

The Communication Mix



By Katie Joseph & Elysia Williams



Overview of the Itinerary

- Creating a 3-5 night stay for a young couple looking to stay in Swansea.
- Finding the best attractions and things to do that a young couple would want to do while staying in Swansea.
- Using both the beach and the city to create a mixture of activities, so that a young couple can enjoy the best of both.
- Creating an attractive itinerary.

Friday	Saturday	Sunday
Arrive at the Grand Hotel in Swansea at 12PM.	Walk into Swansea City Centre (10 min walk from hotel) 10AM	Catch a bus down to Rhossili at 10.30AM.
Catch a bus down to the mumbles at 1PM.	Have a look around Swansea's high street shops and the quadrant shopping centre.	Explore the beautiful beaches of Gower.
Take a walk on the beach and try a Joe's Ice Cream.	Lunch at 12PM. (selected choice around Swansea)	Lunch at 12PM. (selected choice)
Have lunch at the many selected café's and restaurants that mumbles have to offer. (Verdi's, White Rose). 1.30PM	Visit Swansea's Waterfront museum. (Walking distance from city). 1.00PM	Take a walk around Three Cliffs Bay and take in the stunning scenery.
Visit Bracelet Bay, and Swansea Pier and the Arcade. 2.30PM	Spend the day at LC2 indoor Waterpark. (Bring swimsuits) 3.00PM.	Take part in activities surfing, body boarding, or stay dry and rock climb)
Dinner in Swansea city centre with lots of choice. (Nando's, Ask Italian, Smoke Haus etc.) 6.00PM	Back to hotel to get ready for dinner.	Catch bus back to Hotel. 5.00PM Get ready for the evening.
Visit the Cinema (Vue or Odeon) for an evening film. 8PM	Dinner at 8.00PM (Selected choice around Swansea) Drinks & Cocktails in the evening on Wind St.	Grape & Olive for dinner at 7.30PM. Beautiful views of the city from the highest peak of Swansea.

Introduction to the IMC

- The IMC is the unification of all of the marketing communication messages and tools allowing for the projection of consistent, persuasive message promoting the brand's goals.
- The IMC main focus is their customer and is efficient and cost-effective. The approach of the IMC leverages the marketing and communications pieces, the harnesses of the power each provides to ensure customers receive the consistent, relevant and powerful messages.
- Some of the advantages of IMC is that it can reduce cost, more effective communications, clarify the positioning and encourages the coordinated brand development.
- Some disadvantages of the IMC is that it encourages the centralisation and bureaucracy, it requires the culture change and could experience resistance.

Marketing communications

- Brochures
- E-marketing
- Posters
- Social media e.g. Facebook page, invitations
- Tv adverts
- Web page
- Word of mouth



What Advertisements will we use?

- Social media is the best way for us to promote our product to our specific target market which is young couples.
- Young couples are more likely to come across adverts on social media sites such as facebook
- Facebook allows us to create a page for our product.
- Facebook will allow us to share posts about our product and get it shared across facebook so that our product will get more attention.
- Social media is the quickest and most effective way for us to get the product out there to the target market.
- It also is the cheapest way of advertisement.

Key Messages

- Key messages are what they audience will remember and relate to about the business, an example of this is the mission statements and slogans.
- Our mission statement is ‘ Successful and entertaining, young couples 3 day beach & city get away .’
- Another way in which we will create attention and engage with young couples is by creating a slogan, something which is catchy and memorable.
- Our slogan is ‘It’s the best of both worlds’.

Selling our Itinerary

- We will put the itinerary on social media to get it out to the public.
- We will make sure that Swansea is portrayed as a place that's perfect for young couples to visit.
- Making sure that the attractions are a good price for a young couple.
- Having a mixture of activities to keep a young couple entertained.
- Swansea is perfect for a young couple because they have beach life and city life.

Branding

NETFLIX

Google

‘An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be.’ (entrepreneur.com,2018)

- Making sure activities fit the target market (young couples).
- The product must look attractive to the target market.
- Having a variety of different activities of different ranges to keep it fun and exciting.

Threats to consider

- Looking at other cities close by or beach city destinations to take into consideration when advertising Swansea etc Cardiff.
- What do Cardiff have that Swansea don't ?
- What do Swansea have that Cardiff don't?
- Swansea are better known for beautiful beaches and outstanding beauty etc Gower, mumbles.
- Why is Swansea better for young couples than Cardiff?

Comparison of our itineraries

- The first itinerary has a couple package holiday with entertainment in the day and night time using both locations of the beach and city centre. Being a duration of 3 days.
- The second itinerary is a group of four male students between the ages of 19-21. The second group also has entertainment in day and night, also using both locations of beach and city centre as its main locations. This itinerary is covered over 4 days.
- As well as the itinerary being similar due to the locations of the beach and city centre they also are due to similar age groups and both wanting weekends away due to busy weeks.
- We choose the first itinerary as we felt we are able to communicate more with the couple target market and also that there isn't really any demand from young male teenagers, as they would rather do their own thing.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Thanks for listening :)
Any Questions ?

References

<https://www.entrepreneur.com/encyclopedia/branding>

<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

<https://www.theceomagazine.com/business/marketing/how-and-why-to-develop-key-messages-for-your-brand/>

<https://imc.wvu.edu/about/what-is-imc>