

Marketing Day at Playland



**Play
land**
At the PNE
Vancouver



CONTENTS

| | |
|---------------------------------------|----|
| Traffic Flow | 3 |
| Playland Map | 4 |
| Pricing | 5 |
| Mass Media Advertising Campaign | 7 |
| Partnership and Promotion | 9 |
| Signage | 11 |
| Direct Marketing | 12 |
| Website and Blog | 13 |
| Group Sales | 14 |
| Food and Beverage | 16 |
| Rides and Games | 18 |
| Playland Master Plan | 19 |



TRAFFIC FLOW

There's a science behind where each food stand is placed, where the games are set up, and where each ride is situated. Bathrooms need to be convenient and easily identified, line entrances and exits thought through so traffic flow isn't impacted and special attractions situated in area's where guests are more apt to stop and check them out.

Review the Playland map on page 4 and notice how the park has been set up in distinct zones

1. Outline how the food offerings, ride colours and decor and other attractions/facilities within Kids Playce differ from those of the rest of the park.
2. When entering Playland through the Main Gates, you'll notice that the Guest Services booth is centered at the middle of the entrance forcing guests to flow to the right or left. Why do you think this has been done?
3. Describe what stands, attractions and food have been set up at the entrance before guests get to the rides. Outline why you think these stands might be placed here.
4. Find the Playland map sign in the park. Where is it situated? What other messages are promoted on the map? How is the legend separated?

PLAYLAND MAP



- Kids Playce Perimeter
- Games Line Perimeter



PRICING

There are so many different types of groups and guests who come out to enjoy a day at Playland, and each has their own set of needs and expectations. From a REGULAR day of play with friends, to a child's BIRTHDAY PARTY to you — a GROUP of students! Each of these different guests requires a unique admission ticket based on their needs. And with that can come a catered lunch, a private picnic area, game tokens or even a buy out of the entire park!

1. List all of the different type of admission tickets that Playland offers and their price.
2. What additional add-on tickets are available?
3. Find a comparable product within the Lower Mainland and compare their base admission price to Playland's One-Day PlayPass to compare the offer value. Include in your consideration any add-ons that may be required to offer the guest a full experience at each attraction.
4. What factors need to be considered when setting the admission price? What costs do you think would need to be covered? What internal/external factors might affect pricing?
5. How many visits does a Season Pass holder need to make to Playland in one season for their pass to provide them with savings compared to purchasing a One-Day Pass at each visit?



MASS MEDIA ADVERTISING CAMPAIGN

As you're learning, now-a-days there are many unique ways to deliver your message to your target market. Each require their own set of tactics and may require the marketer to tweak the message slightly due to space, visibility, positioning, audience reach or even to win the consumers attention over competing messages.

Review Playland's 2016 Transit Shelter Poster, 1/4 Page Print Ad and Leaderboard Online Ad.



TRANSIT SHELTER AD



QUARTER PAGE PRINT AD



ONLINE LEADERBOARD AD

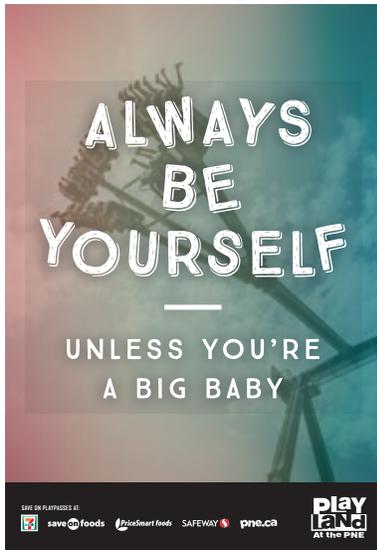
1. Outline what you feel is the primary message, secondary message and call to action in each ad.

2. What messages have been removed as the ad sizes become smaller?

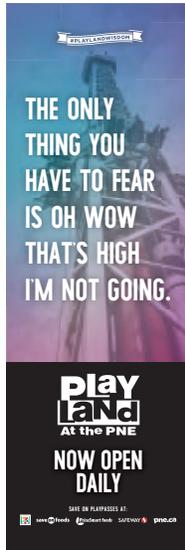


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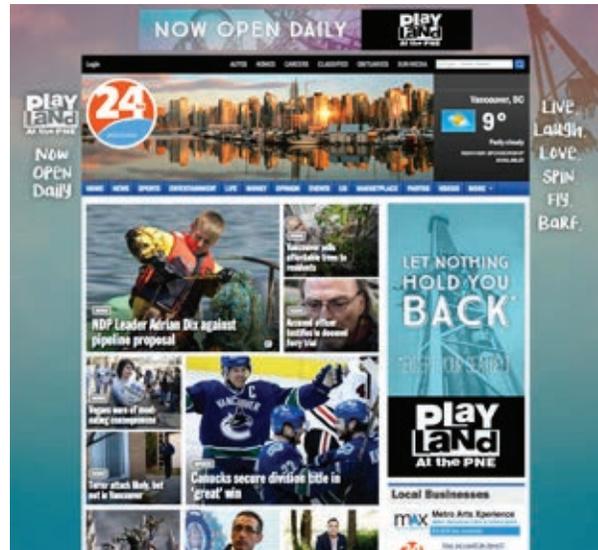
Review Playland's 2016 Transit Shelter Poster, Half Page Ad and Online Takeover.



TRANSIT SHELTER AD



HALF PAGE PRINT AD



ONLINE HOME PAGE TAKEOVER

3. How is the message different per medium, and why do you think the small changes are made?

4. Who do you think is the target market for this campaign and why?



SIGNAGE

Look around you, and see the park through the eyes of a marketer. Beyond the bright colours and fun designs are all different messages in the form of banners, flags, ground decals and signs.

