

# Marketing communication plan panama



**ASSIGN  
BUSTER**

A Marketing Communication Plan for Panama 2nd Edition Written by: Nicoline Becker Table of content 1. Introduction 2. Background 3. The Situation Analysis Company Analysis Competitor Analysis Consumer Analysis Product Analysis SWOT- Analysis 4.

Marketing Communication Objectives 5. Marketing Communication Strategy 6. Marketing Communication Mix The core concept Sales promotion 7. Planning 8. Budget 9.

Evaluation & Feedback 10. Appendix Research Agency Briefing 1.

Introduction By means of this document, the approach to Panama\* is to present a marketing communication plan proposal. The assignment is to fulfil panama\*s objectives for the upcoming year.

Therefore a marketing communication plan will be written. The aspects of marketing communication is to bring advertising, sales promotion, public relations, and direct marketing into one marketing mix together. To achieve the objectives of panama the communication plan has been researched and developed based on the following considerations: The marketing analysis: the needs, characteristics and environment of panama and its competitors are analyzed, and the target group is defined -The marketing objectives: the objectives of panama will be described in detail for the up coming year - Marketing strategy: here the strategy for achieving the objectives will be explained and the target group will be described in detail as well -Marketing operations and implementation: how to work with the marketing mix, which channels and promotion tools will be used, taking costs into consideration. 2.

Background Over the last few years, the entertainment industry has become

bigger and bigger. People can choose from a broad variety of offers to spend their leisure time.

In the Netherlands Panama\* is a famous night entertainment venue. Located in Amsterdam it offers the customer a unique experience of a combination of a restaurant, theatre and night club. Panama\*'s competition is large; therefore a good marketing communication is essential. If a club like Panama\* does not communicate well to its target audience, people will go to the competing clubs because they are not aware of what Panama\* offers them. The main focus of Panama\* is on its DJs. People come to the club because of the popular DJs that play.

Panama\* wants to attract more loyal customers who come and visit the club on a regular basis. They want them to come because they like the club, not only because of the DJs. Furthermore they want to promote the restaurant and the theatre, because people are not aware of the fact that Panama\* is more than a night club. This means, Panama\* needs to come up with a strong marketing communication plan, to increase visitors and especially loyal visitors. Strong promotional tools are needed to make the communication mix strong and effective.

The campaign should fit to the image and reputation of Panama\*. 3. The Situation Analysis This aspect of the work comprehends the factors of demand from the different target groups. And with this information, it is possible to assess the competition and forecast their possible responses. 3. 1.

Company Analysis Panama\* 4 Oostelijke Handelskade Amsterdam, Telephone: 00 31 20 311 8686 Hours: Mon – Sun 11am – 11pm Panama\* takes a lead role within the Leisure-Entertainment Industry of the Netherlands and far across over any boundaries. Panama\* is a night club located in the harbour of Amsterdam. Besides being a night club, Panama\* also locates a very good restaurant and theatre where live performances of bands, DJs and comedians take place. It is known for its exclusive atmosphere and special decoration. The restaurant can be divided into interior and exterior. During the summer a big terrace is open where approximately 100 people can enjoy dinner with the exclusive view on the Amsterdam harbour.

The current communication is mainly focused on the website of Panama\*. From the website people can get information about upcoming events, shows and DJs. It is the main tool to communicate to the target audience. Furthermore Panama\* communicates to people from all over the world by all their famous DJs.

The DJs go to internationally known hot spots of the industry, like Ibiza, Las Vegas and Miami and promote the club Panama\* during their shows. People who visit these clubs abroad are aware of the existence of Panama\*, so come to Panama\* as soon as they are in Amsterdam. Another communication tool is the merchandising of Panama\*. At the club's shop you can buy products that remind you of your stay at Panama\*. You can also buy these products on their website.

