

PNE EDUCATION DAYS



Marketing Day at Playland

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Traffic Flow

There are reasons for the placement of each food stand, game booth, and ride. Washrooms need to be easily accessible and identified, entrances and exits for ride line-ups are carefully considered so traffic flow isn't impacted, and special attractions are placed in areas where guests are more likely to stop and check them out.

Review the Playland map on page 4 and notice how the park has been set up in distinct zones

1. Outline how the food offerings, ride colours and decor, and other attractions and facilities within Kids Playce differ from those in the rest of the park.

2. When entering Playland through the main gates, you'll notice that the Guest Services booth is positioned so that guests must pass along either the right or left of the booth. Why do you think this has been done?

3. Before guests reach the rides, there are various stands, attractions, and food options set up at the entrance. Identify these and explain why you think they might be placed here.

4. Find the Playland map sign in the park. Where is it situated? What other messages are promoted on the map? How is the legend separated?

Playland Map

RIDES & ATTRACTIONS

Fun Pass Rides		Thrill Pass Rides	
1 Westcoast Wheel	2 Pirate Ship	8 Glass House	13 Tats Temporary Tattoos
7 Gladiator	3 Skybender	16 Sweet Escape Mini Golf	18 Climbing Wall
10 Rock-N-Cars	4 Atmosfear	19 Bonanza	20 Haunted Mansion
11 Scrambler	5 Breakdance	21 Midway Games	36 Face Painting
15 Sea-to-Sky Swinger	6 Enterprise		
23 Dizzy Drop	9 Hellevator		
25 Bug Whirled	12 Cedar Falls Log Flume		
26 Choppers	14 The Beast		
27 Teacups	17 Wooden Roller Coaster		
28 Merry-Go-Round	22 Hell's Gate		
29 Flutterbye	24 Thundervolt		
30 Honeybee Express			
31 Kettle Creek Mine Coaster			
32 Cap'n KC			
33 Balloon Explorers			
34 Cool Cruzers			
35 Super Slide			

📷 Ride Photo Available
 ⚡ Extra Charge Attraction

EVENT SPACES & FOOD

A Secret Garden Event Space	J Triple O's Fresh burgers, chicken strips, and hand-scooped shakes
B Kettle Creek Event Tent	K POPI! Slushies, soft serve ice cream, and popcorn
C Snack Shack Sweet and savoury snacks; candy apples, candy floss, and popcorn	L KC's Shoppe General store, wheelchair rentals, Haunted Mansion tickets
D Buen Gusto Tacos & Totchos Street tacos & tots	M I SCREAM U SCREAM Cones and Sundae's
E FunDunkers Mini Donuts Unforgettable mini donuts, and churros	N What The Fudge Fudge and sweets
F Fresh Squeezed Lemonade Real and refreshing!	O Cheese Please Grilled cheese sandwiches and more
G Atmosfear Event Tent	P BeaverTails Deep-fried pastries
H Pizza Pizza Fresh-made pizza, chicken bites, fries	Q Wok'in on Sunshine Noodles and spring rolls
I Coaster Dogs Gourmet hot dogs and toppings	R Bar

👤 Guest Services
 🗄️ Lockers
 🅇 Parking
 🏠 First Aid
 🚭 Smoking Area
 🍼 Baby Change Station

🚻 Washrooms
 🚿 Universal Washroom
 ♿ Accessible Washroom
 💳 Buy/Load PNE Gift Cards
 🎟️ Haunted Mansion tickets available at KC's Shoppe

Pricing

At Playland, we welcome a wide range of guests and groups, each with differing needs and expectations of their visit. This includes a regular day of play with friends, birthday group celebrations, and students participating in Education Days. Depending on the occasion, tailored admission tickets are offered, ensuring each group's requirements are met. Additional options such as catered lunches, private picnic areas, game vouchers, or even full park buy-outs are available to further personalize the experience for every type of guest.

1. List Playland's different types of admission tickets and their prices.
2. Find a comparable event in the Lower Mainland. Compare their base admission price to Playland's Thrill Pass. Include any add-ons that may be required to offer the guest a full experience at each attraction.
3. What factors need to be considered when setting admission price? What costs do you think would need to be covered? What internal and external factors might affect pricing?
4. How many visits does a Playland Season Pass holder need to make in one season for their pass to provide them with savings when compared to purchasing a single-day admission for each visit?

Mass Media Advertising Campaign

There are many unique ways to deliver your message to your target market. Each requires their own set of tactics and may require the marketer to make minor adjustments to the message due to space, visibility, positioning, audience reach, or even to win the consumers' attention over competing messages.

Review Playland's 2023 transit and digital ads.



SKYTRAIN DIGITAL POSTERS



DIGITAL AD



TRANSIT AD

1. Outline what you think is the primary message, secondary message, and call to action in each ad.

Review Playland's 2023 Transit Poster, Digital Billboard, and Digital Display Ad.



SKYTRAIN POSTER



DIGITAL BILLBOARD



SMALL DIGITAL DISPLAY AD

3. How does the message differ across mediums, and why do you think these small changes are made?

4. Who do you think is the target market for this campaign and why?

Partnership and Promotion

Playland is one of the Lower Mainland's leading entertainment destinations for both locals and tourists. Brands and media outlets are always looking for ways to partner with the park either through sponsorship, sampling, contesting, events, or by providing preferential supplier pricing. The PNE has a Partnership and Media team that ensures any form of sponsorship or event brought onto the park through a third party aligns with Playland's core values and adds value to the guest experience.

