



Let's Go Nuts!

Zhenguo B&B



COMM 4051

ADVANCED STRATEGIC COMMUNICATION | SPRING 2019

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INTRODUCTION

Background

“The outline of the thirteenth five-year plan for national economic and social development” clearly promotes the innovation of the "Internet+" new format. The government encourages the establishment of an open sharing platform for resources and explores the establishment of a pilot area for national information economy, in order to actively develop the shared economy.

Zhenguo connects home shares with tenants who hold the view of living differently by providing a platform. Established in the January of 2017, Zhenguo is a subordinate company of Meituan, leading lifestyle e-commerce platform in China.

Zhenguo was founded in April, 2017, covering 240,000 houses, 60,000 hosts, 30,000,000 renters. Targeting at young people, the initial goal of this company is to offer more diverse and innovative house types for renters, with their slogan being “To Live Differently.” (住的不一样). Meanwhile, they wish to realize the goal of sharing economy, making hosts receive satisfaction both materially and spiritually.



Goals

- To promote brand awareness about Zhenguo among college students
- To stimulate first-use of Zhenguo
- To implant the idea among young people of being a host in the future

Objectives

- By the end of 2019, over 50% of college students get an idea about this app and consider being a future host.
- By the end of 2019, 30% of the seniors in college who have plans for renting houses will consider Zhenguo as the platform.
- By the end of 2019, the registered house owners in Zhenguo increase by 30%.

Preview

The overall strategy for this campaign was a lifestyle laboratory (more details in tactics). We aim at bringing people with special expertise together and share homes. The slogan for the campaign is “Let’s go nuts (榛果)!” which means “一起疯” in Chinese. This campaign includes three stages. In addition, Budget, timeline and proactive activity will also be mentioned.

RESEARCH

Secondary Research

➤ Analyzing the Situation

In 2015, the Fifth Plenary Session of the Eighteenth Central Committee of the Communist Party of China established the development concept of "innovation, coordination, green, open and sharing" during the 13th Five-Year Plan period. The communique of the Plenary Session first put forward the concept of "sharing economy". "Thirteenth Five-Year Plan Proposal" points out that "sharing" is the essential requirement of socialism with Chinese characteristics. The government must adhere to the idea that development is for the people, development depends on the people, and development results are shared by the people. At the same time, the government should make more effective institutional arrangements so as to make all the people have a greater sense of acquisition in the process of joint construction and development, enhance the driving force of development and the unity of the people, and ultimately achieve common prosperity.

“The outline of the thirteenth five-year plan for national economic and social development” clearly promotes the innovation of the "Internet +" new format. The government encourages the establishment of an open sharing platform for resources and explores the establishment of a pilot area for national information economy, in order to actively develop the shared economy.

In addition, “The Government Work Report 2016” clearly states that the government should support the sharing of economic development and improve the efficiency of resource utilization, so that more people can participate and become wealthy. At the same time, the government should accelerate the growth of new technologies, new industries and new formats, and promote the sharing of economic development through institutional mechanism innovation.

In the past two years, the documents on standardization of bed and breakfast (b&b), facilities and services have been promulgated. In the short run, it will affect the development speed of the b&b, but in the long run, the standardization of the industry standards will promote the prosperity of the b&b industry.

According to the data, in 2018, 84% of the total number of b&b users were booked through the online platform. In addition, the number of landlords accessing users through online platforms is also increasing rapidly. What's more, online payment, online check-in and landlord online management are all showing a rapid upward trend.

According to the trustdata, from 2018 to March 2019, there were nearly 30 financing incidents involving nearly 5 billion RMB (excluding undisclosed data). A large amount of money has entered the b&b market, and online b&b transactions are growing rapidly. It is estimated that more than 20 billion RMB will be traded in 2019.

With the development of Internet technology, the online booking experience of b&b users is getting better. Users can get matching rooms by using pictures, short videos, VR and other forms of booking platform. At the same time, the landlords of the b&b also display their houses through the booking platform in an all-round way to better attract users. Home booking platform efficiently solves the high-quality matching of supply and demand through Internet technology and realizes resource interchange.



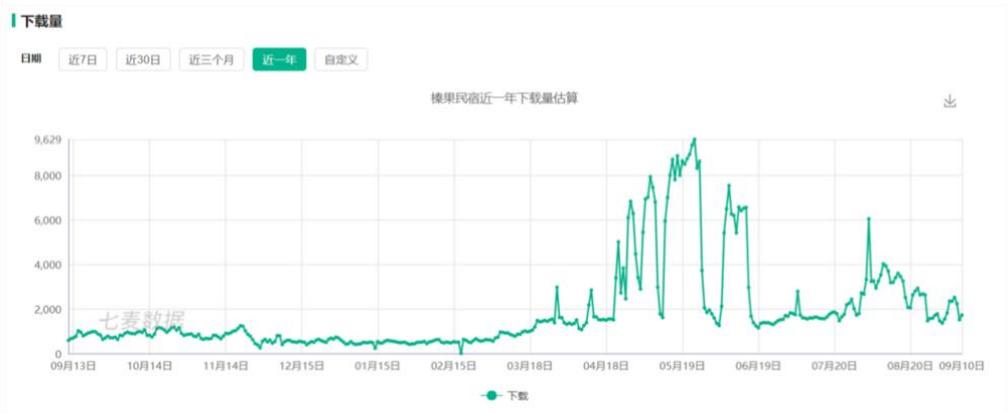
➤ Analyzing the Organization

Zhenguo was founded in April, 2017, covering 240,000 houses, 60,000 hosts, 30,000,000 renters. Targeting at young people, the initial goal of this company is to offer more diverse and innovative house types for renters, with their slogan being “To Live Differently.” (住的不一样). Meanwhile, they wish to realize the goal of sharing economy, making hosts receive satisfaction both materially and spiritually.