As a proof of the international awareness of Panama\* an international website describes Panama\* as follows: “ Pricey wines and classy French fare are the name of the game at Panama – we just wonder why they didn’t call it Paris. Located in a spacious former Port Authority building on the edge of the city, it’ s a multi-room interior with restaurant, nightclub and theatre – perfect for an upmarket dinner, drink and dance with your date. Finely crafted cocktails are delivered to tables packed with a laid-back crowd of young lookers who are drawn to the high windows, soft light and minimalist decor. We say get your Panama hat on people. ” ‘ <http://www.worldsbestbars.com/city/amsterdam/panama-amsterdam.html>’ 3. 2.

Competitor Analysis Panama\*, being located in the top location Amsterdam has to face direct and indirect competition.

In follow there are the major competitors listed which are determined to be the Top 50 of the Netherlands based on the nominations of the “ Night Temple Awards 2006”. PARTYVIBES.nl TOP 50 CLUBS / LOCATIONS CLUB / LOCATIONCityHits » The Power Zone Amsterdam 12921 » Zebra Lounge Amsterdam 12700 Panama Amsterdam 9967 » Now & Wow Rotterdam 9554 » Escape Venue Amsterdam 9336 » Ocean Diva Amsterdam 9045 » Hotel Arena Amsterdam 9003 » Club Vie Rotterdam 8328 » Lexion Westzaan 8292 » Happy DayZZ Culemborg 7891 » ... #50 Panama\* surely has to determine all of those clubs as direct competition whereas a clear communication and brand positioning must be reached at the vision and impression of the target group. For this purpose, as Panama\* is on rank 3 of the best clubs in the Netherlands, the focus is set on the direct competition of the Top 4 clubs which will be described in more detail as follows: Rank 1: ‘ The Power Zone’ ‘ <https://assignbuster.com/marketing-communication-plan-panama/>

The Power Zone' is placed on the rank one of all clubs in the Netherlands. As Panama\*, it is located in the city of Amsterdam where it attracts next to the inhabitants of the city also national and international guests. With exactly 4.97 km away from the center of Amsterdam, the ' Spaklerweg' is easily reachable by car and public transportation within about 10 minutes from the centre. The concept of ' The Power Zone' evidently focuses on exclusiveness which is mirrored in their customer orientated services. For parking, taken as an example, the club offers a separate parking-lot (2 €) that holds space for about 800 cars where parking attendances direct the visitor immediately to a free spot. Offering even more sophistication, visitors have also the opportunity to simply drive their vehicle directly in front of the entrance of ' The Power Zone' where one of the valet attendant parks and returns on request the car. For this service a fee of 12. 0 € is demanded, as parking in the metropolis Amsterdam relatively desirable.

In comparison to Panama\*, ' The Power Zone' does not offer a separate restaurant, but the ' yummi-area' where Chinese wok-food is freshly and in front of the eyes of the customers prepared. In addition to that, ' The Power Zone' offers an exclusive Cocktail- and Champagne Bar and a VIP deck on which only listed guests with their company are being allowed. Overall, the concept centers on turning an evening-out into a total luxury experience whereas the factor music and exclusive drinks are in the centre of attention. Venue Description of the club ' The Power Zone' Please note the table in the Appendix. This table clarifies the level of competition the concept of the ' Power Zone' offers in assessment to Panama\*. Focused is hereby on the Target Definition, Concept Description, General Features, Location & <https://assignbuster.com/marketing-communication-plan-panama/>

Availability, Communication Strategy and the Category Definition & Venue Description.

Rank 2: 'The Zebra' 'The Zebra' is placed on rank two directly in front of the rank of Panama\* in the list of the best locations for the night-time in the Netherlands. In comparison to the Panama\* and to 'The Power Zone', 'The Zebra' is directly located in the centre of Amsterdam at the 'Leidesplein' which must be stated as an excellent location as being attractive for regulars and visitors which are not familiar with the whole club-offer in Amsterdam. Communicated via the marketing strategy is clearly the focus on 'The Zebra' being a young, trendy location where visitors of all kinds will find what they were seeking for. Integrated in the concept is the transformation of fashion, style and sex-appeal whereby the diversity of visitors and the uniqueness of the location take central position.

