



Wanderlust Advertising

Presents

The Glamour Years Aboard the Queen Mary

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M E M O

To: Bethany's Gait

From: Wanderlust Advertising

Date: May 14, 2014

Re: Campaign proposal for the Queen Mary

The purpose of this memo is to explain our campaign proposal for Glamour Years, an event created to promote the Queen Mary as a tourist destination, venue, and hotel.

Through research on the community and market, our team has determined that consumers will be attracted to this particular event for its uniquely social aspect. Guests will go to the Queen Mary to experience a change in decade and be taken back to the 1940's, where the attire was stylish and elegant. This event will be held in October due to its proximity to a particular holiday that has America dressing up. The ship will be decorated to provide a historical environment and provide food and entertainment for guests.

Our goal is to make this an annual event, but most of all, to promote the Queen Mary as an attraction. By creating awareness of the ship, consumers will consider using the Queen Mary as a venue for their future events and consider it for an entertainment experience. This entertainment experience can be anything from dining, a small vacation, or a historical lesson. Glamour Years will also provide a profit with ticket sales of \$37.50 per guest.

Wanderlust Advertising Agency would like to thank you for your time and consideration for our upcoming event. You can email us at Wanderlust.ad@gmail.com or call us at 1 (800) 926-3587 for questions.



WANDERLUST ADVERTISING

Mission Statement

Our Mission –

To offer optimal exposure and a reputable brand image to travelers worldwide.

Who We Are –

Wanderlust Advertising is a team partnership between four bright, up and coming advertising enthusiasts, Traci Angulo, Steff Morales, Doug Kawashima and Brittany Stockham. We are based out of beautiful Orange County and specialize in professional and attention gaining travel and tourism advertising. Our agency's name reveals our team's appreciation for advocating life changing and worldly experiences for all.

What We Do –

We are dedicated to creating extensive brand awareness and consumer interest for our clients. We understand that the travel and tourism market is extremely competitive and therefore we use to most up to date technology and resources to keep our clients image above and beyond their competitors. We focus on building long-term relationships with our clients due to our ability to keep their companies growing and succeeding in the marketplace.

For more information about our agency, please visit our website at WanderlustAgency.com. You can email us at Wanderlust.ad@gmail.com or call us at 1 (800) 926-3587 for question

Table of Contents

<u>OBJECTIVES, DESCRIPTION OF PRODUCTS, TARGET MARKET</u>	<u>5</u>
<u>ADVERTISEMENTS</u>	<u>6-8</u>
<u>BUDGET</u>	<u>9</u>
<u>CODE OF ETHICS</u>	<u>10</u>
<u>CONCLUSION</u>	<u>11</u>
<u>MEETING MINUTES</u>	<u>12-13</u>
<u>PRESS RELEASE</u>	<u>14</u>

Report

Objectives

Our agency's aim is promote the event for the Queen Mary and make it not only a profitable event, but also one that can continue annually for many years to come. We want to raise awareness for the Queen Mary and share its history to those who may not be aware of it. We want the Glamour Years event to provide guests with a window to the past that enables them to live a life a luxury. We also hope this event will encourage consumers to host their next event using the Queen Mary. The Queen Mary provides a unique venue that is capable of hosting all sorts of events such as conferences, wedding receptions, and school fieldtrips.

Product Description

The Glamour Years event will provide guests with a one-of-a-kind 1940s weekend getaway. Those who attend the event will experience a weekend of total grandeur and luxury aboard the iconic Queen Mary. Once on board the ship, guests will be taken back in time to the 1940s where they will enjoy all the music, entertainment, beverages, food, and ambiance of the era.


Target Market for Glamour Years

Demographics:

- **Age:** 21 years and up
- **Sex:** Both genders (male and female)
- **Occupation:** no particular occupation (any job)
- **Race/Ethnicity:** Diverse, any ethnicity
- **Education:** any level of education
- **Income:** No specific income, enough of a disposable income that allows participation
- **Geographic Location:** Orange County and Los Angeles County



Advertisement 1: Magazine Ad



The Glamour Years


Aboard the Queen Mary

Come experience the true grandeur of this historical luxury cruiseliner. Coming this fall you can experience a one-of-a-kind 1940's weekend getaway.

The 1940's were the highlife aboard our ship, and now you can enjoy it just like the Hollywood celebrities and British Royalty of the era did.

With 1940's inspired music, entertainment, beverages, food and ambiance, this is a weekend experience you'll remember for a lifetime.

