

Discussion

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Hotel Hampton Inn, Restaurant Applebees, Tourism California, and Events Olympics Marketing Strategies Hotel Hampton Inn

The 2014 advertisement highlights more products offered such as accommodation facilities, and a number of complementary services. The place is established effectively by outlining their updated porte cochere, new paint schemes, and signature cornice with architectural lighting. The target market for the 2014 advert is segmented to a younger audience. The promotion motto “ Multi-functional, convenience, comfort, clean” is effective in communicating to the audience. The company should consider adding a price estimate to future advertisements (Lamb, Hair, & McDaniel, 2012).

Restaurant Applebees

The 2014 advertisement presents chicken & shrimp as Applebees’s major selling product. Bourbon street is mentioned as the place and the price is set at \$20 for 2. The restaurant promotes the use of its delicacies as birthday specials and appeals to the middle-age group of people. The motto “ Where fans know the best” is also used as a promotion strategy. The restaurant should consider establishing an exterior environment to connect more with the an audience (Lamb, Hair, & McDaniel, 2012).

Tourism California

Both advertisements expose the products and services that California offers to its visitors. Some of the services include yoga, surfing, skateboards, and wineries. The California place is also established expansively to cater for the different services. Price estimates are not defined, but the advertisements target a group of visitors interested in enjoying these services in California. The motto “ Find yourself here” is a promotion strategy that has been

consistent.

Events Olympics

Both advertisements expose the products and services which constitute the events of the Olympics. But, the 2016 advert shows more events including athletics, karate, golf, volleyball, swimming, tennis and gymnastics among other games. The advertisement also establishes the place in Rio de Janeiro Brazil by showing an overview of the landscape. Also, the Rio 2016 Olympics logo is used for promotion purposes. However, the Portuguese language used in the 2016 advert segments the market as compared to the 2008 advert that uses English.

References

Lamb, C. W., Hair, J. F., & McDaniel, C. D. (2012). *Essentials of marketing*. Mason, Ohio: South-Western Cengage Learning.