# COLLEGE OF BUSINESS, LAW & GOVERNANCE



**GROUP TASK COVER SHEET**

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1. Executive Summary

Mermaid Hotels and Resorts (MHR), which is due to open in 6 months, will position itself as a high end resort targeting families, couples, social groups and MICE groups from Singapore.

The IMC objectives for MHR are to create a positive image and brand awareness, and to generate a total of 35,000 booking nights for the 1st year of operation which would amount to an expected revenue of at least US$6,475,000. The media objectives for the 1st year are to reach out to the 1.2 million households in Singapore, to have an advertising frequency of 1 to 3 times weekly, and to advertise continuously for over a period of 18 months.

The message strategies for MHR are to position itself by price/quality and resonance. The execution techniques that will be used for the message strategies are the slice of life and imagery.

The recommended IMC mix for the first year of operation will include newspaper, television, out-of-home and cinema advertisements, direct marketing through website and YouTube banner ads, personal selling to travel agencies, and digital media through Facebook and Instagram.

The monitoring and evaluation of the IMC plan will be done by collecting data through the social media and direct marketing platforms. Data such as unique visitors, page views, search engine, bounce rate and conversion rate will be collected to measure the effectiveness of the IMC plan. A pretest will also be carried out by focusing on the consumer juries and concept testing. Lastly, a concept generation research will also be carried out to analyze the consumers’ perception of MHR and to generate an alternative marketing strategy if the current plan is not effective enough.

1. Introduction

Lombok is a beautiful island in Indonesia with aesthetic sceneries such as beaches, mountains and coral reefs. Although less commercialized than Bali, its neighbor island, Lombok is still well known as an excellent spot for water-based activities such as sailing, diving and snorkeling among travelers.

As part of the expansion plan, Mermaid Hotels and Resorts (MHR) will be opening its first property in South East Asia in Lombok, making it the largest and newest resort in the Senggigi precinct.

The purpose of this report is to present the detailed marketing and promotional plan for the resort’s first year of operation to achieve its objectives.

The Year 1 of operation refers to the period 18 months - 6 months leading to the opening of the resort and 12 months of operation. The advertising and promotional budget for Year 1 is US$2.1 million, after considering the employees’ salary and office rental.

The following parts of the report will show details of the SWOT analysis, identifying of target markets, determining of IMC objectives, type of message strategies recommended, IMC options considered, recommended IMC for Year 1, and monitoring and evaluation of the program.

1. SWOT Analysis

The SWOT analysis will help MHR to develop a strong business strategy by considering all its strengths and weakness, as well as the opportunities and threats that it faces in marketplace.

*Refer to Table 1 for the SWOT analysis.*

|  |  |
| --- | --- |
| **Strengths**   * MHR is located at Senggigi, a strategic place in Lombok. * MHR specializes in providing luxury accommodations. * MHR operates a loyalty club which currently has 800 members from Singapore and Malaysia. * MHR property has a high standard of furnishing and décor in its rooms. * MHR property will be the newest accommodation in Senggigi, and will provide more modern and up to date facilities than the competitors. * MHR property has a 4½ to 5 stars rating. * A long list of facilities for the guests enjoy (eg. wide variety of TV channels and movie systems) * Limousine services are provided by the resort for guests * MHR is newest the resort/hotel in the Senggigi area | **Weakness**   * Higher room rates compared to competitors. * Lower brand recognition compared to competitors, as it is MHR’s first property in South-East Asia. |
| **Opportunities**   * Lombok’s beaches are superior compared to Bali. * Lombok is less commercialized than Bali. Hence, tourists can expect to be in a quieter and cleaner place. * Senggigi, Lombok is an ideal place for water activities, such as snorkeling, sailing and diving. * Senggigi, Lombok offers beautiful coral reefs, mountains and pearl farms for tourists to visit. * Lombok offers a new experience to tourists who had visited Bali. * Three direct flights from Singapore every week. * Lombok is near Bali, and there are regular sea ferry services between them. This makes it easy for Bali visitors to visit Lombok. | **Threats**   * Lesser known and fierce competitions from Bali. * Active volcanoes in Lombok could potentially prevent entrance to Lombok when it erupts. Hence, stopping tourism businesses in Lombok. |

Table 1

1. Identification of Target Market
   1. Identifying unfulfilled needs

Both Senggigi, Lombok and MHR can provide unfulfilled needs for the market.

