

## Media Marketing Challenge!

Fancy a career in advertising?

Challenge yourself with this joint-park promotion task!

### Student Introduction

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



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Designing, advertising [www.edudest.uk](http://www.edudest.uk)

specific audience can be a challenge.

**Undertake some research into the Robin Hill and Blackgang Chine 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

Please see website for full details of events

## Holiday Fun

### Easter

**Our Famous Mad Easter Egg Dash**  
**Easter Sunday (5<sup>th</sup>) and Easter Monday (6<sup>th</sup>) 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 to include a range of different size eggs.



### Whitsun

**29<sup>th</sup> - 31<sup>st</sup> May 10am - 4pm**  
 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 21<sup>st</sup> & 23<sup>rd</sup> July - 25<sup>th</sup>, 27<sup>th</sup> & 31<sup>st</sup> 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, Owls By Twilight display and much more...



### October

#### electricwoods Festival of Light

**3<sup>rd</sup> - 23<sup>rd</sup> 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 most popular festival in the Indian calendar captures the spirit of the most popular festival in the Indian calendar.



#### Robin Hill and electricwoods

**29<sup>th</sup> - 31<sup>st</sup> 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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### Session Prices

FREE returns to Robin Hill within 7 days!

Adult (4-59)	Off Peak £13.50	Peak £16.95
Child (4-10)	£11.50	£14.95
Child (11-15)	£9.00	£12.50
Child (16-18)	£49.00	

holiday and bank holidays are peak  
[www.robin-hill.com](http://www.robin-hill.com) for full calendar.

### Park Ticket

Robin Hill and Blackgang Chine  
 and FREE returns within 7 days!

Adult (4-59)	Off Peak £27.00	Peak £33.50
Child (4-10)	£25.00	£29.50
Child (11-15)	£19.00	£125.00

online at [www.robin-hill.com](http://www.robin-hill.com)

**Opening Times**  
 Robin Hill: 10am - 5pm  
 Blackgang Chine: 10am - 5pm  
 31 October: 10am - 9pm  
 10am - 5pm

**to Eat**  
 Thirsty or hungry and in a hurry? Then look at our main cafes, plus our African food and Griddle (peak time) where you will find good and snacks to satisfy your hunger.

**Community Park**  
 Newport, PO30 2NU  
 7352

**Blackgang Chine**  
 PO38 2HN  
 30330

Catch the No 8 bus to Robin Hill from Newport. For more information on our website visit [www.facebook.com/RobinHillIWI](http://www.facebook.com/RobinHillIWI). Details are displayed at each ride on our website.

[robin-hill.com](http://robin-hill.com) tel. 01983 527352




## 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](http://www.robin-hill.com) tel. 01983 527352



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MARKETING SAMPLES

**2015 EVENTS**  
During the school holidays look out for additional activities and events.  
Look out for **NEW** activity in **Conroy Town!**  
See [www.blackgangchine.com](http://www.blackgangchine.com) for full details.

**FAIRY FLING**  
3rd & 4th July  
The faires make you to join in their magical fun fairs, with all things magical on offer, would be horses and your friends. There are magical surprises around every corner. This time, Holiday season.

**SHADOW & SHEILA LIVE**  
Victoria's first throughout the year school holidays.  
Get up close and personal with our resident baby T rex and see her LIVE performance and lots of fun.

**ARE YOU BRAVE ENOUGH?**  
2nd & 3rd July and every Saturday in August from 12.30pm (Park opens from 10am).  
Are you brave enough to enter a special 5 a side game where the children bring in their own list of fun facts to experience and make this really is a night out for other on the beach.

**BIG NIGHT OUT FIREWORKS EXTRAVAGANZA**  
2nd & 3rd July and every Saturday in August. Park open from 9.30pm.  
Our famous fireworks nights are back even better. Enjoy an evening of fun and entertainment with live music, firework displays and an awe inspiring fireworks show. Truly set off from the cliff face bringing you in a spectacular end.

**BLACKGANG ILLUMINATIONS**  
24th - 31st October  
After years of it being the park in association with the Blackgang Illuminations.  
You have the right to the park in association with the Blackgang Illuminations. This year we have a new and exciting way to celebrate the Blackgang Illuminations. See our website for full details.

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[www.edudest.uk](http://www.edudest.uk)

**Admission Prices 2015**  
Standard ticket giving you unlimited FREE returns to the park within 7 days!

	OFF PEAK	PEAK
Adult (16-59 years)	£16.00	£18.50
Child (4-15 years)	£14.00	£16.50
Child (for four persons)	£59.00	£69.00

And for school holidays and peak periods, see our website for full details.

**Park Ticket**  
Robin Hill Country Park and Blackgang Chine with a FREE return within 7 days!

	OFF PEAK	PEAK
Adult (16-59 years)	£27.00	£33.50
Child (4-15 years)	£25.00	£31.50
Child (for four persons)	£99.00	£125.00

**Robin Hill**  
Date of report: 20th July  
Discovered by: Rosemary, 5th of Wight, PO20 2AU  
01303 333333  
www.robins-hill.com

**Blackgang Chine**  
Date of report: 20th July  
Discovered by: Rosemary, 5th of Wight, PO20 2AU  
01303 333333  
www.blackgangchine.com

Open 21 March - 1 September, 10am - 5pm.  
Book in advance for details of our night openings starting Monday 12th July. To book 31 Blackgang Chine, alternatively call the number 01303 333333. This will bring you a link and throughout the summer months.

Visit our sister park **ROBIN HILL**

**BLACKGANG CHINE**  
**FREE** Unlimited returns within 7 days!

**LAND OF IMAGINATION**  
WWW.BLACKGANGCHINE.COM



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[www.edudest.uk](http://www.edudest.uk)
[WWW.BLACKGANGCHINE.COM](http://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](http://www.robin-hill.com) tel. 01983 527352

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

