



KS4 Media Studies Media Skills - Pre-production planning skills Advertising / Marketing

105287

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



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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 disctintly 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 televsion/viral advertisement storyboard
- » Ask visitors (with permisson) what attracted them to the park
- Talk to the team (if available).





You will need to plan and produce:

- 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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CIECTLICMOOG

Festival of Light inspired by Diwali 3rd - 23rd October (selected dates)



y" - 31" May 10am - 6pm ome and see our amazing squ eir gaggle of friends for intera irk and its attractions stay open late unti ide around the park causing mischief and



Vhitsun



Our Famous Mad Easter Egg has

aster Sunday (5th) and Easter

Easter



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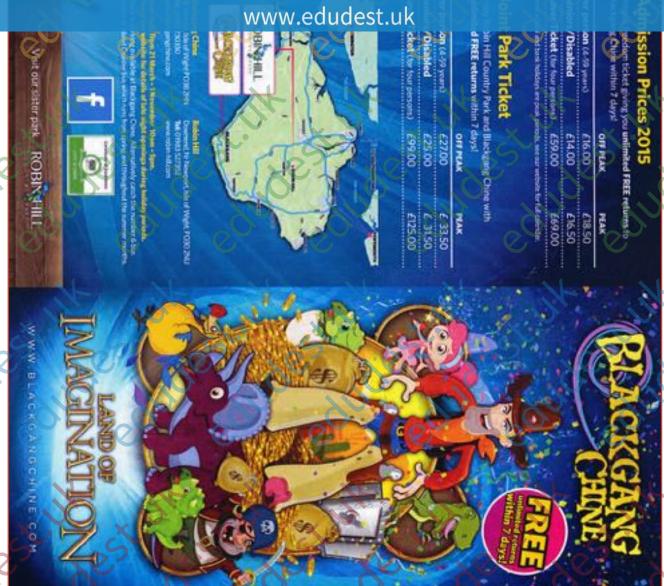
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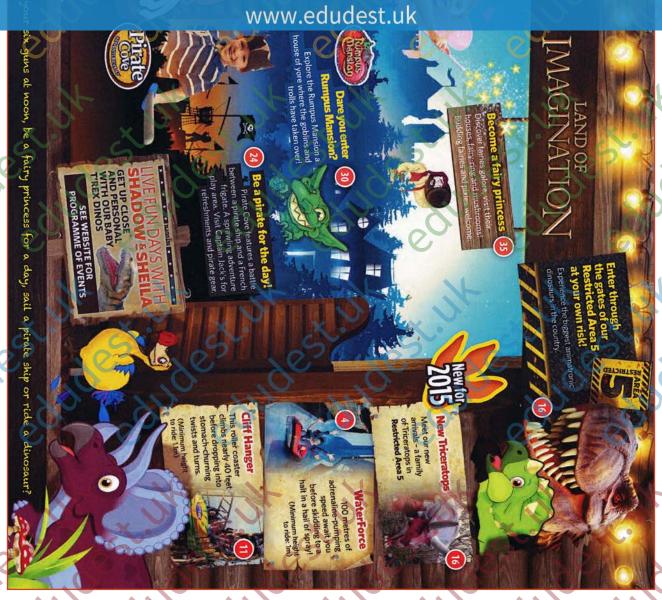






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