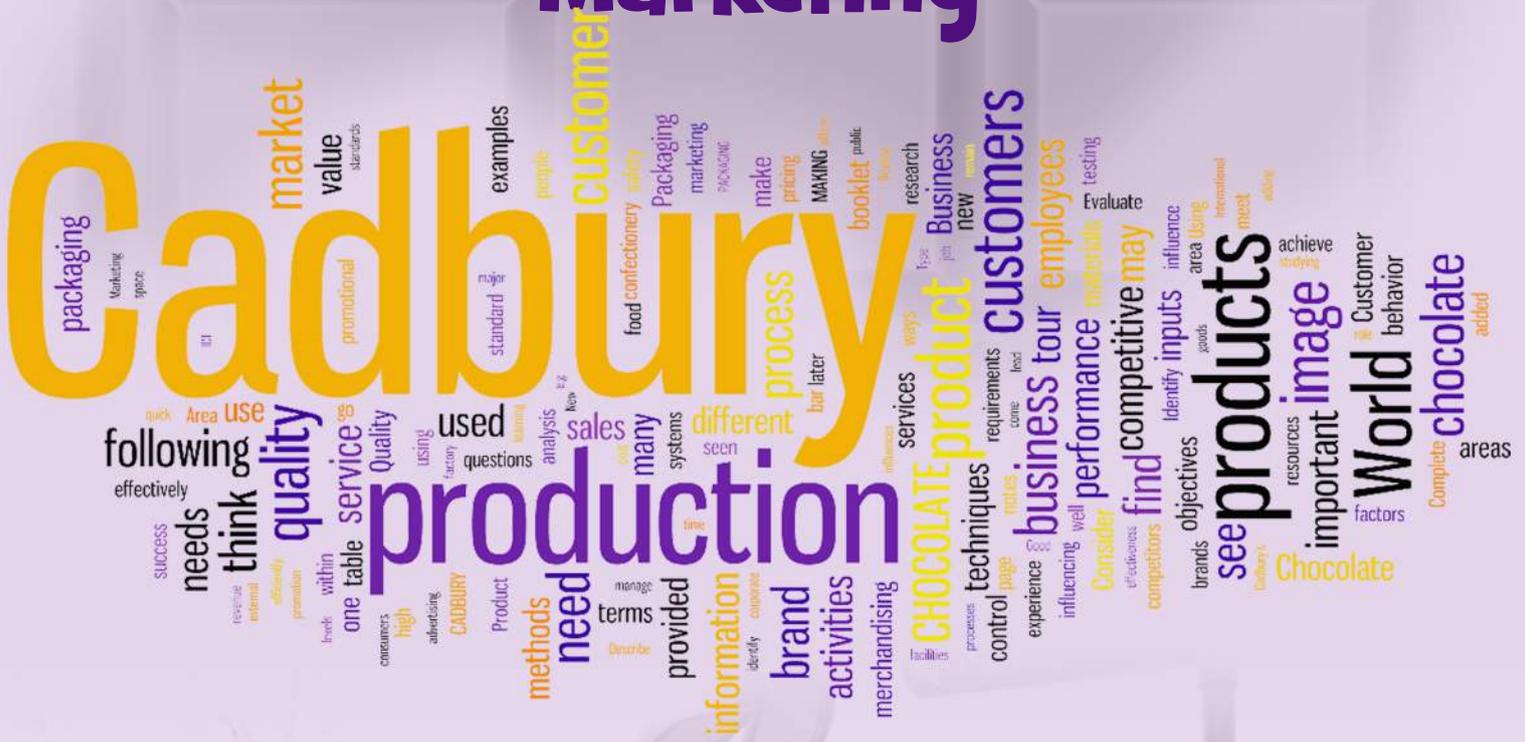


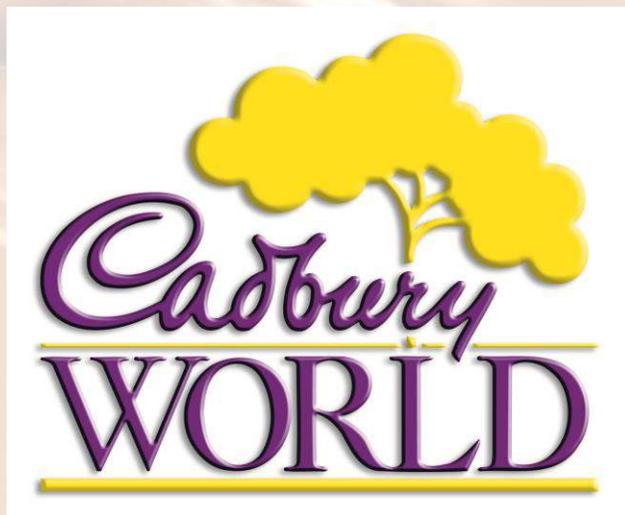
Cadbury WORLD

Marketing



STUDY TOUR BOOKLET

Leisure and Tourism Marketing at.....



