

Class 5 Project Pack: Theme Park

During this project, you will:

Develop your problem-solving and thinking skills.

Make decisions and choices.

Strengthen your ability to work collaboratively within a team.

Use a range of mathematical and literacy skills.

Have fun!



Lesson 5: Marketing and Advertising

Now you're just a few weeks away from the grand opening of your theme park, it's time to let people know all about it.

Your website is up and running with your online brochure available, but you need to do some direct marketing to convince your target market to want to visit your attraction.



So how could we advertise and let your potential customers know that your theme park exists and that they **need** to visit?

Marketing Budget

How much you have available to spend on advertising will depend on the amount of money left from your original business loan.

On your Marketing Budget Activity Sheet, let's do a quick calculation...

$\text{£5 000 000} - (\text{your building costs} + \text{two weeks of running costs}) = \text{your marketing budget.}$



Marketing Budget

Work out your marketing budget:
 $\text{£5 000 000} - (\text{your building costs } \underline{\hspace{2cm}} + \text{two weeks of running costs } \underline{\hspace{2cm}}) = \underline{\hspace{2cm}}$

Here are your advertising options and costs:
Discuss your advertising choices with your business partners and circle all the advertising methods you are going to invest in. Just make sure you don't go over budget!

Print National tabloid newspaper (five daily editions) = £50 000 National 'fads mag' Totalled (three issues) = £15 000 National children's comic Bonzo (three issues) = £10 000	
Billboard Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000	
Radio National radio advert (repeated regularly over one month) = £25 000 Local radio advert (repeated regularly over one month) = £10 000	
Internet Web Banner Promoted link on top search engine Google (1 month) = £10 000 Promoted link on the social media site Smilebook (1 month) = £10 000	
Television Primetime national main channel advert (repeated three times a day for a month) = £150 000 National cable channels advert (repeated ten times a day over a variety of channels for one month) = £50 000 National children's advert (repeated ten times a day over a month) = £35 000	

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udget

Reasons for each marketing decision:

Blank lines for writing reasons for each marketing decision.

Advertising Methods

Discuss with your business partners the ways in which you think you could advertise your theme park:

Print: Advertisement within a newspaper or magazine.

Billboards: Poster campaign

Radio: Advertising on either a local station or on a nationwide radio station.

Television: Advertisement on a specific channel or at a certain time of day.

Internet: Advertisement 'pop-up' on a popular social media site or maybe a web banner on a search engine.

What are the advantages and disadvantages of each method? What will you need to do to create each type of advertisement? How much do they cost?

Advertising: Print

If you decide on a print advertisement, you will need to produce a 20cm x 15cm advert that contains key information, prices and persuasive features (e.g. a slogan, imperative language, rhetorical questions).

Advantages:

- Not as expensive as other types of advertising.
- Can target specific customers by choosing the publication your advert appears in.
- Reaches nationwide audience.

Disadvantages:

- Readers may browse past adverts and just read the articles.
- Usually only read once.

Costs:

National tabloid newspaper (5 editions)
= £50 000

National 'lads mag' Totalled (3 issues)
= £15 000

National children's comic Bonzo (3 issues)
= £10 000



Advertising: Billboard

If you decide on a billboard advertisement, you will need to produce a 25cm x 15cm landscape advert (which will be scaled up to fit a 2.5m x 1.5m billboard) that contains key information, prices and persuasive features (e.g. a slogan, imperative language, rhetorical questions).

Advantages:

- Displays a message 24 hours a day to a large target audience.
- Relatively cheap in comparison to other methods.

Disadvantages:

- Fleeting message as customers pass quickly, so they sometimes don't see or don't remember the advert.

Costs:

Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000



Advertising: Radio

If you decide on a radio advertisement, you will need to produce a 30 second script that contains key information, website address and persuasive features (e.g. a jingle, imperative language, rhetorical questions).

Advantages:

- Reaches many captive customers for a relatively low cost.
- Jingles can get stuck in customers' minds and are repeated to others.

