Assignment 19.3 (P3): Design specific materials or strategies to promote hospitality products.

A) You need to design **two promotional activities or materials** for different products/services at a chosen hospitality business.

*- Your promotions could relate to the hospitality businesses you have already studied for P1 and P2.*

*- Your promotions should link to more than just one of the products and services offered at the businesses (so perhaps a group of products, a promotional event e.g. a wine tasting evening).*

**Your promotional material should be presented in the form of written material, i.e. a leaflet or a poster promoting specific products, a prepared sales pitch (PowerPoint), vouchers, press release etc.**

**Think carefully about the design of your material (AIDA?) and audience.**

**If you are choosing a promotional activity (event, merchandising, direct- marketing campaign) provide a written description of the activity along with evidence of any promotional literature that may accompany this (e.g. poster advertising a promotional event or a special offer/deal, a copy of a promotional e-mail).**

Your promotional material/activity must link to an overall promotional strategy:

*e.g. A hotel might have low occupancy at weekends because it is mainly used by business travellers, and so your promotional material/activity could form part of an overall strategy that might focus on encouraging business travellers to extend their stays.*

*e.g. Your poster may form part of an overall advertising campaign for new products/services, which includes TV, Radio and Magazine adverts.*

B) Each of your 2 promotion designs should be accompanied by a “Promotional Brief”:

* A description/justification of the promotional method that you have designed.
* An explanation of the aims and objectives of each method.

What are you trying to achieve with your promotion?

- Increase Sales?

- Attracting new customers? Gap in the market?

- Improving repeat business/customer loyalty?

- Competitive advantage?

- Improving/changing public image?

- Brand recognition?

* A description of the additional types of (personal) selling that could be used for promoting the chosen product/service.

- Upselling?

- Supporting promotional literature?

* A summary type of customers at which it will be aimed (and how the material appeals to them).
* A summary of costs that would be incurred.
* A summary Resources required
* An explanation of how your promotional material links to an overall promotional strategy (existing or new).

DEADLINE: Monday 25th January.