Zhenguo cooperated with certain brands like Running Wild, Weilong, KnowYourSelf etc. and launched a house with key theme. They took advantage of certain hot IPs, reaching and attracting targeted people of specific tastes, which is kind of like fan economy.

They also cooperated with Universities. Users can live in dormitories to recall their school life. In addition, Zhenguo analyzes houses in cities with abundant intangible cultural heritage and helping their main user——millennials know more about Chinese traditional and local culture. In addition, they have professional teams providing hosts with cleaning service.

Zhenguo launch a new index for hosts to help them measure the industry and their business, like this index analyzes the location where they may buy a new house to rent, analyzes the price level and their profit. It's more like a long-term plan which is planting seeds for professional hosts: They consider renting houses as their main business and willing to put energy in it. Also, they cooperate with media and contribute to government policy "rural revitalization". The following graph is the downloading data of Zhenguo.





Information Architecture of Zhenguo APP

➤ Analyzing the Public

Media as the enabler of an organization, it will influence customers' perspective toward an organization. According to the search from Baidu, most of the media that report the news of Zhenguo are big internet media, like Sina, NetEase, CoverNews, and there are also a few party-owned media, like The Beijing News and People's Daily, which also have published reports of Zhenguo. The overall media impression of Zhenguo is positive, but there are also some negative reports.

For the positive reports, we divide them into three categories:

1) The achievements of Zhenguo

This category of reports focuses on the achievement of Zhenguo, including the number of their houses, hosts, and registrants, the past marketing cases they did (house of specific theme, cooperating with famous homestay etc.). But the word which appears most frequently when the media describes the achievement of Zhenguo is “dark horse”, because according to the Trustdata, in the 3rd season of 2018, the increasing rate of new registrants of Zhenguo surpassed Airbnb and Xiaozhu (小猪) for the first time. The image of Zhenguo is an emerging company with the potential power to conquer the home stay market in China.

2) The ambitions of Zhenguo

This category of reports is mainly about Zhenguo's future plan—their ambition. After the *Jianyeliang* (the rate of house renting in a certain period of time) of Zhenguo achieved No. 3 in the home stay industry, Zhenguo considers themselves as a reliable platform that can help young people operate their own business, and plans to help young people become competitive and characteristic hosts. According to this category of reports, young people who want to be hosts may consider to join Zhenguo, because the media shows that Zhenguo is a company which is willing to provide a good environment for hosts to establish and develop their own business.

3) The comparison between Zhenguo and its competitors

With the development of home stay industry, the competition among different home stay companies become fiercer and fiercer, so many reporters like to analyze the pros and cons of some famous home stay companies, Zhenguo is one of them. These reports talk about that Zhenguo is good at appealing young hosts, preferential policy, cleaning service etc. so people who care about these aspects will consider to choose Zhenguo when it is necessary.

However, there are also some negative reports of Zhenguo :

4) Some unsatisfying service of Zhenguo

Though the negative reports are not the dominant part among all reports of Zhenguo, it will influence people's view of Zhenguo. These negative reports are based on consumer complaints. For example, the platform doesn't allow the customer to get a refund prior to staying at the house, the host doesn't allow customers to check in for no reason. So, for these negative reports, if it is true, the company should deal with these problems as soon as possible.

Primary Research

➤ Public Impressions

Through reviewing the comment section for 60 houses from different price range (20 from 200yuan- per night, 20 from 200-400yuan, 20 from 400yuan+), around 1800 in total, there were three major findings. No.1: price range has a positive correlation with overall satisfaction. No.2: Human interaction plays an essential role in choosing places to stay. No.3: Rating categorization on Zhenguo platform perfectly capture the mentality of customers according to comments. They are accurate description, convenient location, comfortableness based on the price, sanitary, communication, and overall. The following are part of the comments.



Price range selection bar

1) Less than ¥200 per night:

“Very close to the subway station, this price in Beijing is really difficult to find, the price is super high, the landlord is a 90-year-old sister, warm and hospitable, the room is clean and tidy, will come again in Beijing later!”

“Too bad, dirty, messy, bad, not good, cheap online, poor service, can't retreat.”

“The landlord is quite good, the room is still clean, and the bath water is not enough to be hot enough to accept. Overall, it's not bad. After all, it's cheaper. I was going to go to a friend today, so I won't change it and stay for another night~”

2) ¥200—¥400 per night:

“Perfect, warm! The room is very clean and tidy, the facilities are complete, there is nothing to complain!”

“My location from the North 3 ring is a bit far from me. The landlord is very good and very good communication. Very patient. Some small flaws need to be improved, but the overall is still good.”

“The location of this room is really great. It is a subway station. It is a variety of restaurants downstairs. It is also very close to Hualian. It is very convenient. The disposable toiletries in

the room are also very full. The products are backed up, and the seasonings are also readily available. “

3) More than ¥400 per night:

“It was a surprise, the room was clean and tidy, the bed was very comfortable, the homeowner was attentive, and the communication was especially timely! There is no difference between the interior of the house and the photo, it is really clean! I like it so much and I will come back later!”

“I found a family on the platform and went to see it. I immediately found this one again. I consulted it. The landlord is very good. It is really intimate. I didn't let me down when I entered the house. It was very warm, very clean and quiet, with a balcony, floor to ceiling windows, very comfortable, very caring service.”

“The room was very clean and comfortable, thanks to the landlord's intimate service on every little detail, will come next time.”



