

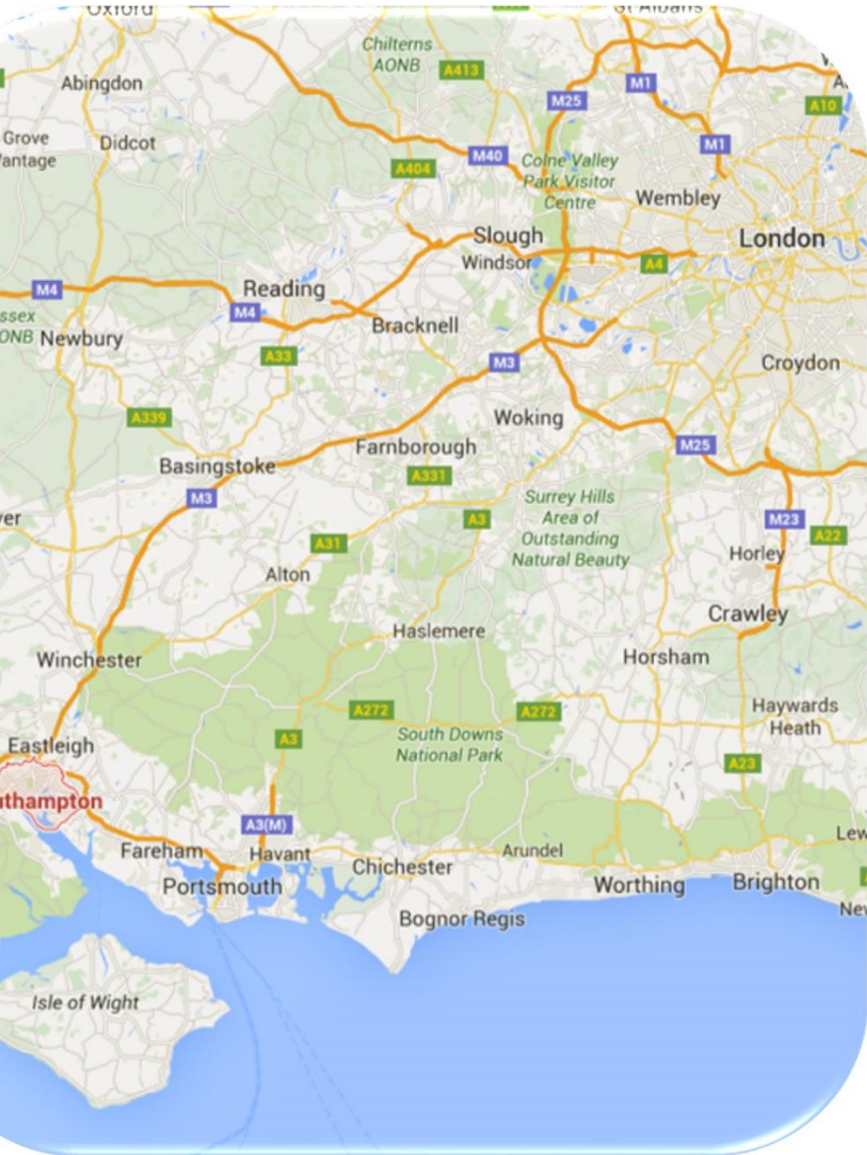
**SOLENT**  
UNIVERSITY



# INTERNATIONAL MARKETING WEEK 2019

VIARA BREAKWELL & ROZENN GHORBANIAN

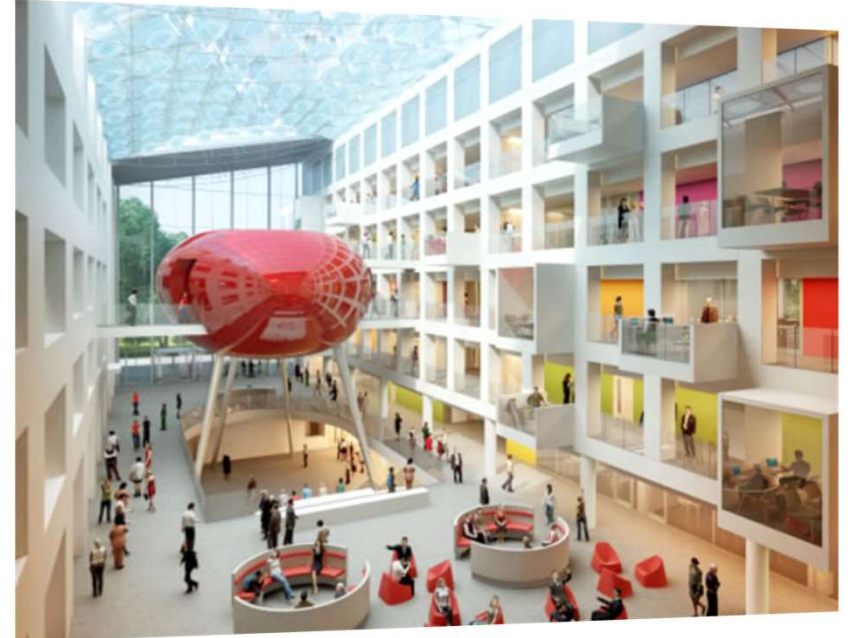
# LOCATION



# ABOUT US

Solent University is all about creating opportunities: for its students, for its staff, for its partners.

We are focused on the practical side of higher education.



# ACADEMIC SCHOOLS

Art, Design and Fashion

Business, Law and  
Communications

Maritime Science and  
Engineering

Media Arts and Technology

Sport, Health and Social  
Sciences



# BOLENT IMW

## ▣ Dates:

Monday 29th April - Friday 5th May  
2019 (arrival Sunday)

## ▣ Cost:

300.00 Includes: Bed & Breakfast,  
lunch and up to 2 dinners.

## ▣ Accommodation:

Shared room in hotel for students

▣ Single staff room in separate hotel  
in city centre



# The brief - The challenge



- ❑ Cunard Grill Suites
- ❑ The most profitable inventory on board
- ❑ Represent 13% of the fleet's inventory
- ❑ Earn 27% of ticket value
- ❑ Guest may not be aware of all the benefits of booking a Cunard Grills Suite
- ❑ Current messaging across international markets is inconsistent and could be clearer
- ❑ Cunard have a need to grow demand for the Grills product internationally by attracting the right guest booking at full fares and not discounted rates



Phillipa Duckworth  
