.

**Outcomes**

The collaboration of Sheraton Grand Hangzhou Binjiang Hotel x Tesla has attracted Tesla owners and increased brand awareness. The hotel has generated additional revenue from Tesla owners who enjoy its customized experiences. The hotel has also expanded its customer base and increased its exposure on various online platforms. The collaboration has established the hotel as a leader in the luxury travel industry and enhanced its brand image.

**Implications & Challenges**

The collaboration faces challenges in maintaining the novelty and quality of its customized experiences and ensuring the safety and security of its charging stations. Sheraton Grand Hangzhou Binjiang Hotel must continue innovating and developing new customized experiences to keep up with changing consumer preferences and trends. Additionally, the hotel must ensure that its charging stations are safe and secure for Tesla owners, which may require additional resources and investment. Overall, Sheraton Grand Hangzhou Binjiang Hotel must continue to provide personalized and innovative experiences for Tesla owners to maintain its competitive advantage.

## 案例名称

杭州滨江银泰喜来登大酒店 x 特斯拉跨界合作营销

## 理论依据

跨界合作

## 关键词

杭州滨江银泰喜来登大酒店；特斯拉

## 背景资料

杭州滨江银泰喜来登大酒店与全球豪华电动汽车行业的领导者特斯拉携手领略新时尚。酒店除了为客人提供特斯拉充电桩方便出行之外，还能吸引更多的周边游客下榻酒店，更大程度地在各个网络平台上曝光，从餐饮方面入手，酒店厨师团队开拓研发定制下午茶，以最时鲜应季的搭配隆重亮相，成为活力十足的“驰骋”体验。

## 营销策略

1. 杭州滨江银泰喜来登大酒店额外安装 3 个特斯拉目的地充电桩，提供给住店客人免费使用；特斯拉的车主通过万豪旅享家官网、携程 APP、飞猪 APP 及门市价预定房间，即可享受目的地免费充电；在以上的网络平台宣传的过程中，都有酒店特斯拉免费充电服务的体现，扩大了平台对特斯拉充电桩的曝光。让线上预定酒店的客户，更加直观地了解，更有便利性。
2. 杭州滨江银泰喜来登大酒店与特斯拉公司签署授权协议，以特斯拉的品牌元素作为基调，对下午茶甜品进行创意设计，看上去直观且美观；以特斯拉车型的线条和续航能力以及加速能力灵动的特点定制下午茶甜品，搭配特斯拉的试驾券提供给宾客，试驾范围为浙江省，为宾客呈现了产品的创造性、多样性及延续性。
3. 通过在特斯拉 APP 上酒店目的地充电站的提示，从而展示酒店为特斯拉车主提供的客房、餐饮的优惠，吸引特斯拉车主到酒店进行消费并成为会员。
4. 媒体主流平台曝光：媒体达人可以通过小红书、大众点评、携程、今日头条等平台以图文和视频形式进行呈现。从而提高品牌知名度及曝光率等

## 成果

跨界合作是当前的趋势，联名合作提高了两者品牌的知名度，使两者品牌成为宣传热点；同时还扩展了目标客户群体，特别是特斯拉车主可以在特斯拉车主 APP 上看到酒店展示的更多信息，从而提高品牌的忠诚度。另外酒店的客户群也知道下午茶的有着不同花样，并不断更新符合大众口味和需求的下午茶，实现下午茶的多样性。此次活动通过线上线下各种渠道进行推广，设置分销奖励机制，激发消费者裂变效应，并在各个主流媒体平台不定期地晒图发视频；邀请当红主播在网络平台直播售卖，进一步加强了品牌宣传效果。

## 挑战与反思

本次联名合作可以吸引消费者的关注，但当品牌过度使用这种策略，消费者可能对联名产品失去兴趣，从而影响营销效果。因此，品牌需要不断创新，定期更新联名产品，严格把握产品质量，以保持消费者的新鲜感和提高营销效果。