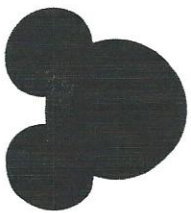


FORT WILDERNESSES



Advertising Campaign Event

Disney's Fort Wilderness Resort

Monarch High DECA Chapter

5050 Wiles Road

Coconut Creek, Florida

Jennifer Nguyen and Kassylla Leao

November 15, 2012





Written Event Statement of Assurances, 2013

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program **must** submit this statement as part of the entry. The statement **must** be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA Competitive Event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place during this school year or the timeline specified in the Event Guidelines.
7. I understand that DECA has the right to publish all or part of this entry. Should DECA elect to publish the entire entry, I will receive an honorarium from DECA. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.

This statement of assurances must be signed by all participants and the chapter advisor, and submitted with the entry, or the entry will be given 15 penalty points.

Jennifer Nguyen
Participant's Signature

Kassylla Leao

Participant's Signature

Participant's Signature

Jennifer Nguyen and Kassylla Leao

Print/Type Participant Name(s)

Advertising Campaign - ADC / Monarch High / Florida.

Competitive Event Name/School/Chartered Association

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Greg Kennedy

Chapter Advisor's Name

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Chapter Advisor's Signature

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Chapter Advisor's Email

Hole punch and place in front of the written entry. Do not count as a page.

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1. EXECUTIVE SUMMARY

Dreams become reality at Disney's Fort Wilderness Resort in Orlando, Florida. This family vacation spot has been around since 1971, where visitors can bring their RVs, motorhomes, and tents. Cabin rentals and different campsites are also provided. Additionally, guests of all ages have the pleasure to enjoy a wide variety of outdoor activities, such as horseback riding and campfire sing-alongs, and restaurants. Convenient services, including comfort stations with air conditioning, showers, laundry machines, and ice machines, are provided for visitors as well. Complimentary transportation is offered for the guests, too. There are buses, monorails, and boats that take them throughout the Walt Disney World Resort.

We plan to increase the awareness of the Fort Wilderness Resort. By offering a Customer Loyalty program, visitors will want to come back for a vacation and cause sales to rise. The idea is to intrigue potential loyal customers who will stay at Fort Wilderness when they visit Orlando. The campaign will promote on-site activities, entertainment, and restaurants, which will help develop this resort to be a top vacation destination and result in guests wanting to upgrade their purchase.

The **primary target market** consists of families that have motorhomes and tents, including adults of all ages with an average income. These people should have an interest in camping and outdoor activities and live in Florida and its surrounding states. Snowbirds are the **secondary target market**. They will come to the resort during the colder seasons to have the outdoor camping experience and have an increased impact in business sales.

The campaign will use a variety of **advertisements** to promote the Fort Wilderness Resort. The print media being used will include the *Family Motor Coaching Magazine*. Furthermore, billboards and benches will be placed in the Orlando area. They will be able to catch the attention of a wider variety of people. Broadcast and social media will also be used. Commercials on TV and fan pages on social networks will reach potential guests that are interested in the camping and outdoor experience. Pop-up advertisements will direct those customers to the Fort Wilderness website in order to spread the word about the area.

All **advertisements** will be done during the month of October. The billboards and benches will be up throughout the month and online ads will continue to show as well during this time. Also, the October issue of *Family Motor Coaching Magazine* will feature an ad for the resort. A 15% off special will be offered on the billboards, benches, and the *Family Motor Coaching Magazine*. Savings and discounts will be offered in return for likes on social network pages, such as Facebook and Twitter. During the second week of October, television commercials will be shown to allow potential visitors to see the numerous activities, entertainment, and services provided at Fort Wilderness. A Customer Loyalty program will be advertised, too.

Advertising will require a reasonably priced **budget**. The campaign's total cost will come up to the amount of \$21,905. It will consist of well-thought-out scheduled promotions and advertisements that will maximize the customers' responses.

