



# BRAND ANALYSIS & IMPLICATIONS

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# AGENDA


Brand Equity

Strategic Communication Plan

Functional Departmental Roles and Responsibilities

Legal and Ethical Issues





# BRAND EQUITY

- Importance to Organization
- Positive Implications
- Negative Implications

# Importance of Brand Equity

- Brand equity = Awareness, Loyalty, Associations
- What sets a company apart from its competition
- Ease of recognition
- Build relationships with customers
- Develop credibility
- Armor against negative exposure
- Attract and retain customers and best employees





# Positive Implications

- Customers are concerned that they're risking their life to go to park
- Stakeholders are concerned of theme park's transparency and responsibilities
- Community relies on tourism
- Employees' job security





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# Negative Implications

- Concerns for corporate mishandling of accidents/incidents
- Concerns for sweeping things under the rug
- Concerns of lack of transparency and corruption
- Employee concerns of companies foreclosing and loss of job
- Operators concern of ability to fix rides and ensure safety





# STRATEGIC COMMUNICATION PLAN

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# Employees



Security



Money



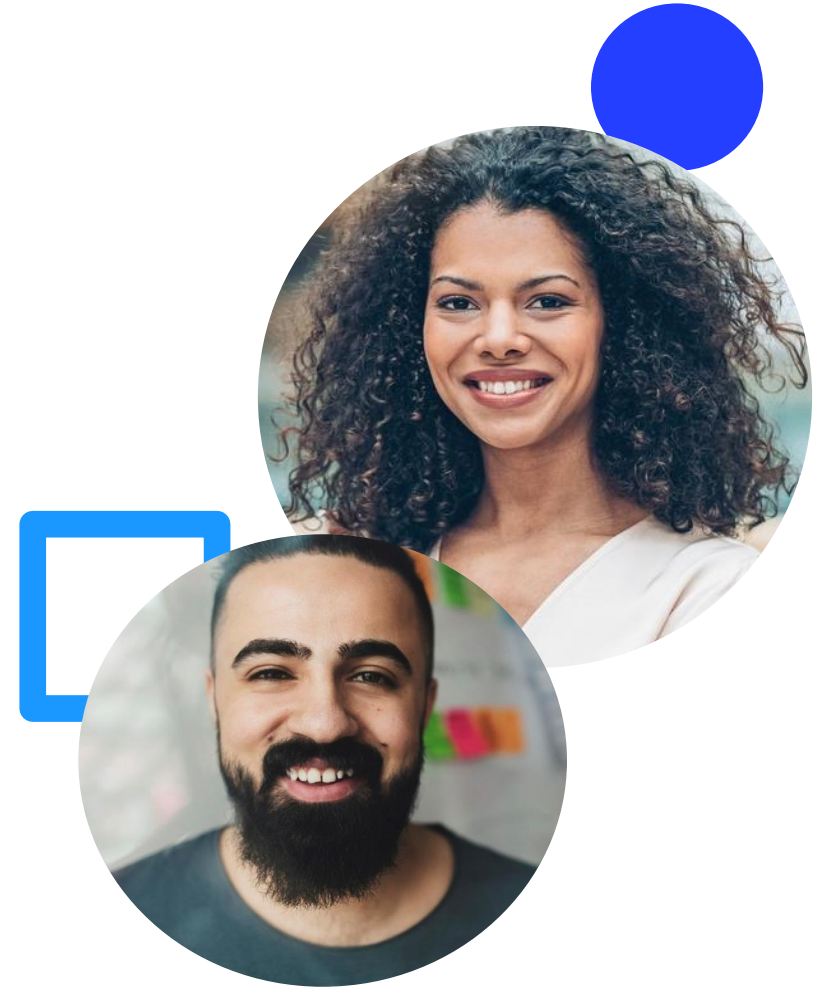
Insurance



Maintenance  
of life



High impact





## Employees: Information and Communication Needs



When the  
park will  
reopen

Trained on  
safety  
procedures

How to  
maintain  
park's safety

# Employees

Modes of Communication

**Virtual Meetings**

**Phone calls**

**Face to face**

**Word of mouth**





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# Customers



## Interests

Form of  
entertainment



## Impact

Low

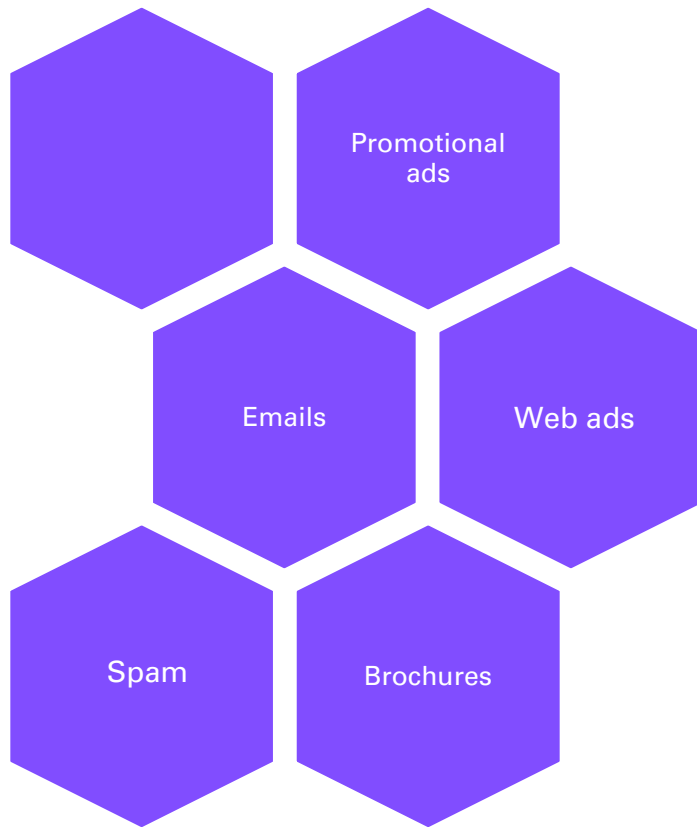


## Communication Needs

Needs to know  
the park is  
safe.

# Customers

## Modes of Communication





# Communities

## Interest in Park Reopening

- Medium
- Relies on customers to frequent neighborhood businesses
- Enhances livelihood of local businesses and community but doesn't completely sustain it

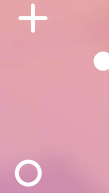
## Communication Needs

- Needs to know theme park promises safety
- Need for company to remain in community and maintain strong and positive presence to help boost tourism

## Communication Method

- Neighborhood meeting
- Community newsletter
- Local newspaper
- Emails
- Text messages

# FUNCTIONAL DEPARTMENT ROLES AND RESPONSIBILITIES



- Departments
- Importance of Interdepartmental Communication
- Feedback
- Frequency of Meetings