Music is taken as a feature for meeting people and having a good time while enjoying a cocktail, rather than listening to extraordinary acts. The major aspect of the 'The Zebra' is that exclusiveness is offered by providing the feeling of being trendy instead of having the feeling of being rich. In comparison to Panama\*, the Zebra offers next to the club and bars no further attractions like a theatre or restaurant. The main and only focus is to entertain visitors with the night-club, in which several lounges and cocktail bars offer the opportunity for having a nice evening that promises the visitors to dance, drink and meet.

Venue Description of the club 'The Zebra' Please note the table in the Appendix. This table clarifies the level of competition the concept of 'The

Zebra' offers in assessment to Panama\*. Focused is hereby on the Target Definition, Concept Description, General Features, Location & Reachability, Communication Strategy and the Category Definition. Rank 4: ' Now & Wow' The ' Now & Wow' is in comparison located in Rotterdam which is not minder a tourism-orientated city of the Netherlands.

Even though, Rotterdam cannot compete with the international reputation of Amsterdam, clubs like the ' Now & Wow' mirror the diversity of the city. The ' Now & Wow' is a club for young creative which are open minded and seek for new ideas and originality. ' Now & Wow' visiting people can be coordinated in several (sub-) cultures which are creating an unique style that is reflected in the colour-rich interior of the club itself. Generally, the ' Now & Wow' focuses on a younger target group than the Panama\* while having a min. age policy of 18 years.

Tickets and fees are only available at the direct sale at the entrance of the club which excludes certain exclusiveness like a special treatment for VIP customers how it is included the concept of ' The Power Zone'. Now & Wow' catches the attention of customers not with luxurious items, lounges and bars. ' Now & Wow' wants to be funky, different and therefore does not follow, but creates a trend. The club is in its offers similar to ' The Zebra' and has no separate restaurant or theatres which is included in the concept of Panama\*.

However, being located at the ' Maashaven' the club offers an impressive scenery while being located very close to the centre of the city where many food and diner opportunities are to be found on every corner. Venue



Description of the club ' Now & Wow' Please note the table in the Appendix. This table clarifies the level of competition the concept of the ' Now & Wow' offers in assessment to Panama\*. Focused is hereby on the Target Definition, Concept Description, General Features, Location & Availability, Communication Strategy and the Category Definition & Venue Description. Conclusion of the Direct Competitor Analysis As these examples of the Direct Competitors show, all night-clubs are offering the same feature, a night-out and entertainment, however due to this special package they offer, the experience of restaurant, theater and night-club, it differentiates itself from the competitors. Panama\* focuses on the uniqueness of mixing a night-club with a theatre and a restaurant.

This is attracting a rank of targets which can, and must be clearly separated. Panama\* invites extraordinary musicians and DJs in order to create a reputation and attracting customers. Whereas being luxury in the interior and creative in their concept, Panama\* manages to set a point in the list of clubs which led to the fact that the club is known world wide. 3. 3. Consumer Analysis The concept of Panama\* must be recognized as a packaged variety of entertainment levels consisting out of four major elements: the Night-Club, the Cocktail-Bar, the Restaurant and the Theatre.

Targeted are customers between the ages of 21 up to 40. Considering Panama\* as a location that focuses on elegance, quality and value in their offers, Panama\* is in the position of asking comparable upper-class charges. As a result, Panama\*'s target group is being set on the middle to upper class of society. Target of the Night-Club: Targeted visitors of the Night-Club are primarily young customers between the ages of 21 up to 30.

On the basis of high charges for entrance and drinks, visitors certainly can be determined as having an interest in exclusive treatment and an elite ambience. In addition to that, Panama\* is astonishing successful with their concept of having admired acts and DJs which leaves the conclusion that visitors in fact are being attracted and aware of this intercontinental booming music-scene of trance, house and electro music. Thus, Panama\*'s customers, of particularly the Night-Club, take advantage of the information flow offered via the website and, as a consequence, contribute more enthusiastically. Target of the Lounge and Cocktail Bar: Panama\*'s Lounge and Cocktail Bar certainly is aiming towards exclusiveness that is certainly mirrored in the prices.