## Senggigi, Lombok

At Senggigi, there are clean and quiet beaches that are less commercialized than Bali, beautiful coral reefs, and excellent spots for water-based activities such as scuba diving, sailing and surfing. The nature there is also well preserved since Senggigi is still not commercialized yet.

## Mermaid Hotels and Resorts

MHR will be the newest luxury accommodation in Senggigi and will have more modern and up to date facilities than other hotels and resorts in the same area. MHR, being a 4½ to 5 star resort can provide a prestige image to the guests who stays in it.

* 1. Market segmentation

The market in Singapore will be segmented according to their demographics and psychographics categories.

* + 1. Demographics segmentation

Demographic segmentation is dividing the market on the basis of demographic variables (Belch et al, 2014).

Our target markets are:

* People from Singapore
* Males and females
* 1 to 80 years-old
* Estimated household size of 2 to 8 members
* Any marital status and ethnicity
* Working professional – mainly white-collar workers, retirees and students (children in the family)
* Middle to high income
* Any education background
  + 1. Psychographics segmentation

Psychographic segmentation is dividing the market on the basis of personality or lifestyle (Belch et al, 2014).

The target markets are those who are:

* Adventurous and outgoing, laid-back, as well those who enjoys being in nature and value time with family and friends.
* Enjoys an active lifestyle, seek to relax during leisure time and want a prestigious identity.
* Have interests and hobbies that include water-based and beach activities, exploring the nature, and relaxing by beach under the sun.
* Have an attitude of taking a break from work and school to rejuvenate themselves. They expect to escape from reality with all the fun that the resort can provide.
  1. Target Market Selection

Market selection is vital in sustaining a hospitality business even more so in Lombok where competitors does not only exist at our side of the fence but also in Bali as well. As people get more selective about their holiday destination and resort, it is important to know what satisfy our consumer’s preference and needs. This is why determining the target market is essential in helping not only our consumers but us in delivering quality services and products.

Our main target markets are families, couples, social groups (traveling with friends) and MICE. One key aspect we would focus would be differentiated marketing. As we have a multitude of different facilities and entertainments in our hotel resort, this could be an incentive to various of our consumers.

### Facilities & Entertainments offered to (Families)

* Two large resort style swimming pools with accompanying hot tub / spa - one of these two pools has two supervised water slides that feed sliders into the one supervised area of the pool. The water slides are open from 8am to 8pm
* 4 tennis courts and 1 beach volleyball court
* A mini hi-fi surround sound cinema with capacity to seat 60 people, showing recent release movies and music video clips.
* Neptune’s Children’s Club – open from 7am to 7pm provides a child minding service for guests’ children aged up to 12 years old. This facility is run by qualified child minding staff who have developed a fun-filled program to keep children entertained. Up to three hours use of this facility per child is provided free of charge to hotel guests each day. Additional time can be booked at a cost of $10 per child per hour.
* Beautiful and superior quality beaches near Mermaid Hotel Resort, Senggigi.
* Water sport activities (Scuba diving & Snorkeling)
* MHR operates a loyalty club via which its guests can acquire bonus points that accrue when they stay in one of its hotel properties. These bonus points entitle members to special offers and when sufficient points are accrued free night accommodation as part of future bookings. (We can offer discounts for activities to their children)

### Facilities & Entertainments offered to (Couples)

* Beautiful and superior quality beaches near Mermaid Hotel Resort, Senggigi. (Romantic walks)
* The furnishings and décor of the rooms is of a high standard.
* Each room has its own large-sized private balcony area with outdoor furnishing.
* 2 Restaurants one specializing in authentic Indonesian cuisine and the other specializing in Chinese & Japanese cuisine. There is also to be one Café open between 6am and midnight each day which in addition to café based meals and beverages will sell pizzas from 12 noon onward. (Candle-lit Dinners)

