Promotion on london dungeons

London dungeons There are various methods of advertisements adopted and used by the London dungeons. The London dungeons uses poster as one of theirmodes of advertisement. They post digital posters on digital screens which serve to reach their target audience. Operated by Merlin Entertainments Group, the group advertises the events and the products it offers to their visitors through posting advertisements on the internet. Online advertisements are very effective since they are accessible to all and sundry and at all times. The advertisements are also done through publishing them in tourist guides. All visitors who seek information on all available tourist attractions will access these guide and in so doing they get know about London dungeons. Another mode of advertisement applied to market the London dungeons is Dictionaries and translators. These are made in a way to define all the characteristic terms of this attraction and the popular events and performances (Andrews, 2004, p. 134). In so doing, the advertisements are accessible by school children and the other learning institutions. The definitions and translations create interests on the side of students to visit and witness the events defined and translated.

Another mode of advertisement is through the media and the internet. They advertise and place tickets on their website, indicating the group discounts available and the age groups for which these are applicable. Advertisements are also made through printing photos that shows the popular events and attractions of London dungeon. Such photos are required to be purchased and used as gate passes for eligible entry. Bill boards are also used by Merlin Entertainments Group to advertise London dungeons. For 2012 Olympics, the Merlin Entertainment group needs to intensify its advertisement strategies to reach all the potential visitors who will be coming to London.

There should also be established strategies to make tickets, gate passes and entrance photos easily and accessible from various destinations and points.

Reference:

Andrews, M., (2004). London Dungeons: The Rough Guide to Britain. Rough Guides. p. 134.