

Culminating Event
Amusement Park Project
 Requirement Checklists

CAMPAIGN COMPONENT	CHECKLIST
Business Report Due: Wednesday, June 12th	• word processed – double spaced, 12 point font, 1" margins • appropriate title page • table of contents • organized with section headings for each campaign component - This will contain write ups for all individual sections requiring them. (i.e. any section saying, "<i>To be included in your written report:</i>") • pages are numbered • edited and free of errors
4P's & 2C's Marketing Mix Analysis Due: Friday, June 7th	• Can be <i>neatly</i> handwritten or word processed: • Competition: what do they have to offer – facilities and amenities? • Consumer: describe your target market based on an in-depth demographic and psychographic analysis. Keep in mind buyers, users, and influencers of purchasing decisions. • Product: Specifically, what will your park offer– location, amenities, programs, accommodations, meals, etc..? What do you have that is similar to other parks? What makes you different from other parks? • Price: How much does it cost to go to your amusement park – what is included in the price? Is it competitive and realistic? Are there other pass options? Are there any 'deals'? • Place: What distribution methods will you use to get your promotional materials, such as direct mail and brochures, to your intended audience? • Promotion: Create a memorable, meaningful, and creative name for your Park– what does it mean? Develop a catchy slogan – what is the key message you are sending? Design a creative, memorable and meaningful logo – what does it symbolize? Develop a creative "<i>theme</i>" to be used consistently throughout the entire promotional campaign – why is this appropriate?

Resort Logo Due: Friday, June 7th	• unique design • memorable and descriptive of the park • full colour design • appropriate choice for use on all promotional material • may be produced by hand or be computer-generated, but must be “<i>professional in appearance</i>” • <i>To be included in your written report:</i> • <i>Explanation of any colours, symbols or words used in your Logo</i>
Social Media Campaign Due: Wednesday, June 12th	• Uses a Social Media tool that is related to your Amusement Park’s target group • Engages audience using the two-way dialogue that social media is best at. • Shows originality, creativity and practicality in execution • <i>To be included in your written report:</i> • <i>Explanation of Social Media Campaign – when will it be used (before/after/during visit)? What will make it a success? Why will people want to “Share”?</i>
Radio Ad Due: Wednesday, June 12th	• write the script for a 30 second radio ad • Record your completed ad including sound effects and/or music • <i>To be included in your written report:</i> • script of ad including all audio portions – announcer’s comments, actors’ lines, sound effects, music used... • a creative “<i>title</i>” for your advertisement • what is the important information/message you are sending? • what did you do to grab the listeners’ attention and make your ad stand out from other ads, music and commentary on the radio? • What makes your advertisement memorable? • When will this ad be played on the radio – time of the year and time of the day? Why? • What radio stations will you advertise on? Why?
2 Different Direct Mail Letters –previous season pass holders – –Tour Groups (e.g. schools/clubs) – Due: Wednesday, June 12th	• word processed on company letterhead stationery • typed in full-block business style with open punctuation and full justification (if you don’t know what this looks like ASK before you type it - Google Docs has many templates to help too) • content of letter is businesslike, informative and persuasive for the intended audience – makes people aware of the park’s change in ownership and what it has to offer...encourages people to visit the resort. • edited and free of errors

Newspaper Ad Due: Wednesday, June 12th	● produce a newspaper display advertisement ● you may use black and white or B&W with one colour ● the dimensions must be 7" X 10" ● graphics and text may be produced by hand or be computer-generated ● the ad must include a headline, illustration, copy and company logo ● <i>To be included in your written report:</i> ● What is the key message you are trying to send? ● What did you do in the ad to "<i>grab</i>" the readers' attention? ● AIDA formula use and explanation ● What newspaper(s) will you run this ad in – why? ● What section will it appear in – why? ● When would this ad appear and for how long – why?
TV Ad Due: Wednesday, June 12th	● write the script for a 30 second TV ad – including commentator's comments, sound effects, music, printing to appear on the screen... ● record your TV ad or produce a storyboard for it ● <i>To be included in your written report:</i> ● a creative title for your advertisement ● What is the important message you are trying to send? ● What did you do to grab the viewers' attention? ● When will this ad appear on TV – time of year, time of day, during what specific programs? Explain your choices.
Magazine Ad Due: Wednesday, June 12th	● produce a full colour ad ● 8.5" X 11" page format ● make effective use of the page ● graphics may be done by hand or be computer-generated – it must be "<i>professional in appearance</i>" ● contains a headline, illustration, copy and signature--company logo ● <i>To be included in your written report:</i> ● What is the important message you are trying to send? ● What did you do to initially grab the readers' attention? ● What did you do to hold their attention – keep them from turning the page? ● AIDA formula use and explanation ● What magazine(s) would you run this ad in? ● Where in the magazine would you want the ad to appear – why? ● When would this ad appear and for how long – why?

Brochure Due: Wednesday, June 12th	• A tri-fold format (8.5" X 14" or 8.5" X 11" paper) • Eye catching Design - Target market will be group tours and bulk ticket buyers/ • Effective layout of graphics and text • It may be done by hand or be computer-generated – it must be <i>"professional in appearance"</i>. • Must be informative – outline location, amenities, accommodations if applicable, etc... • Must include the Park name, slogan, logo, illustrations and text copy. • Must provide necessary details required to contact the park. • Must include a location map. • <i>To be included in your written report:</i> • Outline your effective distribution plan of where your brochures will be available to attract group sales.
Celebrity Endorsement Due: Wednesday, June 12th	• <i>To be included in your written report:</i> • Who will you have endorse your Amusement Park? • What image will you get by being associated with this celebrity? • Why would this person be a good match for your Park type, target market and image? • How will you use the celebrity in your promotional plan – how will s/he be involved?
Specialty Promotion Item Due: Wednesday, June 12th	• produce a mock-up of a souvenir which could either be given or purchased with park visit • it must fit with your park theme • it must include your logo • <i>To be included in the written report:</i> • Why was this particular item selected? • Why is it an appropriate choice for your park? • Why is it an appropriate choice for the image you want to create?
Multimedia Presentation Due: Presentation Days June 14 & 17	• Produce a Google Docs Slideshow, Prezi or Power Point slideshow etc to be used in the presentation of your promotional campaign to the new Park owners • slideshow text may only be bulleted key points (i.e. Don't write out everything on slides that you plan on reading – your words should add value to the slideshow) • include appropriate graphics

Some thoughts:

- Look at as many different amusement park concepts as you can before committing to an idea.
- Consider using a Theme Park creator game or make a map to help visualize the park space you wish to create/ convey your concept to your audience.
- Consider a uniform or outfits in keeping with the theme of your amusement park.
- If you wish to pursue any licensed brands as part of your theme, keep it realistic (Most Disney properties, for example, would be unattainable.