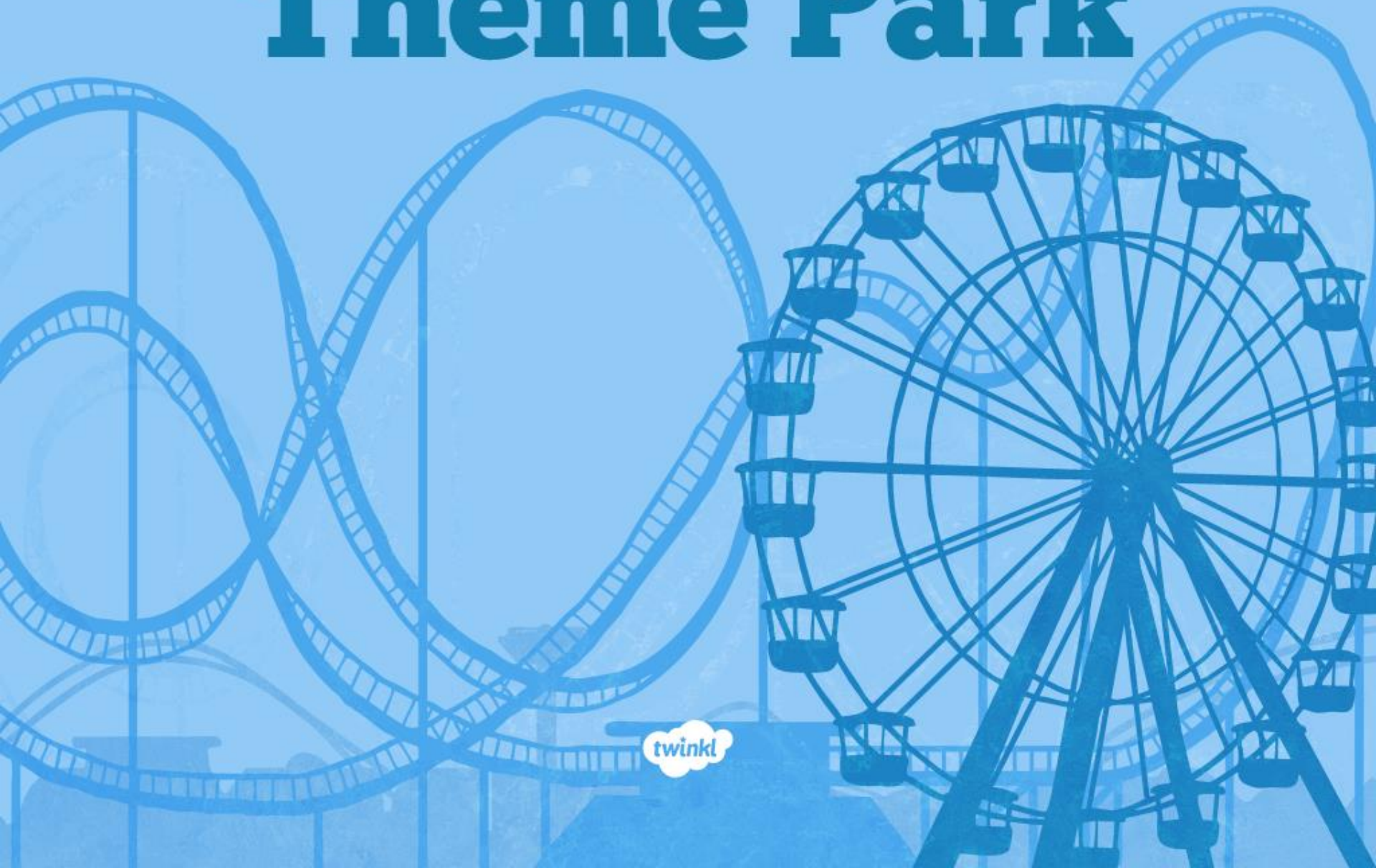


Theme Park



Advertising Methods

Think about the ways 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 an 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.



Advertising: Billboard

If you decide on a billboard advertisement, you will need to produce an advert 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.



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.



Advertising: Television

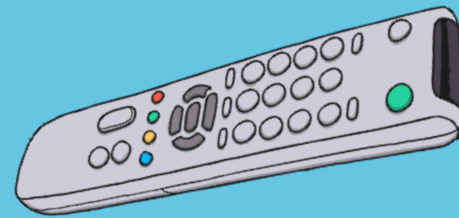
If you decide on a TV advertisement, you will need to produce a 30 second script that contains key information, website address and persuasive features (e.g. a jingle, imperative language, rhetorical questions).