### Facilities & Entertainments offered to social groups (traveling with friends)

* Beautiful and superior quality beaches near Mermaid Hotel Resort, Senggigi.
* Water sport activities (Scuba diving & Snorkeling)
* Two large resort style swimming pools with accompanying hot tub / spa
* 4 tennis courts and 1 beach volleyball court.
* Beauty Therapist & Massage Centre open from 8.00 am to 10.00pm
* A cluster of boutique style shops at ground floor level selling beach apparel and other clothing / accessories and an upmarket souvenir shop. The café will be located in this same retail based area as will be a small ice creamery.

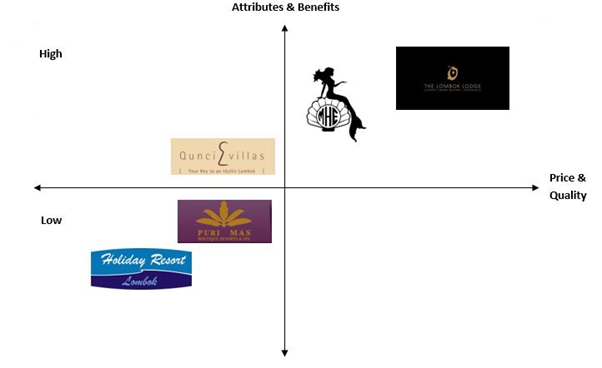
### Facilities & Entertainments offered to MICE

* Conference / Function room facilities that can cater for up to 120 conference
* Beauty Therapist & Massage Centre open from 8.00 am to 10.00pm
* 2 Restaurants one specializing in authentic Indonesian cuisine and the other specializing in Chinese & Japanese cuisine. There is also to be one Café open between 6am and midnight each day which in addition to café based meals and beverages will sell pizzas from 12 noon onward.
* A health and fitness club featuring a range of the latest gym equipment and a 25 metre indoor lap pool, plus a unisex sauna capable of holding 16 persons.
* 4 tennis courts and 1 beach volleyball court
  1. Positioning

Due to the highly competitive nature of the industry and competitors, we will be positioning ourselves as delivering a high-quality end service resort. Although we may have a higher cost as compared to other resort but what makes us different from our competitors is the prestige image that we can give to our consumers. We market our products e.g. beds, tables, room service to have the best quality compared to other resorts.

Also, we are the largest hotel resort in the Senggigi Beach area and also offer our guests limousine services to and fro from our hotel resort. These are some examples of value added service that we can provide for our guest to establish our difference between our competitors. **Exhibit 4.4.1** is our strategic positioning compared with our competitors.

**Exhibit 4.4.1**



1. Determination of the IMC Objectives

IMC objective is the statement of which a number of features of the program will achieve (Belch et al, 2014). IMC objective develop gradually from the company’s overall marketing plan. For Mermaid Hotels & Resorts, the determination of IMC objective includes marketing objectives. Marketing objectives are goals to be achieved by an organization’s overall marketing program like sales, market share or profitability (Belch et al, 2014). In Mermaid Hotels & Resorts, the marketing objectives has qualitative and quantitative elements.

#### Qualitative objective

The qualitative objective is to create a positive image and brand awareness. In order to create a positive image, Mermaid Hotels & Resorts utilizes advertising. For brand awareness, Mermaid Hotels & Resorts will broadcast the frequency of advertising.

#### Quantitative objective

The quantitative objective is to generate 10,000 bookings with an anticipated average length of stay of 3.5 nights, equating to 35,000 booking nights for the resort in its 1st year of operations. The expected revenue for the first year of operation is at least US$6,475,000.

#### Media Objectives

Media objectives are the particular goals an advertiser have for the advertising program (Belch et al, 2014). The media objectives can be set by defining the reach, frequency and the continuity of the advertising program. Reach refers to exposing a media vehicle to a number of different audience members at least once in a given period of time; frequency refers to the number of times the receiver is exposed to the media vehicle in a specified period, and continuity refers to the media scheduling strategy in which a continuous pattern of advertising is used over the span of the campaign (Belch et al, 2014).