The bar is targeting to a specific group by a price filter which un-casts the external targets. On behalf that Panama\* sets a standard aiming towards a coherent environment. Target of the Restaurant: The restaurant is also a part of the package Panama\*. While the club and the bar are already a high class entertainment, the restaurant is truly classy. The target group of the restaurant runs up to people of the age of 40. Market Analysis Panama\* is located in the centre of the netherlands in amsterdam, a well kown citie around the world.

It is the capital city of the Netherlands. The Netherlands represents an economically healthy nation in which the government has reduced its role radically since 1980. The ethnic origins of the citizens are very diverse, and the opposition to new ideas and cultures is barely null. For the prospective audience of the entertainment industry, Amsterdam would represent the

most adequate venue for the coming objectives of attracting national and international visitors.

The means of transportation ease for the public the use of alternatives to a car, promoting a very powerful unconcern for going out and consume the products of the so called night businesses. The presence of several competitive firms hinders the possibility of standing out and imposing the presence of a certain static concept in an effective way. Public is growing wiser over the marketing strategies of the different media they are being exposed to, and for the same reason, they are becoming reluctant to adopt an existing concept as a part of their lives. For this reasons, it is hard to retain a recurrent audience without a connection to them. That is because Amsterdam is located in the centre of Europe and easily to reach also from visitors of Belgium, England and Germany. As conclusion: The Netherlands is a country with an international outlook, where foreign visitors and refugees quickly feel at home.

For centuries, Amsterdam has been a ‘ melting pot’, and its lively, international and cosmopolitan atmosphere explains its popularity with other nationalities; close to half the city’s residents have foreign or ual nationality. This sets the basis for a stronger and loyal target audience for Panama\*. 3. 4. Product Analysis Panama\* should retain the expectations of the new consumer behaviors and trends for the entertainment industry.

As the acknowledge and recognition of the strategies for promotion is evolving every day, the product must project the personality of the target it attracts. With that objective taken into consideration, we plan to connect the

ideal of Panama\* with the exclusivity of its clients and the ideals of its competitors. Panama\* is the experience of perform and be surrounded by a special elite. Panama\* is the venue where people enjoy the presence of friends and colleagues. But Panama\* is hidden from new public and that represents an obstacle for prospective members to adventure into the concept.

People tend to search more for the event the company offers than the company itself. On the whole the target group runs from people of 21 to 40. Because Panama\* is an exclusive place to go out, prices are higher than in other clubs. Therefore Panama\* focuses on an upper class public. Due to that the new loyal customers Panama\* is seeking for, should be more exclusive and attach importance to lifestyle and fashion.

3. 5. SWOT-Analysis  
 Strength: •Known world wide •Famous DJs will play  
 •Wealthy target audience •Special evening out  
 Opportunities: •Create more brand awareness •Improve the Website •Increase loyal customer rates  
 Weaknesses: •No regular guests on a daily basis •Location •Too high prices  
 Threats •Club is only know for its DJ's •Too exclusive •Losing customers to other clubs  
 Strength The club is well known because of the top DJ's who perform regularly. The club is located in the so called ' Manhattan of Amsterdam', which means it is a top location near the industrial heritage of the city.

Parking space is highly accessible at Panama\*. It is located closely to a highway, so it is an attractive place for business and leisure. Panama\* offers an extent space where parties can be held, people have diner at the

separated restaurant, have a drink or enjoy the theatre show. Due to the fact that Panama\* is exclusive the customers have a lot of money to spend, because they are well situated and do not watch every penny they spent. After researching Panama\* and his competitors you can say that, the main focus of Panama\* is the special night out they offer his guests, which includes the separate restaurant and theatre besides the club.