Disadvantages:

- Impact is questionable – do listeners change station when ads come on or not listen fully?
- Not visual – nothing to refer back to.

Costs:

National radio advert (repeated regularly over one month) = £25 000

Local radio advert (repeated regularly over one month) = 10 000



Advertising: Television

If you decide on a TV advertisement, you will need to produce a 30 second script that contains key information, website address and persuasive features (e.g. a jingle, imperative language, rhetorical questions).

Advantages:

- Mass coverage to a targeted audience.
- Images and sound make it a unique advertising option.

Disadvantages:

- Impact is questionable – do listeners change station when ads come on or don't listen fully?
- Expensive compared to other methods.

Costs:

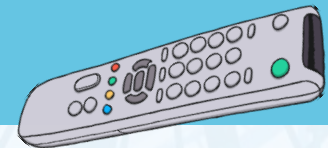
Primetime national main channel advert
(repeated three times a day for a month)
= £150 000

National cable channels advert (repeated ten
times a day over a variety of channels for one
month)

= 50 000

National children's channel advert (repeated
ten times a day over a month)

= 35 000



Advertising: Internet

If you decide on an Internet advertisement, you will need to produce a web banner to go either on a social media site or as a promoted link on a search engine. Your web banner can be no more than 140 characters and may just be a catchphrase or rhetorical question, with the theme park name and web address.

Advantages:

- Mass coverage – reaching daily users.
- Quick and easy to produce and relatively cheap.

Disadvantages:

- Impact is questionable – do people really click on the links or just ignore them?
- Limited amount of information in just 140 characters.

Costs:

Promoted link on top search engine Geegle (1 month) = £10 000

Promoted on the social media site Smilebook (1 month) = £10 000



Features of Advertisements

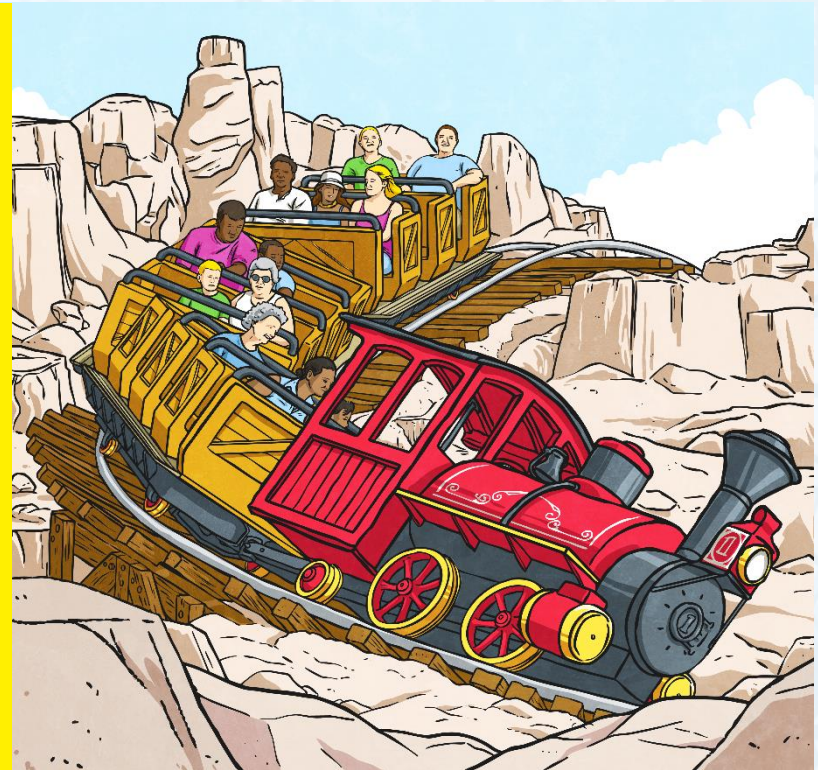
Depending on the marketing method(s) you have chosen, you will now have to design different advertisements using the writing frames provided.