Words Cloud for

reviews (400yuan +)

➤ Survey

Our survey is designed to get a general idea of homestay of college students. Our sample size is 95. The survey and its report can be found in appendixes.

Connections to Our Campaign

- Price range has a positive correlation with overall satisfaction. Therefore, we should try to attract owners with high quality housing.
- Human interaction plays an essential role in choosing places to stay. Therefore, we should encourage more interactions between posters and renter.
- Rating categorization on Zhenguo platform perfectly capture the mentality of customers according to comments. Therefore, we can select the house based on the rating.
- Regarding the platform to look for homestay information, the top three are Xiechen (携程), Zhihu (知乎), Red Book (小红书). Therefore, we could have advertisements of campaign on these platforms.
- Among 95 participants, only 11 people heard about Zhenguo Brand. Therefore, it is important for Zhenguo to associate itself with some KOLs with huge fan base.
- In considering of selecting houses, the following is the rank of factors from our participants. Therefore, if we are going to select our campaign. We should pay Special attention to these factors.

STRATEGY

Theme: Love in life, share our house

Slogan: Let's go nuts! (一起疯!)

Overall strategy:

A lifestyle laboratory which aims to bring people with travel experts together in a sharing house.

The overall strategy for this campaign was a lifestyle laboratory (more details in tactics). We aim at bringing people with special expertise together and share homes. The slogan for the campaign is "Let's Go Nuts (榛果)!" which means 一起疯 in Chinese. Modern young Chinese people are constrained by their routines and have the desire to escape from the hectic and normal life. Also, it is mentioned by our clients the necessity of having more house owners. Based on this, we devised the laboratory idea to attract the house owners with similar pursuits and encourage the potential house owners to embrace this idea. At the same time, according to the survey results, out of 95 college students, only 11 hear about Zhenguo Homestay, this inspires us to promote brand awareness and refine brand image.



Procedure of Campaign

First, we will recruit seven KOLs with huge fan base on Weibo, and post their information on Zhenguo's official website. Second, the house owners who want to live with KOLs and get promotion for their houses will make a competition, and our KOLs have the rights to choose the person they want to live with and the house they want to live in. Third, the seven KOLs and house owners will live together in seven different styles of houses for one week. Finally, we will hold a sharing conference, our KOLs and house owners will share their stories of living together.

TACTICS

Stage One: Recruiting KOLs

At stage one, we will recruit seven KOLs to join our campaign.

The seven KOLs are all famous vloggers on Weibo, who have a huge fan base. We use these seven KOLs as a publicity point to attract house owners to join the competition for sharing home with KOLs. Nowadays, many people like to watch the vlogs which can show someone's life and charisma. House owners who are interested in watching vlogs may also have an interest in sharing a home with the vloggers interacting with them. Because the vloggers are good at shooting vlogs, we don't need to pay extra money to recruit professional photographers and directors. The vloggers can direct and shoot by themselves. During the one week of living together, KOLs and house owners will play different activities (see more details in stage three) and shoot vlogs to record the interesting moments of living together. Overall, the function the KOLs is to promote the selected houses and Zhenguo. Each of them should shoot three vlogs during that week, add promotion copies and post them on Weibo.



@旅行约吗

- **11 million followers**

This vlogger has the biggest fan base among the selected vloggers. She shot many mini-movie-style vlogs, which record travel process with coherent plot and cheer people up. She is also doing a long-term campaign that travel with different fans, and help fans realize their wishes. The style of this campaign is similar with our sharing home campaign. Therefore, she is a great choice to promote our campaign.



@丁钰琼 @张子凡

- **6 million followers**
- **Vlogs are about couple's daily life.**

These two vloggers are couple. They often shoot vlogs to record their daily life, and also express their perspectives of romantic relationship. Compared with other individual vloggers, sharing home with them can generate more special sparks.



@我的旅行小马甲

- **5 million followers**
- **Funny vlogs, elaborated travel plan**
- **Register Weibo account very early (2009)**

Before 2009, this person had already become a KOL on Sina blog. In 2009, he was one of the pioneers who entered Weibo earliest. Because of it, he has a large number of loyal fans who follow him many years, and most of them have already worked for several years. For the host owners, many of them are also people who just entered workplace for some years. So, he has the competence to attract our target house owners.



@北京小风子

- **2 million followers**
- **Study in Columbia University**
- **Energetic style vlogs**
- **Attract college students**

This vlogger often shoots vlogs of traveling and doing make up. The style of her vlogs is very energetic and lovely. And she is now currently studying in Columbia University, so she is good at attract more college students, who can be the consumers or the future house owners of Zhenguo.



@王义博

- **4 million followers**
- **Photographer**
- **Humorous vlogs**

He is a photographer who once shot the famous program Where Are We Going, Dad. The style of his vlogs is also very funny and humorous, which can attract lots of urban young people who live under heavy working pressure. So, if he shoots vlogs and get promotion for Zhenguo, people who see the vlogs will consider release themselves by traveling, and book

rooms from Zhenguo, or they will consider become hosts, which provides another way for them to earn money.



@貓力 molly

- **6 million followers**
- **Columnist of travel magazine**
- **Budget traveler**

She is a columnist of a travel magazine. And she also gets the title of “budget traveler” (穷游女神) online. Because she once traveled seven countries without spending lots of money when she was a college student. The image of her is a beautiful and intelligent female. So, she can help us attract more female audience.



@维维任意门

- **5 million followers**

The style of her vlogs is close to nature, she often goes to beautiful lake, deep valleys, wildlife conservation etc. So, her vlogs can also attract people who want to go outside of the city and change their busy lifestyle.

