

## **Knights Action Park – Campaign Ideas**

### **Concept 1:**

Concept will allow us to showcase the various amenities of the park, example: 1 billboard portrays fun on the water slide, another portrays fun on a ride..etc...

**Tagline:** SPLASH. SCREAM. RIDE. *Fun for All!*

**Print:** focus feel and graphics on the emotional fun one (adult and/or child) has when on a ride. Important to show the fun aspect in graphics.

**Digital:** voiceover to play during video roll, with kids/people screaming, splashing, driving go carts. End transitions to animated logo with water and kid flying through the water slide and ferris wheel in the back and name of park is written on the screen for emphasis.

**TV:** Similar to digital approach but do live b-roll of fun in the sun at the park. End transitions to animated logo with water and kid flying through the water slide and ferris wheel in the back and name of park is written on the screen for emphasis.

**Logo:** Lose the Knight aspect of the logo – too cheesy. Instead, portray what the company actually does, help people have FUN. Idea is to create animated logo with water and kid flying through the water slide and ferris wheel in the back and name of park is written on the screen for emphasis.

**PR:** Generate interest by tying in an admission contest that will be teased on all TV spots and web ads that run. Contest can be something like Every week, Kinight Action park will give away \_\_\_Family 4-Pack. Enter at [www.\\_\\_\\_\\_\\_](#). This will also help them grow their email marketing list for future use. You could also have Knights to contest/promotion with the local schools. Schools/parents/community can nominate classrooms to win a FREE school trip, the classroom with the most votes wins. Maybe 1 Local School per Month.

### **Concept 2:**

Concept speaks to the adult demographic. Ad messaging could focus on the fact that you are too busy working to enjoy life. Take some time off – spend it with your kids. Take them somewhere where they will have fun and remember you took them there.

**Tagline:** GOODBYE WORK. HELLO OLD FRIEND - FUN!

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**Alternate tagline ideas, no concept defined:**

Fun the whole family can enjoy.

You don't have to be royal to have fun.

We provide the fun day or night.