

Case name

Big happiness is hard to come by, but small happiness is good" - Atour and Heytea
Welcome the "small happiness day" before Mid-Autumn Festival

Theory

Social media marketing; market segmentation

Keywords

Heytea; Atour Hotels; IP co-branding; Mid-Autumn Festival

Background information

1. In 2013, Atour Hotels was founded to target the mid-to-high-end hotel market in mainland China, where the industry is relatively blank. Since then, Atour Hotels has grown rapidly and become a dark horse in the mid-to-high-end hotel market. The hotel brand emphasizes IP co-branding and social media marketing. According to the China Hotel Association, Atour Hotels ranked NO.1 in terms of brand scale and market share among high-end hotel chains in China, surpassing the listed hotel brands of Huazhu Group, Jinjiang Group, and Beijing Tourism Group.

2. In 2020, due to the epidemic, many hotels broke their capital chains and closed down one after another. Atour Hotels leaned more towards the franchise model and operated relatively stable compared to other hotels but still incurred losses.

With hotel groups such as Huazhu Group, Jinjiang Group and Beijing

Tourism Group entering the mid-to-high-end hotel market, Atour Hotels' space for survival was squeezed. The crisis of trust, the failure of the listing, and the disadvantages of the franchise model have put Atour Hotels in a difficult situation on all sides. It will take time to verify whether it can stand out and be successfully listed.

3. As a long-time netizen of Chinese brands, Heytea is mainly inspired by everyday life while co-branding with various brands and incorporating Heytea ideas in its marketing based on festive features and popular events. Atour Hotels has a long history with tea. Firstly, it has pioneered a "100% tea service" in the industry; secondly, it has launched the "Tea in Yado Village" industry project in the place where the brand originated to help develop the local tea industry.

Marketing Strategy

Heytea and Atour Hotels have a co-branding activity it has three levels of interaction:

1. Heytea Day-themed room. The theme room is open for three days and features many lemon balls in the bathtub. The room intends to relax and relieve stress, allowing the drink "lemon tea" and the hotel's relaxation to be closely combined with the characteristics of the two brands.

2. Complimentary drink for a Little Happiness Day stay. When customers stay at a designated Atour hotel, they will receive a total of 10,000 bottles of low-sugar lemon tea while supplies last.

3. Gifts for free. Customers can enter to win a "Stress Relief Gift Pack" by talking about "a recent happy event" in the comments on Atour Hotels' WeChat public website.

Outcomes

This cross-border cooperation was held before the Mid-Autumn Festival so as not to delay the festivities with friends and family but also to warm up for the festival, "Little Happiness" can be interpreted as "Little Happiness Day," co-hosted by Atour Hotels and Heytea Bottles. "Many Happinesses Day" can be interpreted as the Mid-Autumn Festival, when family and friends gather to enjoy the bright moon together. Atour and Heytea are breaking the standardized perceptions of the mid-to-high-end hotel chain and the new tea industry, respectively, from a lifestyle perspective. The consumer groups of Atour hotels and Heytea are highly overlapping, with the young generation accounting for the most significant proportion. In the end, the two sides formed a kind of solid combination, mutually leveraging the IP joint model, bringing a slight surprise to customers.

Implications & Challenges

Although this is a co-branding between a hotel and a tea brand, there is an overlap in the development philosophy of both parties, and both parties are committed to providing differentiated and personalized services to customers. This co-branding has given both parties a newer understanding of IP cooperation, laying the foundation for future IP cooperation between Atour Hotels.

案例名称

“大喜难得，小喜就好”——亚朵与喜茶联合营销

理论依据

社群营销；市场细分

关键词

喜茶；亚朵酒店；IP 联名；中秋节

背景

1. 2013 年，亚朵酒店创立，主要针对中国内地业态比较空白的中高端酒店市场。此后数年，亚朵酒店发展迅速，成为中高端酒店的一匹黑马。该酒店品牌着重强调 IP 联名，开展社群运营。根据中国饭店协会的数据，2022 年，亚朵酒店品牌规模和市场占有率在中国连锁酒店高端品牌中排名第一，超过已上市的华住集团、锦江集团和首旅集团旗下酒店品牌。
2. 2020 年，受疫情影响，不少酒店资金链断裂，相继关闭。亚朵酒店更加偏向于加盟模式，因此相比其他酒店，其经营地相对稳定，但依然出现亏损。加上华住、锦江、首旅等酒店集团纷纷进入中高端酒店市场，亚朵酒店生存空间被挤压。信任危机、上市失败、加盟模式弊端轮番上演，使亚朵酒店处于四面楚歌之中，能否突出重围、成功上市，亚朵酒店需要时间去验证。
3. 作为中国国产品牌的老网红，喜茶推新主要在日常生活中寻找灵感，同时与各类品牌联名，在营销中依据节日特点、热点事件融入喜茶创意。而亚朵与“茶”颇有渊源。首先，亚朵在业界首创了一项叫做“百分百奉茶”的服务；其次，亚朵在其品牌缘起之地启动了“亚朵村的茶”产业项目，助力当地茶产业发展。

营销策略

1. 2022 年 9 月 6 日至 9 月 8 日，亚朵酒店与喜茶进行跨界联合，在中国上海虹桥中心爱琴海 S 酒店推出为期三天的“小喜之日”主题房。消费者可免费参观、拍照打卡。
2. 2022 年 9 月 7 日起，消费者凡入住 The Drama 酒店、虹桥国展临空园区亚朵 S 酒店、虹桥枢纽国展中心亚朵酒店、陆家嘴世博中心亚朵 S 酒店、陆家嘴金融中心亚朵 S 酒店、浦东张江园区亚朵酒店、中宁路地铁站亚朵 S 虎扑篮球酒店、徐家汇亚朵美影酒店等 8 家上海地区亚朵酒店即可获赠限量提供的喜茶低糖柠檬茶。
3. 客户可通过在亚朵企业微信公众号评论中聊聊“最近让你觉得的开心的一件喜事”参与抽取“解压欢喜礼包”1 份。

营销活动成果

此次跨界联名在中秋节前举行，一方面不耽误亲朋好友共度佳节，一方面也算是为节日预热，“小喜”可以理解为亚朵酒店和喜茶瓶装联名举办了“小喜之日”活动，“大喜”可以理解为中秋佳节，亲友团聚，共赏明月。亚朵与喜茶从生活方式出发，分别打破了人们对中高端连锁酒店、新茶饮行业中的标准化认知。而亚朵酒店与喜茶瓶装的消费群体高度重叠，以年轻一代占比最大。最终双方形成了强强联合、相互借势的 IP 联合模式，为旅途中的顾客带去小小的惊喜。

挑战与反思

虽然是酒店和茶饮的跨界联名，但双方发展理念有重合，均致力于在为顾客提供差异化和个性化的服务，这次联名使双方对 IP 合作有了更新的认识，为亚朵酒店未来和更多的 IP 合作打下基础。