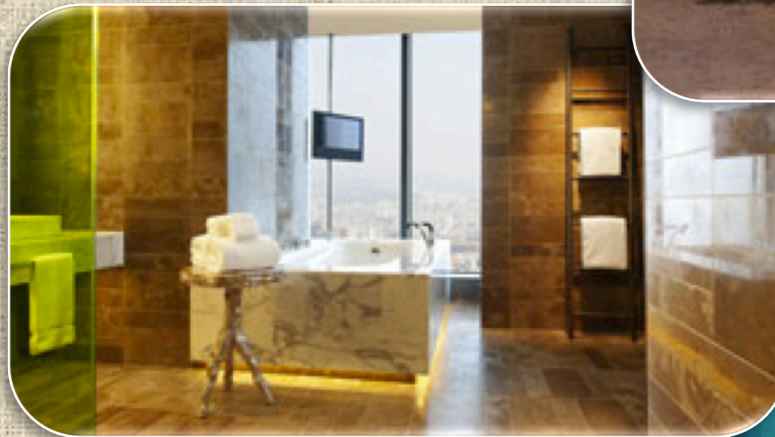


Campaign Development Process



Executive Summary

This marketing campaign is focused primarily on growing Prevu's customer base in the South Pacific Region, including New Zealand, Australia and the Pacific Islands, building the company towards becoming a global distributor of rich-media content (interactive digital online media – full motion video, still image video, 360° virtual tours). The campaign will achieve this by delivering two key campaign objectives.

- Grow Prevu's brand and service awareness within the target audience to >90%.
- Increase Prevu's customer base from 300 to 600 accommodation properties throughout the South Pacific Region.

With the integration of multiple media channels; print advertising, direct marketing, personal selling and online marketing, incorporating creative elements focused on building brand and service awareness and informing of Prevu's unique service benefits, the campaign will deliver key marketing messages.

- We fill hotels... We will improve your online presence, sell your unique selling points and deliver customers directly to your online doorstep.
- We store, manage and distribute your compelling rich-media to the worldwide travel industry, all from one central location.
- We will maximise the sales impact of your listings and your own website, improve your sales conversions and take the pain out of managing your rich-media content, quickly, easily, reliably and economically.

According to my own calculations there are approximately 6,937 accommodation properties in the South Pacific Region (*See workings in section 4.1.b*), valued at a potential \$8,518,875 per year (*See appendix 1 for workings*) to the rich-media content distribution market. The four month campaign is expected to generate \$444,400 in revenue (*See appendix 10 to view workings*) and cost an estimated \$42,000 to conduct, representing 9.5% of the total campaign revenue.

With no commercial competition in the South Pacific Region and a unique service offering, Prevu are positioned to significantly grow their customer base in this region, allowing for further expansion into the Asian market and an aggressive entry into the European market. This will lay the platform for Prevu to reach the heights that they desire in becoming a global distributor of rich-media content while maintaining their dominance as the leading distributor for the Asia Pacific region.



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1.0 Company Overview

Established in 1992 as 'Seeing is Believing', Prevu is an Auckland based media company specialising in the management and distribution of video, 360° virtual tours and e-brochures (rich-media) to third-party travel websites throughout Asia Pacific and the USA (Prevu Corporation, N.D). Prevu is the world's leading expert in online presentation, positioning and promotion of accommodation properties, and is recognised as Asia Pacific's number one distributor of rich-media for the travel, tourism and hospitality industry (Prevu, N.D).

Working with accommodation properties throughout New Zealand, Australia, Asia, India, China and the Pacific, Prevu collates individual property's rich-media content (including full motion video, still image video and 360° virtual tours), stores and manages it online, and makes it available to thousands of third-party travel websites and millions of global consumers, from one central location. This allows properties to load content once and have it appear on third-party sites, eliminating the need to manage multiple sites with rich-media content. Prevu's network of distribution partners gain access to this database of rich-media free of charge with revenue coming from accommodation properties who pay for Prevu's services (Prevu Corporation, N.D).

2.0 The Challenge

Prevu's long-term business goal, through its partnership with Florida based ICE Portal (offer a similar service to Prevu) is to become a global distributor of rich-media content for the travel and tourism industry.

This advertising campaign will address three key challenges.

- To educate the accommodation industry of the benefits of rich-media in online marketing.
- To inform managers and decision makers of the benefits of Prevu's rich-media content distribution service.
- To grow Prevu's customer base.

Prevu work with two main groups of business clients.

- Accommodation properties, being their revenue-earning customers.
- Third-party travel websites, being their distribution partners.



Both groups play vital roles in the ongoing success of the business, however for this marketing campaign we will **focus on the first group**, by building Prevu's customer base locally; New Zealand, Australia and the Pacific Islands. The reason for taking this angle is that in order for Prevu to successfully expand globally it is important to first secure a strong position in the local market and grow their rich-media database, as well as increasing revenue streams to be in a better position to enter further global markets.

The key objectives of this marketing campaign are to double the size of Prevu's customer base to a total of 600 accommodation properties, and to grow their brand and service awareness throughout the South Pacific region, including New Zealand, Australia and the Pacific Islands.

3.0 Pricing and Competition

Prevu's three main services for a 12 month content management contract are charged at:

- Full motion video NZ\$1,700
- Still image video NZ\$995
- 360° virtual tour NZ\$750 (Tanner, 2012)

Prevu are in a fairly unique position where there are no companies in the Asia Pacific Region that directly compete with their distribution offering. Internationally, key competitors are VFM Leonardo (Europe's major player) and US based ICE Portal who is Prevu's sales partner (Tanner, 2012). However Prevu's main competition comes by way of the self-management of rich-media content. There are literally thousands of video production companies around (Tanner, 2012) who may also offer a media hosting service, as do many web-hosting companies. YouTube is also an inexpensive, self-managed method of publishing rich-media content online. However, with the self-management of rich-media content it is necessary to individually upload to and maintain each and every site that an accommodation property's content is available on. **This is the Prevu difference.**

An accommodation property's content is loaded once to Prevu, where it is stored, hosted, maintained and distributed through Prevu's vast network of channel partners, taking this time consuming task away from accommodation property's, saving in the time and cost of personnel.