This campaign will allow branding of the Fort Wilderness name with Disney and camping. This resort will be able to gain more publicity, which will result in increased sales. The resort's restaurants, entertainment, and amenities will be promoted as well. Cabin rentals, which will also be promoted, are another alternative way to enjoy the Disney World experience. The Customer Loyalty Program will be an additional **benefit** for the customers who come back for a visit.

2. DESCRIPTION

In the place where dreams come true, there is a hidden, rustic woods camping resort that is unfamiliar to many visitors. Disney's Fort Wilderness Resort in Orlando, Florida is one of the original accommodations at Walt Disney World in the Magic Kingdom Area. They have been delighting guests since November 19, 1971. With 750 wooded acres of campground, there are countless activities that guests are able to enjoy. Visitors are able to entertain themselves at the



arcade or have an exciting day horseback riding and on the carriages. They can also relax by the pool, or have a leisure walk by Bay Lake Beach with their dogs. On the other hand, they can exercise by running the 2.3-mile rugged Fort

Wilderness Exercise Trail or go on the biking trails. To get the camping experience, a campfire with sing-alongs and marshmallows are available. Also, an outdoor theater showing Disney movies nightly are offered for the kids.

Furthermore, the guests have four different campsites to choose from. All four have the basic amenities: water, electricity, a charcoal grill, a picnic table, internet access, a cable television, and a safe deposit box if necessary. They also accommodate two tents. The simplest one is the pop-up campsite. For only \$48, it provides space for one pop-up or camper type van plus one tent. The next one offered is the full hook-up campsite for \$64. Visitors can bring their motorhomes to vacation in the comfort of their own RV and a tent. The following upgrade is the preferred hook-up campsite. At the price of \$70, it consists of an RV with a tent and the largest types of motor homes and travel trailers. It's located in



the premium area and pets are allowed in certain loops. Lastly, the highest upgrade is the premium campsite for \$79. It is the same as the preferred hook-up campsite but includes an extra-large, concrete parking pad. Each RV spot accommodates one vehicle. For visitors that don't own a motorhome or an RV, cabin rentals are available. In all, there are 788 campsites and 409 cabins.

At the Fort Wilderness Resort, there are different services that are open to all guests. Comfort stations have air conditioning, private toilets and showers, laundry machines, phones, and ice machines. For relaxation time at their cabins, the visitors can rent videos. Necessary groceries and supplies for camping are available as well. There is a main parking area for extra vehicles and golf carts available for rental to guests over 18 years of age. An incredible aspect of this resort is that pets are allowed. Not only that, there is the Waggin' Trails Dog Park, where



dogs can roam around leash-free. In addition, pet care is available. Disney contracted Best Friends Pet Care to offers accommodations, activities, and amenities for our furry friends. Services include grooming and a doggy day camp.

There are many options to choose from when it comes to food. The resort has several different restaurants that were each designed with a specific purpose and theme. For casual dining, there is the *Trail's End* restaurant with a rustic theme. For a dinner show, you can choose from the *Hoop-Dee-Do Musical Revue*, which includes hand-clappin', knee-slappin' music and comedy combined with an all-American, family-style dinner, or *Mickey's Backyard BBQ*, which has a country-western theme.

One of the benefits of staying at Disney's Fort Wilderness Resort is that complimentary transportation is offered throughout Walt Disney World Resort, including Disney Theme Parks

and Disney Water Parks. There are buses to take the guests to these places, such as Epcot, Animal Kingdom, Hollywood Studios, and Blizzard Beach. A boat can take the guests to the Magic Kingdom theme park and more. In addition, the Walt Disney World Monorail System has three separate beams that travel throughout Walt Disney World Resort. It stops at Magic Kingdom, Disney's Contemporary Resort and



Polynesian Resort, and the Transportation and Ticket Center. There are also express round-trip services to Epcot and Magic Kingdom that begin at the Transportation and Ticket Center.

