



Constance Hotels & Resorts for Beach Destinations Lovers

LUXURY, HOTELS

BACKGROUND

Constance Hotels & Resorts in Mauritius, Seychelles, Maldives, Zanzibar, and Madagascar were looking to establish a digital presence in China to position themselves as the premier beach destination for Chinese travelers looking for a high-end and luxurious experience.

OUR GOAL

Reposition Constance Hotels & Resorts as an accessible luxury resort so as to inspire Chinese travelers to visit their properties.



OUR APPROACH

With most of Constance's resorts being in relatively secluded destinations, we needed to create a unique selling point for Constance to own the beach destination category on digital. In addition to a more targeted content strategy, specifically aimed at niche markets like weddings, honeymoons, and couples, we developed seasonal campaigns to engage with users on Weibo & WeChat. These were designed to build a stronger brand identity for Constance. This was important as at the time, the brand was lagging behind other high-end luxury resorts. Our campaigns were designed to be easy-to-participate and targeted beach loving outbound travelers through the use of strong incentives such as cameras and branded prizes. Promotion was specifically conducted through KOLs that targeted lifestyle, travel, and photography, igniting their communities to engage with all of our digital activities. Consistency in messaging played a key role in the ultimate success of their launch in China.

THE NUMBERS

- +84,588 followers gained from Weibo & WeChat
- 3.5M+ campaign reads
- 194,000 campaign participants