4.0 Campaign Fundamentals

The four fundamental components of a marketing campaign with which to develop this campaign strategy from are the identification and understanding of:

- Target audience.
- Market dimensions.
- Campaign objectives.
- Brand positioning.

Analysis is based upon secondary research and an interview conducted with Peter Tanner and Brett Robinson of Prevu on the 30th March 2012, as well as on my own assumptions and thinking.

4.1 Target Audience

Prevu's target audience for this marketing campaign consists of hotel, resort, motel and serviced apartment (accommodation properties) marketing managers (or decision makers) working for accommodation properties located in New Zealand, Australia and the Pacific Islands, who have an interest in enhancing their online presence with rich-media content while improving their online sales conversion rates, without themselves having to manage content on multiple travel websites.

- Prevu's target audience represents by my calculations approximately 6,937 accommodation properties.

(See workings in section 4.1.b)

4.1.a Target Market Analysis

New Zealand

As at February 2012 Statistics NZ reported there to be 2,383 accommodation properties New Zealand wide. The heaviest concentration is in the Canterbury region with 324 properties (this figure has not taken into considering the Canterbury earthquakes) followed by the Auckland region with 265, the Wellington Region with 172, the Northland Region with 171 and 1,451 properties across the rest of the country. (Statistics New Zealand, N.D).

Australia

As at December 2011 the Australian Bureau of Statistics reported there to be 4,216 accommodation properties Australia wide. The heaviest concentration is in NSW with 1,392 properties followed by Queensland with 1,121, Victoria with 802 and 901 properties across the rest of Australia (Australian Bureau of Statistics, 2012).

Pacific Islands

Based on analysis of reports produced by the South Pacific Tourism Organisation (SPTO) and official nation tourism websites, I estimate there to be 374 accommodation properties across the Pacific Islands.

As at December 2003 the SPTO reported there to be 269 properties across member nations. The heaviest concentration was in Fiji with 90 properties followed by Papua New Guinea with 35, Tonga with 28, Palau with 24 and 92 properties across the other island nations (SPTO, N.D).

According to Tahiti's official website there are 62 accommodation properties across the Tahitian Islands (Tahiti, N.D).

Based on analysis of the New Caledonian destination page of the South Pacific Tourist Organisation website I estimate there to be 43 accommodation properties across the New Caledonian Islands (SPTO, N.D).

4.1.b Market Dimensions

Based on data gained from our target market analysis we can estimate the potential size and value of Prevu's market in the South Pacific region. By adding the total number of accommodation properties that are operating in each of the three identified territories (New Zealand – 2,383, Australia – 4,216, Pacific Islands – 374) we can assume that the size of the target market amounts to 6,937 accommodation properties. By multiplying this figure by the value of Prevu's three main services at a weighting ratio of; full motion video 40%, still image video, 40% and 360° virtual tours 20%, we have the approximate value of Prevu's potential market in the pre-mentioned territories to be \$8,518,875 per year.

(See appendix 1 for workings)

- Target market's total size **6,937 accommodation properties**
- Value of target market **\$8,518,875 per year**

4.2 Campaign Objectives

Prevu's long-term business goal is to become a global distributor of rich-media to the travel and tourism industry. We will build towards reaching this goal by firstly focusing on the local market, with two key short-term objectives.

- Grow Prevu's brand and service awareness within the target audience to >90%.
- Increase Prevu's customer base from 300 to 600 accommodation properties throughout the South Pacific Region.

4.3 Brand Positioning

Prevu has 20 years of experience in the media business. The application of smart media technology and a web content management system makes Prevu world leaders in the online presentation, positioning, and promotion of accommodation properties. This combined with their large network of distribution partners makes Prevu Asia Pacific's leading distributor of rich-media content for the travel and tourism industry.

Positioning Statement

"Prevu - world leaders in the presentation, positioning and promotion of accommodation properties, and in the distribution of rich-media content to the travel and tourism industry."

4.4 SWOT Analysis

A SWOT analysis was conducted in order to provide an insight into the strengths and weaknesses of Prevu's internal business environment and the opportunities and threats of the external environment. This strategic planning process will provide an understanding of where Prevu is placed in the current market and ways to develop a marketing campaign in consideration of our findings.

(See Appendix 2 to view SWOT analysis)

5.0 Campaign Strategy

This marketing campaign will start in September 2012 and will run for a four month period, finishing before the start of the busy summer season. Due to the nature of Prevu's services, the campaign will be focused **primarily online** but will also incorporate a small offline component as well as personal selling. The creative elements all carry a consistent look and feel while delivering clear and consistent campaign messages. The campaign is **very targeted**, designed to create awareness of the Prevu brand and **the services** that they offer while drawing accommodation property decision



makers into taking the next steps; immediately seeking further information, registering to be visited during the Prevu sales drive or contacted via a Skype call, but ideally signing up for Prevu's service offering right there and then.

5.1 Marketing Communications Brief

This document outlines the full marketing campaign including all relevant details concerning target audience, campaign objectives, creative elements and media channels, as well as budget and timing. This document will be used as a formal acceptance of the campaign into fruition.

(See appendix 3 to view the Marketing Communications Brief)

5.2 Campaign Messages

Prevu's marketing campaign will deliver clear and consistent messages through **multiple creative elements**, over **multiple media channels**.

- We fill hotels... We will improve your online presence, sell your unique selling points and deliver customers directly to your online doorstep.
- We store, manage and distribute your compelling rich-media to the worldwide travel industry, all from one central location.
- We will maximise the sales impact of your listings and your own website, improve your sales conversions and take the pain out of managing your rich-media content, quickly, easily, reliably and economically.

