版纳云过泼水节——让民俗文化更有社交力

◆ **品牌名称：**西双版纳

◆ **所属行业：**旅游

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◆ **参选类别：**非遗营销类

结案视频

请复制以下链接，粘贴到新浏览器页面里观看视频

https://v.qq.com/x/page/s3251xgazym.html

https://v.qq.com/x/page/a3251g9mptx.html

https://v.qq.com/x/page/p3251ili1ig.html

越来越多的年轻人，都越来越不再关注传统的民族文化。

而2021年全世界的疫情仍在此起彼伏的爆发，更是使西双版纳传统的泼水节无法进行大规模的活动。

more and more youngs no longer concern about traditional ethnic culture. Because of the pandemic of Covid-19, the water-sprinkling festival from XiShuangBanNa cannot be organized.

如何让更多的年轻人在疫情期间仍然愿意关注参与传统的民族文化活动呢？

how make more youngs have willing to participate in traditional culture campaigns?

围绕年轻人喜欢的社交方式"刷抖音、发朋友圈、上淘宝买东西"，我们在4月的傣历新年策划了版纳云过泼水节

According to the way how youngs social like using Tik-tok, WeChat Moments, shopping in Taobao, we did a great campaign of the BanNa Online Water-Sprinkling Festival in April, Dai's New year.

我们在抖音上发起了**泼水舞的话题挑战赛**，不同网红的泼水舞，激发了年轻人在抖音上的创造力。一个月，2.1亿次的话题曝光，使版纳一跃成为了旅游网红的打卡地。

We started with a topic challenge on Tik-tok. The water dance by different influencers motivated youngs' creativity on Tik-tok. Just one month, 210 million times of topic exposure, made BanNa became a popular tourist attraction at the moment.

同时，我们联合当地艺术家，设置了不同的 **网红墙**，号召当地的游客在朋友圈上来分发具有艺术感的节日合影。

At the same time, we made various of popular art wall co-op with local Artists, and appeal to local tourists for sharing artistic photos on WeChat Moments.

在微信的朋友圈里，我们还采用了**AI换脸黑科技**，帮你一秒穿越到版纳，赢得当地的旅游门票，积累版纳旅游的社交资产。

In WeChat Moments, we also developed an AI technique of replacing face to help you travel to BanNa immediately, took a chance to win the local scenic spot tickets, and accumulate the social assets of BanNa tourism.
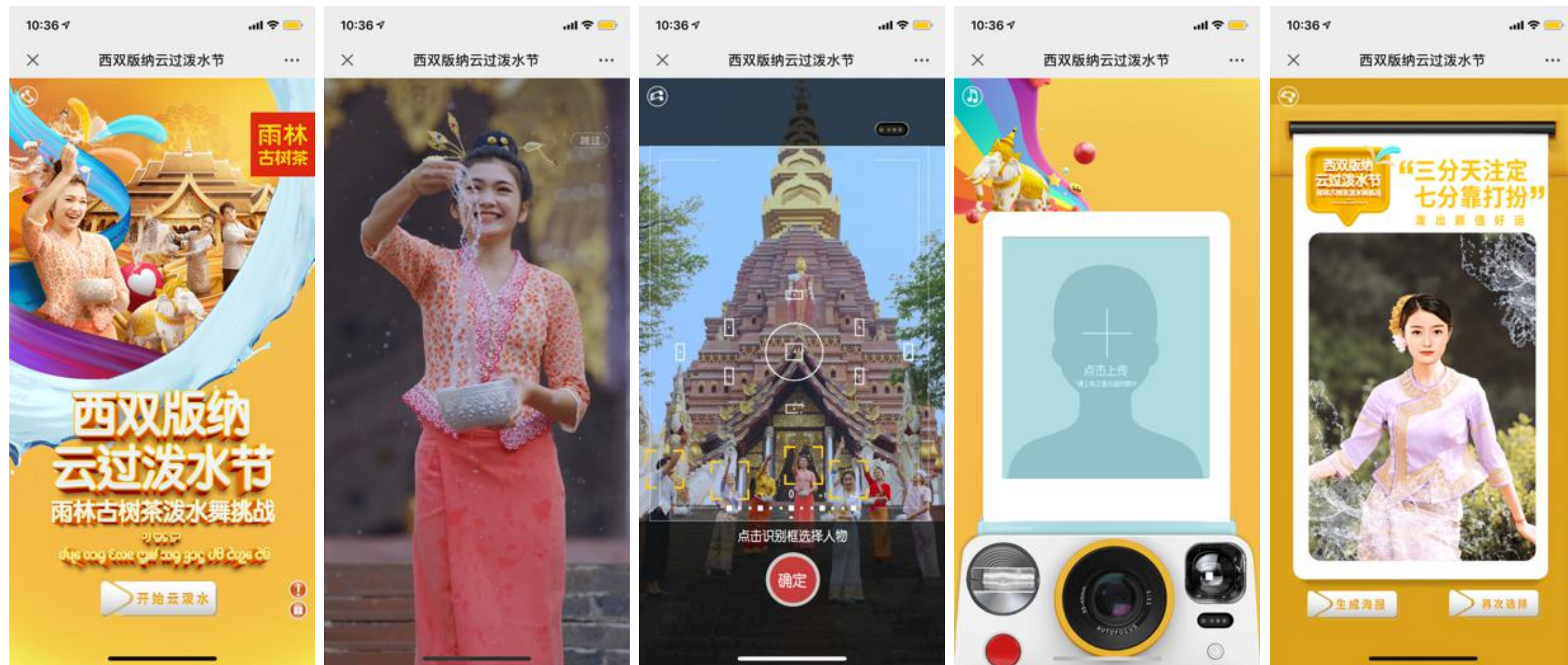
扫码体验

最后，我们还未这次泼水设计了形式多样的 "版纳好运盆"，让更多因为疫情不能来到版纳的年轻人，也能感受版纳泼水节的欢乐氛围。

In the end, we had designed various forms of "Fortunate-Pots" for this activity, to make more youngs who can't come to BanNa because of the epidemic feel the happy atmosphere(ambience) from the BanNa Water Festival.

整个活动触达**超过3亿人次**，相当于2个日本，12个台湾，52个新加坡。

其中有**9万多人**参与了泼水节穿越照的分享，版纳在4月期间还**两度被登上微博的热搜榜。**

Over 300 millions of people participated in this activity, which equal to 2 times of whole populations of Japan, 12 times of Taiwan, 52 times of Singapore. 90000 people shared the water-sprinkling photos. BanNa became the most searched hashtags of Weibo twice in April.