##### Reach

The target reach is the 1.2 million households in Singapore (Families And Households In Singapore, 2000-2014, 2015).

##### Frequency

The target frequency varies according to peak and non-peak seasons for travelling. The target frequency for non-peak season is 1 time per week, while the peak season will be 3 times per week.

##### Continuity

The continuity for the advertisements is set to be over the campaign period of 18 months.

1. Creative approach/ message strategy

The message strategy is a determination of what an advertising message will say to the target audience (Belch et al, 2014). The big idea, type of message strategies, and the execution techniques proposed will be discussed here.

###### The big idea

The big idea of our marketing strategies is to portray MHR as both a luxurious accommodation that brings a sense of prestige to the guests, as well as a place that offers guests much fun and opportunities relax.

###### Message strategies

* + 1. Positioning by price and quality

MHR will use the price and quality positioning as part of its message strategy.

It will use its luxury accommodations and its modern and up to date facilities as its major selling point for its quality. On top of that, it can also use its 4½ to 5 star ratings as supporting evidence of its quality.

As for price, MHR will use its high room rates to its advantage. A high room rate can portray an image that the resort is prestigious and also a luxury to stay in.

* + 1. Resonance

MHR will also resonate with the target audiences by striking a chord with them and evoking a positive association with the resort. The resort will show its facilities and services that it provides and how people can enjoy them. For example, it will show that people are enjoying the beauty and massage therapy services, having fun in the swimming pool, and enjoying the thrills of water sports by the beach. The resort will portray itself as a place to have fun and relaxation, and a good source of escape from reality. By this way, it will relate to the audiences as everyone has the desire to take a break from their busy schedule and rejuvenate themselves. In addition, positive associations of joy and fun will also be evoked, thus inducing the audiences to make bookings.

###### Execution techniques

Executional technique refers the approach that specific appeals is turned into an advertising message (Belch et al, 2014). MHR uses two techniques like slice of life and imagery.

Slice of life technique refers to advertising a product as a solution to real-life problems on a daily basis (Belch et al, 2014). MHR will provide a place for consumers to relax, far away from home where they have a hectic lifestyle. The guests staying at MHR can have a chance to relieve themselves from stress and escape from reality.

Imagery technique will concentrate on visual elements like pictures, illustrations and symbols. MHR will play a short video about the hotels facilities to show how the rooms, facilities, views and people playing are advertised. In addition to a poster is also created to attract consumers.

Video description

Scene 1: In the video, we can show a group of family having a overloaded schedule. The father busy with work trying to entertain his clients and boss, the mother trying to manage the household by bringing the kids to school, making sure the house is neat and tidy and their children having a tough time in school with home works and exam.

Scene 2: The father proceeds to make a booking at Mermaid Hotel Resort and fly there using via airplane.

Scene 3: The family is greeted by our limousine services.

Scene 4:  When they arrived at Mermaid Hotel Resort, they are all in awe by our warm welcome and the dazzling lights coming out from the hotel. As well as the facilities, entertainments and near-outdoor activities outside the hotel for them to enjoy.

Scene 5: The family gets ready to leave after having a contented stay at the resort and is greeted by our staff to join Mermaid Hotel Resort club membership enticing him to come again the next time.

Poster



1. IMC options considered

The seven IMC options considered for Mermaid Hotels and Resorts are television, radio, magazine, newspaper, out-of-home (OOH), cinema and digital. These seven IMC mix options are reviewed and considered using their applicability in context to the Mermaid Hotels and Resorts.