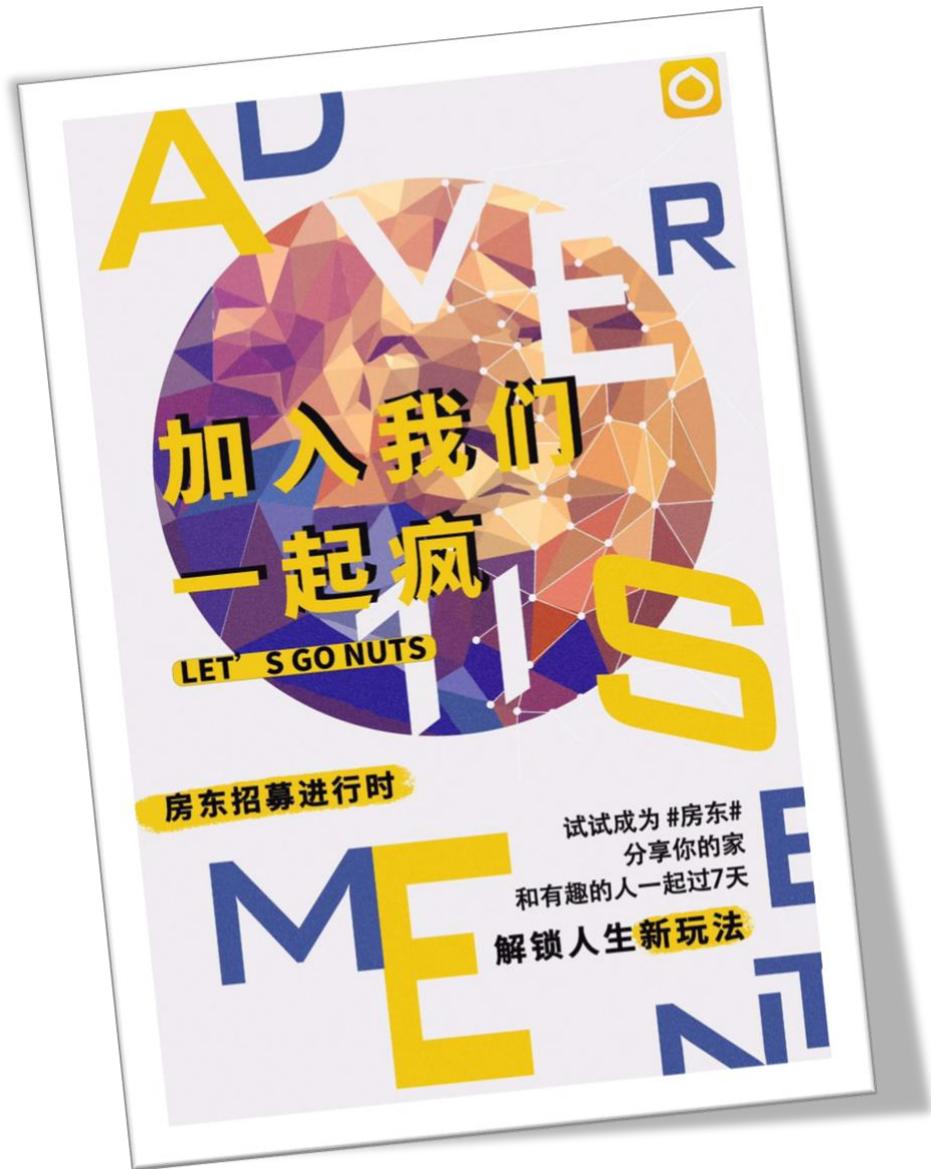
In a word, the seven vloggers all have their unique vlog style and characteristics, so they can attract audience from different ages and occupations, which can be the consumers or potential hosts of Zhenguo.

Stage Two: Hosts Competitions

After nailing down all seven KOLs, it's house owners' turn to shine. House owners would provide their housing for these KOLs to live in for one week in order to get more media exposure and room nights (间夜量) which can be used to calculate the conversation rate in the evaluation stage since those KOLs have large fan base mentioned by my partner. House owners are encouraged to participate by providing the incentive of getting their house promoted in the front-page of all Zhenguo affiliated websites and digital platforms and the promotional of KOL's Vlog story with their house. Nevertheless, we should admit that there will be a lot of work negotiating with homeowners.

Based on the criteria provided by the Zhenguo's official website and ratings of customers which are accurate description, convenient location, comfortableness based on the price, sanitary, communication, and overall, also in combination of specialty, the following seven houses are chosen. In addition, in the selection of these houses, we try to differentiate Zhenguo from other B&Bs such as Airbnb, Xiaozhu, therefore IP houses are chosen. Recalling our research, high quality housing would tend to get higher satisfaction. Because of that, we limit our price range to 600+.

A brief procedure would be like this. First, house owners saw 7 KOLs posted on Zhenguo's official websites. Second, house owners should provide introduction about the uniqueness of their houses and their understanding of sharing homes. Third, 7 KOLs will have the final rights to choose their desired houses from the Top10 houses voted by people and living patterns. A vote page will be open for audience participation. Fourth, 7 KOLs will have the final rights to choose their desired houses from the Top10 houses voted by people and living patterns.



Concept Posters

Summarizing theories behind all of those tactics, special events-activities that are created by an organization mainly to provide a venue to interact with members of its publics are adopted in hopes of information exchange. Specifically, contests are utilized aiming at allowing participants to display their knowledge, skills, or other assets (in this case, the house owners will display their houses.).

In details, we are going to choose the following media.