5.3 Media Strategy

This marketing campaign will make use of both online and offline media channels with direct marketing, online space, personal selling and print advertising.

Direct marketing

Targeted directly to accommodation property decision makers, email marketing will be utilised to inform recipients of Prevu's services and offer the opportunity to engage further by clicking through to the Prevu website to seek further information, or by registering for a one on one sales meeting.

Online

Prevu's refurbished website as well as a Facebook page, digital print and Google advertising with YouTube and AdWords will be utilised to inform and engage the target audience while building brand awareness and developing brand/customer relationships.



Personal selling

Linked to the direct marketing campaign, a face to face sales drive will be undertaken throughout New Zealand and Australia. This personalised one on one sales approach will give Prevu the opportunity to engage customers on a more intimate level while offering accommodation property decision makers the opportunity to articulate questions and concerns directly to a sales person. An alternative to visiting properties directly will be the option for managers to engage in a Skype call/meeting, if this is more convenient. Skype will be a particularly useful method of offering the opportunity for Pacific Island properties to engage in a face to face conversation.

Print advertising

Will be used to promote the Prevu sales drive, targeted directly to accommodation property decision makers at their place of work. Print advertising will help to build awareness of Prevu's brand as well as informing managers of the specialised services that they offer.

5.4 Creative Elements

Delivered via the approved media channels the following creative elements will deliver the campaigns key messages while building Prevu's awareness amongst the travel and accommodation industry, as well as connecting directly with key accommodation personnel.

Email advertising

This direct marketing campaign will be targeted to owners, managers and/or decision makers of 6,937 accommodation properties throughout the South Pacific region. For New Zealand and Pacific Island properties emails will be sent at the beginning of September, and for Australian properties at the beginning of October. The focus for the Pacific Island advertising will be on introducing Prevu's brand and services while creating awareness as well as encouraging managers too seek further information by visiting the website, opening the e-brochure, contacting Prevu directly to discuss service options, instigating a Skype call/meeting or ideally taking instant action by clicking the 'sign me up' button. The Australian and New Zealand advertising will include a similar focus to the Pacific Island advertising, but will also promote the Prevu sales drive, offering a 'register' button that diverts managers to an online registration form where they are able to register to be visited by a sales consultant during the Prevu sales drive.



Email advertising will be addressed by name to recipients adding a personal touch and ensuring that managers do not ignore the email thinking that it is spam. Emails will also include an imbedded video of the Prevu advertising video (discussed later in this section) and an e-brochure highlighting Prevu's services in greater detail.

(See appendix 4 to view a sample advertising email)

Website

Prevu's current website is uninspiring and confusing offering little clue as to who Prevu are or what they do. A new website is in the works and will go live before the commencement of this marketing campaign. The new website is clean, uncluttered and easy to navigate. The site has great imagery and offers all of the information that managers will need to make the decision to take the next step and contact a sales consultant.

Prevu's Website will be the central hub of the campaign. All other media will direct managers to the website in order to seek further information, where contact can be made via email or a contact form. Registration for the Prevu sales drive will also be made via the website as well as a downloadable e-brochure. The Prevu website will integrate with the Prevu Facebook Page offering further exposure.

Advertising video

A 120sec advertising video will be developed to showcase Prevu's service with a light hearted take on a potential accommodation guests interaction with online rich-media. The video will be viewable from Prevu's website and on the Facebook page as well as being imbedded into the email of the direct marketing campaign. The video will also be uploaded to YouTube where it will be used as part of a YouTube advertising campaign. The video will offer managers a full motion description of how rich-media can work with their own marketing by showing the interaction and thought process of their potential guests, as well as showcasing what can be achieved with rich-media content.

Due to Prevu's business contacts and experience within the media industry they have the ability to produce a professional video economically and to the highest standard. The video will be produced over the three months from June 2012 and will be launched simultaneously via the Prevu website, Facebook page, direct marketing and YouTube for maximum penetration. To off-set production costs there is the possibility of selling advertising and product placement within the video with the devices used (PC, tablet



and smartphone) as well as with the accommodation properties that are visited within each scene.

(See appendix 5 to view the advertising video script)

Digital print advertising

An e-brochure will be integrated into the email advertising campaign with a 'brochure' button that will open the e-brochure as well as being available as a download from the Prevu website. The e-brochure will emulate the print advertising campaign but in an interactive manner, offering a link to the Prevu website, an imbedded Prevu advertising video and a 'register' button that diverts managers to an online registration form where they are able to register to be visited by a sales consultant during the sales drive.

The e-brochure will also expand on the email advertising by offering further service information as well as a media-pack providing full details of Prevu's services, distribution, pricing and analytics. From here managers will have all of the information required to take instant action by clicking the 'sign me up' button.

Facebook

Prevu's Facebook profile will be closed and a new Facebook Page will be created and launched at the start of the campaign. The page will be used to connect with accommodation properties (liking) creating wider exposure for Prevu and greater online presence. The Facebook page will be updated regularly with company and industry news as well as uploading the latest rich-media content from client properties. The page will also act as a forum where current and potential customers can go to ask questions or offer feedback. Prevu's current Facebook app will also be able to be accessed for download from its Facebook page.

(See appendix 6 to view an example Prevu Facebook App)

YouTube advertising

YouTube will be used as an advertising channel throughout the campaign, showcasing rich-media and what it can do for accommodation properties. Prevu's own advertising video will be used on a cost per impression bases with a limit of \$5 per day. The video page will offer company and service information and will have a link back to the Prevu website. YouTube advertising has the potential to reach vast numbers of viewers, offering great exposure while building brand and service awareness, and is also ranked in Google Search results.