It wants to deliver a whole special night out. This special treatment only offers Panama\*. Weaknesses It seems that people's decision whether to go or not to go to Panama\* depends on the DJ that is performing, therefore the club is not sold out every night. It does not have customers who come on a regular basis to the club without the interest of the performance of the night. Panama\* only reaches people who have a car or can afford to take a cab. The location of Panama\* is also a weakness, because it is not located direct in the city centre of Amsterdam where it is easier to come too.

The prices of Panama\* either in the club or in the restaurant are very high. They only attract richer people. This is more niche marketing, so it is a weakness of Panama\* that they can not target on a random public. Opportunities An opportunity for Panama\* is to give the brand more awareness to the target group they could this via business to business. It could attract more guests' will the club is sponsored via well-known brands, where the exclusiveness of the club will be better defined as well. When the exclusiveness of the club increases the amount of loyal customers would rise as well.

Another opportunity for Panama\* would be to improve the website, because it is the signboard of the club. It has to be more exclusive and trendy more what the target group has in mind about a special evening out and an exclusive night-club. Threats A threat to Panama\* is that it is only known for its famous DJ's but not for the club itself. It can happen fast that other night-clubs adopt the same strategy and then Panama\* will lose his customers to other clubs. The number of coming guests would decline highly in times of a bad economy, because Panama\* is a luxury nightclub and restaurant where people have to spend money when they are going there to have a nice evening out and when the wealth of the loyal customer disappears the customer disappears as well.

4. Marketing Communication Objectives The marketing communication objectives define what exactly Panama\* wants to change with their campaign. The main focus should be to increase the numbers of visitors for the different aspects Panama\* offers: The club, the restaurant and the theater. People should visit Panama\* more regularly and not only if they know that their favorite DJ is playing. It is important to separate Panama\* from its competitors but not just copying the competitors concept.

In general Panama\* wants people to come and visit the club, restaurant or theater if there is no special artist or DJ performing. Facts and figures for the club campaign: -Panama\* wants to increase loyal visitor numbers by 25% during the next year Panama\* wants attract people of the target group but have not been to Panama by 15% -Panama\* wants to increase the number of daily visitors by 5% In order to measure the objectives the visitor numbers will be counted on a monthly basis. By this Panama\* can figure out if the new

<https://assignbuster.com/marketing-communication-plan-panama/>

marketing strategy works out or not and maybe adjust it during the time its running. For the restaurant the objectives will be different.

The campaign will be separated from the club campaign. The results should be similar to the objectives of the club campaign but it is not expected to be as successful like the club campaign. Facts and figures for the restaurant campaign: -Panama\* wants to increase loyal visitors by 15% during the next 6 months -Panama\* wants to attract people from the target group who have not been to the restaurant by 25% -Panama\* wants to increase number of daily visitors by 10%

5. Marketing Communication Strategy “ An effective marketing strategy sells the brand, not the company...” Levick. In order to define the characteristics of the media used to send Panama\*'s message, a communication strategy has been designated to pull visitors to the concept by inviting them to join a community that will expand without further effort. The marketing strategy will be a pull strategy.

The targeted consumer will be pulled into Panama\* by different tools. The overall strategy will divided into a strategy for the club and one for the restaurant. As a solid basis for the development of an effective marketing strategy is taken the fact that Panama\* mainly focuses on the promotion of their Night-Club and their Restaurant. Therefore, in this Marketing Communication Plan, strategies for the Theatre are excluded.

This decision is based on the fact that our research reflects a direct promotion by the play or erformance and not by the venue.

6. Marketing Communication Mix

6. 1. The core concept The Night-Club As mentioned, the target group for the night-club of Panama\* is young, spontaneous and it

wants to be up to date. Being brought up in an era in which the use of technical devices such as computers and mobile phones belong to the daily use, the marketing communication strategy of Panama\* should take this aspect as resource for attracting new customers and motivate visitors to return on a regular basis.

A new way to approach customers for the Panama\* night-club is a sms-service. Based on this idea is an integration of membership trough which possible customers feel related, empathically connected and which is associated with customer-service. Panama\*, being located in a demographically and geographically high-developed country, has the advantage of reaching the target via a sum of tools, whereas the mobile phone certainly is being used by the target most regularly. In addition to that constant use, the mobile phone owns the benefit in comparison to the internet, that incoming messages are most likely to be read instead of being directly erased or filtered by a spam finder compared to the e-mail system.