1. Find and list four different types of signs, banners or decals used within Playland to promote a unique marketing or sales message.
2. Look at the signs you see and list anything in the look or design of the signs that seems to be consistent. Indicate if you feel there is a particular look used for different aspects of the park operations - i.e. Food and Beverage, General Information, Games.
3. How many times did you see Playland's KC Bear mascot on the banners, flags, ground decals and signs? Is there a particular part of the park where KC Bear more frequently used in signage and design?
4. List three different rides or games that have a branded look where the design of the ride is carried through to the signs, banners or flags of the ride.



DIRECT MARKETING

Direct marketing is so much more than a mailed flyer, or as your parents might call it, spam mail! Although, addressed and unaddressed admail is still a very useful tactic, and, believe it or not, one that Playland does in fact use, there are so many other more current, affordable and creative ways to speak directly to your target market. Here at Playland, our guests probably don't realize how often and in how many different ways we market our product, special offers and incentives directly to them each and every day. And that's what we consider a successful direct marketing campaign!

1. List all of the different types of direct marketing mediums that you're aware of that Playland utilizes.
(HINT: these might be displayed somewhere in the park.)

2. Who do you think is the primary audience for each?

3. How does the call to action change in each medium?



WEBSITE AND BLOG

Unlike many other local attractions, the PNE is home to much more than just Playland. As such, we require a very robust website that provides all pertinent information on all aspects of our business. That includes our other key attractions, the Fair at the PNE and Fright Nights, along with the PNE Prize Home and events happening at any of the major buildings that we manage including concerts and events in the Pacific Coliseum. We're also home to movie, TV and commercial sets, group events and banquets and many different types of community events. PHEW, that's a lot to manage!

As you can imagine with so much to talk about, and so many audiences to talk to, we require a heavy duty website that works double time.

Because our website is so full and busy, we try to keep it as uncluttered and direct as we can. To help with this, our blog comes in handy! Although our blog may seem like simple story telling, don't be fooled! Every post is an opportunity to quietly and softly sell. Whether it be selling the idea to come to Playland next weekend, planting the desire to check out an upcoming concert taking place in The PNE Forum or a reminder to mark your calendar for the next Vancouver Farmers Market.

1. List five ways the PNE uses blog.pne.ca that is different from how the website is used as it relates to Playland.
2. Looking at pne.ca, outline six different and unique audiences that we speak to.
3. List three different pages on pne.ca where you can purchase tickets to Playland.
4. Find and list five different signs in Playland where the PNE blog or website is promoted.



GROUP SALES

An important factor to the success of Playland is group bookings. We work year round in building relationships with all different types of group clients to arrange and manage their special event at Playland. In order to help garner new group inquiries, a unique advertising campaign is used to reach and speak to these groups.

Review these three different Playland Sales ads.

The image displays three distinct sales advertisements for Playland. The top-left ad is for 'BIRTHDAY PARTIES AT PLAYLAND', featuring a blue background with a sunburst pattern, the Playland logo, and details about meal packages (KC's Burger Bash or KC's Pizza Party) and pre-purchased rates (\$270.00 for up to 10 guests). The top-right ad is for 'VANCOUVER'S LARGEST EVENT DESTINATION', set against a red background with a starburst, highlighting the Pacific National Exhibition and listing various event types like corporate meetings and trade shows. The bottom ad is for 'AMUSEMENT PARK SCIENCE, PHYSICS, & CHEMISTRY', featuring a blue background with a roller coaster and two young women, promoting educational programs for grades 4 through 12.

1. Who is the target market for each?
2. Where else in the park do you see these messages marketed?



3. Find three different areas where a sales message is advertised outside of the Playland park.

4. What type of large groups do you think Playland targets, and why?

5. What incentives or special offers does Playland offer large group bookings?

6. What incentives do you think should be used to entice groups to book a BBQ at Playland?

7. What is included in the birthday party offering?



FOOD AND BEVERAGE

Over the past five years a lot of work has gone into updating the branding and look of the food stands and offerings within Playland. One goal was to ensure that products offered at multiple locations were on brand no matter where they were offered, meaning the correct packaging was used, the look in the menu was consistent and the correct name or brand name used.

1. Why do you think ensuring that the brand name and logo for Fundunkers Mini Donuts is used in all concession stands offering them is important vs just listing mini-donuts in the menu?
2. Find three different examples of where one food or concession brand is used in multiple locations.
3. Find three examples where a brand is used in only one location.
4. In 2014 Playland changed the name of their fudge concession to What the Fudge. Along with this was a complete overhaul of the location to make it into the theme of a '50s candy shop. What do you think was the benefit of this overhaul?



5. Find three examples of where Playland's food brand has been carried through to the food packaging.

6. Why do you think it's important for the packaging to be branded?



RIDES AND GAMES

What's in a name? It's a lot of work coming up with a new ride name. It's something that will live with that ride until it is retired... if it ever retires! And it also plays an important role in setting expectation and anticipation for the ride experience.

1. The Hellevator, Hell's Gate and the Revelation were the cause of much controversy when they were launched in 2000. What might be some of the reasons for this?
2. Using either The Beast or Bug Whirled, explain how you feel the name and ride's design speak to the ride experience.
3. We often look at updating the look of some of the older rides and games that are still guest favourites, like Music Express, Roller Ball and Crazy Beach Party. Notice with these examples how the decor has been updated in recent years to create a fresh look while ensuring its new look still works with the existing name. Find another ride in the park that you think could be updated and outline how, without changing its existing name, you would change the rides decor.
4. Outline all the ways we promote and entice guests to play one of our games on the Games Line.

PLAYLAND MASTER PLAN MAP

