AOHT Hospitality Marketing

Lesson 10

Print Marketing

Student Resources

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Student Resource 10.1

Reading: Print Marketing

Maya Hernandez is a marketing consultant. She spends a lot of her work day meeting with different clients to advise them on their marketing campaigns. Today, her first meeting was with Isaiah Taylor, who owns a chain of sports-themed restaurants with his brother.

“I’ve been thinking about running a newspaper ad,” Isaiah told her. “Maybe offering some coupons or something.”

“Print marketing is a great idea,” Maya said, “but there are lots of options besides a newspaper ad. Let’s talk about your different choices before you pick one out.”

“Okay. I didn’t realize there were different options.”

“Newspapers are certainly one of the most popular ones. They have a broad base of readership—lots of different people read them—and they can be a very effective way to distribute coupons. Of course, you have to think about what kind of reader you want to target. There are local city papers, national papers, and business-related papers. There are neighborhood papers and even those free weekly papers you leave out for your customers in the front of the restaurant.”

“So how do we choose which one to use?” Isaiah asked.

“You’d want to advertise in a paper that attracts readers who fit your target market. In your case, I don’t think running an ad in something like the *Wall Street Journal* would make sense. Your customers tend to be younger and more local. So if you did a newspaper ad, you might want to try the local paper. You can also consider a newspaper insert, which can be printed in color. Those inserts can sometimes cost less than a regular ad.”

“That’s interesting,” Isaiah said. “So maybe we should run an ad about our World Cup promotion. That’s always very popular.”

Maya hesitated. “I’m not sure if it’s worth it to do a newspaper ad for a promotion like that. A World Cup promotion is going to appeal to a smaller group—a niche market. That promotion might do better as a magazine ad. You also might consider a direct mail piece, where you would mail something directly to your existing customers.”

“Why would it work as a magazine ad but not as a newspaper ad?”

“Most magazines have a smaller and more specific readership. With a magazine ad, you can be selective about which demographic groups or niche markets you want to reach. In this case, you might want to advertise in *Soccer America* magazine.”

“But that goes out to the whole country! I don’t want to pay to advertise in some other state.”

“True, it’s national. Some national papers and magazines have a special local section. Still, I agree. I think a direct mail piece might work better. We could print a flyer and some coupons and send them to everyone on your mailing list. That will be more focused and will spend your money advertising to people who are more likely to visit your restaurants.”

Isaiah frowned. “Who would we send it to? Is that a dumb question?”

“No, it’s a great question!” Maya said. “In fact, research suggests that the mailing list is the most important part of a successful direct mail campaign. You probably have some sort of mailing list already, right?”

Isaiah nodded. “Sure. We collect customer names and addresses on our comment cards—when people are willing to leave them. And we have a sign-up list for our special events info. But I wanted to pull in new customers, not just the same ones we have.”

“Of course. In that case, we should probably look at buying a mailing list.”

Isaiah thought about it. “Maybe. What other choices do I have?”

“You could do a billboard ad, but it’s hard to track how helpful billboards are unless you do customer surveys. You can also do brochures for specific promotions or events.”

Isaiah shook his head. “No, I don’t think my customers are going to read a brochure.”

“Then it sounds like the direct mail piece might be your best choice, if we buy a mailing list. Why don’t you talk it over with your brother, and if he likes the idea, we’ll sit down next week and discuss how big a mailing we want to do so I can get started on buying the list. We should also talk about possible designs. All your print marketing materials should have a similar design and should definitely include your company logo.”

“Great,” Isaiah said. “I have one more question. I read an article about menu design in the National Restaurant Association magazine, and I’m worried that our menus aren’t really successful.”

“Let’s talk about that,” Maya said. “You can use your menu to satisfy four different marketing objectives. Let’s see which ones your menu does well and which ones could use a little help.”

She pulled out a copy of the restaurant’s menu. “First of all, the menu needs to further the goals of your marketing concept. In other words, the menu needs to include items that your target market will buy.”