A. Online media platform

Weibo: As China's biggest social media platform, Weibo shoulder the responsibility of broadcasting the campaign and reaching as many people as possible. Since, Weibo's main audience coincides with our target audience that are young people. Therefore, we decide to hold a discussion on this platform entitles let's go nuts. In the discussion part, we will direct our discussion to the way of living as a young person in a big city as well as the life laboratory. Hopefully, it will not only help us get a sense of mentality of persona but implant seeds of being a host in the future among those young people. Here is a picture of the discussion.

Little Red Book: Serving the same purposes (attracting the eyes of young people), Little Red Book broadcasts its content through short videos. People would get the visual feelings of what the house is like which gives them room for imagination since it does not cover everything in a short video. It also suits the habits of fast consuming of modern young people.

B. Offline media platform

Subway adverting: As the artery of modern transportation, subway transports millions of passengers from one spot to another spot. Using subway advertising, we could reach our impact to the young people who are looking for houses and the old people who have extra houses to share since their children went out. Even young people could rent a whole house and find their desirable roommates. Considering the above-mentioned points, we did a demo of subway advertising. Here is the picture.



Weibo discussion



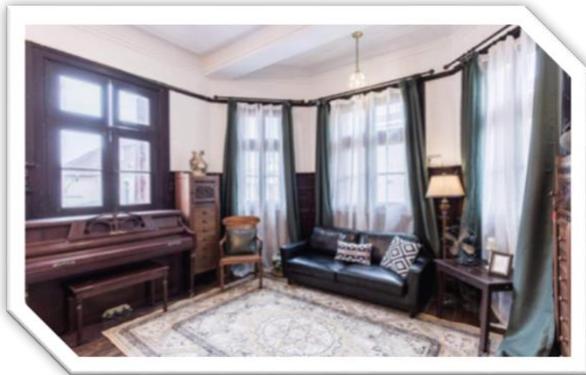
Subway advertising

Stage Three: Living Together for A Week

Two sample houses and their activities would be the following.



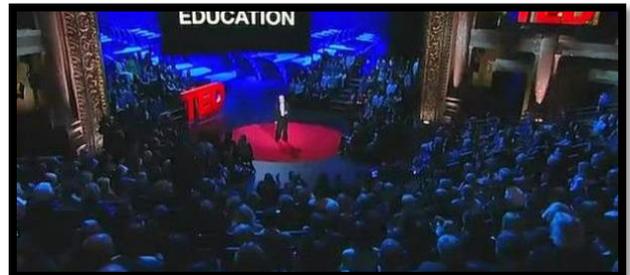
- Beijing
- Siheyuan (四合院) Style
- Possible activity:
 - 1) Watch crosstalk show together
 - 2) Go biking together along Hutong.



- Shanghai
- Republic of China Style (民国风)
- Possible activity:
 - 1) Cheongsam Party.
 - 2) Go to Disneyland together

Stage Four: Sharing Conference

At the last phase of the campaign, we will launch an offline conference. The style of the conference will be like TED conference, a sharing session open to public.



a) Goals

To hold such a session, we hope to reach the following goals:

➤ **Draw an integrated endpoint to the whole campaign**

First of all, after a short-term intensive promotion and advertising, at the last stage of the campaign, we need to find an occasion to hold such a session, serving as a conclusion point to the whole process. At the conference, except for media and participant representative invited, other tickets will be sold or presented to the public. In this way, the campaign will not end all of a sudden, leaving the public feel confused and unclear.

➤ **Increase publicity of Zhenguo**

Apart from being as a conclusion, we want to move a bit forward and make the conference itself a publicized activity which will be covered by media. We would prepare topics to discuss, hoping to increase exposure and brand awareness by this chance.

➤ **Plant seeds for potential future hosts**

Since the prominent expectation of the client is to attract more hosts to register, in this open session we still will pay attention to this part. During the conference, we will hold theme speeches and discussions, trying to promote a new sharing lifestyle instead of simply commenting about the past living laboratory. In this way, we are planting seeds for all the participants, encouraging them to become the host in the future.

b) Participants Selection

In the sharing conference, we will mainly invite the following kinds of participants:

➤ **All the direct participants of the “Let’s Go Nuts” Campaign (including hosts and KOLs)**

➤ **Host representatives at Zhenguo**

The selection criteria will be the influences (fan base) and experiences (amount of orders) as a host.

➤ Media representatives

The selection criteria for media will mainly be influenced among public and relativity to the theme of the session.

1) Traditional media (mainly are influential travel magazine)



2) New media



➤ University student representatives

University students are a very big part of future users. Since as long as they graduate and come into society, they will face the problem of renting houses. Promoting the idea of sharing lifestyle to them will be a good chance to recruit potential hosts.

The selection criteria will be influenced in campus, including some KOLs in campus, student club leaders and student media representatives who already have a solid fan base. After listening to the session and returning to campus, we hope they can spread the idea to the whole campus and keep on projecting impacts to more young people.

Besides participants we invite, other tickets of the session will be sold or presented to public.

c) Agenda of the Conference

➤ Presentation

Presentations will be two parts:

- 1) Direct participants of the “Let’s Go Nuts” Campaign (including hosts and KOLs) share their experience about living together, offering listeners a window to touch the sharing lifestyle.

Form: present speeches and show artifacts made during the campaign (vlogs, photobooks, souvenirs, etc.)

- 2) Theme speeches given by host representatives at Zhenguo, inviting seasoned hosts to share their experience about being a host and what does this “job” bring to him or her.