(See appendix 7 to view a sample advertising page)



AdWords

A Google AdWords campaign will be launched from the start of September and will continue through until the end of the campaign. Keywords/phrases such as rich-media, video, video distribution, video sales, online video, 360° virtual tour, will be used to prompt sponsored announcements with relevant search queries. Advertising will be on a cost per click bases with a daily limit of \$5. This is a very cost affective advertising channel targeting internet users who are specifically searching for services that relate to Prevu's business offering.

(See appendix 8 to view a sample AdWords advertisement)

Sales drive

The Prevu sales drive will be promoted via print and digital print advertising, direct advertising, Facebook and on the Prevu website where registration will be able to be made. One sales consultant will conduct all meetings based on the registrations of interest. The New Zealand sales drive will start in the second week of October and will run for two weeks. The Australian sales drive will start at the beginning of November and will run for four weeks. The sales drive is timed to engage managers prior to the start of the busy summer season. The focus of this sales drive will be to promptly convert service enquiries into Prevu customers. The objective is to sign up 75% of the total campaign sales target by securing 225 properties over the six week period. By having a sales consultant meet personally with managers it gives a face to the Prevu brand as well as a more personalised service offering and the opportunity to discuss any issues or concerns that managers may have.

Trade magazine advertising

In October 2012 Prevu will advertise in HM Magazine, a specialist accommodation trade magazine focusing on the Asia-Pacific region. The majority of the magazines distribution goes to Australia, followed by New Zealand and then the Pacific. Readership is targeted directly to hotel management with 79% of magazines being addressed to property managers, heads of departments and regional managers (HM Magazine, 2012).

This one off print will be a full-page advertisement introducing Prevu to the accommodation industry, timed to support the direct marketing campaign in promoting the Prevu sales drive. The objective of this advertising is to build awareness of Prevu's brand and service while encouraging decision makers to seek further information by



visiting the website and ultimately registering to meet with a sales consultant during the sales drive.

(See appendix 9 to view a sample print advertisement)

5.5 Promotion Strategy

This marketing campaign will have no promotion component as this may erode the brand and service positioning, as well as possible negative implications with current loyal customers who would be receiving no benefit for their loyalty. There are however possibilities for future promotions with a group discount concept, as described in section 7.0.

6.0 Campaign Management

The management of Prevu's marketing campaign consists of three fundamental components:

- Budget
- Timing
- Measurement of objectives.

6.1 Campaign Budget and Timing

Prevu's marketing campaign will commence at the beginning of September 2012. The new website and Facebook page will be live at that time and the campaign will be launched with the email advertising, digital print advertising, Google AdWords and YouTube advertising, complemented by the release of the advertising video. Print advertising will be run in October and the sales drive will be conducted in New Zealand for two weeks from the 15th of October and in Australia for four weeks from the 5th of November. The campaign will finish on the 24th of December 2012.

Prevu's three main service offerings are priced at:

- 1) Full motion video \$1,700.
- 2) Still image video \$995.
- 3) 360° virtual tour \$750. (Tanner, 2012)

The total revenue objective of the campaign is \$444,400. The total cost of the four month campaign is estimated to be \$42,000, representing 9.5% of the total campaign revenue. This represents a higher than typical revenue/marketing spend ratio. However, due to the nature of Prevu's service pricing, this represents only the first year of earnings with the potential of long-term residual earnings being generated from the campaign.



(See appendix 10 to view total revenue workings)

(See appendix 11 to view Budget and Timing matrix)

6.2 Measurement of Objectives

Prevu's campaign objectives are clear, defined and are relatively straight forward to measure.

- Prevu's increase in customer base can simply be measured with internal analysis against the objective target. If at the end of the campaign Prevu's property portfolio has increased by 300 properties to reach a 600 property customer base then this objective will have been achieved.
- Prevu's brand awareness can be measured by conducting a market research exercise of the target market once the campaign has finished, measured against the objective level of awareness. If brand awareness is found to be greater than 90% amongst the target audience then this objective will have been achieved.

7.0 Potential Future Marketing Ideas

This marketing campaign is very specific and targeted to the local (South Pacific) region's accommodation providers. However, Prevu has much potential, in the expansion of regional markets, particularly Asia and Europe and the expansion of industry segments with Regional Tourism Organisation (RTO's) and destination marketing, as well as activity operators.

Within local markets, partnerships with major marketing organisations such as AA Travel may be able to be made, offering the opportunity to have AA sell Prevu's services through it's annual sales drive, expanding Prevu's reach and adding service credibility. Arranging meetings with local marketing groups and business associations may provide an opportunity to engage with many accommodation operators in a single session. Group members may be able to be offered promotional pricing based on the group's uptake of Prevu's services.

A Sales promotion may be an option even for this advertising campaign with a call to action, 'buy now' offer within the email advertising or digital print advertising, or a 'coupon' offer with the print advertising, where a 'new client' discount is offered for contracts signed within a certain period. At the same time current loyal customers may be offered a complimentary service, for example 360° virtual tour, on the renewal of their contract.



Tradeshows such as Trenz, although costly are an excellent opportunity to engage with tourism and travel operators face to face, offering a platform to showcase Prevu's services to large relevant and engaged audiences.

This campaign is a starting point only, growing the customer base and financial position with which to build from. The campaign is scalable as the market demands, and in response to the campaign itself. The future potential is vast.

Conclusion

Prevu are very well established in the market and hold a unique advantage in the South Pacific Region of being the only company specialising in the distribution of rich media content. Prevu's biggest challenges are:

- 1) Educating more accommodation properties of the benefits of using rich-media content (increasing sales directly) in their online marketing. It is estimated that less than 5% of properties are currently doing this (Tanner, 2012).
- 2) Persuading accommodation properties that have embraced or are considering embracing rich-media content to have Prevu manage and distribute that content instead of them managing it for themselves.

The key issues here are that it can be expensive to produce rich-media content, and once it is produced it can be self-managed relatively cheaply. Both of these issues make it more challenging for Prevu's growth.