Reserve your room today. Visit QueenMary.com





Advertisement 2: Flyer

The Glamour Years
Aboard the Queen Mary

*Experience the ship and all its grandeur
on this 1940's inspired weekend getaway.*

*Complete with the era's music, entertainment,
dining and unique ambiance, it is sure
to be an experience to remember for
a lifetime.*

*Reserve your room for the opening this Fall,
QueenMary.com*





WANDERLUST ADVERTISING

Evidence on Ads

The advertisements created for the “Glamour Years Aboard the Queen Mary” event for our client were created to be versatile, persuasive and representative of the ship’s overall reputation. The first is a poster/ magazine advertisement which uses imagery of the Queen Mary itself and also photographs of real people from the 1940’s era who might’ve stayed aboard and the second is a flyer that have limited imagery due to its smaller size, but still shows the Queen Mary in its “Glamour Years” while giving our consumer all necessary information they might need to grasp the idea of the event. The details such as price, food and beverage options, or recommendations on what one might wear to such an event are purposefully not listed on these advertisements because we don’t those things to be a deciding factor. We want our target audience to fall in love with the idea of the event, and to imagine themselves there, then once they’re hooked, they can retrieve the detailed information they need off the website that is provided as the response device at the bottom of each ad.

These ads were designed to be simple and easy to read, left to right, top to bottom. The balance of images with text on our poster and flyer help each to flow nicely, which gives the consumer a natural flow of motion across the page. Each starts with the name of the event, which is conveniently our Headline and Subhead, then flows to the body copy which gives a description of the event and its purpose, then invites our consumer to make their reservation at the Queen Mary’s home site, which serves as our Call to Action (CTA) and Response Device.

Glamour Years Budget

ITEM DESCRIPTION	COST PER UNIT	INVOICE AMOUNT
Food	\$9/person	\$1,800
Beverages	n/a	\$350
Music Entertainment	\$200/hour	\$400
Table Rentals	\$8/ "60 Round Table	\$160
Chair Rentals	\$2/Chair	\$400
Misc. Decorations	\$500	\$500
Promotional Materials	\$500	\$500

ALLOCATED BUDGET:	\$4,500
ESTIMATED TOTAL:	\$4,110

This budget is based on the attendance of 200 people. By selling tickets for \$37.50, total revenue from those sales will be \$7,500. In order to make a profit, the amount spent on the event should not exceed two-thirds of the revenue. The estimated total spent would be \$4,110. This was gathered by research on rental prices and looking for the best food option. Through consultation with vendors, we were able to negotiate great prices on the products we need to successfully decorate and promote this event.



WANDERLUST CODE OF ETHICS

Code of Ethics

Working with the Queen Mary is a client unlike any other; it is full of history and nostalgia, and brings a modern appreciation to the early 20th century. As such, we want to do it justice, not in simply getting consumers to attend the event, but also in the execution of the event. It needs to be representative of the idea that we are supporting: history isn't a pastime; it's still here around us.

In order to fulfill the ethical idea to the event, we don't want our consumers to abuse their right to alcohol aboard the event. We want Glamour Years passengers to recognize the beauty of the event and what the era meant to the Queen Mary. In order to do this we will enforce a limited amount of alcohol consumption, either by the use of drink tickets or a "drinks by purchase" pay rate. Other modern cruise liners are well known for having open bars, with the price included in the ticket for the cruise, but for the Glamour Years event, we want to keep it more controlled than that.

We also want to have set times for meals for our passengers so that they get a feel for the true ambiance of a 1940's luxury cruise liner dinner, rather than having a "24 hour buffet" like other cruises now do. This will increase appreciation for the food provided and also help to create a true 1940's atmosphere.

Lastly, in order to ensure that all of our passengers are safe aboard the ship for the duration of the weekends, we will be hiring extra on-site paramedics and security in case any emergency should arise. We want this event to run smoothly and have our passengers leave feeling like they had just had an enriching journey to the past that they will want to be a part of again, for this is the start-up of the annual event.



CONCLUSION

We at Wanderlust Advertising are very excited to be working alongside the staff at the Queen Mary to put on this incredible event. We know that our plans will greatly impact guest turnout for this event and future events that will be held at the Queen Mary. Our advertisements are guaranteed to draw guest to the Glamour Years event.

Although we are a new agency, our work will speak for itself. Wanderlust Advertising Agency strives to produce the best customer experience and success for any and all of our clients. The staff at the Queen Mary will be impressed by our efforts and ability to bring new life to their iconic ship. We hope to see you all this fall at the Glamour Years event.

