

Section B

Promotional techniques at Paignton Zoo

1a) Why does Paignton zoo need to promote itself?

- It is important for Paignton zoo to promote itself because.....
- You need to use all the information from the PowerPoint slide & the textbook (look up advertising in the index) to fully explain why it is important for Paignton zoo to advertise itself.

1b) Promotional techniques used by Paignton zoo

- Again use the Powerpoint slides to help you with this section - there are at least 8, which have information that is relevant to you.
- Don't just list the different types of promotional (advertising) techniques but write about each one in some detail, include specifics on exactly what they look like, contain and sound like if possible i.e. screen captures from the website, copies of leaflets (scanned into your document or space left to stick it in later) descriptions of the TV adverts etc.

This is how you might start it:

Paignton zoo use a wide variety of promotional techniques and materials. These are some of the things they use:

Website.

Details of Paignton zoo can be found at www.paigntonzoo.org.uk. The website is an excellent place for them to advertise because 75% of all households now have access to the internet. The website is really bright and colourful and very interactive, it shows information about.....

Leaflets

Paignton zoo has lots of different leaflets with information about the zoo, these leaflets range from..... To leaflets are available at the zoo but also at.....

2. Evaluate the effectiveness of the promotional techniques & materials used by Paignton zoo.

You may already have explained how effective you think all the promotional techniques at Paignton zoo are. But if not you must go through each technique and explain whether you feel it is a good method to promote the zoo (i.e.)

- Effective advertising has to arouse the interest of the customers to the zoo & reach a lot of people, so does that technique reach a lot of people?
- Adverts should try to show the zoo as the most entertaining, value for money facility in the local area, thereby attracting customers from rival attractions such as Crealy or Woodlands (you might want to pass comment on whether you think Paignton zoo advertising does this!)
- Remember to create more sales an advert needs to be read & it can't be read if it can't be seen - are the promotional techniques eye catching, easy to read & make you want to find out more?
- Any good advertisement whether it is a poster, radio advert or brochure should
 - Create **ATTENTION**
 - Promote an **INTEREST**
 - Motivate the customer to **DESIRE** the product
 - Enable the customer to take **ACTION**

This is known as the **AIDA** formula

Do the brochures & leaflets meet the AIDA formula? Explain why you think yes or no (pages 137 & 138 might help you with this)

- Does Paignton zoo advertise well in local newspapers?
If yes, say why you think it is effective or if you don't think the news adverts are good then say why. If you have never seen a newspaper advert from Paignton zoo read the section 'creating your own publicity' to get some ideas on how they could do this effectively.
- What about the posters that appear in bus shelters or on buses/trains do these work to generate more customers?
- How effective is the point of sale method at Paignton zoo? Page 138 will help you write about this.
- Do merchandising materials help to encourage customers to return to the zoo or help to get in new people to the zoo who hadn't previously thought of going?
- Does Paignton zoo use videos?, if not could it be a new method to use in the future?

- The lady at the zoo said they use press releases to promote the zoo, how effective do you think this is in increasing business?
- Is the website good at attracting customers i.e. how does it compare to other zoos websites in the UK or the world?

3. Suggest other appropriate techniques & materials and justify why they might be used by Paignton zoo. (see pages 131 - 140 in the textbook to help you with this)

Find out about other promotional techniques not currently used by Paignton zoo. Explain what the technique is and why it would be useful for Paignton zoo's business. (New ways of promoting the business - could be mailshots, Videos, merchandising, sponsorship & direct selling and any others they could do)

For example:

Selling

Selling is a technique used to directly target a sector of a market. This may be in the form of telephone selling or by email or by the use of flyers by post. Paignton zoo could target certain sectors of society that it knows would be very interested in the service it offers. It may do this for a specific promotional campaign when business is slow i.e. during the winter season or when it is promoting a new arrival at the zoo. The idea is to increase the number of people into the zoo and therefore raise profits. The advantages of this type of promotional technique are that it is good for targeting customers and is more direct in its interaction making the customers feel a little more special and therefore more likely to respond to the promotion. The disadvantages of this are that you might miss out on other customers that you didn't initially target for the promotion and it can take a long time for people to respond.

Mailshots

Companies have lists of names and addresses either from:

- Previous visitors to the zoo, who have given their personal details - such as those who have bought Paws membership or
- A database of local names & addresses bought from companies who deal in such information

PZ could then send out flyers (mailshots) targeting families with information on having birthday parties or other special events coming up i.e. Halloween or Christmas - especially good if PZ have info on when the child's birthday is because they can then send out mailshots a month before the child's birthday while the parents are thinking of what to do.

Videos (p. 139)

Sponsorship (p. 134)

Good places to find the information:

- Internet - look at what other zoos or business's do

- Internet - google promotional techniques and see if you can find some useful information - resist the temptation to cut 'n' paste, just use the information to help you
- Text book - use the index to help you find other suggestions
- Any other you can think of...