By conducting this marketing campaign Prevu has an opportunity to build strength in the local market by informing and educating accommodation property decision makers of the importance of selling themselves through high-quality rich-media content. The campaign will also highlight the many benefits in having Prevu manage and distribute that content, expanding the marketing reach and saving properties time and money by not having to self-manage a host of different sales channels.

If this marketing campaign is carried out and followed, Prevu will achieve the marketing objectives and be positioned to launch into the Asian market and then European market with confidence and financial stability, on the way to becoming a global distributor of rich-media content.



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Appendices

Appendix 1 – Value of target market workings

Total number of accommodation properties in campaign target market:

6,937

Cost of each of Prevu's three main annual service contracts:

Full motion video – NZ\$1,700 per year

Still image video – NZ\$995 per year

360° virtual tour – NZ\$750 per year (Tanner, 2012)

Ratio of properties contracted to each of Prevu's three main services:

Full motion video – 40%

Still image video – 40%

360° virtual tours – 20% (Tanner, 2012)

Service ratio applied to total number of properties in campaign target market:

Full motion video – $40\% \times 6,937 = 2,775$ properties

Still image video – $40\% \times 6,937 = 2,775$ properties

360° virtual tours – $20\% \times 6,937 = 1,387$ properties

Value of each of Prevu's three main service contracts per year:

Full motion video – $2,775 \times \$1,700 = \$4,717,500$ per year

Still image video – $2,775 \times \$995 = \$2,761,125$ per year

360° virtual tours – $1,387 \times \$750 = \$1,040,250$ per year

Total value of the campaign target market per year:

$\$4,717,500 + \$2,761,125 + \$1,040,250 = \mathbf{\$8,518,875}$



Appendix 2 – SWOT Analysis applied to Prevu



Appendix 3 – Marketing Communications Brief

Marketing Communications Brief

COMMS MANAGER:	Cy Messenger	PROJECT NAME:	Prevu Marketing Campaign
MKTG MANAGER:	Cy Messenger	TOTAL BUDGET:	\$42,000
BRIEF STATUS:	Pre-authorisation	PURCHASE ORDER:	
BRIEF DATE:	9 th May 2012	LAUNCH DATE:	1 st September 2012

APPROVED BY: (physical signature required)	DATE APPROVED:
--	-----------------------

WHY ARE WE DOING THIS?

The overall aim of this campaign is to grow the customer base by 100% in the South Pacific Region over the four months that the campaign will be running while increasing revenue by \$444,400

What are the business objectives for the initiative?

Increase customer base from 300 to 600 accommodation properties throughout the South Pacific Region

Increase brand and service awareness to >90% amongst the target audience.

What are the timings for this initiative?

The campaign will commence on the 1st of September 2012 and will finish on the 24th of December 2012.

How will we be measuring success for this initiative?

Analysis of internal data, measuring the total number of customers at the end of the campaign against the campaign objectives.

Market research to determine the level on brand and service awareness, measured against the campaign objective.

WHAT ARE WE DOING?

What is the proposition?

Prevu will help accommodation properties to grow sales by showcasing their rich-media content to their target audience across the farthest reaches of the globe - economically, quickly and reliably.

Educating the accommodation industry of the benefits of rich-media in their online marketing.

Informing managers of the benefits of Prevu's rich-media management and distribution service, adding bottom line value to their business.



WHAT ARE WE DOING?

How does the proposition look from a customer's perspective?

I can get my property online quickly and easily for much less than I expected. It takes the pain out of me having to manage my rich-media content.

What does it enable customers to do/feel?

Secure that they know that their rich-media content is being managed and distributed, without them having to think or worry about it. All for a reasonable cost, equivalent to around 5 room nights.

How do we explain the proposition in customer terms so they understand it?

Storing, hosting, managing and distributing your videos and 360° virtual tours so that you don't have to, all at a very low comparative cost. Frees up your time, your staffs time and saves you money.

If you had one sentence to explain what we are doing – what would it be?

We will store, host, manage and distribute your videos and 360° virtual tours through our network of channel partners so that you don't have to.

What are the things that we must tell the customer?

The sales drive will only be visiting New Zealand (2 weeks from the 15th Oct) and Australian (4 weeks from 5th Nov) accommodation properties.

Face to face sales meetings can also be conducted via Skype.

Service is on annual basis. Full motion video NZ\$1,700, Still image video NZ\$995, 360° virtual tour NZ\$750

What is the point of difference between this and what a competitor offers?

There are no direct competitors in the South Pacific Region however competition does come in the way of self-managed rich-media content, for example YouTube

Prevu allows customers to upload rich-media one time and have it stored, hosted, managed and distributed to sales channels.

Prevu has a better product/service – feature rich, can store a range of media, control over display, real-time customisation of media on channels, can manage content online, all media is available on all mobile platforms.

Do we have any learning's from previous campaigns that are similar?

No known learnings.

WHO ARE WE TARGETING?

Who is the target customer for this communication?

Hotel, resort, motel and serviced apartment (accommodation properties) marketing managers (and multi-level decision makers) working for accommodation properties located in New Zealand, Australia and the Pacific Islands.