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# Functional Departments

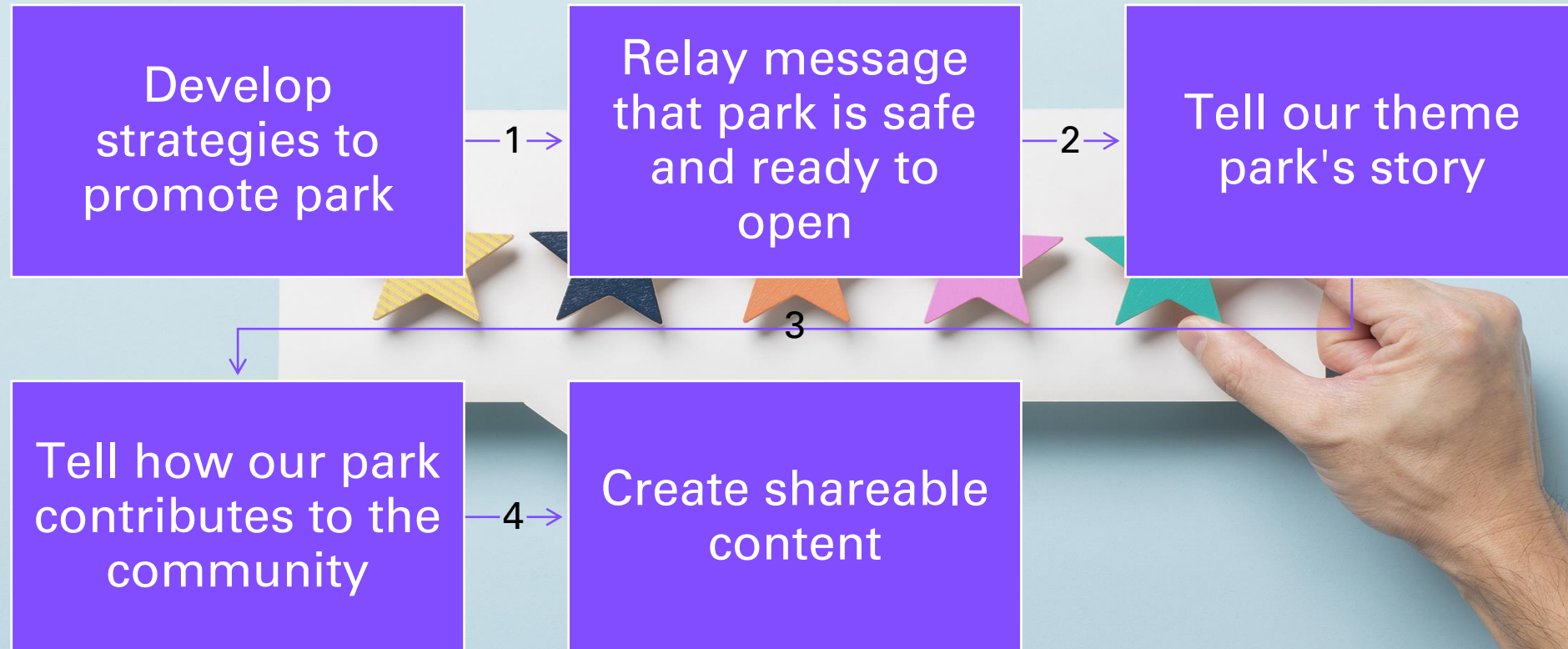
- Marketing
- Sales
- Operations

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# Marketing

## ROLES & RESPONSIBILITIES





# Sales

## ROLES & RESPONSIBILITIES

Prepare  
sales plans

Hitting set  
quotas and  
volumes

Handle sales  
issues

Build  
customer  
relationships

Retain  
customers

Grow  
business

Training and  
onboarding

# Operations



## ROLES & RESPONSIBILITIES



Face of the  
company

Build  
customer  
relationships

Retain  
customers

Training and  
onboarding

# Importance of Interdepartmental Communication



- Increase productivity
- Leads to innovation
- Ensures stress-free work environment
- Strengthen company and employee relationship
- Keep organizational conflicts at bay
- Meet organizational objectives
- Employees feel more secure and valued
- Give birth to new ideas and innovations

# How will you take feedback from stakeholders?




- Encourage and foster a knowledge sharing culture
- Create spaces for knowledge sharing to happen
- Communicate and hold regular meetings
- Keep everyone in the loop
- Tie together team performance and goals
- Consistently share fun things/achievements for each department
- Have a clear chain of command
- Set goals that can only be hit working together





# FREQUENCY OF MEETINGS WITH STAKEHOLDERS



Stakeholders	Frequency of Meetings
Employees	Daily
Customers	Depends on marketing team, monthly at most
Communities	Weekly



# Legal and ethical issues

- Avoid false advertisement
  - Engage critical stakeholder groups
  - Transparency
  - Sensitive to audience that comprises of families
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Thank you

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