

Assignment 1 : Organisation of a live event, supported by a planning document

My key roles and Responsibilities

- Marketing Research
- Marketing Events plan
- Promotional advertisement
- Event set up including audio and visual Marketing and display management

Market Research

Demographic (Steven, M 2023)

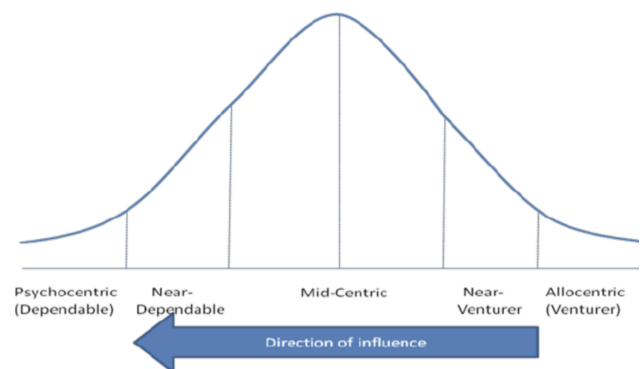
The demographic target audience for a health and well-being event in swansea organised for students will primarily focus on young adults aged 18-30, including university students and young professionals in the area. Given the event is student run the primary appeal of the event will be aimed at the student community but is also open and welcoming to any individuals with an interest in health and wellbeing. Attendies might be diverse in terms of socioeconomic backgrounds, ethnicities and lifestyles but will have an interest of curiosity to learn about various aspects of health, fitness, nutrition, mental health and stress management.

Psychographic (Alison, M 2023)

The psychographic target audience typically includes individuals who are health conscious and proactive about their wellbeing. Individuals in this target psychographic typically have interests in holistic approaches to health. These individuals may prioritise self care improvements and a desire to live a fulfilling and healthy lifestyle. Psychographically they may be open minded, curious and eager to learn about new health trends.

PLOGS Psychographic theory (Grace k.s 2019)

“PLOGS” is a marketing segmentation theory produced by William Wells in 1975 (Grace k.s 2019), PLOGS theory suggests that customers can be segmented based on their traits, lifestyle and overall characteristics rather than just the demographic. By understanding consumers' personalities, lifestyle and overall characteristics, marketers can tailor their products, services and marketing strategies to better meet the needs and preferences of specific consumer segments.



Poster / Marketing Design



The posters themselves along with the welsh translated poster as seen in “appendix A” all focus on feeling of colour and feeling using a radiance of warm colours with expert organisations such as Mental Health america (MHA 2020) stating that “Bright, warm colours (reds, oranges, yellows) stimulate energy and happiness”.

The rule of Z (Blackwood 2020)

The rule of Z in graphic design refers to the concept of arranging visual elements in a manner that will mimic the path the human eye naturally follows when viewing content. It involves organising content diagonally across a page or screen, from the top left corner to the bottom right corner which in turn creates a “Z” pattern. This helps guide viewers' attention through the content in a logical and engaging way.



Marketing events plan

Physical Marketing Plan

This marketing campaign consists of one key physical marketing method. Method one utilises poster design and placement to draw the eyes of those in the local area and bring attention to the event in both English and Welsh. These posters clearly display the time date and location alongside all key partnerships of this event.

Posters

- Appendix A (Welsh)
- Appendix B (English)
- Appendix C (English)

Target locations

- Universities and colleges
- Gyms and fitness centres
- Community centres
- Healthy food stores
- Local cafes
- Libraries

Digital Marketing plan

The digital marketing campaign for this event was split into two key categories, social media campaigns and digital adverts throughout the UWTSD campus.

Digital advertising used throughout the university was utilised through the UWTSD immersive design team and captivated a video advertisement showcasing everything the event had to offer.

