

Advertising and Promotion Final Project

North Point Amusement Park



North Point Amusement Park is a park located in upper northwest corner of Washington state. It attracts both American and Canadian customers. Use your knowledge of an amusement park to develop and advertising and promotion plan. This is the final group project for this class and you will need to utilize all the concepts we discussed throughout the class.

- You may work independently or with a partner. (no more than 2 people)
- You will receive an independent ethics grade for the amount of **quality time** you spend in class working on this project. Use your time wisely.



Assignment

You have been asked to join a committee to design a grand opening plan for North Point Amusement Park. Your supervisor has asked you to prepare a complete promotional package.

Deliverables (what you need to produce)

1 Create a customer profile using the customer profile graphic.

2 The Design

Begin with your idea for how the park looks (what areas, rides, amusements, foods, games, special shops, etc. you want to include in the design plan). Draw a map of the park (in color) on poster sized paper.

3 Promotional Mix

Use the notes you took in class to review the proper components of a newspaper ad, radio spot, and a direct mail piece.

You will need to produce the following items

- A newspaper ad (in color – include headline, copy, illustration, signature)
- A radio Ad (typewritten)
- A Direct Mail (produce the actual direct mail piece in color)

4 Presentation

Present your plan for the park. You will be evaluated on your oral presentation skills including:

- Proposed park design
- Creativity
- Continuity of presentation
- Enthusiasm
- Voice quality
- Eye Contact

Scoring Guide North Point Amusement Park

Description	Possible Points	Your Points
Design of Park		
Creativity	5	
Neatness	5	
Professionalism	5	
Map	<u>10</u>	
Total Design of Park	25	
Promotional Mix		
Newspaper		
Contains five components	15	
Neatness	5	
Creativity	<u>5</u>	
Total Newspaper	25	
Radio Script		
Typed script	10	
Neatness	5	
Creativity	<u>10</u>	
Total Radio	25	
Direct Mail		
Adheres to direct mail principles	10	
Neatness	5	
Creativity	<u>10</u>	
	25	
Presentation		
Creativity	20	
Preparedness	20	
Enthusiasm	<u>10</u>	
Total Presentation	30	
TOTAL PROJECT	150	