➤ Discussion

After theme speeches, we will raise a discussion about **#living in cities#**, through which we hope we can go further away from the campaign itself, to a layer that discussing how young people show lay themselves in big cities through houses and promote the sharing lifestyle.

It will be an open discussion to all the participants on spot, led by representatives from different professions that we selected in advance considering their public speaking logic and critical thinking ability.



➤ Workshop

After discussion, we will hold workshops for participants to experience. Workshops will all designed based on the sharing idea and focus on people's direct interaction. We hope to offer participants first-hand experience of sharing and interacting with strangers, further arousing their interests about being a host.



d) Media coverage

Since most of the media invited are uncontrolled media, we hope they will mainly publish news reports about this session and the past life laboratory. But there are two special channels that we can control and on which we will launch more contents:

➤ WeChat Public Account



On our own WeChat public account, we will publish personal stories about participants of the life laboratory, sharing their experience as roommates for the past one week.

➤ Weibo



On Weibo, we will launch a hashtag discussion right after the session using our own Weibo account, inviting some KOLs to participate in the discussion and further promote the sharing session and the sharing lifestyle.

BUDGET, TIMELINE AND REACTIVE ACTIVITY

Reactive Strategies

➤ Duty

1) Users are not satisfied with the room software facilities (service quality).

We need to contact users in time and communicate with them. When users complain about the quality of service by telephone, we immediately pay 20% of the room fee and negotiate with users within two hours to achieve satisfactory solutions.

2) Users are not satisfied with the hardware facilities of the accommodation.

We need to contact users in time and communicate with them. When the user complains about the room facilities by telephone, we will verify the room facilities and the description of the website. At the same time, we will ask the users whether they are willing to change the equivalent room. If they agree to change, change the room. If the replacement is not agreed, compensation shall be made according to the verification.

➤ Obligation

1) Compensation for damaged articles by users

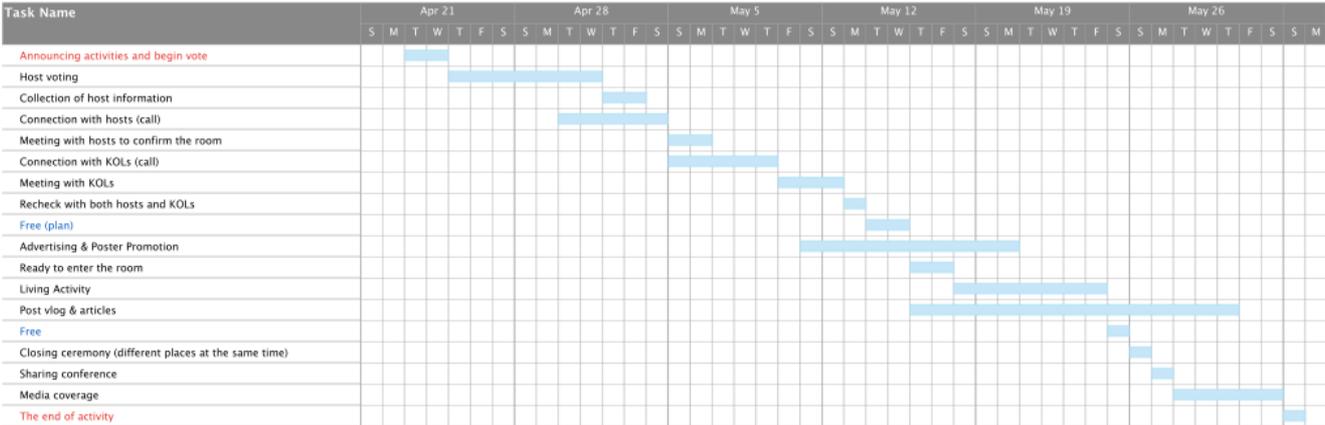
We will put a detailed price list on the table in the room. If the user damages any items and facilities in the room, he/she will compensate according to the price list.

2) Failure to successfully live in a room

If the user fails to pay the fee in time, or does not live in the room within the time limit of the subscription, or any other situation that the user fails to live in the room due to the user's own reasons, the user will bear the loss himself/herself.

Timeline

According to the research, we found that the number of tourists in June, July and August was the highest in the whole year in China. In order to achieve the best marketing effect, we decided to complete the event in early June. Therefore, our group deduced from the end time from back to front and decided to start the activity on April 23. The preparatory phase of the activity lasted 23 days from April 23 to May 15. We use a relatively long period of time to make adequate preparations for the activity, in order to ensure the smooth progress of it. During the campaign, the two items with the longest duration were media advertisements and KOLs' vlog, which lasted 10 days and 15 days respectively. Here is the Gantt chart of the specific time of the activity.



Gantt Chart

Task Name	Duration	Start	Finish
Announcing activities and begin vote	2d	04/23/19	04/24/19
Host voting	7d	04/25/19	05/01/19
Collection of host information	2d	05/02/19	05/03/19
Connection with hosts (call)	5d	04/30/19	05/04/19

Task Name	Duration	Start	Finish
Meeting with hosts to confirm the room	2d	05/05/19	05/06/19
Connection with KOLs (call)	5d	05/05/19	05/09/19
Meeting with KOLs	3d	05/10/19	05/12/19
Recheck with both hosts and KOLs	1d	05/13/19	05/13/19
Free (plan)	2d	05/14/19	05/15/19
Advertising & Poster Promotion	10d	05/11/19	05/20/19
Ready to enter the room	2d	05/16/19	05/17/19
Living Activity	7d	05/18/19	05/24/19
Post vlog & articles	15d	05/16/19	05/30/19
Free	1d	05/25/19	05/25/19
Closing ceremony (different places at the same time)	1d	05/26/19	05/26/19
Sharing conference	1d	05/27/19	05/27/19
Media coverage	5d	05/28/19	06/01/19
The end of activity	1d	06/02/19	06/02/19

Budget

The total budget expenditure for the activity is 5.456 million yuan. According to the research for online celebrity, an online celebrity who have one million fans, when he/she post an advertisement in Weibo, he/she will charge more than 10 thousand RMB. Therefore, in the budget of this activity, the cost of inviting online celebrities accounted for 38%. In addition, in order to achieve the greatest impact, we are going to publicize on the several media platforms with the largest number of users, so media and advertising accounted for 47% of the budget. What's more, the budget also includes venue fees, poster and video production fees, participants' transportation fees, public relations fees, staff meals, etc. Here is the detailed budget.