A strong point for the choice of the communication tool ‘ mobile phone’ is being underlined since these technical devices are being carried continuously with possible customers almost everywhere he or she goes. Consequently, the chance of the message to reach personal contacts of the receiver increases and therefore motivates word of mouth marketing. On behalf of actual procedure, the sms-service will be launched at 14th of February, Valentines’ Day, on which date an event is being held in Panama\*. Embedded within a theme of being ‘ connected’ to each other, Panama\* therefore is offered the opportunity to invite all visitors of that night (and all events in follow) to subscribe for a sms-service whereas the actual marketing



strategy is being hidden. Generally, the sms-service informs people about the latest news, events and performances and therefore has a similar function in communication terms as the website. Desirable features about the sms-service are in addition to the fact of being free of charge and without any further mental or physical costs.

Furthermore, Panama\* has the need for inspiring customers in general to visit on a regular basis. At the recent point, Panama\* heavily promotes itself with having astonishing DJs and acts which is attracting the target. However, informing and advertising the target with the promotion of a certain DJ holds in fact the risk that visitors actually come to Panama\* in order to experience a particular performance rather than appreciating the fact that Panama\* always has exceptional DJs. In order to create the desire of the target to spend nights at Panama\*, this image of Panama\* certainly must be changed. Panama\* must educate the target in so far via marketing communication, that not a particular DJ should be the motivation to go to Panama\*, but the actual knowledge that Panama\* always has good DJs and therefore any night is worth to go.

In order to archive this communication goal, Panama\* should include in the monthly event-schedule a 'mystery guest/DJ', by which is meant that the presence of a DJ is being promoted, however the identity of that guest stays a secret. Consequently, as being comparable with the concept of a sneak-preview in cinemas, visitors of such nights are being inspired to come on behalf of trust that Panama\* will offer them a high-standard performance.

The Restaurant The conception of the classy restaurant focuses on an individual target group (up to 40) in comparison to the additional core-

concepts of Panama\*. The target audience is clearly not attractable with a sms-service and the service would actually have a negative effect. In order to attract visitors in a target-suitable manner, we want to develop an advertising billboard campaign.

All over Amsterdam billboards will be placed in the metro, on bus stops etc. These billboards will contain recipes of meals that are served at the restaurant of Panama\*. The layout of the billboards is designed with the attractiveness of simplicity. Readable is a full recipe of a dish that is actually being served at the restaurant of Panama\*. The dish is changing from week to week so that the city of Amsterdam will be filled with a menu-card of the Panama\* restaurant whereas the recipe is actually given.

Rounded up is the advertisement with a simple slogan; “ TRY IT, Panama\*”. The purpose of the campaign is clearly to increase the awareness of Panama\*'s offer in dishes, whereby the simplicity of the concept aims towards a strong result. 6. 2. Possibilities for Sales Promotion The sms-service Panama\*s sms-service is of course for free.

The visitor shows the sms at the entrance and it is registered that he/she came that night with invitation via sms. If a user of the sms-service comes to Panama\* 10 times because of the messages he/she received on his/her mobile phone he will become a member of the Panama\* CLUB. The membership of this club is like a reward of the loyalty to the club. It contains special offers for the members, like not having to wait to get in if there is a waiting line outside of the club. Furthermore the member will experience

special services on their birthday. First of all they will receive a birthday sms and an invitation to spend their birthday at Panama\*.

But this is not all. On their birthday night the member can be picked up from their home by a big HUMMER limousine with 10 of their friends. In the HUMMER they can have a small party during the ride to the club. They can listen to music, have a drink (a exclusive bottle of Champagne is reserved for free) and sing karaoke. . Time planning The sms-service The whole marketing campaign will start on February 14th.