We will be keeping in contact. If you have any questions or comments, please feel free to contact us by email at Wanderlust.ad@gmail.com or by phone at 1(800) 926-3587.

MEETING MINUTES

Wanderlust Meeting April 10, 2014

- I. Call To Order
- II. Roll Call
 - a. Traci Angulo
 - b. Doug Kawashima
 - c. Steff Morales
 - d. Brittany Stockham
- III. Assign Roles
 - a. Project Manager- Brittany Stockham
 - b. Assistant Manager-Doug Kawashima
 - c. Document Expert-Doug Kawashima
 - d. Multimedia Specialist-Steff Morales
 - e. Senior Researcher-Traci Angulo
- IV. Discuss Possible Events
- V. For Next Meeting
 - a. Bring idea for possible event
- VI. Adjournment

Wanderlust Meeting April 17, 2014

- I. Call To Order
- II. Roll Call
 - a. Traci Angulo
 - b. Doug Kawashima
 - c. Steff Morales
 - d. Brittany Stockham
- III. Approve Minutes From Previous Meeting
- IV. Clear up roles and expectations
- V. Select Event
 - a. Glamour Years- Queen Mary
- VI. Target Audience
 - a. Travel and historical enthusiasts
 - b. Older market
 - c. Enjoys social gatherings
- VII. Visualize Campaign
 - a. Advertisements
 - b. Ticket designs
- VIII. For next meeting
 - a. Research promotional ideas

Adjournment

**Wanderlust Meeting
May 1, 2014**

- I. Call To Order
- II. Roll Call
 - a. Traci Angulo
 - b. Doug Kawashima
 - c. Steff Morales
 - d. Brittany Stockham
- III. Approve Minutes From Previous Meeting
- IV. Present Research Findings
 - a. Estimated budget for a social event- \$4,000-\$5,000
 - b. Campaign look- classy, stylish, dated back
- V. Project tasks
 - a. Divide sections by interest and specialty
- VI. For Next Meeting
 - a. Bring drafts of project tasks
- VII. Adjournment

**Wanderlust Meeting
May 8, 2014**

- I. Call To Order
 - II. Roll Call
 - a. Traci Angulo
 - b. Doug Kawashima
 - c. Steff Morales
 - d. Brittany Stockham
 - III. Approve Minutes From Previous Meeting
 - IV. Review drafts of completed tasks
 - a. Decide which press release to use- Brittany's
 - b. Suggestions
 - V. Presentation Outline
 - a. Prezi-Doug
 - VI. Next meeting will be to practice presentation
- Adjournment



WANDERLUST
ADVERTISING

1771 Main Street
Huntington Beach, CA, 92648

PRESS RELEASE

Wanderlust Advertising
(800) 926-3587
Wanderlust.ad@gmail.com

FOR IMMEDIATE RELEASE

THE QUEEN MARY LAUNCHES NEW ANNUAL EVENT: THE GLAMOUR YEARS ABOARD THE QUEEN MARY

April 10, 2014 – Long Beach, CA – Wanderlust Advertising is excited to announce our client's newest development, "The Glamour Years Aboard the Queen Mary," to begin this coming August. The event invites locals and visitors alike to enjoy the Queen Mary in all its historical glory. From 1936-1943 the Queen Mary was a popular host to Hollywood socialites and even British royalty, raising the bar for luxury travel. "The Glamour Years Aboard the Queen Mary" recreates the experience of this time period for guests today to enjoy. This event has been developed to bring back a modern day appreciation for the ship and its grandeur history.

The event is a weekend long experience and will provide music, entertainment, shows, food and beverages from the 1930's and 1940's. Guests are encouraged to dress the part and submerge themselves into the wonder that was "The Glamour Years Aboard the Queen Mary."

Providing this unique historical event to our guests is to restore local and distant awareness to the grandeur of the ship and the potential it has for not only hosting our own events but also those important events of our guests. The Queen Mary is a great venue for celebrations of all kinds, and we wish to bring this awareness to our community. The event is also expected to bring in new visitors, which in turn will hopefully positively affect other local businesses, restaurants and entertainment.

The Queen Mary has been a historic icon since its maiden voyage in 1936. Being the sister ship of the Titanic, she is a relic that has been appreciated and loved for over half a century. The Queen Mary, now proudly docked in Long Beach, hosts exciting events throughout the year for various occasions, keeping history alive and bringing awe-inspiring world culture to Orange County.

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