“I think we do that well,” Isaiah said. “Our comment cards usually give us high marks for our menu choices and the quality of the food.”

Maya said, “Great! The second objective is that the menu should help establish the company’s image. How would you explain your company’s image?”

Isaiah thought about it for a minute. “A classy and fun place for young adults to relax and socialize.”

“Okay,” Maya said. “Your menu supports that. If you were trying to be a family-friendly place, I’d suggest that you offer a more substantial kids menu and maybe move that big list of cocktails to the back page.”

Isaiah laughed. “Yeah, that makes sense. So do you think our menu is in good shape?”

“So far—but there are two more objectives to consider. Your menu should influence customer demand for menu items, and it should be used to gain a competitive advantage. I think you could use a little help with those objectives.”

“How does a menu even do that stuff?”

“Your menu inserts should highlight specials or seasonal items. You don’t even have a menu insert. It is okay if you don’t have an insert, but you need to make sure waitstaff can discuss the additional items that are added to the menu.

If your waitstaff are trained well, they can become marketing tools for the restaurant because they can talk about the items on the menu persuasively. By the way, it’s good that you don’t have pictures of dishes in your menu. Don’t put pictures of menu items in an insert either.

Also make sure that your menu copy and your artwork are appealing, and I think you’ve done that pretty well. The font size and style go with your classy fun image”

“That’s good to hear.”

“But you also should think about your menu’s layout. Your menu should highlight your signature items, the most popular items, and any items that you particularly want to sell. Your restaurant is famous for its onion rings and appetizers, but they’re mixed in with salads and soups and other random appetizers. Think about putting the onion rings at the top of the page, or maybe listing them in their own box in that section so that they really stand out.

Your burgers are one of your signature items, but they’re stuck on the back page. People come to your restaurant to eat those specific things—remind them of that every time they open the menu. Then if they go to the sports bar down the street, they’ll realize that those other places don’t offer your great burgers and onion rings, and hopefully they’ll come back to your restaurant next time.”

“That all makes sense,” Isaiah said, “but what did you mean about ‘items I particularly want to sell’?”

Maya studied the menu for a minute. “Look here, under your dinner entrees,” she said. “You offer two different steak dinners—one for $10.95 and one for $12.95. If you can make more money selling the $12.95 steak dinner, maybe you should highlight that one. A lot of people just skim through the menu, so you’ll have some customers who want a steak and pick the first one they see. So featuring the one that will make you more money makes a lot of sense. Also, research shows that if you describe a menu item in a really appealing way, you will sell more of that item, even if you raise the price.”

“Really? Why is that?” asked Isaiah.

“Because customers think that the dish is higher quality, so they’re getting what they pay for. Which sounds better: ‘a basket of our famous onion rings’ or ‘locally grown, sweet Vidalia onions slow-cooked in honey-whole-grain batter with homemade ranch dressing dipping sauce’?”

“I see your point!” said Isaiah. “In fact you just made me hungry. We definitely aren’t taking advantage of everything we can do with our menu. I’ll talk it over with my brother, but I think we’ll want to do a menu redesign along with that print marketing campaign.”

“No problem,” Maya said. “We can talk about it next week.”

Student Resource 10.2

Assignment: Print Marketing Research

Student Name: Date:

Directions: Now that you’ve learned about print marketing, it’s time to consider how you would use print marketing materials to promote your project attraction. Before you begin, read through all of the instructions on this assignment, and read the assessment criteria at the end to make sure you understand how your work will be assessed.

Step One: Review your strategy

Copy your strategy statement (which you wrote in Lesson 8) into this space:

As you continue to do your research, keep your strategy statement in mind!

Step Two: Think about which materials you might use

Your strategy statement should have identified a specific target market for your project attraction. Now you need to think about how to reach that target market with print materials.