3. OBJECTIVES

- Offer a Customer Loyalty program for repeat customers
- Upsell campsite offering
- Promote Fort Wilderness restaurants and entertainment
- Promote on-site activities

4. TARGET MARKET

A) Primary Market

Making sales depends on the customers that are attracted to the location. They are the primary market. The customers can be evaluated into three different categories: demographic, geographic, and psychographic.

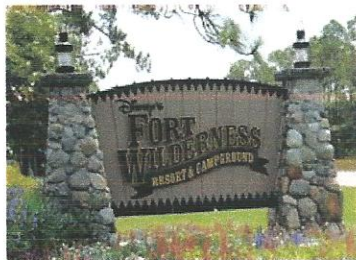
In terms of demography, the Fort Wilderness Resort should target families, many of whom have children ages 5 and up, that have motorhomes, tents, and 5th wheels. Additionally, visitors may rent a cabin. Adults of all ages, with an average income, should also be targeted. Geographically, the resort should target customers living in the Florida and in



surrounding states such as Georgia, and South Carolina. Psychographically, the target should consist of people with an interest in camping and enjoys outdoor activities.

B) Secondary Market

The secondary market consists of snowbirds that come from the colder states, such as



New York, Pennsylvania, Indiana, and Ohio. Because there is warm weather throughout the year, Florida is a very common area for them to come visit. The Fort Wilderness Resort is a great place for them to stay at since it is open during seasons when they would

want to travel to a warmer place. Snowbirds are likely to purchase the better, more expensive campsite since they don't have many, if any, campsites in the state that they live. They want to have the full experience.

5. ADVERTISING MEDIA SELECTION

A) Transit Advertising

Billboard – Placing ads on busy highways will most definitely reach a wide audience. It will be seen by many drivers and passengers, every day, in a short amount of time. A billboard promoting Fort Wilderness will excite potential guests.

Bench – The benefit about using benches is that they are in public areas. They will be placed all around the Orlando area and will catch the eyes of many people because of its colorfulness and creativity.

B) Broadcast Media

Television – TV combines many elements, such as sight, sound, and action, which can easily captivate an audience. An advantage of advertising Fort Wilderness on television is that a commercial can be placed on many channels. On a children's television network, such as

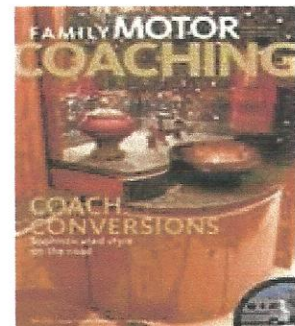
Nickelodeon, kids will see the resort and ask their parents if they can go. On the other hand, the commercial can be placed on a young adult television network, such as *ABC Family*. This resort can also be advertised during the Macy's Day Parade. Families all around the country will be aware of the amazing features of Fort Wilderness.

C) Social Media

Internet – Everyone has access to the Internet nowadays. They either uses it for work or for social media. Online advertising is perfect because a wide audience will be able to see the Fort Wilderness resort. A fan page on Facebook and Twitter can be created so people who have visited there can tell friends and family about how incredible it was. Furthermore, advertisements on Google will be beneficial because the majority of people use it as a search engine and pop-up advertising can also be done to get people's attention.

D) Print Media

Family Motor Coaching Magazine – Fort Wilderness will gain attractiveness when being advertised in this magazine. People reading this magazine will most likely want to go camping in a relaxing resort since they clearly have an interest in RV's and motorhomes. Additionally, this magazine has monthly issues so changes can be made to the advertisement if needed to.



6. SCHEDULES OF ADVERTISING

A) Transit Advertising

Billboard: October – During October, Disney is a very populated place with all of the Halloween-themed events, including the famous *Halloween Horror Night* at Universal Studios. Putting a billboard on the main highways, I-95 and Turnpike, to Disney is a good way to

advertise because it will be seen by many people. For those who love adventure, they can go camping during Halloween at Fort Wilderness.