*Refer to Table 2 for the advantages and disadvantages for each IMC options considered.*

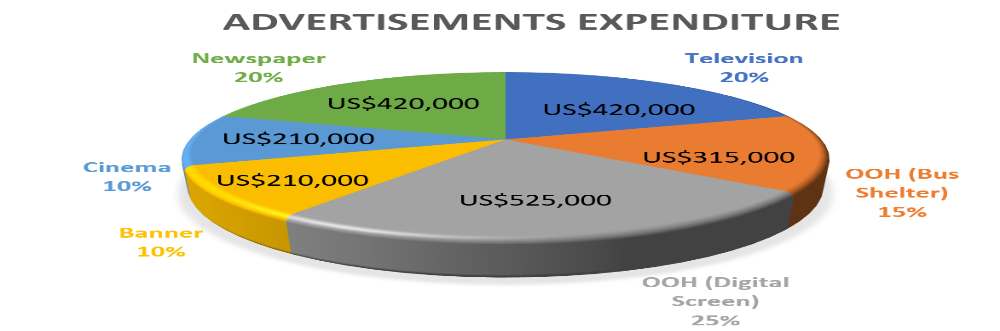
**Table 2**

|  |  |  |
| --- | --- | --- |
| **Media** | **Advantages** | **Disadvantages** |
| TV | Mass coverage   * Reach out to mass market to attain high brand awareness.     High Reach  Impact of sound, sight, motion   * Showcase the elegance of hotel, its environment and the activities offered. It can give the audience a feel of how staying in the resort would be like.   Low cost per exposure   * Cost of reaching out to a large audience is less than other media     Favorable image   * MHR can attain the favorable image as a prestigious and fun-oriented resort.     Highly researched  Supported by interactive second screen | Low selectivity   * Does not affect MHR as it needs to create high brand awareness     Short message life    High absolute/production cost    Clutter   * MHR advertisements need to stand out in order to be noticed and remembered.     Free-to-air not paid for    Channel surfing and skipping |
| Radio | Low coverage  Low absolute/production cost  High frequency   * Can help attain high brand awareness for MHR   Flexible – integration in programming  Well-segmented audience   * Can help to reach out to specific target audience well   Personal | Only limited impact – audio only.   * Harder to get attention since there is less visual. Hence, message can be easily missed and not remembered.   Expensive for national coverage  Clutter  Not paid for  Station surfing |
| Magazines | Highly segmented audience   * Good for reaching out to our specific target audience.   Editorial compatibility  Quality reproduction   * Able to show nice images of the resort with a high-quality print   Creative options  Longevity  Multiple readers  Highly researched  Supported by interactive second screen (tablet) | Long lead time  Visual  only in print  Limited reproduction quality  Clutter  Passive |
| Newspapers | High coverage   * Good for creating high brand awareness for MHR   Low cost  Short lead time  Topical  Special interest sections   * Able to advertise on sections which target audience will read. (eg. Main section, lifestyle, business)   Highly research  Supported by interactive second screen | Short lifespan  Visual only  Limited reproduction quality  Clutter  Passive |
| OOH | Location specific targeting   * Advertise at locations where target audience lives and visits   High repetition  Strong impact  Cost effective over long period | Location restrictions  Short exposure time  Visual only  Long lead time  High production costs |
| Cinema | Impact of sight, sound and motion   * Showcase the elegance of hotel, its environment and the activities offered. It can give the audience a feel of how staying in the resort would be like.   Captive audience  Paid for medium | High production cost  Slow to build reach |
| Digital  (including social media) | Achievement of multiple objective: reach, engagement and transaction    Diversity – in channels, creative format  Interactivity – two-way dialogue including transactions    Mobility – mobile channels permits location based interaction and accessibility   * Target specifically to people in Singapore.   Flexibility – various buying models   * Can make booking on different booking platforms   Accountability through real-time response metrics   * We can respond questions immediately.   Relativity low production costs | Complexity – more attention in planning and managing campaign    Measurement – various and different methodologies due to diversity    Data intensity requiring constant analysis    Adjacency – managing deliveries with appropriate content    Creative wear-out – needs constant refreshment    Clutter in some formats |

1. Recommended IMC for Year 1

The recommended IMC for Year 1 includes advertising, direct marketing, personal selling and digital media.

The pie chart shows how the budget will be split among the IMC mix proposed.



