

Manhattanville College

Final Project

Advertising Campaign:

Elite Adventures Travel Co.

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22 FALL: Advertising CAM 01

Professor Shook

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Final

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Executive summary:

Mission: Elite Adventures Travel Co. provides a seamless memorable experience to our clients and consumers for free. Being able to travel to any location, we specialize in traveling to Disney theme parks.

Goal: The goal of our clients is to grow their own client list and a minimum of 2 clients per week for 2 months.

Needs: Our clients need greater brand exposure and the importance that their company is free to all air travelers. Due to the fear of hidden fees, many people strive away.

Research: We primarily targeted families with children between the ages of 3 to 18 and parents from 30 to 50. Our target audiences provided us with the following feedback while we were researching and engaging with them. Most of our clients prefer to use more modern media platforms. Since social media makes it easier for our customers to engage with us, we thought it would be great. In addition, our clients state that they are heavily persuaded by advertising that is information-dense, has no false premises, and is educational. Furthermore, clients indicated that endorsements from celebrities, athletes, or influencers in the media would persuade them. It is not just about having those influencers, but also about creating clear and creative storytelling/story writing. Our company's advertising would flourish if we could capture the attention of our customers and create a sense of curiosity in their minds. As most people have short attention spans, if we deliver something that catches their attention, they will remember it until they use it.

Our strategies are...

Our main component for the campaign is digital marketing, meaning that any advertisement we make is going to be on social media in different forms. For instance, we focused on Instagram swipe ads and Reel or TikTok. Our Instagram swipe ad shows the different adventures that the company can help the client plan, associating it with Disney, which is the EAT Co.'s main destination. We used different pictures of Disney and Pixar movies like UP and Ratatouille as well as pictures of people in Disney World. On the other hand, we did a short video to post on Instagram as a Reel or TikTok which tells a story about a family struggling to plan their vacations until they find out that Elite Adventure Travel Co. has free services and their problems are solved. Its intention is to connect with people's needs and emphasize that it is a free service. We also included one Physical ad to target any customers that may not use social media.

Moreover, we want to reach as many people as possible, for that reason, we decided to have a direct mail promoting Elite Adventure Travel Co. services. This will require target market research because we want to send it to houses that will be interested in it and use the service. The flyer states all that Elite Adventures Travel Co. can do like specialization on Disney, free services, stress-free, and that they customize to client's needs. All of the strategies mention that the service is free because we want that to be the catching message for people to see why the company is different from other traveling agencies.

Situation Analysis (contains three sections):

Section 1: About the client

Mission, goals, needs

In this section, explain the client's mission and goals. Also, determine the client's needs. What does the client need from you as the advertiser? What are your goals for this ad campaign?

Mission/ Goal: Elite Adventures Travel Co aims to provide a seamless and memorable travel experience for their customers for free. Although being able to act as a concierge for travel to any location, Elite Adventures Travel Co specializes in travel to Disney theme parks. The goal of the client is to grow their client list. Their company is relatively small, meaning they have room for massive growth within the travel market. The client has a specific goal of gaining a minimum of 2 clients per week for the next 2 months. Our ad campaign's goal is to increase brand awareness while also increasing engagement with new clients. This is because right now many people that are booking vacations are unaware that Elite Adventures Travel Co. services exist. This is very advantageous because we are not relying on sales from our clients but instead, generating revenue through resorts we book them with.

Client Needs: The Client needs greater brand exposure while stressing the importance that their service is free to all travelers. Many people stray away due to the fear of hidden fees or that they don't know this service exists, but if they know it is available and free, there is no reason to object to the services.

Section 2: Target Market

Who are you addressing?

In this section, explain who you see as the target audience: What types of people might be interested in this program? Is there a specific segment of the audience you think will be more to buy the product?

Target Audience: Our target audiences are vacation goers and travelers. People who like to travel and explore new places. According to the VALs-2 system, our target audience is described as primarily experiencers who also fall under the striver, and believer categories. This is because

our audience is looking to spend their money on travel rather than a tangible good. Whether they are achievers that have everything and travel too or strivers that save up to go on a trip.

Specific Segment: A specific segment of the audience who would be more likely to buy the product is families. This is because families are the major client of theme park-style resorts such as Disney which are also the client's specialty.

Section 3: Competitors

Who are they, what do they do, and what is the same/different?

Competitors to the client are other travel agents and travel services. Another competitor is people that plan these trips without the help of an agent. One major difference between Elite Adventures Travel Co. and other travel agents and services is that others manage flights along with resort reservations.