You'll notice branded banners on rides, brand logos on packaging, external brand logos or names on Playland signs, or even that only one supplier's products are offered. There's a lot of negotiating, money, and value behind these strategically chosen brand representations.

1. Provide one example of a brand that you think could have an exclusive partnership at Playland and explain why.
2. Find three brands that you feel have a non-exclusive sponsorship at Playland and outline what their sponsorship may be.
3. Find one product that you feel may be a product sponsorship.
4. Why do you feel it's important for Playland to work with media partners each year to create fun and unique promotions that bring awareness to the park?

Signage and Rebranding

When viewing the park from a marketing perspective, the vibrant colours and playful designs serve as distinct messages conveyed through various mediums like banners, flags, ground decals, and signs.

1. Find and list four different types of signs, banners, or decals used within Playland to communicate a marketing or sales message.
2. List consistencies in the park’s signage design. Indicate if you feel there is a particular look used for different aspects of the park operations – i.e. Food and Beverage, General Information, Games.
3. How many times did you see the image of Playland’s mascot, KC Bear, on banners, flags, ground decals, and signs? Is there a particular part of the park where KC Bear’s image is used more frequently?
4. Identify three rides or games where the branded design extends from the attraction itself to the signs, banners, or flags surrounding it.
5. In 2023, the PNE launched a new brand and introduced a new logo for Playland in 2024. Why do you think it was changed? How does the new logo reflect the Playland brand?

PREVIOUS LOGO



NEW LOGO



Website and Social Media

The PNE is home to much more than just Playland and requires a comprehensive website that provides all relevant information about our business. That includes key attractions such as the PNE Fair, Fright Nights, PNE Prize Home, and year-round events, including concerts and trade and consumer shows at our venues like the Pacific Coliseum and the PNE Forum. We're also home to film, television, and commercial sets, group events and banquets, and many different types of community events.

Because we have so many messages, utilizing social media becomes very important. Posts, stories, and reels can be used to promote price deals, events, tickets, and all the fun to be had in Playland.

1. Looking at pne.ca, outline six different audiences we speak to.
2. List the websites where you can purchase tickets to Playland.
3. How many social media accounts does the PNE manage? What are they?
4. Describe the different strategies used across PNE social media. Example: how are our LinkedIn posts different from our Facebook posts?
5. Name three key ways that the Playland social media manager could interact and engage with our Instagram followers.

Group Sales

Group bookings play an important role in Playland's success. Throughout the year, we cultivate relationships with various group clients to organize and oversee their special events at Playland. To attract new group inquiries, we create an advertising campaign designed to engage and communicate with these groups effectively.



Review these three different Playland Sales ads.

1. Who is the target market for each?
2. What type of large groups do you think Playland targets, and why?

Food and Beverage

We regularly refresh the branding and design of Playland's food and beverage stands. We aim to ensure that multiple locations of a particular stand are consistent in their presentation, including the food packaging, menu design, and brand visual identification.

1. Why do you think it's important that the FunDunkers Mini Donuts brand is used for all concession stands where mini donuts are available rather than simply listing "mini donuts" on the menu?
2. Find three different examples of where one food or concession brand is used in multiple locations.
3. Find three examples where a brand is used in only one location.
4. Find examples where Playland's food and beverage brand has been carried through to the food packaging.
5. Why do you think it's important for the packaging to be branded?

Rides and Games

Creating a new ride name requires a lot of consideration, as it establishes expectations and fosters excitement for the ride's experience, and the name remains with the ride until it is retired.

1. Why do you think The Hellevator and Hell's Gate were controversial when they were launched?
2. Using either The Beast or Bug Whirled, explain why you think the name and ride's design speak to the ride experience.
3. We often consider updating the look of some of the older rides and games that are still guest favourites, like Scrambler, Cedar Falls Log Flume, and Roller Ball. Notice with these examples how the decor has been refreshed in recent years, while ensuring the new look still works with the existing name. Find another ride in the park and describe how the ride's decor could be refreshed without changing the existing name.
4. Identify how we promote and entice guests to play one of our games on the Games Line.
5. In 2024, Playland is opening a new ride. What is its name? What do you think the name and design say about the ride? Why would Playland add more rides? How has anticipation for the ride been built over the past year?

Playland Master Plan

In 2010 a Master Plan for Hastings Park, which includes significant upgrade and expansion plans for Playland, was approved by Vancouver City Council. According to the plan, over the course of 15 years Playland will almost triple in size from 27 acres to 76. Parts of this plan have already begun, including recent ride investments such as Skybender and the new launch coaster. Other changes, including ride, attraction, and facility placement, will continue to transform and shift as the plan continues to roll out.

1. What rides do you think are currently missing at Playland and should be included with the Master Plan?
2. The Master Plan (see map on page 17) includes plans to potentially establish a new main entrance to Playland along Miller Drive. As part of this plan, the current entrance facing Hastings Street will be closed. Outline how the new entrance could be promoted through signage, pne.ca social media, and advertising.
3. Design a promotion offering a grand prize: the first entry to the fully renovated Playland once the Master Plan is finished. List how signage, direct marketing, advertising, sponsorship, and group sales could be utilized in the promotion of this prize.

Playland Master Plan Map