ZHENGUO PROJECT (LET'S GO NUTS)

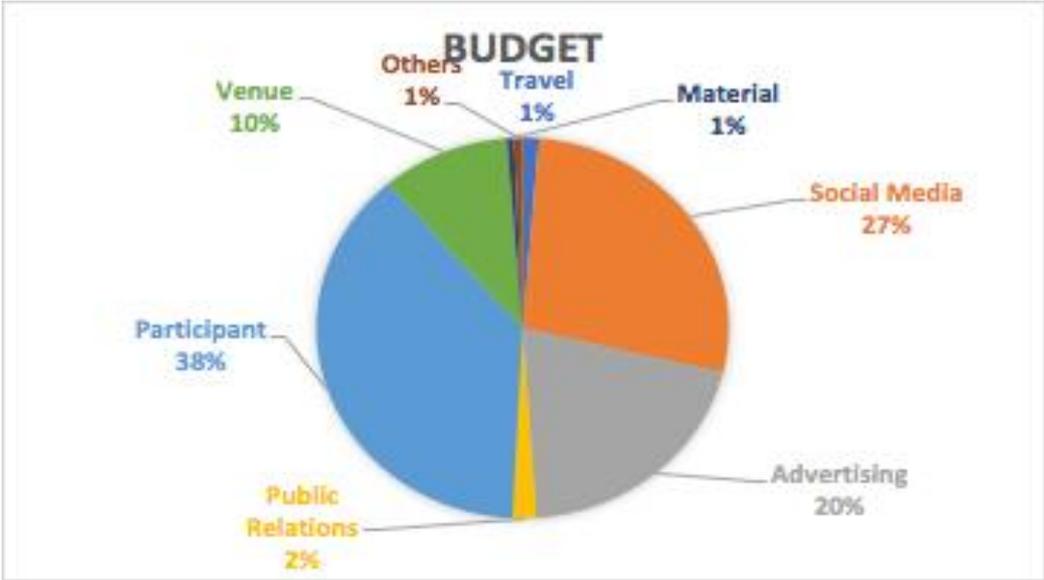
Task Name	Projected Subtotal	Actual Subtotal	Comments
Travel			
Flight/Driving	50000		including return tickets for 7 online celebrities who need to go to other city
Flight/Driving/Taxi (Staff)	20000		
Social Media			
Weibo	1000000		promotion expenses (hot topic)
Red book	500000		promotion expenses (home page recommendation)
Advertising			
Email	100000		
Subway Advertising	1000000		
Public Relations			
Press Releases	10000		including 4 articles
Guest Editors	30000		
Newsletters	10000		including different news platform
Crisis Public Relations	50000		

ZHENGUO PROJECT (LET'S GO NUTS)

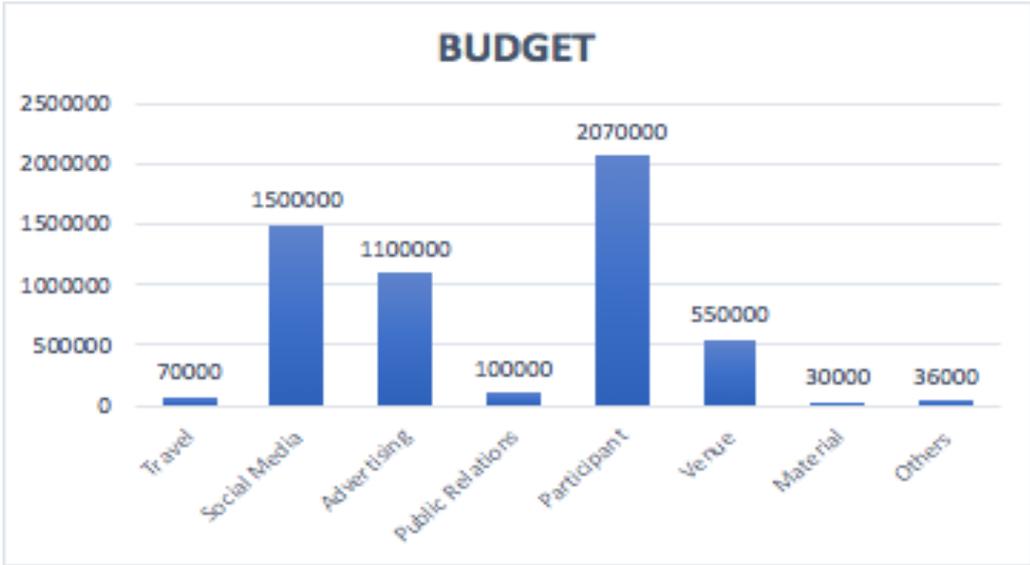
Task Name	Projected Subtotal	Actual Subtotal	Comments
Participant			
7 online celebrities	2000000		
7 hosts	70000		only money bonus
Venue			
Location Rental	10000		
Equipment Rental	20000		including camera, microphone
Event Staff	20000		including photographers, activity host
Media	500000		including Sina, Sohu, etc.
Material			
Poster (design & print)	10000		
Video (design & make)	20000		
Others			
Food	10000		
Drink	5000		
Pen, Paper, etc.	1000		
Others	20000		