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.



Advertising: Internet

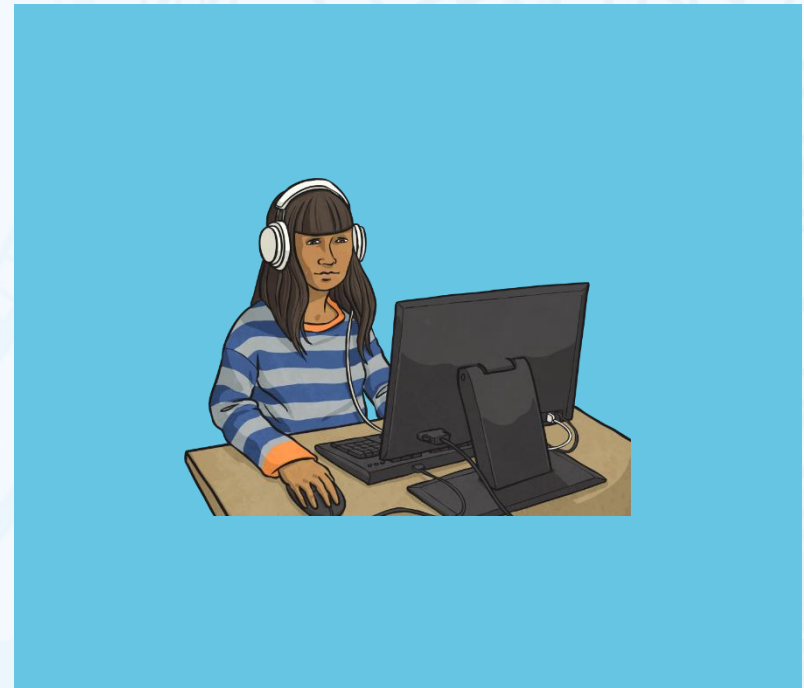
If you decide on an Internet advertisement, you will need to produce a web banner to go either on a social media site or as a promoted link on a search engine. Your web banner can be no more than 140 characters and may just be a catchphrase or rhetorical question, with the theme park name and web address.

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.



Features of Advertisements

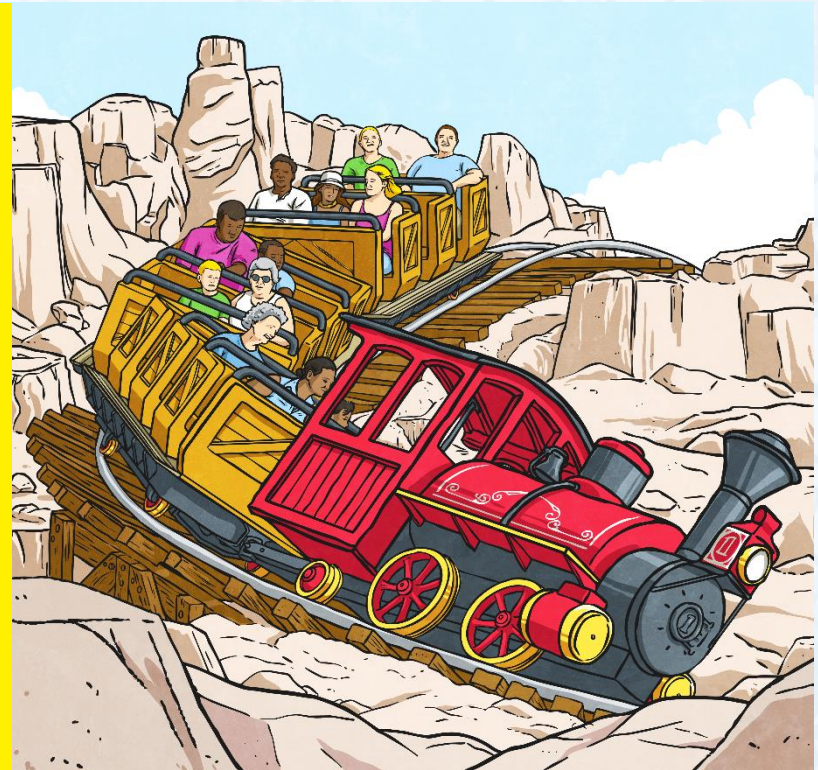
Depending on the marketing method(s) you have chosen, you will now have to design different advertisements using the writing frames provided.

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 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.

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?