Bench: October – Placing ads on benches for one month is inexpensive and very beneficial. A Halloween-themed bench at the entrance of Magic Kingdom year-long is a good advertising plan because the park is busy in October so there will be a lot of potential customers.

B) Broadcast Media

Television: October, Week 2 – For this whole week, there will be two ads per day on the *Nickelodeon* during non-peak hours. Also, there will be two ads per day on *ABC Family* during primetime.



C) Social Media

Online: October – Advertisements in October will be helpful since people go on the Internet almost every day. Google is commonly used search engine thus the general public are able to see our advertisements, including pop-ups. People will be searching Halloween-related topics such as costumes. So it's the perfect time to have advertising.

D) Print Media

Family Motor Coaching Magazine: October – Those who read this magazine are most likely interested in motor vehicles and the outdoor environment. Advertisements in these magazines will be valuable because the readers will be attracted to the camping experience at Fort Wilderness. Having the ad in October will make the readers aware of Fort Wilderness for the upcoming October holiday.

7. SCHEDULES OF SALES PROMOTION

A) October Sale – All month

To promote the Fort Wilderness Resort, we will advertise on the billboards and benches to promote the campsite and the outdoor activities, such as horseback riding, fishing, and biking. We will advertise a 15% off special during the month of October only. In addition, we will encourage customers to use Social Media to like us for added savings and discounts when they book a vacation at the resort. Furthermore, in the *Family Motor Coaching Magazine*, the promotion of 15% off will be advertised to readers as well.

B) October Sale – Week 2

We will promote the campsite, activities, and services in the commercials being shown on TV twice a day, every day, on *Nickelodeon* and *ABC Family*, for the 2nd week of October. A Customer Loyalty program will be promoted as well to encourage customers to come back to visit.

8. BUDGET

Advertising Campaign	Cost	Notes
Transit Advertising		
1. Billboard	\$4000 x 2 billboards= \$8000	One on I-95N headed to Orlando and one on the Florida Turnpike, close to the Disney parks
2. Bench	\$450 x 6= \$2700	All around the Orlando area.
Broadcast Advertising		
1. Television	\$120 x 14=\$1680 \$350 x 14=\$4900	\$120 non-peak hours (<i>Nickelodeon</i>) – Twice a day for the 2 nd week of October \$350 primetime (<i>ABC Family</i>) – Twice a day for the 2 nd week of October
Online Advertising	\$600	Google and pop-up advertising for the month of October.
Print Advertising		
1. Magazine - <i>Family Motor Coaching</i>	\$4,025	¼ of a page in the October issue for <i>Family Motor Coaching Magazine</i>
Total	\$21,905	

9. STATEMENT OF BENEFIT TO CLIENT

We are committed to providing the customers with an outlook of what could be an incredible outdoor experience. An important goal for carrying out this Ad campaign is to



promote the activities, restaurants, and entertainment that are available to the visitors, such as the *Mickey's Backyard BBQ* restaurant and the *Hoop-Dee-Do Musical Revue* for dinner and a show. By increasing and publicizing the advertisements, sales are going to increase and the Fort

Wilderness Resort will gain more exposure to the general public. Customers will also want to come back for a visit with the Customer Loyalty program that we are offering to promote repeat business. Promoting the amenities at the resort, such as high-speed Internet, privacy, water, cable, and the allowing of pets, is essential in trying to get the customers to come back. Branding the Fort Wilderness name with Disney and camping will make the resort a huge vacation spot along with promoting cabin rentals as an alternative way to get the Disney World experience.

10. BIBLIOGRAPHY

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- Fort Wilderness Resort fact sheet: http://allears.net/acc/faq_fw.htm
- Marketing Essentials Book, Ch. 19- Advertising Media
- Website for Family Motor Coach Magazine: <http://www.fmca.com/motorhome/fmcom-poll/poll/technology-and-rving/60>
- Mr. Kennedy- DECA Advisor for Weekly tips and suggestions