* 1. Advertising
     1. Television

The Mermaid Hotels and Resorts will advertise on Television for some following reasons:

* The target audience can watch the advertisement in the sight and sound manner which is displayed on plasma and LCD large-screen TVS, DVD players, DVRS
* Television advertising reaches out to mass audience
* This provides a favurable image for the resort for our target audiences as it can enhance the resort’s prestigious image.

For TV, the length of advertisement lasts 30 seconds and the Program loading is 3 times. The cost per spot is calculated by the following formula:

|  |
| --- |
| Cost per spot = Base Rate x Program Loading |

Therefore, the cost per spot = $1000 x 3 = $3000

The percentage of TV advertisement constitutes 20% which means that the budget for TV advertisement is $420,000. Therefore, the advertisement will broadcast 140 times in 12 months.

*Refer to Table 3 on how the TV advertisements will be spread out.*

The advertisement of Mermaid Hotels & Resorts will be broadcasted on Channel 5 and 8 because:

* Chinese-language Channel 8 kept the highest weekly at 56.7% with 2.4 million viewers which was surveyed about 4660 people aged above 15 from July 2015 and June 2016 (More than 85% of Singapore viewers tune in to free-to-air TV: Nielsen survey, 2016).
* English-language Channel 5 gained over four in 10 viewers weekly (More than 85% of Singapore viewers tune in to free-to-air TV: Nielsen survey, 2016).

The broadcast time is in the evening and night time which is from 6pm to 12am because after work and school, family members like to watch TV and people can relax

* + 1. Newspaper

The newspaper will be chosen as an advertising medium because of its high coverage. The newspaper advertisements will be half a page, and it will be printed on the 3rd page of the main section where most readers will view it. The poster designed will be used for the advertisements and it will be in full color. As the advertisements will be published on Thursdays and Fridays only, the rate will be $19,800 per advertisement, as given by SPH Media Rate Book. Therefore, with 20% of the budget used for newspaper advertisements, Mermaid Hotels and Resorts can advertise 21 times on the newspaper. The newspaper advertisements will be used only in the first 12 months of the campaign to gain greater brand awareness.

*Refer to Table 3 on how the newspaper advertisements will be spread out.*

* + 1. Cinema

For Cinema, we will hire an advertising agency called Diseno which specializes in cinema advertising and the budget is $28,000 and the showing time is 30 seconds. The justification for using cinema advertisements are:

* In 2017, the number of Singaporeans visiting cinema was 5.16 millions so that it reaches large audience (Li, 2018).
* In a typical environment of a cinema setting, target audiences are impelled to watch the advertisement displayed in the Cinema while waiting for the movie to show.
* The research shows that 80% viewers can recall the ads on the next day when they saw in cinema (Belch et al, 2014). Therefore, it makes a strong impression on audience’s mind
* The clutter is diminished by advertising in cinemas
* Cinema has the ability to target specific demographic segmentations like white-collar workers, retirees and students, couples, students
  + 1. Out-Of-Home (OOH)

Out-of home advertisements will be used because it can reach out to the appropriate target audiences by specific locations. For this campaign, both digital screens and bus shelters advertisements are chosen as the OOH advertising medium.

* + - 1. Digital Screens

Mermaid Hotels and Resorts will put up its advertisements on digital screens at three different places. They are Orchard Gateway, Bugis Street, and JCube & Westgate. These places are the favourite shopping locations for people in Singapore, especially for families, young couples and friends. Hence, there will always be a large human traffic volume at these places, and placing the advertisements there will certainly create high brand awareness.

According to the Mediacorp OOH Media Advertising Rate Book, the rate of advertising at each place is $15,000/ 4 weeks. Therefore, Mermaid Hotels and Resorts will advertise a total of 12 times at all three places.

* + - 1. Bus Shelters

The bus shelters that will be used for Mermaid Hotels and Resorts advertisements are those that are located in the suburbs where families and couples will be exposed to the advertisements. Places with large residential populations such as Tampines, Yishun, Ang Mo Kio and Jurong will be chosen for the bus shelter advertisements.