Topics covered in this booklet are:

Price

Place

Product

Promotion

Target Marketing

Hello!

Welcome to Cadbury World, the leading paid admission visitor centre in the UK. It was opened at a cost of £5.9 million in 1990 and it attracts around 650,000 visitors a year.

It was seen as a new venture into leisure, to rival other leisure attraction operators, but was principally a public relations tool, which quickly became a popular half-day visit for devotees of Cadbury chocolate, of all ages.

Cadbury World is owned by Mondelez International. It is self-contained in that it has no direct responsibility for the marketing of individual confectionery brands, although there is a major (unquantified) contribution to the image of the Cadbury master-brand. The original vision for Cadbury World was to be an alternative attraction for the many thousands of members of the public denied access to the Bournville factory since 1969. Factory tours ceased around the time of the merger between Cadbury and Schweppes. In setting up Cadbury World, in the face of strict health and safety and hygiene legislation, this vision was to underpin the central message of “Cadbury means chocolate means fun” with the interpretation of cocoa and Cadbury chocolate both past and present.

Later the vision developed as follows:

To significantly enhance consumers’ perceptions of Cadbury and develop long term brand loyalty by:

- Giving the visitor a memorable and enjoyable, uniquely Cadbury chocolate experience
- Offering high quality and good value for money
- Delivering Cadbury values of fun and family, whilst achieving a break-even cost target for Cadbury Limited.

Now the attraction is part of Mondelez International, the above still applies.

UNIT 2: Marketing in Leisure and Tourism

For your GCSE coursework in Leisure and Tourism, you have chosen to concentrate on Cadbury World.

To help you with that task, the following pack has been created. It forms two purposes....

1. It can be completed during a visit to Cadbury World attraction.
2. It can help organise all of the information that you are required to include for your coursework.

Throughout the pack, there are useful tips to help you improve your GCSE coursework grade. These tips are written in ***bold italics***.

Good luck with your coursework and we hope you enjoy your visit!



PRICE

- 1) How much does it cost for a family ticket, and how many people does that include?
(Examples of these will prove useful when you complete your coursework!)

- 2) What concessions are offered?

- 3) Does the price fluctuate throughout the season?

- 4) What services and facilities are included in the cost of entry?

- 5) What methods of payment are accepted at Cadbury World and why is this important?

- 6) How frequently are there special offers which reduce the cost of entry?

- 7) Complete the following table:

| | Entry Price |
|----------------------|--------------------|
| Adult | |
| Child | |
| OAP/Student | |
| Family ticket | |

You may find some of this information on the website www.cadburyworld.co.uk

PLACE

- 1) On which road is Cadbury World situated?

- 2) Does the attraction provide parking facilities and if so at what cost?

- 3) Why is the location of Cadbury World ideally situated? (Try to give four reasons)

- 4) How good is the sign-posting at Cadbury World and what does this tell you?

- 5) What disabled facilities are there at the attraction? ***(Try to think about the outside of the building as well as the inside.)***

- 6) Name a few other attractions in the nearby areas. ***(See if you can collect some leaflets advertising these places as they may prove useful when completing your projects!)***

- 7) What negative and positive impact would the above answer have on Cadbury World?

PRODUCT

1) List the products and services that Cadbury World provides using the table below:

| Products | Services |
|----------|----------|
| | |

2) List a range of products that are sold in the gift shop and feature the Cadbury World logo. ***(Try to get a few photos of these, as they can be used as supportive evidence.)***

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3) What methods does Cadbury World use to extend its life cycle? ***(Think about changing displays/promotions.)***

4) How much of an impact do the products and services provided by an organization have on the success of the attraction? Explain your answer.

