



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Hotel Management Level 4



Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

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BMIH4009 / BMIH4009 Marketing Essentials Week

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Before we start.....

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as per the university code of conduct
- Please ensure you arrive by 9am for a 9.15am start and have arranged to be here until 1pm each lecture
- Mobile phones should be on silent and only used when required for activities
- If you ever have any queries at all please reach out on n.Brailsford@uwtsd.ac.uk
- Let's make this module an enjoyable one, so attend, engage and participate!

Register



Aims For Today

Debrief Penderyn

Guest speaker

Generational marketing

KPI's

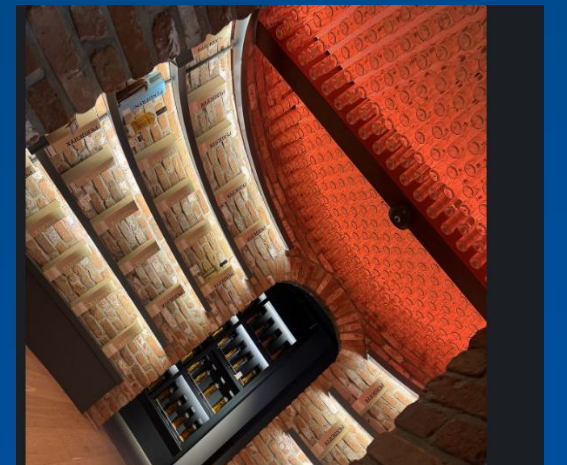
SMART Objectives





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PENDERYN
DISTILLERY



Penderyn Distillery: The Copper Works

- A premium Welsh whisky brand known for its strong identity rooted in Welsh heritage.
- During the visit, we explored how Penderyn uses storytelling, visual branding, product placement, and international expansion to market its products.
- The tour highlighted packaging design, brand positioning, and how the distillery tailors its messaging for different markets.

Penderyn Distillery: The Copper Works

Write a short reflection (150 words) Consider aspects like:

- Use of Welsh identity in branding
- Packaging and label design
- Targeting international vs. domestic markets
- In-store experience and storytelling



Penderyn Distillery: The Copper Works

Visit Penderyn's official website or social media pages (Instagram, Facebook, X/Twitter) and look at the overall brand presentation online

- What marketing message is Penderyn trying to convey?
- How does the brand use Welsh identity or storytelling?
- Who do you think the target audience is?
- What visual or language choices stand out?



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Guest Speaker Dafydd Morris

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Generational Marketing



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Generational Marketing

A strategic approach that involves segmenting audiences by age groups and targeting them based on the values and experiences that resonate with their generational cohort.

The Greatest Generation

- **Birth years:** 1901 – 1924
- **Characteristics:** resilience and strong work ethic, lived through the Great Depression and World War II. Often referred to as the G.I. Generation due to their significant involvement in the war effort
- **Marketing Approach:** Values nostalgia, sacrifice, and patriotism. They appreciate trustworthiness and the enduring quality of products or services

The Silent Generation

- **Birth years:** 1925 – 1945
- **Characteristics:** Traditional values and cautious nature. They were children during the Great Depression and World War II, which influenced their conservative outlook on life
- **Marketing Approach:** Preference of pre-Internet marketing tactics, such as newspapers, talk radio, and late-night television. seek products and services that simplify life, emphasizing convenience and reliability

The Baby Boomers

- **Birth years:** 1946 - 1964
- **Characteristics:** Following World War II, there was a significant increase in birth rates, leading to the Baby Boomer generation. Influence on culture and politics, having grown up during a time of significant social change
- **Marketing Approach:** Wealthiest generation, with significant purchasing power and brand loyalty. They respond well to traditional marketing methods and multimedia messaging Marketers should focus on high levels of attention and personal service to engage this demographic

The Baby Boomers



Generation X

- **Birth years:** 1965 – 1980
- **Characteristics:** Often referred to as the "latchkey" generation, Generation X experienced a rise in dual-income families and divorce rates. They are known for their independence and adaptability
- **Marketing Approach:** Bridge the gap between digital and analog worlds, making them receptive to a mix of old and new media. They are cautious with money and sceptical of brands, so marketing strategies should emphasize value and authenticity

Generation X



Generation Y (Millennials)

- **Birth years:** 1981 -1996
- **Characteristics:** Millennials grew up during the rise of the internet and are known for their tech-savviness and value for diversity and inclusion. They have been significantly impacted by economic challenges such as the 2008 financial crisis
- **Marketing Approach:** As digital natives, Millennials demand creative and strategic marketing approaches that leverage their digital fluency They value speed and instant communication, making platforms like Twitter effective for engagement. Millennials have surpassed Baby Boomers as the largest generation, holding significant buying power.

