



Miniature Marketing Challenge!

Fancy a career in advertising?

Well now you can practise your selling skills with this model village promotion task!

Student Introduction

- ▶ Marketing Island venues and designing advertisements for an audience can be a challenge.
- ▶ You will have to plan a new media advertising campaign for The Model Village, Godshill.
- ▶ First, you need to ensure you understand current marketing

Teaching resources by Education Destination Ltd.

Curriculum relevant materials supporting school trips to the Isle of Wight

Book today with Education Destination and get full access to this and hundreds more quality resources

www.edudest.uk

who is the audience?

Research The Model Village Godshill. What is their current market presence like? Investigate and analyse the the marketing materials available for this fantastic Island attraction. Consider the following:

- ✓ Who is the audience for this attraction? Is there more than one?
- ✓ What is the demographic of visitors to The Model Village? Why is this? How do we know? Can we find out more about this?
- ✓ How is the branding presented? How is it effective?
- ✓ What themes or motifs are presented throughout marketing presented for each park?
- ✓ How is the website designed, and why is this? Could this be improved?
- ✓ What print media advertising exists and its style / impact?
- ✓ 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 Model Village team (if available).

POST-VISIT

You will need to plan and produce:

1. A print media mock-up of several ideas for The Model Village Godshill including at least one produced advertisement for the attraction.
 2. Viral / TV advertising ideas in the form of a ten frame storyboard and/or script, using drawings, photographs or written summaries to represent what will be seen on screen and heard at each stage.
- ✓ 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

Teaching resources by Education Destination Ltd.

Curriculum relevant materials supporting school trips to the Isle of Wight

Book today with Education Destination and get full access to this and hundreds more quality resources

www.edudest.uk

MARKETING SAMPLES

Teaching resources by Education Destination Ltd.

Curriculum relevant materials supporting school trips to the Isle of Wight

Book today with Education Destination and get full access to this and hundreds more quality resources

www.edudest.uk

MARKETING SAMPLES

Teaching resources by Education Destination Ltd.

Curriculum relevant materials supporting school trips to the Isle of Wight

Book today with Education Destination and get full access to this and hundreds more quality resources

www.edudest.uk