According to the Mediacorp OOH Media Advertising Rate Book, the advertising rate for bus shelters is $35,000/2 weeks. Hence, using 15% of the budget allocated for OOH advertising, MHR will advertise a total of 9 times over the campaign of 18 months.

*Refer to Table 3 on how the OOH advertisements will be spread out.*

**Table 3**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Month/**  **Year** | **Types of Advertisements** | | | | **Reasons** | **Actions** |
| TV | Newspaper | Digital Screen | Bus shelters (OOH) |
| Jan-Mar 18 | 20 | 3 | 1 | 1 | Non-peak season. | Advertise more before Valentine’s Day and Chinese New Year. |
| Apr-Jun 18 | 50 | 6 | 3 | 2 | Long school holiday in June.  Peak traveling season for families. | Advertise more before and during school holiday |
| Jul-Sep 18 | 20 | 3 | 1 | 1 | Non-peak season. | Advertise more before National Day and Hari Raya Haji. |
| Oct-Dec 18 | 50 | 9 | 3 | 2 | Holiday season; Long school holiday in December.  Peak traveling season for families, friends and couples. | Advertise before and during December. |
| Jan-Mar 19 | Nil | Nil | 1 | 1 | Non-peak season. | Advertise before Valentine’s Day and Chinese New Year. |
| Apr-Jun 19 | Nil | Nil | 3 | 2 | Long school holiday in June.  Peak traveling season for families. | Advertise more before and during school holiday. |

* 1. Direct marketing
     1. Website

A website will be set up for Mermaid Hotels and Resorts, as it is fundamental for the business.

The website will serve to provide full information on the resort, where potential guests can explore to find out more about it. The website will link to banner ads, which once clicked, will lead the internet user to the website. Direct bookings can be made on the website, and an online chat with the customer service will be available to answer queries immediately.

* + 1. Banner Ad

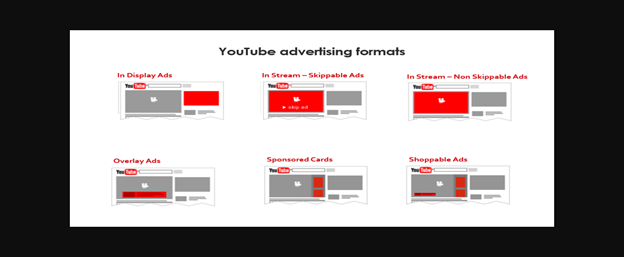
For Banner Ad, we will create on YouTube. There are several reasons that we choose YouTube listed down below:

* There are more than 1.5 million users logging in each month (How Much do YouTube Ads Cost? n.d.)
* YouTube is the second website that users visit after Google (How Much do YouTube Ads Cost? n.d.)
* The function of Google Ad/Words makes it becomes a favorite medium for advertisers

As there is no exact price for advertising on YouTube and the rule is bidding for advertising space. Moreover, the price of advertisement is $10. Therefore, the budget of banner ad on YouTube makes up 10%, namely $200,000. Due to the bidding rule, there are a lot of competitors on the market and the more money people bid, the more success that they gain to advertise on YouTube. For that reason, Mermaid Hotels & Resorts actually does not have 100% success to advertise on YouTube.

YouTube brings about a various format for advertising, including:

* Display ads appears to the right of the feature video, above the video suggestions list – on the desktop platform only (How Much do YouTube Ads Cost?, n.d.)
* Overlay ads which are semi-transparent overlay ads appear on the lower 20% of your video – on the desktop platform only. These may be either image or text ads (How Much do YouTube Ads Cost?, n.d.)
* Skippable video ads are the most popular kind of YouTube ad. The watchers always see before during or after a video and they can skip after 5 seconds (How Much do YouTube Ads Cost?, n.d.)
* Non-skippable video ads requires viewers must watch before they can view the video and the length is 15-20 seconds (How Much do YouTube Ads Cost?, n.d.)
* Bumper ads are similar to non-skippable videos up to 6 seconds and viewer must watch before seeing the main video (How Much do YouTube Ads Cost?, n.d.)
* Sponsored cards provide content relevant to the video like product featured in the main video (How Much do YouTube Ads Cost?, n.d.)