WHO ARE WE TARGETING?
<p>How many target customers are there?</p> <p>6,937 accommodation properties</p>
<p>What other communications have these customers received recently or been exposed to?</p> <p>Internet based messages regarding the production and hosting of rich-media content. No messages with the same offering as this campaign.</p>
<p>Are there any opportunities with this campaign for testing major variables?</p> <p>There is the opportunity to test the local market for pricing and uptake as well as assessing the success of the marketing strategy before entering the global market. Potential of offering promotional pricing – new business promo 20% discount, business renewal promo 1 free service, website launch promo.</p>
CAMPAIGN SPECIFICS
<p>What are the terms and conditions associated with the proposition or offer?</p> <p>Offering is for a 12 month service contract with rich-media supplied by the customer. Rich-media content production can however be arranged on request.</p> <p>Full motion video NZ\$1,700, Still image video NZ\$995, 360° virtual tour NZ\$750</p>
<p>What call to action is there?</p> <p>In print and email advertising there is the “contact us today” call to action. Print advertising also has the QR code to prompt further investigation.</p> <p>On email advertising and e-brochure there is “sign me up”, “register” prompting action to be taken</p>
<p>What role will our channels play?</p> <p>Channels do not participate directly in this campaign but, third-party travel websites are distribution partners and play a vital role in making this proposition attractive to customers. The more distribution channels there are the more marketing reach there is, so the more beneficial Prevu’s services are to accommodation properties.</p>
<p>Are there specific branding requirements that we need to consider?</p> <p>Prevu’s brand will appear at the bottom right corner of all rich-media content.</p> <p>Links between Facebook, the video advertising and Prevu website. Links between print advertising, e-brochure email advertising, Google advertising and Prevu, namely the website.</p>
<p>What is the campaign size?</p> <p>The campaign will cover the entire South Pacific Region – New Zealand, Australia and the Pacific Islands</p>

CAMPAIGN SPECIFICS

What is the budget available?

Total campaign budget -	\$42,000
Trade Magazine	- \$ 4,200
Email Advertising	- \$ 800
Sales Drive	- \$15,000
Website	- \$ 400
Facebook	- \$ 480
Video/e-brochure	- \$20,000
Google Advertising	- \$ 1,120

APPROVALS – RASCI

(Responsible, Accountable, Supportive, Consulted, Informed)

R	<p><i>Directly accountable for the work</i></p> <p><i>Ensures everything is done to the point of approval</i></p> <p><i>Under no circumstances should there be more than one 'R'</i></p>	Peter Tanner
A	<p><i>Final sign-off before action is taken – action cannot be taken before approval.</i></p> <p><i>Ensures strategic appropriateness of proposed action.</i></p> <p><i>Some initiatives may need more than one 'A' however they should never be more than two</i></p>	Cy Messenger (Agency)
S	<p><i>Working resource</i></p> <p><i>Manages and facilitates the interactions with the agencies</i></p>	<p>Agency design team</p> <p>Peter Tanner (Prevu)</p>
C	<p><i>A specialist with expertise to contribute to the quality of the decision</i></p> <p><i>Adds value but does not approve</i></p> <p><i>Input needs to be obtained but not necessarily used</i></p>	<p>Peter Tanner (Prevu)</p> <p>Brett Robinson (Prevu)</p> <p>Agency Management</p>
I	<p><i>People who need to know about decisions made but do not need to be involved in the decision making process</i></p> <p><i>Advised after decision is made</i></p>	Agency Manager

Appendix 4 – Email Advertising

From: Peter Tanner
Subject: Rich-Media Content Distribution
Date: 1 September 2012 09:30:21 PM NZST
To: Kathy Guy – Chateau Tongariro

1 Attachment, 14 KB

Save ▼

Quick Look

Dear Kathy,

In a competitive world of online clutter it is important that Chateau Tongariro gets noticed.

Prevu ensures your customers find you quickly.

Visual content and in particular video has been **proven** to play a significant part in online shoppers **buying** decisions when it comes to hotels and travel products. Video enables shoppers to experience, and hoteliers to highlight all the features and benefits that make the hotel experience, while encouraging sales.

Prevu specialises in the management and distribution of rich-media (video, 360° tours). We **deliver customers directly to your on-line door** for instant sales opportunities. We compile and store rich-media content that your guests find irresistibly compelling.

Facts: 38% of customers ignore a website if the photo's and video are not current and quality.

"Consumers who viewed rich-media are 67% more likely to book than those who did not" *

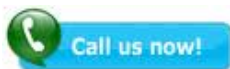
* Omni Hotels



Sign Me
Up!!

We will be visiting the Central Plateau between the 15th and 26th of October. So if you want to sell more rooms and increase your online presence then contact us today to register for a time to meet that suits you. If you have already decided that this is right for you then simply send us your rich-media content and we can usually have you live to the world within 48 hours.

"Let us help you to grow your sales as we showcase your hotels rich media content to your target audience across the farthest reaches of the globe - economically, quickly and reliably"



Peter Tanner

PREVU.TV

P: +64 9 3090065
F: +64 9 3090062
M: +64 21 0682201
E: peter@prevu.tv
W: www.prevu.tv

prevu

Visit our website:

Website

Open our e-brochure:

e-brochure

Register to meet
us at your property:

Register

Call us today:

09 309 0065

Or email us:

info@prevu.tv



Appendix 5 – Advertising Video Script

Scene 1: 0 - 10 sec

The video will start with an executive running into his office, exhausted, sits at his desk, coffee in hand browsing holiday locations. He clicks on a hotel from a third-party site, because it has 'video'. The page opens for the hotel and there is a full motion video window. He clicks the window and is transported into the scene.

Scene 2: 11 – 16 sec

Executive is walking through the foyer of an exotic hotel dressed in smart-casual, lobby music playing he approaches a smiling receptionist behind the reception desk then the scene changes.

Scene 3: 17 – 27 sec

Executive is dressed in golfing clothes walking to tee off with a bunch of guys, big smiles and light instrumental music playing. He tees off then walks over to the golf cart, steps in then.

Scene 4: 28 – 53 sec

Executive opens his eyes and he's swimming under water, board shorts on, gets to the edge of the pool, cool surf-style rock music playing, climbs out, quick dry with a towel and sits at a poolside table, orange juice and fruit on the table, he picks up a tablet device and scrolls to a hotel website, on the homepage there is a still image video window. He has a big smile on his face, taps the window and is transported into the scene.

Scene 5: 54 – 59 sec

Executive now sees a change of perspective. He is dressed in casualwear, cruisey instrumental music playing, in front of the static scene of a hotel facade that is moving towards him. It then changes.

