

## **Evaluate and compare the effectiveness of marketing communications**

I will investigate two organizations from the leisure and tourism industry. The following report shows the organizations marketing communications. Following the communications you will read about how they evaluate their marketing communications and how effective their communications are. Then you will read the comparison of both organizations.

The source I used to gather this information were as follows, report 2002 for Thomas cook. Thomas cook information pack and Alton tower information pack.

Thomas cook is a large travel and tourism organization and their mission statement is: exceptional service from exceptional people. Thomas cook is the leading international travel and financial services group. They employ over 13,000 staff who serves 20 million customers each year. These staff provides many facilities to provide customers with superb advice. To achieve this they do advertising and many other types of marketing communications.

These are the following marketing communications that Thomas cook undertake:

- Advertising in air tours
- Launching service in the internet
- Magazines
- Travel kiosks
- Home shopping
- Ski brochures
- Guide books
- Direct marketing
- Press advertising
- Television advertising
- Radio advertising
- Point of sales
- Sponsorship

I will now explain some of the above marketing communications and explain how the company evaluates their communications

**Advertising agency:** Thomas cook use an advertising agency that produce all material covering press advertising, television advertising and radio advertising. Thomas cook explain to their agency the type of marketing required, objectives of the campaign and who the market is aimed at. Once these advertisements are produced, Thomas cook note the amount of sales they make before the promotion and when the promotion ends, e.g. 25% discount to any part of Asia, (from January 2003 to march 2003). The total amount of sales was 21 and before this date the number of sales was 9. From this Thomas cook can see that the promotion was effective because they made nearly more than 50% increases in sale.

**Point of sale:** Thomas cook also communicate its promotions to public through point of sale (pos) advertising and through direct mail. Thomas cook advertising through point of sale in local shop windows. Once the point of sale advert is established Thomas cook give details of the campaign. Theses shops then display posters themselves and other relevant materials. Sometimes offers like discounts off all summer holidays are provided. A specific operator also gives discounts which is called joint provision. To

evaluate this Thomas cook communications effectively with its customers, individual managers and these people are kept aware of certain activities.

**Customer loyalty:** all customers who have booked previous holidays get special discount through the post about the holiday they took earlier. This is providing good customer service and loyalty to them as well as making more money within the business, classified as repeat business. They also call customers by telephone to ask customers when, where, they want to go on holiday and Thomas cook provides a better rate of the holiday. This is good because they are doing what the customers want. This way they know that they will make good sales during that time.

**Direct marketing:** directing mail or adverts have vouchers attached to them. A data base of all previous customers is maintained which is used to communicate relevant information and offers to. Research is carried out before, during and after the campaign so that Thomas cook knows how effective the campaign is. Reviews are also held once campaigns which aspects of the campaign are successful and which needs improving.

**Magazines:** Thomas cook published excursion advertised in 1851 and today advertises cooks travelers. Over the years they have had brochures, guide books and other magazines.

**Internet:** 50, 00 users attached to the internet programmed each year. The internet is used to promote special offers for travel and foreign exchange. This brings many customers to purchase flights. The internet also has an input where any comments or suggestions can be made about Thomas cook. The internet also enables Thomas cook to keep up to date with what customer want, need or expect. The company knows that this is successful because the discounts mention the internet on the. They also record the amount of sales they make throughout the internet.

**BT home shopping:** Thomas cook have launched a travel box which enable customers to buy a holiday through the phone watching the television. They can also buy travel products.

**Keeping with the budget:** Thomas cook is a large organization and have very high income, so when ever they do a new campaign they invest money and take the risk although the majority of campaigns have always been successful and increased their income.

The marketing communications which Alton towers use are the following:

- TV advertising campaigns
- Magazine advertisements
- Newspapers advertisements
- Consumer promotions
- Direct mail( direct marketing) internet
- Fun club for children
- Pr activity
- TV advertising campaigns

**Magazine promotions:** Alton towers are in many magazines. They use many illustrations, colors and logos. The most likely magazine Alton towers are likely to be shown in is kid's magazines such as the beano. Kids are the people who will be attracted to Alton towers so Alton towers advertise in kid's magazines.

However the theme park also advertises in some sports magazines like shoot so they can attract teenagers to the park.

**Poster advertisements:** this form of advertising is used on bill boards and posters posted around the country. This is very successful for people driving vehicles that are going past the posters. Most Alton towers posters are bright and eye catching. The Alton towers logo is the main feature of the poster usually.

**Newspapers advertisements:** this can be both advertised in local and national newspapers. Alton towers advertise in all many or daily papers such as the daily mirror and the sun. Alton towers usually advertise when either new promotion come up at new rides which are being added to the park in local newspaper in the st ordeshire area Alton towers is advertised a lot. They do this because people in the area live close to Alton towers so they can visit Alton towers a lot of times.

**Consumer promotions:** Alton towers give out special offers and discounts to consumers. This will therefore make consumers want to go to Alton towers as its going to be cheap. Alton towers usually give consumers promotions to Alton towers club members, local newspapers and also give out special free prize draw competitions to win free tickets and merchandise of alto towers.

**Direct mail (direct marketing):** usually club members get sent special offers to their door. This is known as door to door mail drop. Usually consumers who are some sort of members with the park get sent discounts, special offers, and free entry to prize draws and completions and reductions.

**Internet:** in the increase of internet users is a plus for Alton towers. The internet illustrates pictures of the park, shows what activities to do at the park and more.

**Fun club:** Alton towers have a fun club for kids aged between 4 and 13 year olds. The fun club is when kids get sent Alton towers magazines, discounts, quiz books, special merchandise reductions and much more for 10 pounds a year. They get these sent 12 times a year (over every month). This fun club is keeping an interest in young people liking the materials being sent there for them, and then takes more of interest in visiting the park.

**Pr activity:** Alton towers pr's to most newspapers. The pr would include details about new promotions, special offers and new rides available at the park. Pr's are very important because it can if the new material can be published in newspapers, where the motion can see what is on offer.

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