CEDAR POINT ONLINE SOCIAL MEDIA CAMPAIGN
What We Did...

- The assignment was to develop an online social media campaign for Cedar Point, with a budget of $150,000.
What We Discovered...

- Secondary Research
- Primary Research
- Creative Brief
- Develop Creative Concepts
- Creative Concept Results
- Campaign Budgeting
SECONDARY RESEARCH
ABOUT CEDAR FAIR

- Cedar Fair is the parent company to a half-dozen of America’s older and largest amusement parks.
- Cedar Point is the biggest seasonal amusement park in North America, attracting over three million visitors each summer.
- **Mission Statement**: Cedar Fair Entertainment Company (“Cedar Fair”), is dedicated to providing our guests with world-class thrills, fun and family entertainment, guided by the principles of safety, service, courtesy, cleanliness, and integrity.
ABOUT CEDAR POINT

- Cedar Point has earned fifteen major Golden Ticket Awards from Amusement Today.
- Featuring a world record 75 rides as of 2011 including 17 roller coasters.
- Other attractions outside the park include a mile-long white sand beach, an outdoor water park called Soak City, two marinas, several nearby resorts, and an area known as Challenge Park which features attractions such as go-karts, miniature golf, Ripcord and Skyscraper.
SWOT ANALYSIS

- Strengths
- Weaknesses
- Opportunities
- Threats
Current Consumers

- The demographic of ages varies from 0-85+
  - The biggest age group that visits Cedar Point are teens (12-17 years old).
  - The smallest age group that visits Cedar Point are senior citizens (62+).

- The Target Audience:
  - The main audience for Cedar Point is teenagers from the ages of 12-17 years old.
  - Young Families
PRIMARY RESEARCH
**Perceptions from Research**

- **Screener Questions:**
  - 255 people participated
  - 61% of people asked use Twitter and 88% use Facebook.
  - Facebook is a better social media site to advertise on because there are a greater percentage of teenagers that use it.
  - To catch the teenagers attention on social media websites, Cedar Point should offer discounts and/or seasonal coupons.

- 85% use social media every day and 50.9% use it at night (after 7 pm).

- A majority of teenagers feel that attractions such as good rides and concerts or package deals for tickets would make them want to go to Cedar Point.

- 17% of the teenagers that participated, knew about the Cedar Point application and 43% were influenced by Facebook statuses to visit Cedar Point.
CREATIVE CONCEPTS
CREATIVE BRIEF

Brand Positioning Statement: For teenagers, Cedar Point offers a thrilling escape from everyday life that you will never forget and ensures that this amusement park will captivate the entire family with its award winning rides, exceptional customer service and everlasting fun environment.

Brand Personality:
Enjoyable, energetic, welcoming, happy, exciting, rejuvenating, thrilling, family-oriented, more that meets the eye, inviting, warm, and comfortable.

Purpose:
- Primary-
  - Draws awareness
  - Draw hype
  - Draw excitement
- Secondary-
  - New Rides
  - New Restaurants
  - New Entertainment
  - New Approach
CREATIVE BRIEF

- **Target Audience:**
  - Ages: 13-29
  - Males and Females
  - Teenagers
  - Typically High School and College Students

- **Psychographic:**
  - Coaster Riders
  - Water Park Lovers
  - People who enjoy entertainment
  - People who enjoy arts and crafts
  - People who enjoy a good time for a low price for the whole family
Expect Satisfaction Cedar Point Always Provides Enjoyment

Cedar Point, Delivering positive experiences everyday guaranteed. From 17 coasters to Soak City Waterpark, Cedar Point is for everyone.

Cedar Point
The Fun and Only
Experience new heights

What better way to aspire higher than being on a ride 300 feet off the ground? Cedar Point offers something for everyone in the family. Have a fun filled day with your friends and family at Cedar Point. Whether or not you would like to feel the wind, feel your stomach drop, feel the running water or take part in arts and crafts, Cedar Point is a great escape and a guaranteed good time.

*Visit sites below for special events, offers, tickets and MORE!

Ride On.
Advertisement #3

Growing Up at CedarPoint

Fun and Only™
It takes an amusement park.
To raise a child

Facebook Twitter YouTube

Logo
Advertisement #4

Scene 1

Scene 2

Scene 3

Scene 4

Scene 5

Scene 6

Scene 7

Scene 8

Experience the thrill, without the work
## Budget

### Duration of Budget and Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roller coaster tycoon type of game/application for facebook</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>$15,000</td>
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<tr>
<td><strong>Hulu</strong> video advertising $25 CPM with an upper limit of one million page views.</td>
<td></td>
<td></td>
<td>✓</td>
<td>$75,000</td>
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<tr>
<td>Radio - $90 to $120 per week on a rotator for 5 months</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>$450-$600</td>
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<tr>
<td>Magazines - $1,200 to $5,000 per month or per issue (3 issues)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>$3600-$15000</td>
</tr>
<tr>
<td>Outdoor (billboard) - $3,000 to do artwork and install media on billboard (2 billboards)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>$6000</td>
</tr>
<tr>
<td>Cost of running an advertisement on Local Television Stations like: ABC, NBC. $65 per spot, 400 spots over 3 months</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>$26,000</td>
</tr>
</tbody>
</table>

**Total Cost:** $126,050-$137,600
Duration of Budget and Timeline

- Cedar Point page or advertisement or game on Stumbleupon.com - per 1000 view or per click and some websites have monthly fees, for banner. $4 or $5 for every 1000 people to view it. Depending on website ($5000-$10,000 per month additional)

- Promotions such as giving $1-$2 off if like facebook page within a certain period of time

- Good Display Network - Can choose CPM or CPC

- QR code for app in every advertisement

- Advertise app in every advertisement

- Celebrity signing/appearance

- Advertise in neighborhood/schools

- Contests

- Concerts/life entertainment

- Shuttle Day
Further Suggestions

- Cedar Point page, advertisement or game on Stumbleupon.com
  - Analyze ROI by per 1000 view or per click
  - Some websites have monthly fees for banners of $4 or $5 for every 1000 people to view it. Depending on website ($5000-$10,000 per month additional)
- Good Display Network-Can choose CPM or CPC
- QR code for app in every advertisement
- Advertisement app in every advertisement
Further Suggestions

- Celebrity signing, appearance or sponsorship
- Advertise in neighborhoods, sponsor community events
- Contests
- Concerts/live entertainment
- Shuttle Day
Thank you! We have really enjoyed working on this assignment for Cedar Point.