* 1. Personal selling

Personal selling will be used as it has the ability to target specific audience.

One of the marketing communications manager will be tasked to do personal selling to tour agencies in Singapore. Large tour agencies, such as Chan Brothers and WTS Travel, will be targeted for personal selling. If the personal selling is successful, these tour agencies with large customer base will bring in businesses, thus helping resort to achieve its booking night targe.

* 1. Digital/ social media
     1. Facebook

With over 1.13 billion regular users, it is currently the most popular social media network around the globe (Statista., 2018). In Singapore, there are at least one in four people browsing Facebook while watching TV and spending a total of 17 minutes on their Facebook’s news feed during that period of time. (Shahari, F., 2017). It is undeniable that how much of a big impact social media marketing can help to boost the revenue and brand awareness of MHR. Not only does it provide people with fast result about an update on world events, it could even do something as simple as reminding people of their families and friends birthdays. Through the powers of social media, we can also use the word of mouth among families and friends to help us market efficiently. They could input their recommendation to families and friends as our “potential customers” with a click of a button away. By doing so, we could use Facebook to help us track and engage our customers who have visited our page and browsing our content and further entice these “potential customers” with promotion and discounts, making them hard to resist on our offer. Last but not least, Facebook operates 24/7 which means we can target anyone at any time as long as they have an internet connection

* + 1. Instagram

With the continuous rise of social media, Instagram is no exception to the rest. With over 800 million users monthly, it has risen the ranks among as the most popular social networks to use globally (Statista., 2018). This mobile social network application allows users to add, edit their photos with special features and share videos with their families and friends. Currently, Instagram is the trendiest among teens and young Millennials – where for most countries, it holds up to half of their database user at the age between 18-29 years old (Statista., 2018). Thus, it can be proved to be an invaluable tool for Mermaid Hotel Resort to use as a media marketing tool to attract our consumers.

1. Monitoring and Evaluation of program
   1. What to test:
      1. Unique visitors:

We will be checking on how many unique visitors visits our website regularly over a course of time

* + 1. Page views:

This can help us to understand which page of content interest our visitors when they visit our website.

* + 1. Search engine:

This helps to measure our publicity and to determine how many people searched for information on us through the global web.

* + 1. Bounce rate:

This is to help us figure out the percentage of people who came to our website and left immediately because they have misclicked on the banner ads that lead them to our website.

* + 1. Conversion rate:

This is to check the ratio of people that clicked on our hotel website and checked for specific content that they would like to know, for example checking on the resort’s facilities.

* 1. When to test:

Knowing when to test is crucial as it help us to predict our short-term outcomes, e.g. sales, rates and also our long-term objectives, e.g. brand awareness and equity. There are two forms of testing, pretesting and post testing. Pretest takes place before the campaign is put into effect and post testing takes place after the campaign is executed. However, we would be choosing the pretesting method as it better measure our IMC objectives.

There are many different kinds of pretest, we would be focusing on the consumer juries and concept testing. This help us to identify if we are the premier and reputable hotel resort in consumer’s eyes. It is a valuable step to help us identify what kind of perceptions and wants that our consumers associate us with. By having that information, it helps us to better assess and develop a more distinctive positioning in the minds of our target consumers.

* 1. How to test:

There are different ways of how to test our campaign, like concept generation research, rough, prefinished art, copy or commercial testing; finished art or commercial pretesting; and market testing of ads. However, we would mainly be focusing on concept generation research as it aligns with our marketing campaign goals more specifically. As Mermaid Hotel resort is a new brand penetrating to an Asian market for the first time, it is important that we develop a critical form of brand awareness in our consumers’ mind. This also help us to analyze our consumers’ responses once they have a perception of our brand and figure out alternative marketing strategy if it is not appropriate enough. One of the key method that we can focus on is focus groups which typically consists from seven to ten people in our target market and ask their opinion. Thereafter, we can evaluate their responses and compare with our intended results. Subsequently, we will be able to make any changes necessary before it come out for our marketing campaign.

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