PROMOTION

- 1) What methods of advertising does Cadbury World use to promote itself? **Remember – it's the place not the chocolate bar!**
- 2) Tick the following promotional techniques that are used by Cadbury World. For each tick, try to provide an example.

| Technique | Example |
|-------------------------|----------------|
| Advertising | |
| Direct Marketing | |
| Public Relations | |
| Personal Selling | |
| Sponsorship | |
| Demonstrations | |
| Sales Promotion | |

- 3) What cost-saving promotions have Cadbury World offered in the last month? **(Try to get some examples of these, you can include them in your project!)**
- 4) What other organisations has Cadbury World worked with when offering promotions?

TARGET MARKETING

Cadbury World appeals to different types of people (target markets). These markets are often described in terms of age, gender and information about lifestyle (socio-economic classification)

CLASSIFICATIONS OF SOCIAL GRADING

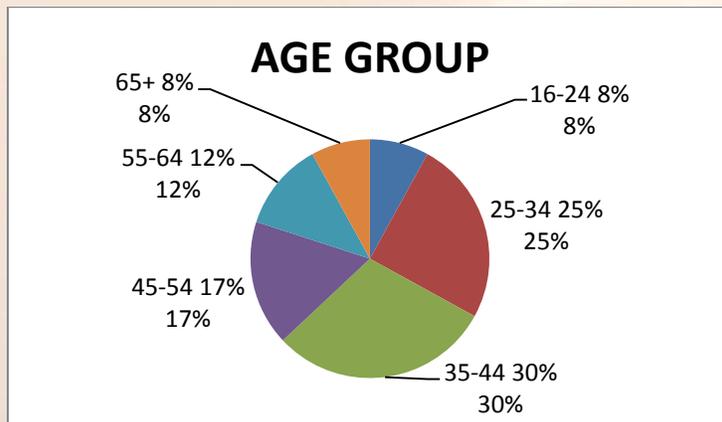
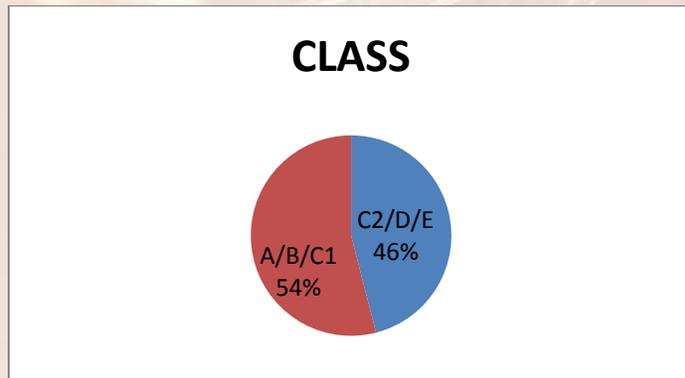
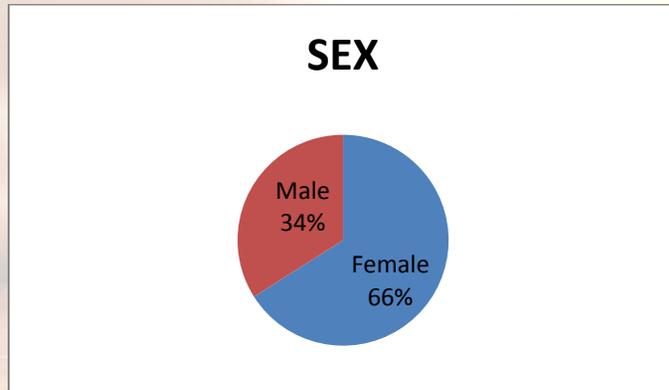
| Social Grade | Social Status | Occupation of chief income earner |
|--------------|---|--|
| A | Upper Middle Class | Higher managerial, administrative or professional |
| B | Middle Class | Intermediate managerial, administrative or professional |
| C1 | Lower Middle Class | Supervisory or clerical, and junior managerial, administrative or professional |
| C2 | Skilled Working Class | Skilled manual |
| D | Working Class | Semi and unskilled manual |
| E | Those at the lowest levels of subsistence | State pensioner or widows (with no other earner) |

- 1) List the different aspects of Cadbury World that help you identify the Target Market. (You may wish to consider the 4P's) ***(Task B of your coursework requires you to consider the Target Market of your chosen organisation. It is therefore important you have a good understanding of this.)***

- 2) Using a leaflet advertising Cadbury World, find where the Target Market is evident. ***(This will help you with Task B of your coursework.)***

CADBURY WORLD CUSTOMER BASE

Detailed profiles of visitors are rather harder to identify, but survey data suggests the following breakdown: (sample 300 adults)



Cadbury World Organisational Structure

