



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.

Holiday seasons have always been an important time for Brands to attract customers and promote products in new and exciting ways. And holiday-themed 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 travel, many of the airlines took advantage of this leverage in their marketing strategies.

Particularly on social media, let's see how Hong Kong Airlines and Dragonair used Facebook to promote their Brands.

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, holiday-themed Posts and a heart-felt campaign.



【香港航空馬年賀禮】 (28 photos)
馬年快樂！香港航空 祝大家新年進步，飛往一飛冲天！
為慶祝中國新年，港龍航空特別推出優惠機票，訂位即送精美
新春利市，且送利市大馬路與博愛醫院邊界！大年初二我們香港機場
購物，趁日採集去住節日Fans，隨時準備慶祝賀歲吧！



Hong Kong Airlines' New Year Campaign is live-broadcasted on Facebook.

Campaigns are always a great choice 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.



Dragonair's social marketing tactics, however, were relatively dull. They simply released Wallposts to promote their special services 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.

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

- ✓ Start early and plan ahead.
- ✓ 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.