Scene 6: 60 – 65 sec

To the scene of a beautiful white sand beach moving away from him. The scene changes again.

Scene 7: 66 – 71 sec

To the inside of a restaurant, an amazing dinner buffet laid out in front of him as the scene changes again (all the time he is looking around and reacting to each scene).

Scene 8: 72 – 82 sec

To an aerial shot of an island paradise the executive pulls a smart phone out of his pocket, scrolls to a third-party site and taps on a hotel listing. The page opens for the hotel and there is a 360° virtual tour window, he taps it and again with a smile is transported into the scene.

Scene 9: 83 – 93 sec

The Executive is now standing in the middle of a beautiful hotel suite wearing a white robe and white fluffy slippers, soft jazz music playing, looking out of the window to a night cityscape. Still with the smartphone in his hand he raises it and swipes his finger across the screen to rotate the room around him, taking in the full 360° view of the suite. The executive then puts his smartphone back into his pocket and he is transported into the final scene.

Scene 10: 94 – 120 sec

Executive is sitting at his desk (Narrative comes in), suit on and coffee in hand rotating the 360° virtual tour of the suite that he was just in with his mouse, music playing out of his PC speakers.

Narrative:

“Prevu... Let us help you grow your sales as we showcase your property’s rich-media content directly to your target audience across the farthest reaches of the globe, economically, quickly and reliably”.

“We will store, manage and distribute your full motion video, still image video or 360° virtual tours so that you don’t have to... And we’ll make them viewable on all of your favourite media platforms, all for the cost of around 5 room nights”.

“Give us a call today”.

At this point a contact screen will appear with Prevu’s web address, email address, phone number and Facebook logo.

Video highlights the three main Prevu service offerings and the devices that Prevu rich-media is viewable on as well as where rich-media can be hosted (third-party travel sites or own website).

Note. Every scene will have the Prevu logo in the bottom right corner



Appendix 6 – Example Facebook App, Prevu

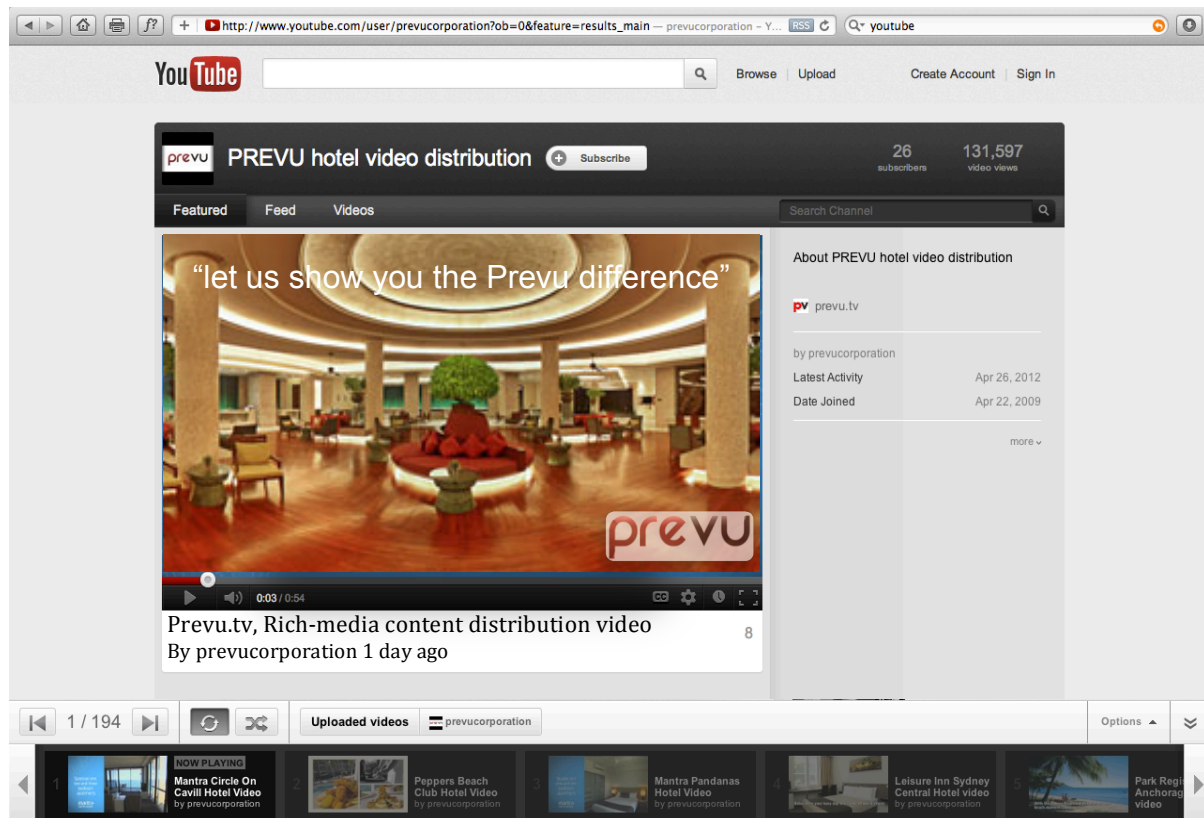
The screenshot shows a Facebook interface with a dark blue header. The Facebook logo is on the left, and login fields for Email and Password are on the right, along with a 'Log in' button and links for 'Keep me logged in' and 'Forgotten your password?'. Below the header is a light blue bar with a 'Sign Up' button and the text 'Facebook helps you connect and share with the people in your life.'.

The main content area features a post from 'Likuliku Lagoon Resort' with the headline 'Take a tour of the resort and book now' and a 'Like' button. The post is categorized under 'Travel/Leisure'. On the left side of the post is a thumbnail image of a wooden deck overlooking the ocean. Below the thumbnail is a navigation menu with icons and labels: 'Wall', 'Info', 'Take a tour of the reso...', 'Photos', 'Notes', 'Events', 'Videos', and 'Discussions'. Below the menu is an 'About' section with the text 'Fiji's first and only over-water bure resort.' and the website 'www.likulikulagoon.com...'.

