**Unit 19.1 - Task 2: (M1)**

Explain the reasons for the use of specific types of promotional activities used in your hospitality businesses (to promote themselves and specific products and services which they offer), e.g. use of TV advertising for a fast-food operator.

This task provides a conclusion to task 1 and can be presented in table format (one for each of your chosen businesses) as follows:

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| --- | --- |
| Name of Business: | |
| Description of Promotional Activities Used (include pictures/screenshots of examples). | Explanation of why this Promotional Activity is used (and analysis of effectiveness). |
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In the explanation column, consider reasons for using methods such as:

* The specific products and services that are being promoted? (or organisation in general).
* The target market – who do they want/need to communicate with?
* Budget
* Seasonal factors?
* External factors? (e.g. Covid 19)
* Analyse the design of the promotional method/material – is it effective/fit for purpose? Does it follow the AIDA principal?

As a conclusion to this task, also identify common promotional methods that **ARE NOT USED** by your chosen business and explain why this is.

Classwork Deadline: Monday 16th November, 2020.