**Amusement Park Development**

**Branding and Advertising Campaign**

**OBJECTIVE:**

Students will work in groups and use management and leadership skills learned in order to successfully complete all assigned tasks in this amusement park project.

**MATERIALS NEEDED:**

Computers, Internet access, projector for presentations, printer, paper for ad campaign, brochure

Amusement parks have become part of America’s pastime. In this project, your team, as part of the Department for Product Design and Development for AlphaGenX Amusement Park is responsible for the advertising campaign announcing the NEW amusement park to be built in your area.

*First rule of thumb…Be sure to read the through the whole project before beginning.*

**Part 1: Group Formation and Preparation**

1. Decide on a team leader and divide up all tasks.
2. Create mockups of several logos (thumbnails are fine) to be shown to students in your math or English class. Have students rank them by what they like best to what they like least. Include space for them to write whey they did or did not like a particular logo idea.
3. After your surveys have been completed, you are to write a final analysis of what logo idea the participants liked the best for an amusement park. Explain your findings from the information provided.

**Part 2: Research and Development for Brochure**

1. Once you have an idea for the logo, you will need to gather information for a brochure. Research other amusement park brochures or websites to gather information. You will need to know the following (at a minimum):
   1. Name of the park and a logo mock up
   2. Location of the park
   3. Number of roller coasters
   4. Names of roller coasters
   5. Names of park areas or sections
   6. 10 other rides (type and name)
   7. Water rides
   8. Available food and beverages
   9. Entertainment offered
2. Services Offered
3. Location of park
4. Surrounding cities
5. Any other pertinent information you discover

**Part 3: Your Proposed Amusement Park Brand and Ad Campaign**

This is the section where YOUR design of YOUR brand for the amusement park comes to life.

**You CANNOT have the same exact ideas, features or themes as another brand! Your brochure should include:**

1. Overall theme for the brand

1. Location of park and contact information
2. Names and description of rides
3. Number of rides
4. Areas for different ages
5. Number of concession stands and restaurants
6. Layout or map of the park, including parking
7. Other park attractions and activities

**Considerations**

* Define your target market, its location and population of the area.
  + Be prepared to defend your reasoning.
* What is the name; what is the overall theme?
* Include the logo design and the brand.

- Defend your color choices

What, if any, types of signage will you need?

Will there be billboards?

Will the brand or logo fit easily into the website information?

**You must include the following:**

* A typed proposal for the brand (with the logo and brand mockup)
* A brochure for the park, which includes a detailed map of the park and surrounding area The project needs to be neat and look professional.

All written information must be typed or word-processed.

**Prepare a multimedia presentation or video to use as you present your project to the Board of Directors.**