**Palacio de Pascua: Hostel Habana**

**Assignment:** You (& a partner) have been hired to act as an advertising consultant for Palacio de Pascua, a boutique hotel in the middle of Old Havana, Cuba. They are attempting to market their hotel to American tourists who recently gained the right to travel more freely to the Havana area. Use the first side of this worksheet to take notes on the hotel property, the country of Cuba, and the audience both attract. Based on the information you collect, you will create an ad campaign centered around the objectives you determine.

**Facts about Cuba**

* On December 17, 2014 President Obama announced that the United States would be relaxing its sanction against Cuba
* Goals of normalizing relations:
  + Increase people-to-people contact, support a civil society in Cuba, Empower Cubans through the free flow of information to, from, & among the Cuban people.

**List key changes that resulted from President Obama’s Policy Change that pertain to Tourism**

* Travel agents & airlines are authorized to provide travel & air carrier services to Cuba without the need for a specific license
* Expand the use of internet communication in Cuba

**Who is authorized to travel to Cuba?**

**Description of Property:**

* *List amenities, features, & unique traits associated with this location*.
* *What climate, geographical, & community factors affect this location*

**Current Marketing Strategies:**

* Website: <http://www.palaciodepascuahabana.com/>
  + About Us Page with moving pictures, Rates & availability, Guest Reviews, & Contact Us Page
    - All inclusive rates are 111 cucs
      * Includes room, meals, & bar. Does not include tips, taxes, or guided services
    - Click here link does not work for added services
* Facebook: <https://www.facebook.com/PalaciodePascua?ref=br_rs> (Palacio de Pascua)
  + 50 Likes
  + First Post: November 27, 2013 Last updated March 3, 2015
* Trip Advisor: Online reviews. All are Very Good or Excellent

**Objective:** Create an Ad Campaign that increases sales & occupancy rates forPalacio de Pascua; as well as, helps build / promote their current brand. **You will turn in a typed paper explaining each aspect of your ad campaign; as well as, one physical representation of the ad you created. The paper should be single spaced with specific heading listed for each step.**

**Step One: Identify Target Audience Must be an American Citizen**

Based on the information given regarding location, property features, and pricing; who would you target for this promotion? All factors listed need to minimize your audience and need to be justified.

**Step Two: Set Communication Goals** What goals would you set for this campaign? Use the AIDA process.

* Build **awareness** through features & benefits
* Create **interest** in hotel after awareness is established
* Develop **desire** for product. What can you do to make people go from interested in buying to wanting to buy?
* **Ask for action**. What ads or promotions can you use that lead to consumer action (sales promotions lead to action)

**Step Three: Develop an advertising budget**

* What do you think a realistic budget for a hotel of this would be?

**Step Four: Develop a media strategy**

* What media is available based on the budget you have?
* What media is commonly used in America to promote hotel brands / products
* Based on the media you choose to advertise with; what are some common characteristics associated with that platform?
  + Radio: Create interest. Short Message versus Billboard: Limited exposure. Remind Ads
* Media Habits: What media does your target market use?
* Are there any events or companies this hotel could partner with to increase awareness?

**Step Five: Create Advertisements**

Select an advertising theme that will be attractive to your target market & reflective of your client.

* Direct v. Indirect, Comparative ads, Emotional appeals v. Sophistication, Humor, Gender roles, & Popular v. Traditional Culture

**You need to create one advertisement based on the type of media you selected to use and the theme you feel is most appropriate. If you choose to do a broadcast promotion then you would need to script that out.**

**Step Six: Develop a Media Schedule**

Based on the media strategies you picked & the advertisements you created; design a media schedule that this hotel could use to implement your promotional ideas. **Needs to include at least 3 promotions.**

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| --- | --- | --- | --- |
| Date of Promotion | Type of Promotion | Where will Promotion be run? | Promotion |
| July 1 – September 1, 2015 | Sales Promotion | Facebook | 25% off with promo code |

**Step Seven & Eight: Implement & Evaluate the Campaign**

* When would you stop to evaluate the effectiveness of the campaign?
* What would you do to determine how well the campaign went or was going?