Use the chart below to help you brainstorm about which print materials might be best for your target market. An example is provided for a target market of families with children under the age of 18.

|  |  |  |
| --- | --- | --- |
| Print Material | Fits Our Target Market? | Specific Titles |
| Example: Magazines | Yes | Parents, Parenting, Family Fun |
| Newspapers (local or national) |  |  |
| Magazines |  |  |
| Free periodicals (magazines or newspapers, typically local) |  |  |
| Brochures, flyers, handouts |  |  |

Things to Think About

* Did you know that magazines and newspapers track the demographic information of their subscribers? You can visit the website for most major magazines and newspapers and find subscriber information. It’s usually listed under Advertiser Information or Media Kit. It might not be able to tell you everything you need to know, but it should help you figure out if a magazine might fit your target market.
* Brochures, flyers, and handouts will only be successful if you get them into the hands of your target market. You could buy a targeted mailing list and mail them out, but what other creative ways can you think of to reach your target market? For example, if your target market is local families with young children, you might reach out to mother’s clubs, homeschooling associations, or local businesses for children, such as toy stores, children’s gyms or museums, or children’s clothing stores. If you get those businesses to agree to put out your brochures, you might reach parents in a different way. Because social media is becoming the main vehicle for this kind of marketing, think carefully about which types of print materials would still be effective.

Step Three: Choose your materials

Now your group needs to decide on which specific print materials you think would be most helpful in promoting your project attraction. Each member of your group will be responsible for researching one periodical or one type of print material. In other words, if you have four group members, one might look at the local newspaper, one might look at a national magazine, one might look at the local free periodical, and one might look at brochures for similar attractions.

Use this chart to assign each group member to a specific item to research. If you don’t know enough about periodicals that would appeal to this target market, talk to your teacher or do some research online.

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| --- | --- |
| Student Name | Research Assignment |
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Step Four: Research

Now you need to find one or more copies of your publication or print marketing material. If your research item is very short or has very few ads, you will be more successful if you find multiple copies (e.g., three or four brochures instead of just one).

How to Find What You Need

* The library
* A newsstand
* A bookstore
* Brochures and flyers may be available at hospitality businesses. Try hotel lobbies, travel agencies, an AAA office, airports, train stations, or some restaurants. Do not take all the brochures from a hotel lobby or make a mess of the display! If there are not a lot of examples, ask permission before you take anything.
* If you live in a big city, there is probably a Visitor Information Center that will have the kind of materials you’re looking for. Larger department stores have a Concierge Desk that might keep brochures handy for tourists.
* Looking at the website for the magazine or newspaper will NOT work! You need to see a print copy.

What You Are Looking for

Not all of these questions will apply to all materials, but take notes on as many of these questions as apply:

| Question | Notes |
| --- | --- |
| Name of periodical/print marketing materials |  |
| Date of periodical |  |
| Local or national |  |
| How many ads do you see in the publication? |  |
| What products or attractions are being advertised? |  |
| What does that suggest to you about the audience for this periodical? |  |
| Do you see any ads for products similar to your project attraction? |  |
| Where are the ads located? (Throughout the periodical, in a special section, etc.) |  |
| How big are they? (Full page, half a page, etc.) |  |
| Are they full color? Black and white? |  |
| What images do you see in the ads? |  |
| What words do you see emphasized in the ads? |  |
| Do you notice any trends, themes, or repeated topics? (For example, focusing on a specific holiday or a theme like relaxation or family fun) |  |
| Do you see any special deals or coupons in the ads? (Some ads also include special codes that will give you an extra discount or free gift.) |  |
| Now that you have looked carefully at this periodical, would you suggest putting an ad in it for your project attraction? Why or why not? |  |

Step Five: Report back

You will share this information with your project group later in this lesson. You will also turn in this assignment for assessment.

Make sure your assignment meets or exceeds the following assessment criteria:

* The assignment analyzes one or more examples of print marketing materials that are appropriate for the project attraction.
* The assignment includes a detailed analysis about the words and visuals used in the print marketing materials.
* The assignment includes a logical and well-supported recommendation about print marketing for the project attraction.
* The assignment is neat and uses correct spelling and grammar.