In this section, we will list three (3) services you see as competitors for our client, explain what they do and how it compares to what our client does:

1. JetBlue Airlines has a new section that is called JetBlue Vacation, in this section, the customer can plan their trip with flights and hotels included. It gives you the price per person for the flight and the hotel. Also, you can plan a cruise with a flight in JetBlue. What stands out the most is that the client can use True Blue Points for the hotel and cruise that are earned by flying with them. However, our company is different because they can help the client organize their trip with any airline and hotel they choose. It does not have to be JetBlue or the hotel chains that are associated with them.
2. BCD Travel is a traveling company that has its US headquarters in Atlanta, they merged with TQ3 in 2006 and became worldwide. They mostly focus on business trips that include a large number of people in the same company or a group traveling for the same business purpose. BCD focuses on making the trip as comfortable as possible and offers tips for jet lag, traveling with pets, and hotel sourcing. In comparison to Elite Adventures Travel Co., BCD only focuses on business trips and provides help to large groups. Elite Adventures Travel Co. will offer services to whoever wants to travel and go on vacations.
3. Expedia Group is an online travel agency that will help travelers plan their entire trip with a few clicks. They promote the fact that they are online and they can work across the world no matter the time zone. Expedia includes cars, flights, hotels, packages, things to do, and cruises. It is different from Elite Adventures Travel co. because some people do like to talk to a person and let the person know how to plan the trip. Elite Adventures Travel Co. offers someone to guide clients through every step.

Research

In this section, we interviewed 3 individuals within our target market to explore their opinions on the following questions: What types of media do you connect with? Why? How do you best learn? How are you best persuaded? (Ask them for an example of a time they were persuaded) What advice would you give someone trying to communicate with you?

Interview 1: Chris Lambiase, 65 years old, Father of 3 kids

1. primarily digital for daily news and pursuing my passions: cars and cycling, and music. I use Instagram, Netflix, and Spotify for entertainment. Some limited print for my other passions, cars, and cycling. I connect with these forms of media because they offer a lot of information about the things I enjoy.
2. I best learn through video and reading. Best persuaded by a well-crafted explanation or argument. If something can be explained, truthfully, and it educates me it can change my mind. I recently saw a sponsored video featuring a smart and articulate guy explaining the benefits of electric cars... economics, ecology, and overall positive impact on civilization I changed my attitude about them and look forward to someday owning one.
3. Be positive, listen to me. Know what you are talking about. Be articulate. No false premises or facts. Listen to my thoughts and craft the conversation accordingly.

Interview 2: Cody Bolanos-Santos, 29 years old, a Young man who strives to work with Marvel

1. On the border scale, watch television frequently, any film that catches the eye, any comic books, or manga. He likes anime and marvel based entertainment. He also subscribed to Netflix, Disney Plus, Amazon, Hulu, and Apple to watch his favorite shows.
2. Grasping what is curious to him. Best persuaded by people he grew up or watched/ influenced by. He said he likes J-lo, and anything Jlo sponsors, he would be interested to be persuaded. As long as great storytelling is involved. He gave an example of He-man and Barbie, the creator basically built up the story of He-man. The Creator of He-man later worked for Sega, and his advertising background led them to make Sonic. "If you have good storytelling, you can endorse something."
3. To be treated as a valuable person who's willing to spare his time. He said humans have a short attention span, so as long as something is interesting, grasp it.

Interview 3: Lilly Anna Mathew, 6 years old, A energetic 2nd Grader

1. Likes Cartoons, and youtube mini-series that involve slime, ninjas, and Jojo Siwa. Youtube Kids and Netflix are places she enjoys watching shows and movies with her parents. She enjoys these media because she gets ideas to do a hobby later in life or brainstorm what she wants to be.

2. She best learns from books or educational videos either on tv or youtube. She likes to look for answers to something that pops into her mind, or she's just too curious. She feels persuaded if others join her to do something. An example she gave was, she wouldn't do karate because she was shy, however when her other friends joined and her parents persuaded her, she felt a confidence boost.
3. The advice she said is, to make sure to "reach for the stars." This means never giving up on anything you want to do, and always staying optimistic no matter which situation you're in. Make sure to always have a reward in order to complete something. For her, it's marshmallows after finishing each homework.

SWOT Analysis

<p><u>Strengths:</u></p> <ul style="list-style-type: none"> - Exclusive locations since this airline primarily focuses on Disney locations. - Affordability for families and individuals. - Revenue is generated from resorts such as Disney, so it is very secure in terms of investment, and income. - Their services are very helpful in terms of organizing the group/individuals plan to spend their vacation - Award system, since it's a big company is Disney, there will be tons of potential rewards waiting for the consumers. - The target market is likely to be repeat customers. 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> - Elite Adventures Travel Co. Doesn't offer flight planning. - Elite Adventures Travel Co. is a small company with less brand recognition and marketing capital. These factors demand we segment our target audience effectively. - Elite Adventures Travel Co. does not have a strong branding presence on social media or other media outlets. - Heavy competition makes it harder for Elite Adventures Travel Co to be distinguished as unique. - There are limited locations that EAT Co. offers to help plan the trip.
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<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> - Have a partnership with an airline that does not offer packages and become their extension. - Offer a reward system to add locations when the client becomes a frequent client. - For our campaign one of the opportunities we must emphasize is that their services are free and that is an opportunity to gather more customers. - Offer more locations and figure out if some of the locations can offer discounts when using Elite Adventures Travel Co. 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> - One competing group is airlines because they are offering flight packages that come with hotels and car rentals. When planning a trip the consumer wants the easiest way and to have it all in one place. - Competition has more marketing capital and can advertise in more media channels. - The competition offers their services in more locations. - Bigger travel agencies hold a tight grip on the target market.
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Creative Summary