ZHENGUO PROJECT (LET'S GO NUTS)

Task Name	Projected Subtotal	Actual Subtotal	Comments
Total	545.6w		



Pie chart for budget



Bar chart for budget

Staff and KOL

We need two staff members to count the voting results, and seven staff members to contact and meet the landlord and KOL, including supervising the release of vlog during activities. Then, two employees contact third parties, such as booking tickets and renting venues. In addition, we need three staff members to contact the main media we invited for this activity, such as Weibo, Red book and subway advertiser. To sum up, we need roughly fourteen full-time employees to participate in this activity.

For the seven KOLs, we will get in touch with their management teams by emails, sending them details of cooperation and negotiating with them. To get promotion of the campaign and Zhenguo brand, we plan to ask each of them to shoot three vlogs and post the vlogs on Weibo during the sharing-home week.

CONCLUSION

Throughout the campaign, we want to emphasize the idea of sharing. Living in a modern and hectic city, young people tend to lower their living standards. Representing Zhenguo, we want to provide young people housing with quality as well as implanting the seed of sharing. Under the influence of KOLs, more and more people will get to know this brand. Once they know this brand, we could work on their loyalty of brand by broadcasting the idea of sharing. Combining online platforms such as Weibo and offline platforms such as subway advertising as well as a conference, we hope to draw attention to the area of B&B and young people's living ways to make a social impact and shoulder society responsibility.

As for the budget, although the number is big, nevertheless, KOLs with such big fan base can bring media exposure as well as the actual sales. Once we enter into the implementation stage, negotiations will happen and the cost of this campaign may go down.

In addition, we should keep an eye on the other housing platforms campaign during this time and try to embrace new subtle elements and strategies in our campaign such as H5.

APPENDIX

Survey

大学生对民宿的了解及参与意愿

第 1 题 您的性别是 [单选题]

选项	小计	比例
男	35	36.84%
女	60	63.16%
本题有效填写人次	95	

第 2 题 您的现居地是 [填空题]

第 3 题 您现在所在的年级是? [单选题]

选项	小计	比例
大一	19	20%
大二	41	43.16%
大三	11	11.58%
大四	15	15.79%
研究生	9	9.47%
本题有效填写人次	95	

第 4 题 您愿意经营民宿吗（用自己的房子；非共同居住）? [单选题]

选项	小计	比例
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愿意	50	52.63%
不愿意	45	47.37%
本题有效填写人次	95	

第 5 题 分享自己房屋的原因有 [多选题]

选项	小计	比例
盈利	43	86%
结识新朋友	25	50%
充分利用资源	37	74%
希望有人照看房子	3	6%
本题有效填写人次	50	

第 6 题 不愿意的原因 [多选题]

选项	小计	比例
不卫生	2 5	55.56%
耗费精力	3 6	80%
耗费时间	2 5	55.56%
害怕纠纷（家具损坏不赔偿）	2 9	64.44%
其他	3	6.67%
本题有效填写人次	4 5	

第 7 题 您愿意合租吗？ [单选题]

选项	小计	比例
愿意	61	64.21%
不愿意	34	35.79%
本题有效填写人次	95	

第 8 题 愿意的原因有 [\[多选题\]](#)

选项	小计	比例
安全（不愿独居）	20	32.79%
结识新朋友	37	60.66%
分摊房费	59	96.72%
其他	2	3.28%
本题有效填写人次	61	

第 9 题 您的顾虑是 [\[多选题\]](#)

选项	小计	比例
想要有自己的私密空间	33	97.06%
不卫生	16	47.06%
生活方式不同	25	73.53%
其他	5	14.71%
本题有效填写人次	34	

第 10 题 您心目中选择入住民宿因素重要性排序是 [\[排序题\]](#)

选项	平均综合得分
卫生状况	3.66
性价比	3.35
地理位置	2.89
描述和实物相符	2.57
沟通交流	1.22

第 11 题 您对民宿的心理价位是（每晚） [单选题]

选项	小计	比例
200 以下	40	42.11%
200-400	53	55.79%
400 以上	2	2.11%
本题有效填写人次	95	

第 12 题 您听过榛果民宿吗？ [单选题]

选项	小计	比例
有	11	11.58%
没有	84	88.42%
本题有效填写人次	95	

第 13 题 您是通过什么渠道了解到的呢？ [多选题]

选项	小计	比例
家人朋友	0	0%
社交媒体（微信；小红书）	6	54.55%

订购平台（携程）	6	54.55%
其他	0	0%
没听过	0	0%
本题有效填写人次	1 1	

第 14 题 出行前，你一般用什么做民宿攻略？ [多选题]

选项	小计	比例
知乎	35	36.84%
微信公众号	21	22.11%
小红书	25	26.32%
马蜂窝	24	25.26%
携程	45	47.37%
其他	33	34.74%
本题有效填写人次	95	

Contact Information

Junhui

Tel: (+86) 18811712566

Email: junhui.yao@ucdenver.edu

Natalie

Tel: (+86) 18176274260

Email: xiaojing.mo@ucdenver.edu

Vivian

Tel: (+86)13031165855

Email: yuwei.zheng@ucdenver.edu

Roxana

Tel: (+86) 18810140706

Email: yige.ren@ucdenver.edu

Feel free to get in touch with us :)