

# WARWICK CASTLE



Key stage 3&4  
**Leisure & Tourism**



- 1421**  
Earl of Warwick supervises trial of Joan of Arc
- 1445**  
Henry de Beauchamp becomes Duke of Warwick
- 1449**  
Richard Neville becomes Earl of Warwick
- 1471**  
Richard Neville (Kingmaker), dies at the Battle of Barnet
- 1478**  
George, Duke of Clarence imprisoned and killed
- 1540**  
Further development at the Castle - including a new roof for kitchens and building of the spy tower.



## The Earls of Warwick



De Newburgh



Duplessis



Maudult



De Beachamp



Neville



Plantagenet



Dudley



Rich



Greville

Teacher notes

# Marketing in Leisure & Tourism

This subject area offers pupils an insight into the various marketing techniques implemented by Warwick Castle to ensure they are meeting the customer's needs and expectations effectively. The worksheets help provide pupils with an understanding of how Warwick Castle utilises these tools to find out who their customers are and what they want in order to target them effectively.

## Answers to Worksheet 1

### QUESTION 1 NOTES

This question should be completed whilst at Warwick Castle, once pupils have had time to familiarise themselves with the events and attractions across the grounds. Some possible answers are:

**Young Families** - Pageant Playground and Princess Tower

**Families with Children** - Kingmaker and Dream of Battle

**16 - 24s** - Castle Dungeon, Towers and Ramparts

**Overseas** - State Rooms and Royal Weekend Party

## Answers to Worksheet 2

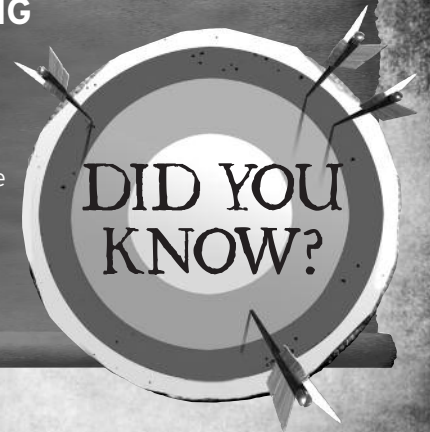
### QUESTION 1 NOTES

This task can be completed as a pre or post visit activity and the internet can be used to gauge differences in prices.

## Answers to Worksheet 3

### ADVERTISING

Warwick Castle also advertises on the television. The advert can be seen on our website at [www.warwick-castle.com](http://www.warwick-castle.com) under the entertainment section.



### QUESTION 1 NOTES

**Pre Visit** - pupils should think about the type of tools which make radio and television advertising effective (for example a catchy jingle, clear message and witty slogan). This exercise will encourage pupils to consider these tools.

### QUESTION 2 NOTES

A range of direct mail communications can be studied here and pupils can be encouraged to rate the effectiveness of each item.





## AN INTRODUCTION TO MARKETING

Effective marketing involves getting the right product to the right people at the right time. Most organisations have a specialist marketing team whose main aim is to ensure that the organisation is effectively meeting the customer's expectations and needs.

## MARKET RESEARCH

Before an organisation thinks about what it is going to promote it is vital for them to find out who their customers are and what they want.

To answer questions like this, companies will conduct market research. This can be done in the following ways:

**Postal or online surveys** - which involve mailing questionnaires to selected people.

**Telephone surveys** - this involves going through the questionnaire on the phone.

**Personal surveys** - involve customers completing their questionnaires face-to-face.

**Observation (including focus groups)** - this involves trained market researchers observing how customers react to an organisation's products or services.

For Warwick Castle, the use of the 'Touch Screen' questionnaire, which is located at the exit, is one of the main ways customers experience, expectations and feedback are researched.

## TARGET MARKETING

Target Marketing is the development and promotion of products that appeal to a specific market segment. There are a number of ways the market can be split into segments. The most common ways are by; age, gender, social group, lifestyle, ethnicity or occasion.

## WARWICK CASTLE'S TARGET MARKET

From various pieces of market research undertaken, Warwick Castle have identified that they have several 'target markets' - Young Families, Families with Children aged 10+, 16 - 24 year olds and Overseas guests.

### QUESTION 1

**Suggest some features or attractions at the Castle which you feel were introduced to appeal to these target markets. Why?**





## THE MARKETING MIX

Known as the marketing mix or the **Four Ps**, the following are the basic, tactical components of any marketing plan.

- **Product** - the tangible goods on offer
- **Price** - how much the goods cost the customer
- **Place** - how the goods are sold
- **Promotion** - all the tools available to the marketer

## PRODUCT

This term covers both goods and services. At Warwick Castle, 'goods' are items that are available in the shops, such as souvenirs and gifts and 'services' are the features and attractions you experience when here.