Generation Y (Millennials)

84% say that user-generated content influences their purchasing decisions

94% actively use digital coupons

96% want brands to find personalized ways to reward loyal customers

60% have been loyal to a specific brand for ten years or more

62% respond to product offers sent to their mobile devices



Generation Z

- **Birth years:** 1997 - 2012
- **Characteristics:** First to grow up with smartphones and social media as integral parts of their lives. They are characterized by their global awareness and activism on issues like climate change
- **Marketing Approach:** Gen Z is the most tech-savvy and diverse generation, requiring marketers to adapt to their digital-first mindset. They have less brand loyalty and are influenced by peers and social media, making authenticity and interactive content crucial

Generation Z



Generation Alpha

- **Birth years:** 2013 – 2025
- **Characteristics:** The youngest generation, Generation Alpha, is growing up in a world dominated by digital technology. They are expected to be the most educated and technologically immersed generation yet
- **Marketing Approach:** Although still young, Generation Alpha is already impacting the market with their diversity and technological immersion. They are influenced by social media and own digital devices like tablets, suggesting that future marketing strategies will need to be highly digital and interactive

Generational Marketing: Match the message

Marketing Message	Target Generation
“Unplug and unwind in timeless luxury”	?
“Fast check-in, flexible booking, no fuss”	?
“Eco-friendly stays with Insta-worthy views”	?
“Book with friends, split the bill, share the experience”	?

Generational Marketing: Match the message

Marketing Message	Target Generation
“Unplug and unwind in timeless luxury”	Baby Boomers: Value comfort, tradition, and a sense of luxury
“Fast check-in, flexible booking, no fuss”	Gen X: Appreciate efficiency, convenience, and practical solutions
“Eco-friendly stays with Insta-worthy views”	Millennials: Drawn to sustainability, aesthetics, and shareable experiences.
“Book with friends, split the bill, share the experience”	Gen Z: Prefer social, tech-savvy, and budget-friendly options that emphasize community and flexibility





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Key Performance Indicators



<https://www.bing.com/videos/riverview/relatedvideo?q=marketing%20kpis%20animated&mid=3ABAAA32C3E4FD655BA23ABAAA32C3E4FD655BA2&ajaxhist=0>

KPI'S

- Conversion Rate
- Customer Acquisition Cost (CAC)
- Return on Investment (ROI)
- Website Traffic
- Lead Generation
- Customer Lifetime Value (CLV)
- Engagement Rate





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Smart Objectives: Example

- By the end of October 2025, I am going to plan a 7-day holiday to Paris, France, including booking flights and accommodation, and creating an itinerary for sightseeing and dining, all within a budget of £3000, to ensure a relaxing and culturally enriching experience.

Smart Objectives: Breakdown

- **Specific:** Plan a 7-day holiday to Paris, France. This is a clear and specific goal that leaves no room for misunderstanding.
- **Measurable:** The goal is measurable through the booking of flights, accommodation, and the creation of an itinerary for sightseeing and dining. These are concrete actions that can be checked off a list.
- **Achievable:** The goal is achievable as it is within a set budget of £3000. This is a realistic budget for a 7-day trip to Paris, including flights, accommodation, and meals.
- **Relevant:** The holiday is relevant as it provides relaxation and cultural exploration, aligning with personal interests. This ensures that the holiday will be enjoyable and fulfilling.
- **Time-bound:** The goal is time-bound as all planning and bookings need to be completed by the end of October 2025. This provides a clear deadline to work towards.

Smart Objectives



Task

Write one **SMART** objective each in relation to your studies.

Any Questions?

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