Although all slightly different in their content and layout, persuasive adverts often have similar features:

They contain imperative (bossy) verbs.

Visit us today!

Come for the day out of a lifetime!



Features of Advertisements

They contain key product information.



Just off junction 33 of the M1. Follow the signposts.

www.adrenalineworld.co.uk

Open every day from 10am – 6pm.

Prices start from just £15.

Features of Advertisements

They contain a slogan or catchy jingle.

Adrenaline World

Come and feel the rush!



“If you like your insides turn upside down,
come and try the rides at Crazytown!”



Features of Advertisements

They contain rhetorical questions.

Are you brave enough?

Do you want to bring your family on a fantastic day out of a lifetime?



If they are visual, they need to be colourful, bold and eye-catching.



Features of Advertisements

They use exaggerated vocabulary.

**Phenomenal
Attractions**

**Stomach-
Churning
Excitement**

**Jaw-
Dropping
Sights**

Designing Advertisements

You and your team must now work on designing the advertisements that you have decided upon. Use the Advertisement Writing Frames to help you.

Remember, successful advertisements often include:

Imperative (bossy) verbs: e.g. Visit us today! Come for the day out of a lifetime!

Key product information: e.g. Just off Junction 33 of the M1. Follow the signposts.
www.adrenalineworld.com. Open everyday from 10am – 6pm. Prices start from just £15.

A slogan or catchy jingle: e.g. Adrenaline World: Come and feel the rush!
'If you like your insides turned upside down, come and try the rides at crazy town!'

Rhetorical question: e.g. Are you brave enough? Do you want to bring your family on the day out of a lifetime?

Exaggerated vocabulary: e.g. phenomenal, gut-wrenching, breath-taking etc.

If it's a visual advertisement, then it must be colourful, bold and eye-catching.

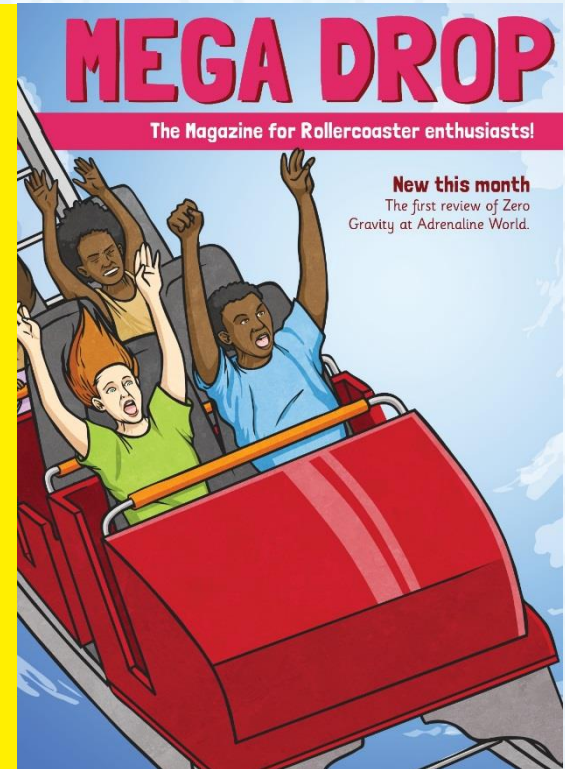
Flash Task

Would your business like the opportunity to create some free publicity?

Mega Drop Magazine has asked you to write a rollercoaster review of the most thrilling ride at your theme park to appear free of charge in their next edition!

Read the example magazine review on the Zero Gravity ride.

Analyse its main features before writing your own article.



Reflection

Which business groups would like to come out and share their advertisement?

What persuasive features do they contain?

Will it encourage target customers to visit?

Does your advert contain enough key information specific to your theme park?

Who thinks they have a good example of...

A rhetorical question? An exaggerated adjective? An imperative verb? A catchy jingle or memorable slogan?

