

HONG KONG AIRLINES VS. DRAGONAIR

How to leverage the Holiday Season to promote your Brand on Social Media

In Hong Kong, Mainland China and many other Asian countries, the Lunar New Year is a great time of the year with lots of fun and festivities with family and friends. However, it also offers many opportunities for your marketing teams to connect with your consumers.

customers and promote products in new and exciting ways. And holidaythemed marketing activities on social media can provide huge impact towards building and cultivating a growing and engaged audience. With Chinese New Years being associated with family gatherings and family

Holiday seasons have always been an important time for Brands to attract

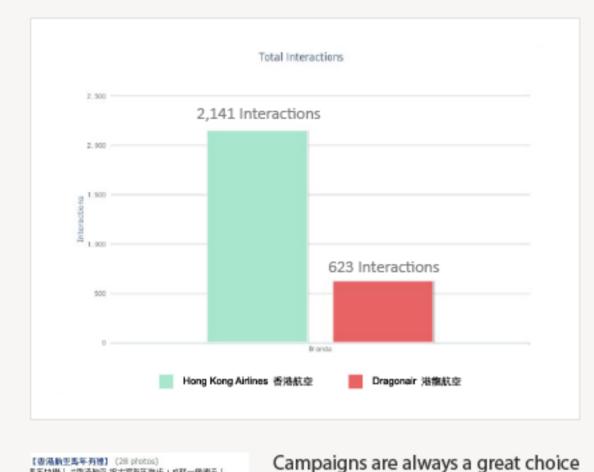
strategies. Particularly on social media, let's see how Hong Kong Airlines and Dragonair

used Facebook to promote their Brands.

travel, many of the airlines took advantage of this leverage in their marketing

From our analysis, Hong Kong Airlines was more successful in their 2014 CNY holiday promotion than Dragonair. Their Facebook activities generated 2,141 Interactions, three times as much!

Hong Kong Airlines celebrated the Lunar New Year with variety of social marketing strategies including a CNY cover photo, holidaythemed Posts and a heart-felt campaign.





to create buzz and get your Brand in front of potential customers who you may have missed otherwise. The one Hong Kong Airlines held was simple but quite touching. The staff sent gifts along with best wishes to lucky passengers on Chinese New Year Eve. These were then broadcasted on their Fanpage which received over a hundred "Likes" in a short time.



and discounted tickets during the holidays. So at the end of the day, while consumers do always like "deals", content relating to consumers and their emotions will always

create a true connection and engagement.

Start early and plan ahead.

Here are some take-aways for CNY holiday social media marketing:

- Think creative; remember to show the fun side of your Brand with a holiday vine.
- Be sincere and attentive your customers definitely will give you a thumbs up in return.

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