Video

Advertisement -
"Appendix D "



Social media marketing campaign

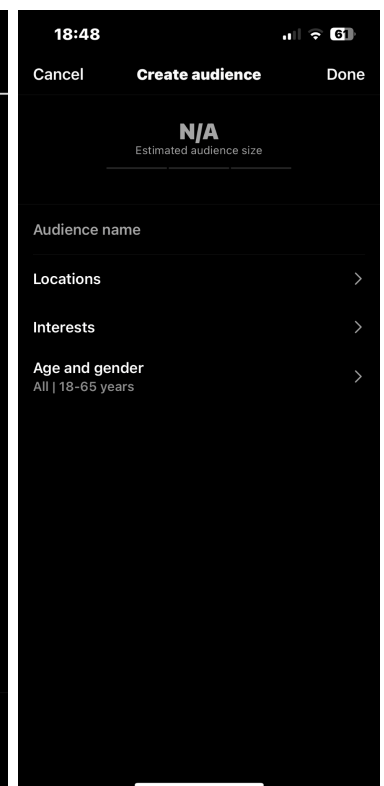
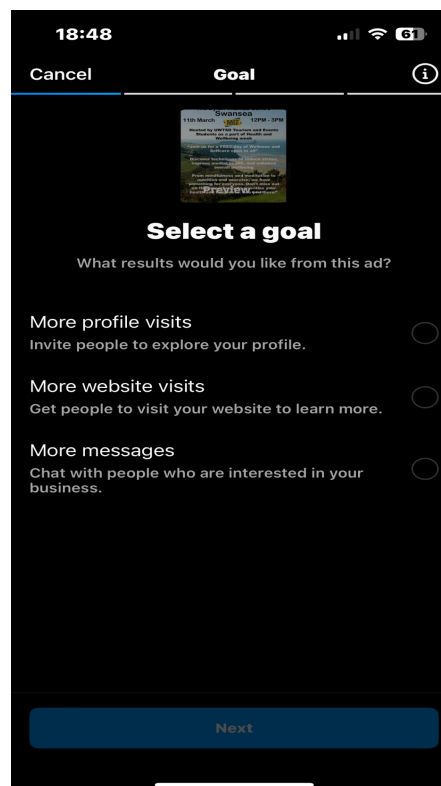
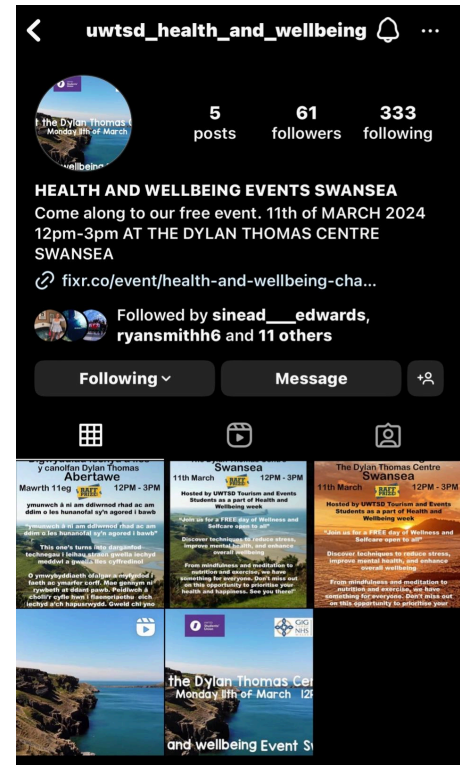
This campaign was primarily launched and established on Instagram due to the unique platforms editing and advertisement capabilities. After establishing a brand account we can push marketing to the widest possible audience.

Instagram was utilised as a method of expanding the network and due to its joint ties with Facebook produces a platform which allows its paid advertisements to be promoted on both platforms whilst originating from one account.

Tickets for the event are free but also advertised as a link in Instagram and joint platforms to the fixr app for free purchase. (FIXR 2024)

The utilisation of Instagram was chosen due to its extensive ability to market new content easily. Every post on a business account contains both the ability to view insights of views alongside the ability to boost a post to a wider audience.

