

Media Marketing Challenge!

Fancy a career in advertising?

Challenge yourself with this joint-park promotion task!

Student Introduction

- ▶ Designing advertisements and marketing attractions to a specific audience can be a challenge.
- ▶ Your task is to plan elements of a new media advertising campaign for Blackgang Chine Theme Park and its sister park Robin Hill.
- ▶ You will need to understand current marketing approaches and branding, and then produce your own storyboard, script and print



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specific audience can be a challenge.

Undertake some research into the Blackgang Chine and Robin Hill parks. Investigate the marketing presence for both parks, and look at the materials available.

Consider the following:

- ✓ Who is the audience for these parks? Are they different for each one? Why? How?
- ✓ How is the branding presented for each park? Are they distinctly different?
- ✓ What themes are presented throughout all marketing presented for each park?
- ✓ How is the website designed for each park, and why is this?
- ✓ What print media advertising exists and its style / impact?
- ✓ In what ways are the parks marketed together?
- ✓ Are there any other media streams with high marketing impact i.e. social media sites?

Consider what information you need to gather when on-site.

You might:

- » Take photos
- » Draw sketches
- » Draft ideas for script text or content
- » Plan ideas for television/viral advertisement storyboard
- » Ask visitors (with permission) what attracted them to the park
- » Talk to the team (if available).

POST-VISIT

You will need to plan and produce:

1. Viral / TV advertising ideas in the form of a script and/or ten frame storyboard, using drawings, photographs or written summaries to represent what will be seen on screen and heard at each stage.
 2. A print media mock-up of several ideas for each park / joint-park approach including at least one produced advertisement for one of the parks.
- ✓ You will be presenting your work to fellow students who will respond. You will also have to respond to their work. Make notes below.

Name	Comments
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MARKETING SAMPLES

New for 2015

COWBOY TOWN

WANTED
dead or alive
REWARD \$5000

Cowboy Town:
Now bigger and better with new attractions!

Have a gunfight in the saloon, get locked up in jail, ride on a stagecoach and so much more. Plus, stock up on your provisions in General Store.

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BLACKING (AGE)
Where else in the world

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LAND OF IMAGINATION

Enter through the gates of our Restricted Area 5 at your own risk!
Experience the biggest animatronic dinosaurs in the country.

16

New for 2015

New Triceratops
Meet our new arrivals - a family of Triceratops in Restricted Area 5

16

WaterForce
100 metres of adrenaline-pumping speed await you before skidding to a halt in a hail of spray! (Minimum height to ride: 1m)

4

Cliff Hanger
This roller coaster climbs nearly 40 feet before dropping into stomach-churning twists and turns. (Minimum height to ride: 1.1m)

11

Be a pirate for the day!
Pirate Cove features a battle between a pirate ship and a French frigate. A sprawling adventure play area. Visit Captain Jack's for refreshments and pirate gear.

24

Dare you enter Rumpus Mansion?
Explore the Rumpus Mansion a house of yore where the goblins and trolls have taken over!

30

Become a fairy princess
Discover fairies galore, visit their houses, fairy ring and mushroom! Budding fairies and pixies welcome.

35

Pirate Cove
ADVENTURE

LIVE FUN DAYS WITH SHADOW & SHEILA
GET UP CLOSE AND PERSONAL WITH OUR BABY TREX DINOS

SEE WEBSITE FOR PROGRAMME OF EVENTS

...six guns at noon, be a fairy princess for a day, sail a pirate ship or ride a dinosaur?

MARKETING SAMPLES

Please see website for full details of events

Holiday Fun

Easter

Our Famous Mad Easter Egg Dash
Easter Sunday (5th) and Easter Monday (6th) April
 Children of all ages are invited to take part in this fun Easter egg hunt where no-one ever goes home disappointed! Our special friends the Easter Bunny and Squawk Birds will also be on hand to make sure the dash goes off with a bang! Prizes include a range of different size eggs.

Whitsun
23rd - 31st May 10am - 6pm
 Come and see our amazing squawk birds and their gaggle of friends for interactive fun as they parade around the park causing mischief and mayhem!

Summer
Every Tuesday and Thursday from 21st & 23rd July - 25th, 27th & 31st August 10am - 10pm
 Experience amazing days and stunning nights this summer, with park and its attractions stay open late until 10pm with lots of fun carnival style evening entertainment with live music and perform Squawk's summer night procession, OWIs By Twilight display and much more...

October
electricwoods
Festival of Light
inspired by Diwali
3rd - 23rd October (selected dates)
6pm - 9.30pm
 Enjoy the magic of Robin Hill's electric woods, a stunning spectacle of creatively themed light, colour, sound and entertainment, inspired by Diwali. As darkness falls, experience the lush colour flavours and magic of the Asian sub-continent as the 'electric woods' captures the spirit of the most popular festival in the Indian calendar.

Robin Hill and electricwoods
24th - 31st October 10am - 9pm
 Enjoy all the rides and attractions that Robin Hill offers during the day and then as darkness falls, experience the magic of the electric woods Festival of Light.



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Admission Prices

FREE returns to Robin Hill within 7 days!

Adult (16+)	£13.50	Peak	£16.95
Child (4-59)	£11.50	Off Peak	£14.95
Family Ticket (4 people)	£49.00	Peak	£62.50

Robin Hill and bank holidays are peak times. See www.robin-hill.com for full calendar.

Park Ticket

Robin Hill and Blackgang Chine
 FREE returns within 7 days!

Adult (16+)	£27.00	Peak	£33.50
Child (4-59)	£25.00	Off Peak	£29.50
Family Ticket (4 people)	£99.00	Peak	£125.00

Online at www.robin-hill.com

Opening Times

September: 10am - 5pm
 31 October: 10am - 9pm
 10am - 5pm

Closed in September for Bestival.
 Please see website for details of late night openings during holiday periods.

What to Eat

Try or thirsty and in a pinch? Then look to our main cafes, bars and picnic areas. Plus our African foodland Gridle (peak times) where you will find good and snacks to satisfy your appetite.

Country Park
 PO30 2NU
 7352

Robin Hill
 PO38 2HN
 30330

BLACKGANG CHINE




ROBIN HILL COUNTRY PARK

new for 2015

CANOPY SKYWALK

FREE Unlimited 7 day returns!

A full day's fun for all the family



www.robin-hill.com tel. 01983 527352

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www.edudest.uk
WWW.BLACKGANGCHINE.COM | 01983 730330 | FOR SAT NAV USE PO38 2HN

See website for details of additional school holiday activities



Enjoy both parks and save...

...with our amazing joint park tickets and unlimited free returns for 7 days!



ROBIN HILL
COUNTRY PARK

FREE
Unlimited 7 day returns!

new for 2015
CANOPY SKYWALK

Toboggan Run

Squawk Birds

Colossus

Falconry Shows

A full day's fun for all the family

Cows Express

www.robin-hill.com tel. 01983 527352

See website for school holiday activity for kids. For Sat Nav use PO30 2NU