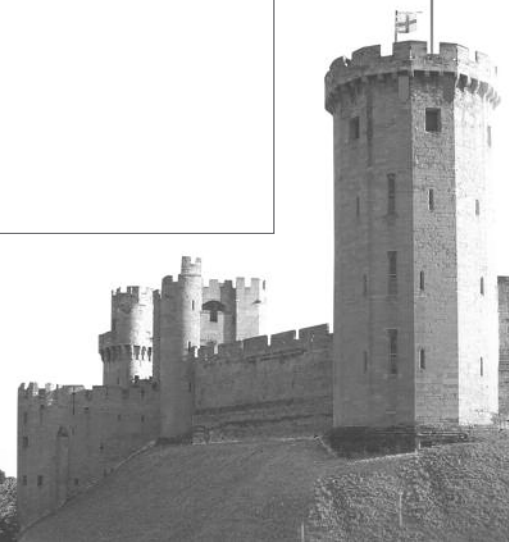
## BRAND NAME

This is the name given to a specific product or service to set it apart from other similar products. Many organisations combine a brand name with a logo to help make it recognisable. The world's biggest brand names include Coca Cola, Walkers, Nestle and MasterCard.

Whenever we launch a new exhibit or event at Warwick Castle we always endeavour to create a brand name and logo that is synonymous with the experience. The Castle Dungeon and Princess Tower brand names and logos are not only used in all literature relating to the attractions, but have been extended to merchandised items. Look out for these and other logos during your visit to the Castle.

## QUESTION 1

Suggest an alternative name for any one of the attractions at the Castle that you think best evokes the experience and captures the imagination. Design a logo for the attraction (consider the colour and style of lettering you use).





## PRICE

It is vital that organisations offer customers a suitable price for their products or services. If the price is found to be too high, people will not be prepared to use them. There must be a balance between offering a customer 'value for money' and an organisation making a profit.

At Warwick Castle we have defined four levels of visitor price variation; off peak, peak, combination tickets and Annual Pass rates.

### QUESTION 1

Using the internet, investigate some of Warwick Castle's competitors (such as Kenilworth Castle or Cadbury World) and the prices they charge for entry to their attractions. Suggest reasons for any variation in entry price.

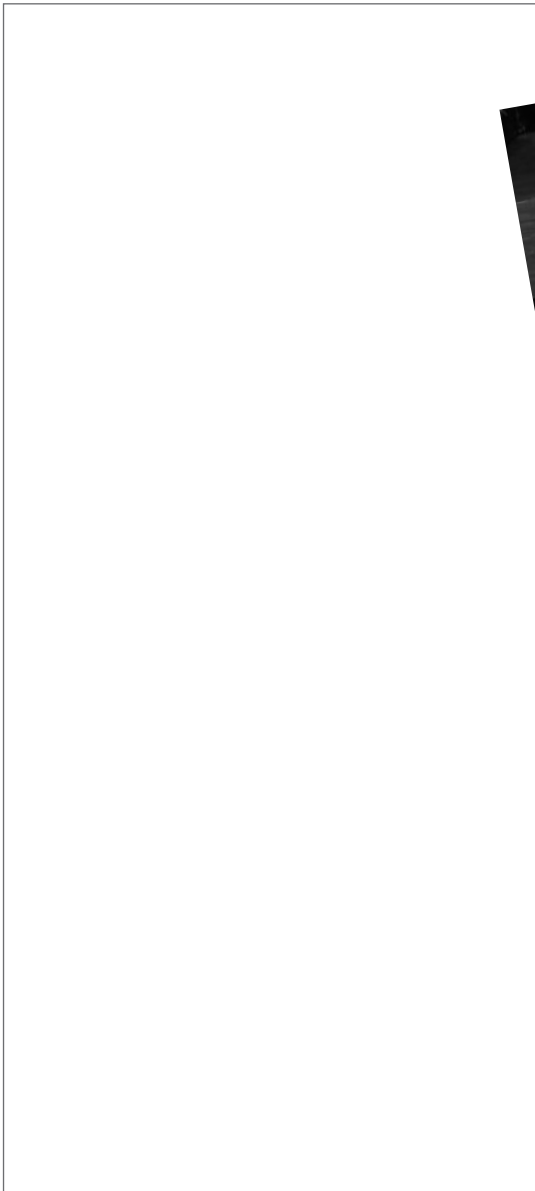
## PLACE

This is concerned with how customers would receive the goods or services offered and includes both onsite and online.