This day is Valentines Day and therefore a special event will take place at Panama\*. Visitors can subscribe for the service in the foyer. From the next day on they will receive messages on their mobile about events, news and offers of Panama\*. The duration of the sms-service is limited for 6 months. If it is very successful it will be extended for as long as it works.

The restaurant campaign The campaign for the billboards recipes will also start in the middle of February to increase the impact of the strategy. The billboards will be shown for a week, the week during which the dish is actually provided at Panama\* restaurant. The menu will change weekly, so all over Amsterdam you can always find a recent dish of Panama\* restaurant. The duration of this campaign will be shorter than the sms-service.

The recipe campaign is planned to end at the beginning of April. So the overall duration will be 1, 5 months. 8. Budget The budget for the whole communication strategy will be explained in a short overview of the different campaigns and services the strategy will consist of. Hummer Executive: including BTW and BPMsponsored by GMBillboard campaign € 20000 Setting <https://assignbuster.com/marketing-communication-plan-panama/>

up the SMS-service Promotional Material Actual Costs SMS-Service (average price of 17 Cent) 7. 956€ / 52wks, 900 SMS / wk, 300 members Technical Environment Actual Costs Programming and setting up the Interactive Community on the webpage 2.

500€ / package price for one year Total Costs 18257, 85 9. Evaluation & Feedback The best way to achieve the marketing communication objectives of Panama\* is to give Panama\* brand awareness and an exclusive touch for loyal customers to increase the total amount of regular and new visitors of Panama\*. The strategy to achieve these objectives is a pull strategy where the audience is pulled into the club with the sms-service, the added membership with special treatment on your birthday and the teaser billboard campaign for the restaurant. The new strategies and campaigns create brand awareness for Panama\* and show through the special treatment in the membership an exclusiveness that other night-clubs does not have. A weakness to the concept is that customers maybe feel irritated by the sms-service and sign out as fast as possible and then do not get a membership or even do not want to have it at all.

Another weak point is the possibility of not noticing the billboard campaigns at all. Then new costumers will not get to know Panama\* and the numbers for new visitors to Panama\* will not rise. To measure the success of the campaigns and strategies the amount of customers visiting the night-club, restaurant and theatre are going to be counted. Also the numbers of visitors of the website will be calculated and the increase of the sales show if there is a rise in visitors. If there are more loyal customers can be measured through the amount of existing memberships. 10.

<https://assignbuster.com/marketing-communication-plan-panama/>

Appendix 0. 1. Research To become a proper inside of the needs and wants of the target group, the awareness of Panama\* and the overall future trends of clubs a survey had to be done in the city of Amsterdam. A couple of people were asked to fill out the questionnaire. Survey This questionnaire is a support for a marketing-communication plan for the club ' Panama' located in Amsterdam in order to figure out the impression of the club on people.

Therefore we ask the public to answer the following questions in a proper way. The data is only going to be used for that only reason. Thank you

Questions General background: 1. Have you heard about Panama before? 0 Yes, I have already been there one or more times 0 Yes, but I have never been there 0 No 2.

To which age group do you belong to? 0 18-22 0 23-27 0 28-32 0 33-40 0 41-45 0 46 and older Detailed questions about Panama: 1. What do you consider most interesting about Panama? 0 Panama's discotheque 0 Panama's theatre 0 Panama's restaurant and bar 0 All of the above Would you describe yourself as a regular visitor of Panama? Yes 0 No What do you think is the difference of Panama in consideration to other clubs? (More answers possible) 0The exclusiveness of the club 0The prices 0The visitors / audience 0The service 0The performances and artists 0The security 0The location 0The theatre 0The ' out of house' activities and events 0The restaurant and bar 0others: \_\_\_\_\_ What do you think is the target audience of Panama? 018-35 021- 65 021-35 018- 65 When you came first to Panama, where your expectations exceeded? Yes, totally 0No, I expected more From whom or how did you hear about Panama? 0Friends 0Internet 0An event 0Advertisements 0Others Panama <https://assignbuster.com/marketing-communication-plan-panama/>

has next to the club, restaurant and bar (...) many events; Do you think that those events are as important in your impression of Panama as the club itself? 0Yes, when I think of Panama the events totally belong to the whole concept 0No, the events are just an extra aspect from Panama 0No, I see the events totally separated from the club (restaurant, theatre, bar...) How do you feel when you visit Panama? (more possibilities) I feel entertained0I feel no difference from what I feel when I go to other clubs 0I feel rich0I feel young 0I feel exclusive0I feel confident 0 Others:

\_\_\_\_\_ Do you think the entrance fee is justified by the offer? 0Yes, the club is exclusive and therefore the fee is also a guarantee for the desired audience 0Yes, the offer of Panama is so filled with variety so that the entrance fee should not be compared with other night clubs 0No, Panama is not offering enough to justify the entrance fee. No, the entrance fee and high prices keep me from being a regular guest at Panama Did you know that Panama is on position 36 of the world ranking of all clubs of this kind? 0No, that is new to me 0Yes, I knew that Outcome After analyzing the questionnaire you can come to the result that Panama\* has a target audience which is in the age of 21- 40 earns good money and likes to go out into luxurious night-clubs. But the most people thought that Panama\* did not offer another concept than competitors.

Most of the people decide to go to Panama\* this night because of the DJ who is playing there. The club does not have any speciality compared to another club or restaurant in Amsterdam. The most people thought that the value for money does not fit their expectations. Other clubs does provide better food or less entrance fee than Panama\* does and the offerings were the same or

even better. Group Discussion For the communication plan research questionnaire, a qualitative research was taken, by executing a group discussion between 11 people.

For this discussion, Jose Antonio Bermudez Gonzalez, group member, performed as a moderator giving the research questions shown in the appendix. The results ended in the following conclusions. Participants: - Leticia Camino (Haarlem) -Jordi Buskermolen (Haarlem) -Ricardo Botello (Mexico) -Hilde Zenil (Amsterdam) -Steven Sinclair (United States) -Melanea Mota (Germany) -Roland van Selm (Amsterdam) -Ivan Romero (Amsterdam) - Marteen de Boer (Amsterdam) -Frans Keur (Hoofddorp) About the frequency people go out in a month. The group did not project a straight answer, as there is not a measure in themselves. About deciding where to go. There was a recurrent answer between the group, they decide on places they know and in which they could find the people they are looking for.

In order to visit or experience a new place, it is more common to go with a group of friends than adventuring by few people. About the factors those make a club attractive. The participants vary in tastes and therefore the answer was very general. People always will prefer a fancy and new environment, unless the theme of the venue is characterized differently. From music to fashion, from menus to foodservice or from cocktails to concept lighting, this industry is reached by fascination of some those will pull the others.

About exclusivity. The most important characteristic of an exclusive place is the kind of people those are around. The level of savvy maintained by

operators. Motivation of consumers to go to Panama\* Panama\* is on the top 50 list of the best clubs in the world. Being the 36th it attracts automatically people to go.

A main reason to visit a certain club is the music. With a lot of internationally known and popular DJ's, Panama\* is the top address in Amsterdam.

Customer Reviews On an international forum, <http://www.worldsbestbars.com>, clubbing experienced visitors can discuss and rate clubs from all over the world.

The following comment is one of many about Panama\*: “ I have been there a few times this year because of the fantastic DJs. Howells and Digweed, to name a few. Of all the Dutch clubs Panama has the best (mostly) international DJs. To use old industrial buildings as nightclubs always work for me. The interior design is modern and stylish.

I don't know about the drinks because most of the time I drink beer, and what can go wrong with that. It wasn't very expensive as I recall. The service depends on how busy it is. One time I wanted to get drinks at the bar on the balcony. It was impossible to get the bartender's attention and when I finally had my drinks and got my change, it consisted of a full hand of 50 cent coins.

Handy for the toilets, but it didn't fit in my wallet. The next time I ordered he got the whole pile of metal back. But overall it's a good nightclub. I have never been to the restaurant so I can't tell you about that. ( )”