



THI3TEEN Tasks

Read the Alton Towers Resort case study and then complete the tasks below, as instructed by your teacher. You will need a separate sheet of paper to write your answers.

Task 1

- Why do you think Alton Towers Resort decided to launch THI3TEEN? Consider why Alton Towers Resort has historically invested in new product development.

Task 2

- Read Product and Services on Case Study 4.
- Which of Alton Towers Resort's target audiences is each ride designed to appeal to:
 - Oblivion?
 - Congo River Rapids?
 - Charlie and the Chocolate Factory?
 - Nemesis?
 - Runaway Mine Train?
 - Peugeot Driving School?
- Who is the target market for THI3TEEN?
- Why do you think THI3TEEN will appeal to this target market?

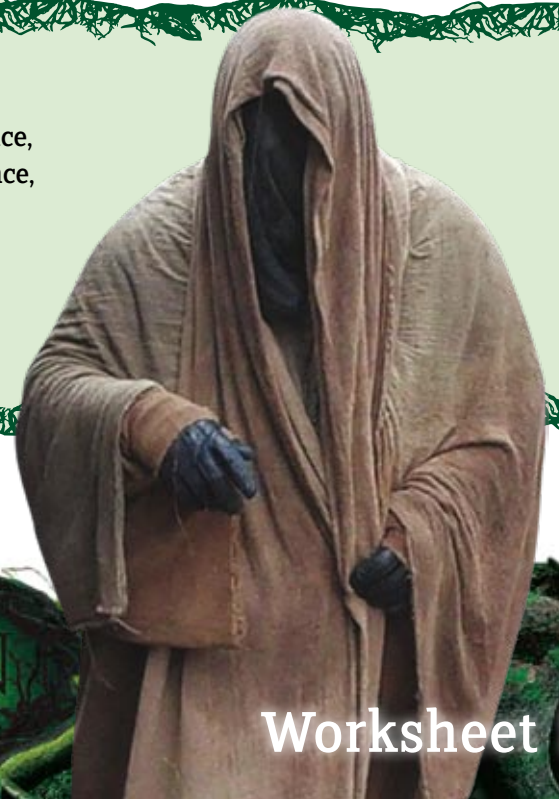
Task 3

- Describe the research methods that Alton Towers Resort used to develop THI3TEEN and to evaluate the success of the promotional campaign. Detail the advantages and disadvantages of each.

Task 4

- List the names of the promotional techniques that Alton Towers Resort used to promote the launch of THI3TEEN?
- Select two of the promotional techniques used and complete an assessment of their effectiveness using the following headings:

- Name of technique:**
- Description of activity:**
- Positive points:**
e.g. appeal to the target audience, channel to reach target audience, phase of marketing etc
- Negative points:**
e.g. appeal to the target audience, channel to reach target audience, phase of marketing etc
- How could it be improved?**



THI3TEEN



TH13TEEN Tasks (cont.)

Task 5

- Design an item of innovative promotional material for TH13TEEN. You can use any media channel e.g. online, print, merchandise, radio, TV etc.

Innovative means new or original. Think about the design, layout and structure to make sure it is effective. Make sure the promotional material clearly links to the ride and appeals to the target market, using images, content, language etc.

Task 6

- You have been commissioned to develop Alton Towers Resort's next big ride. The objective of the new ride is to attract new Thrill Seekers to the park. To plan the development, complete the following tasks:

- What type of ride would you develop and why?
- What would the ride be called and why?
- Design a logo for the ride, focusing on the colour and style of lettering.

Task 7

- Design an item of promotional material for your new ride. It must be linked to the ride and should appeal to the target audience.
- Assess your promotional material using the AIDA model:
 - **Attention:** does it attract the attention of the customer?
 - **Interest:** are the benefits and advantages promoted to raise interest?
 - **Desire:** does it create desire by satisfying the customers' wants and needs?
 - **Action:** does it lead customers to taking action or purchasing?

Task 8

- Produce a report comparing Alton Towers Resort's promotional campaign for TH13TEEN with another promotional campaign from a different leisure or tourism organisation. Use the following questions to guide your report and remember to explain all your points:
 - What is the promotional campaign trying to achieve?
 - Who is the target market?
 - What promotional techniques are used?



TH13TEEN