## PROMOTION

The last P in the list is promotion. This means telling customers what is on offer and persuading them to trail or buy the product or service. The marketing toolkit includes:

- Advertising
- Direct Marketing
- Public Relations (PR)
- Sponsorship
- Sales promotion
- Online





## Promotional Tools

### ADVERTISING

Advertising describes the display or broadcast of information about a particular product or service in a favourable way and can be carried out in a number of ways, including: television, radio, print media, outdoor, viral and online.

#### Question 1

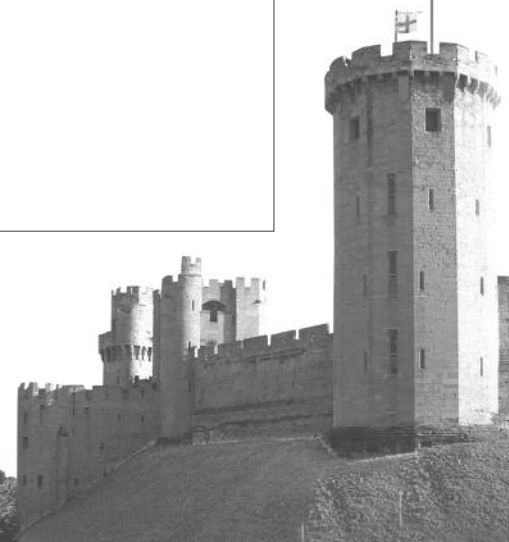
List three adverts you have seen which have encouraged you to buy a product. What do you think made these adverts successful?

### DIRECT MARKETING

Direct marketing involves sending or giving promotional materials directly to customers either by post, over the telephone, email or door to door. Warwick Castle also sends regular e-newsletters to subscribers.

#### Question 2

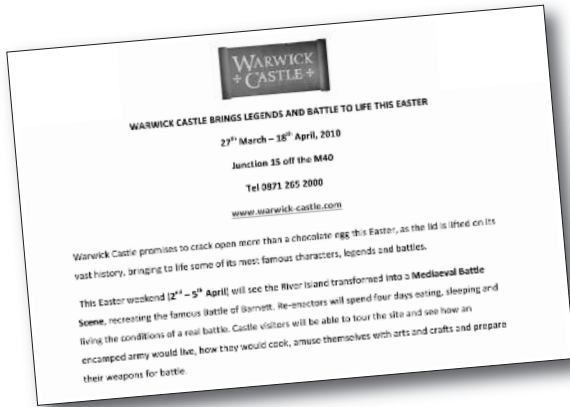
Study an example of direct mail which a parent or friend has been sent. Who is the company sending it to? Why are they sending it? Does it successfully communicate its message? If not, why not?





## PUBLIC RELATIONS ACTIVITY

Public relations (PR) is different to advertising. Whereas advertising costs money, PR relies on persuading newspapers and publications to feature a product, attraction or service as part of its editorial content. One way this is achieved is by sending press releases to journalists.



## SPONSORSHIP

Sponsorship is when one organisation gives financial (or other) support to something in exchange for their name being associated with that product or event.

### Task

Imagine you are the marketing manager of Warwick Castle, seeking sponsorship for the Princess Tower and the Castle Dungeon, targeting families and the 16 - 24s market respectively. List three potential sponsor brands for each attraction detailing why you think there is a fit both with the attraction itself and the target market.

## SALES PROMOTIONS

Warwick Castle uses sales promotion to drive additional sales within its restaurant and shops. Look out for examples when exploring the Castle.

### Question 1

List one example of a secondary sale item on display in the shops. Why do you think such item is stocked?

### Question 2

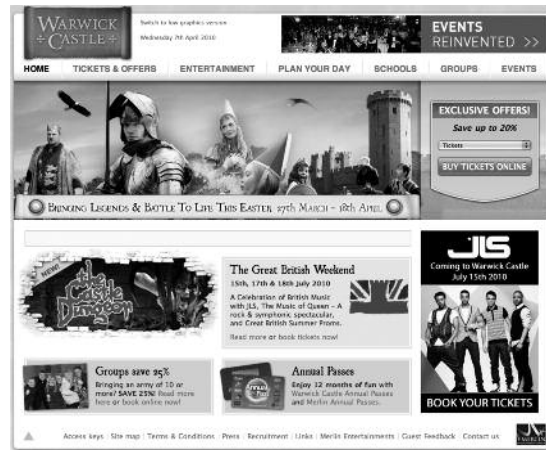
What evidence can you find at the attraction for encouraging repeat visits to Warwick Castle and any other Merlin Attractions (e.g. Sealife or Alton Towers)?