The central part of the post contains a video player titled 'LIKULIKU LAGOON RESORT FIJI' with a 'prevu' watermark. The video shows a resort with over-water bungalows. Below the video player is a 'Click here to view our eBrochure' link. To the right of the video player are tabs for 'Slideshow', 'Video', 'Map', 'Weather', and 'Disclaimer'. Below the video player is the text 'OVER WATER BURE'.

On the right side of the post is a 'Create a Page' button and a 'Similar Facebook Pages' section. This section lists three pages: 'FijiMe' (10,111 people like this), 'Malolo Island Fiji' (2,359 people like this), and 'Vatulele Island Resort, Fiji' (1,226 people like this). A 'More' link is at the bottom of this section.

Appendix 7 - YouTube Advertising



(Source: adaptation of screenshot,
www.youtube.com/user/prevucorporation?ob=0&feature=results_main)



Appendix 8 – AdWords Advertising

The screenshot shows a Google search results page for the query 'rich-media distribution'. The browser address bar shows the URL: <http://www.google.co.nz/search?client=safari&rls=en&q=rich-m...>. The search bar contains the text 'rich-media distribution'. The results show 'About 35,500,000 results (0.08 seconds)'. On the left, there is a sidebar with navigation links: 'Everything', 'Images', 'Maps', 'Videos', 'News', 'More', 'Auckland', 'Change location', 'The web', 'Pages from New Zealand', and 'More search tools'. The main results area displays several links:

- Rich-media content distribution**
www.prevucorporation.com
Consumers who viewed rich-media are 67% more likely to book than those who did not
- Why Rich Media Distribution?**
richmediadistribution.com/why-hotel-photo-distribution/
Why Rich Media Distribution? Hotel and resorts that invest properly in high- quality virtual tours, photography, videos and other rich media gain a competitive ...
- Social Media Distribution - PR Newswire**
www.prnswire.com/.../multimedia/richmedia-distribution/social-m...
By 2012,190 million people in the U.S. will be watching online video, according to eMarketer, and social **media** networks are prime time venues for digital video.
- PR Newswire Products & Services for PR, Media, Investor Relations**
[www.prnswire.com/.../multimedia/richmedia-distribution/photo- ...](http://www.prnswire.com/.../multimedia/richmedia-distribution/photo-...)
Jump to [International Photo Distribution](#): Contact PR Newswire for more information on how we can help you **distribute** your **rich media** assets.
- ICE Portal | Rich Media Production and Distribution for the Travel ...**
www.iceportal.com/
Rich Media Production, Management, and **Distribution** for Hotels and Travel Suppliers.
- The Official VRteam Blog: Rich Media Distribution — Distribute Your ...**
vrteamblog.blogspot.com/.../rich-media-distribution-distribute-your...
7 Feb 2012 – **Rich Media Distribution** — Distribute Your Hotel Photos, Virtual Tours, And Videos To A World Of Travel Shoppers. **Rich Media Distribution** ...
- Image & Rich Media Distribution - Resort Bookings**
www.resortbook.com/services/mediadistribution/
Image & **Rich Media Distribution**. RB ResortBookings Ltd. recognizes and embraces



Appendix 9 – Sample of Print Advertising, September 2012



“We fill hotel rooms... We will improve your online presence, sell your unique selling points and deliver customers directly to your online doorstep”



We store, manage, host and distribute your

- Full motion video
- Still image video
- 360° virtual tours

to all of your online sales channels as well as your own website

Research has shown that video helps your hits to conversion rate. Let us help you grow your sales as we showcase your property's rich-media content to your target audience across the farthest reaches of the globe, economically, quickly and reliably

“Consumers who viewed rich-media are 67% more likely to book than those who did not” *



“we will be visiting your area soon”

If you would like to discuss how we can help to maximise your online presence and sell more rooms then contact us today.

Visiting New Zealand and Australian properties only

+64 (09) 309 0065 - info@prevu.tv

OR...

prevucorporation.com

* Omni Hotels

Appendix 10 – Total Campaign Revenue Workings

Total increase in number of service contracts to be generated from marketing campaign.

300 contracts.

Cost of each of Prevu's three main annual service contracts:

Full motion video – NZ\$1,700 per year

Still image video – NZ\$995 per year

360° virtual tour – NZ\$750 per year (Tanner, 2012)

Ratio of properties contracted to each of Prevu's three main services:

Full motion video – 40%

Still image video – 40%

360° virtual tours – 20% (Tanner, 2012)

Service ratio applied to total number of contracts expected to be signed:

Full motion video – $40\% \times 300 = 120$ contracts

Still image video – $40\% \times 300 = 120$ contracts

360° virtual tours – $20\% \times 300 = 60$ contracts

Total revenue generated by each of Prevu's three main service offerings:

Full motion video – $120 \times \$1,700 = \$204,000$ per year

Still image video – $120 \times \$995 = \$195,400$ per year

360° virtual tours – $60 \times \$750 = \$45,000$ per year

Total revenue earned from marketing campaign (first year):

$\$204,000 + \$195,400 + \$45,000 = \mathbf{\$444,400}$



Appendix 11 – Timing & Budget Matrix

Commence 2012	Sept	Oct	Nov	Dec	Totals
Trade Magazine		\$4,200			\$4,200
Email Advertising	\$400	\$400			\$800
Sales Drive		\$5,000	\$10,000		\$15,000
Website	\$100	\$100	\$100	\$100	\$400
Facebook	\$120	\$120	\$120	\$120	\$480
Advertising Video + e-brochure	\$20,000				\$20,000
Google Advertising	\$280	\$280	\$280	\$280	\$1,120
					\$42,000