



Marketing Project

Project Scope

In 2025, Hersheypark will open Twizzlers Twisted Gravity, a giant swing ascending 137 feet and reaching speeds of 68mph. This ride is being built where an amphitheater used to stand to bring new and exciting attractions to the park.

Your challenge is to create a new ride to add to Hersheypark's extensive collection and develop a marketing plan to introduce your attraction. Following Hersheypark's lead, will you replace an existing structure, or will you find new space for your ride? Prepare your plan in your classroom prior to visiting Hersheypark and present your new attraction to your teacher.



Your Marketing Plan Should Include:

1. Name, logo and theme of the new ride
2. An overview of your marketing and advertising goals and target audience
3. A timeline of when tasks within your strategy will be completed
4. Identify your pricing & positioning for your new ride
5. Identify the marketing channels you will use. (Ex. TV, radio, social media, billboards, etc.) Provide an example of one of your advertisements.
6. How will you measure the success of your marketing campaign?