## ONLINE

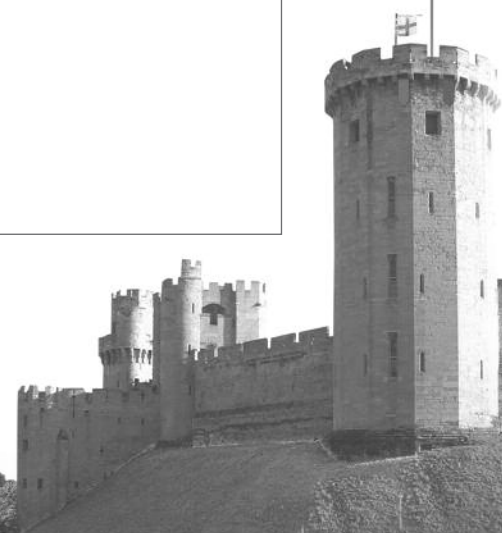
The Warwick Castle website (www.warwick-castle.com) is central to all marketing activity. The site features information on the events and attractions, pricing information, details of how to book and special events and offers.



## NEW SCREEN SHOTS

### Question 1

Design an additional page for the Warwick Castle website which you think would appeal to the young family segment of the attractions visitors.





## PROJECTS AND ANALYSIS

### Question 1

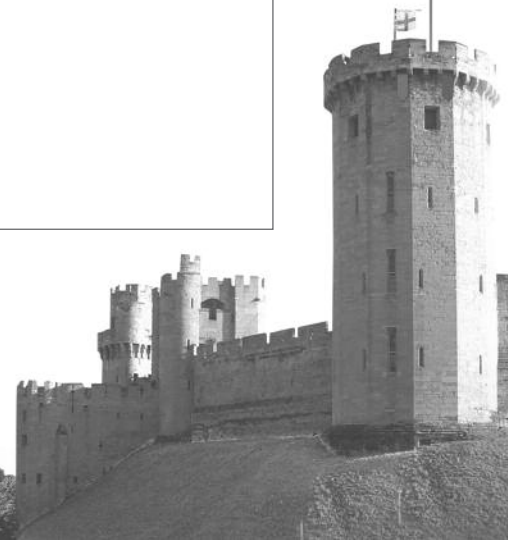
Considering the family market, what evidence can you see at Warwick Castle that this visitor group is being catered for? You might want to not only consider the events and attractions, but the facilities on offer too.

## SWOT ANALYSIS

SWOT Analysis is an essential tool in planning and evaluating the Strengths, Weaknesses, Opportunities and Threats involved in a project. It can be used on a wide range of projects not just in marketing.

### Question 2

Warwick Castle is open 364 days a year and so experiences each season. As Marketing Manager develop a SWOT Analysis for a Christmas Event over the festive period.





## Question 1

**Following your visit to Warwick Castle, conduct a survey of 20 people (e.g. friends and family) to find out who they perceive Warwick Castle's target market to be.**

You don't need to select people that have necessarily been to the attraction - advertising campaigns they have seen will mean they probably have an opinion about who the Castle is aimed at. As part of your survey, find out whether they intend to visit the attraction in the future. **Once you have completed your survey, present the results to the rest of the class.**

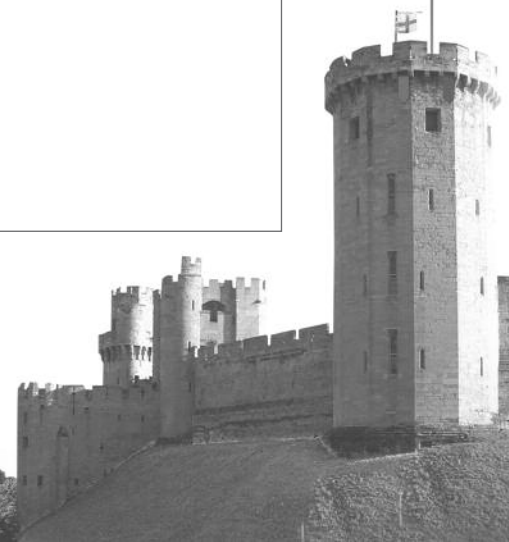
*Please use a separate sheet of paper for this.*

## Question 2

As Marketing Manager for Warwick Castle, you have been set the task of encouraging more young families to visit the attraction and increase guest satisfaction within this market segment, as it has been suggested that there are further growth opportunities here.

Consider what research you would need to undertake to achieve the above.

**Using all elements of the four P's of the marketing mix, devise a strategy for encouraging more families to visit the attraction. Use the space below.**



# Notes



# Notes

