

## Chapter 14 project

### Advertising A New Water Park Part 2

Read all of the directions and decide on who will be Partner #1 and #2.

Both partners will come up with the name of water park, location, and slogan together. Everyone will design a logo.

Start and share a Google Slide Presentation.

Partner 1	Partner 2
# 2 Grand Opening Ad	# 3 Water Park Guide
# 5 Park Rules	#4 ticket
2 optional projects	1 optional project

For this project, assume you are the advertising manager for a new business a water park that has something for everyone. Before you begin, create a logo to represent your business, choose a name and water park address/phone number, decide on a list of attractions (with creative names), and decide on passes (Youth, Senior Citizen, Adult, Family Season Pass, etc.). Have fun with this project! You will complete required items and choose from four optional assignments. Make me and others want to visit this water park!

Sites that might help you get ideas flowing—additional websites listed below. Check out the waterpark competition. Come up with a new idea!

- [Splash Lagoon](#)
- [Camelbeach Water Park](#)

The advertising plan for a water park is:

1. Get your consumers attention
2. Create an impact and lasting impression
3. Set your park apart from the rest of the competition
4. Try to increase traffic and create revenue(sales/money)

Day 2: Design your logo! [Watch this video first](#).

First thing we need to do is design a logo for your new business. Each partner will come up with one and then the class will vote on the winning logo. You will come up with a slogan together.

Required item #1 **Logo & Slogan:** Suggestion- You might want to include clipart with a summer theme integrated with the words. Use a “fun” or “funky” font.



<b>Requirement</b>
Come up with a catchy slogan
Logo represents a water park
Quality of images, not blurry, colors match - looks professional
Looks good small and large

Required item #2 **Grand Opening Ad featured in a travel magazine** ; Image you have just paid a large sum of money to get a full page ad in a Family Fun magazine. Time to grab your target markets attention. You must include the logo, slogan, an attention getting headline, copy (the selling message) illustrations(s) and call to action (company information). Don't forget the grand opening date, park details .

<b>Requirement</b>
Include logo and slogan
Attention getting font that is easy to read
Include pertinent info (Company information, date, phone, address, etc. including social media)
Looks good and will attract customers / Illustrations

Required item #3 **Park Guide;** a double sided brochure for visitors. This should be colorful and visual. An example setup is here—(this is not a park guide, but merely something to get you thinking about layout) [Mountain Creek Water Park digital guide](#)

<b>Requirement</b>
Proper template with two pages / three columns of of information
Logo & slogan on cover
Back cover—pricing included with discounts (group sales?). How much money are you going to charge per person? Do your research.
Contact information on front & back cover
List & name of at least 4 attractions
Spelling/grammar
Overall quality—visual, colorful, would make people want to visit the park

Required item #4 **Ticket**; Design a theme park entry ticket. See example Disney World



tickets here-- <http://allears.net/tix/tixpix90.htm>

<b>Requirement</b>
Approximate size is 4" tall by 2" wide
Name & location of business
Logo & slogan , appropriately sized and readable
Price, research comparable prices
Creative / Make YOU want to go there

Required item #5 **Water Park Rules**; You will need to research government regulations and water parks. From there you will be able to create a decorated flyer with a border that can be placed near rides. Must have at least 6 rules posted and must be informative, but fun.

<b>Requirement</b>
Page border
Decorated with images, shapes, or clipart in a fun way
At least six rules in accordance with research based government regulations
Logo and slogan Included and readable
Easy for people to read / to keep them safe

Optional project #1 **Billboard**: Suitable to put on the highway to advertise the business. Include the logo, use of either a border of lines/shapes and a catchy phrase. Design this with a landscape set up.

Optional project #2 **Season Pass**: A season pass that would give you unlimited visits. You may add extra benefits of purchasing such a pass. It also may be accessed from the person's phone. (Youth, Senior Citizen, Adult, Family Season Pass, etc.)

Optional project #3 **Coupon**: Coupon for one free something of your choice. This can be a food item or swim lesson or anything you could think of that people would want to use a water park.

Optional project #4 **Free Choice - You Decide**: How can you attract attention and let people know about the new water park in town? Be creative. (Suggestions: radio ad, online media, transit advertising. Look back at the articles you read on Day 1)

Samples:



One Destination!  
Unlimited Fun!

# **Poseidon's Paradise Waterpark!**

**Where water and paradise meet!**

**The perfect family park for all ages! The park is filled with slides, twists, turns, and rides that will have you smiling ear to ear! Come on down to Poseidon's Paradise!**

**Address: 58 Water Way Los Angeles, California 90001  
1-800-567-898  
Hours- Mon-Sat 9am-11pm**



# **PARK RULES**



- **RUNNING, PUSHING, AND HORSEPLAY IS NOT PERMITTED.**
- **PATRONS MUST WEAR APPROPRIATE SWIM ATTIRE AT ALL TIMES - WE WANT TO REMAIN FAMILY FRIENDLY!**
- **NO OUTSIDE FOOD OR BEVERAGES PERMITTED INSIDE THE PARK.**
- **THIS IS A SMOKE-FREE FACILITY. ANY VIOLATIONS WILL RESULT IN BEING IMMEDIATELY ESCORTED OUT OF THE PARK.**
- **PATRONS THAT HAVE A HEART CONDITION, PHYSICAL DISABILITY, OR ARE PREGNANT SHOULD TAKE EXTRA CAUTION WITHIN THE PARK, SOME ATTRACTIONS MAY BE STRENUOUS.**
- **STANDING, SITTING, KNEELING, ROTATING, AND STOPPING ON SLIDES OR OTHER ATTRACTIONS IS STRICTLY PROHIBITED. ONLY ONE PATRON MAY GO DOWN A SLIDE AT A TIME.**
- **YOUNG CHILDREN (UNDER 12) MUST BE ACCOMPANIED BY AN ADULT AT ALL TIMES.**
- **ONLY UNITED STATES COAST GUARD APPROVED PERSONAL FLotation DEVICES ARE PERMITTED IN OUR POOLS.**
- **PERSONS WITH OPEN WOUNDS, NASAL/EAR DISCHARGE OR CONTAGIOUS DISEASES ARE NOT PERMITTED IN THE WATER.**
- **MOST IMPORTANTLY - HAVE FUN!**





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WILD, AND  
WET SUMMER FUN  
AWAITS!**

**EXIT 45**

**1-800-NESSY**

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for up to 4  
family members  
for the period  
between June  
26, 2019 - June  
26, 2020