Alongside the ability to boost a post Instagram allows for easy target marketing with specific aims with choices of profile views, website visits and business interaction to be the key method of advertisement. The second key ability Instagram possesses is its audience interface which allows for locations, interests, age and gender targeted advertisements to reach the correct demographic.



Appendix's

Appendix A



**Digwyddiad iechyd a lles
y canolfan Dylan Thomas
Abertawe**

Mawrth 11eg  **12PM - 3PM**

**ymunwch â ni am ddiwrnod rhad ac am
ddim o les hunanofal sy'n agored i bawb**

**“ymunwch â ni am ddiwrnod rhad ac am
ddim o les hunanofal sy'n agored i bawb”**

**This one's turns into darganfod
technegau i leihau straen gwella iechyd
meddwl a gwella lles cyffredinol**

**O ymwybyddiaeth ofalgar a myfyrdod i
faeth ac ymarfer corff. Mae gennym ni
rywbeth at ddant pawb. Peidiwch â
cholli'r cyfle hwn i flaenoriaethu eich
iechyd a'ch hapusrwydd. Gweld chi yno**

Appendix B

Health and Wellbeing Event The Dylan Thomas Centre Swansea

11th March



12PM - 3PM

**Hosted by UWTSD Tourism and Events
Students as a part of Health and
Wellbeing week**

**“Join us for a FREE day of Wellness and
Selfcare open to all”**

**Discover techniques to reduce stress,
improve mental health, and enhance
overall wellbeing**

**From mindfulness and meditation to
nutrition and exercise, we have
something for everyone. Don't miss out
on this opportunity to prioritise your
health and happiness. See you there!”**



UWTSD
Students'
Union

WARE-HOUSE
SWANSEA



Bwrdd Iechyd Prifysgol
Bae Abertawe
Swansea Bay University
Health Board



Appendix C



Health and Wellbeing Event
The Dylan Thomas Centre
Swansea

11th March  **12PM - 3PM**

Hosted by UWTSD Tourism and Events
Students as a part of Health and Wellbeing week

“Join us for a FREE day of Wellness and Selfcare open to all”

Discover techniques to reduce stress, improve mental health, and enhance overall wellbeing

From mindfulness and meditation to nutrition and exercise, we have something for everyone. Don't miss out on this opportunity to prioritise your health and happiness. See you there!”

 **UWTSD Students' Union**

 **WARE-HOUSE SWANSEA**

 **GIG NHS WALES**
Bwrdd Iechyd Prifysgol
Sae Abertawe
Swansea Bay University
Health Board

 **The Swansea Wellbeing Centre**

Appendix D

Video Link - <https://youtu.be/Wz5jLo6erVM>

Harvard References

Alison, M (2023) How to use Psychographics for marketing Available at: <https://blog.hubspot.com/insiders/marketing-psychographics> (accessed: 20 March 2024).

Blackwood (2020) Z-Pattern vs. F-Pattern: The Alphabet in Web Design Available at: <https://blackwoodcreative.com/z-pattern-vs-f-pattern-the-alphabet-in-web-design/> (accessed: 20 March 2024).

FIXR (2024) Health and wellbeing charity day Available at: <https://fixr.co/event/health-and-wellbeing-charity-day-tickets-667891924> (accessed: 20 March 2024).

Grace k.s (2019) plog's psychographic Available at: https://www.researchgate.net/figure/Plog-s-psychographic-personality-types_fig1_286653632 (accessed: 20 March 2024).

Mental Health America (2020) How do colors in my home change my mood? Color psychology explained Available at: <https://mhanational.org/surroundings/color-psychology-explained> (accessed: 20 March 2024).

Steven,M (2023) What is demographic segmentation? Available at: <https://instapage.com/blog/demographic-segmentation/#:~:text=Demographic%20segmentation%20is%20a%20precise,the%20most%20commonly%20used%20method.> (accessed: 20 March 2024).