Creative Overview (Chris): The client for our marketing strategy is a travel agency called Elite Adventures Travel Co. Its primary form of revenue comes from its partnership with Disney and other resorts, providing services for families with an experience full of fun, excitement, and enthusiasm. Being that revenue is generated outside of the client, Elite Adventures Travel Co. is in a unique position where it can offer its services to clients for free. This free aspect was the basis of our advertising campaign because we knew this would be a great way to draw in new clients. Our target audience is primary families. This is because they are the most likely people to travel to Disney resorts. We designed each of our ads to incorporate different mediums with the aim to reach as many different types of families as possible.

Media Strategy 1 (Swipe AD) - Nikson

Media Strategy: This ad was made to mimic posts about travel, airline, or opportunity ads found on Instagram. Since my group agreed on marketing and advertising, in today's world it's all through technology. Instagram is the most notable of modern social media which is where this advertisement could be implemented perfectly.

Creative Justification: I choose to have a Twitter box with a statement for each slide that corresponds with the background picture. It was a way to capture the target audience with visual images and a simple bold statement to give an idea or influence. It's also one of the most popular ways to advertise either through Instagram or other social media where a mass audience can see based on their interests and interactions.

Revised mock-up 1:(*Read Left to Right)



Media Strategy 2 (Tik Tok/ Reels Short) - Abigail

Media Strategy: This video was made as a short film to tell a story about why a family might need help planning a trip. As we have seen in other advertising campaigns in and outside of class, telling a story connects the audience to the service. By presenting in video format on Tik Tok or Reels we tackle two social media platforms that have a large population of all ages which fits into our target audience of families.

Creative Justification: Nowadays the most effective way to reach a large population is through social media. We decided that this video will be short so it can be posted as a reel on Instagram or TikTok. It doesn't take too much time to watch when people are scrolling, and it engages with a busy family right away.

Revised mock-up: Link (<https://youtu.be/90N3X-2LJ8M>)

Media Strategy 3 (Direct Mail Flyer) - Nick

Media Strategy: This ad was designed to be a direct mail flyer. we will specifically send them to houses that we know incorporate our target market. We will do this by sending it to houses that we know have multiple bedrooms, at least two. It is important to note that the house size is not important to us because we are marketing to everyone. This advertisement will appear in people's homes and hopefully be viewed by family members.

Creative Justification: This ad was designed to be short and concise while also conveying Elite Travel Adventures Co.'s major advantages. Its introduction line is cut off between the top and bottom to encourage readers' eyes through the information sandwiched in between.

Revised Mock-up 3: Changes mainly include bumping up the font size for extra visibility.

ELITE ADVENTURES TRAVEL CO.

Let Us Plan Your Trip...

- Travel Anywhere!
- Free Service!
- Travel Stress Free!
- We Specialize in Disney Vacations!
- Custom Tailored Experience For All Looking To Get Away!

FREE

So You Don't Have to!

Conclusion:

Overall this marketing campaign aims at targeting new customers for Elite Adventures Travel Co. By efficiently choosing a target audience which we designated as families, we are able to turn over the highest rate of new customers. One key element of our campaign was to stress the free aspect of our client's services which we think is an integral component to growing their customer list. This aspect also translates to higher retention of first-time customers becoming repeat customers. Because our client is a relatively small company our advertising campaign aims to increase exposure and provide information that clients were previously unaware of. Our goal in this campaign was to grow our client's customer list by at least 2 heads each week for the duration of 2 months. This would be done through the implementation of 3 ads; one short Tik Tok video, one Instagram swipe ad, and one direct mail flier. These 3 picks were deemed the most effective after a brainstorming process that vetted out options to find the most efficient ways we can reach customers. With the creation of these ads, we took into account our target market, along with our SWOT analysis to maximize the effectiveness of our campaign. Then we stress-tested these ads with people identified within our target market to evaluate their efficiency. We then took this feedback which was included in revisions to our ads. Through this process, our team can proudly say that we have taken all the necessary steps to be successful and deliver an ad campaign that will deliver on achieving the goal it was set to accomplish.