Advertising and Promotions Manager

# The brief - The output







Develop a marketing plan outlining a multi-channel campaign promoting the Cunard Grills Suites to a European market with inspirational but clear messaging. Create a content orientated presentation pitching the proposal, plan, potential areas requiring investment, creative direction and forecasted results.



3. Detailed plan supporting an overnight launch event on board a Cunard ship in an iconic port

4. You have a marketing budget of £250,000

# SCHEDULE

Sun	<ul style="list-style-type: none"><li>• Arrival </li><li>• Free day</li></ul>
Mon	<ul style="list-style-type: none"><li>• Briefing by client (HQ)</li><li>• Managing international teams session </li><li>• Guest lecture - tourism industry</li><li>• International dinner</li></ul>
Tues	<ul style="list-style-type: none"><li>• Ideation and working on creative projects session</li><li>• Working in teams on the brief </li><li>• Free evening to explore Southampton</li></ul>
Wed	<ul style="list-style-type: none"><li>• Working in teams on the brief</li><li>• Afternoon feedback on work so far </li></ul>
Thu	<ul style="list-style-type: none"><li>• Prepare final presentations</li><li>• Student party boat trip &amp; dinner </li></ul>
Fri	<ul style="list-style-type: none"><li>• Feedback from client on presentations </li><li>• Afternoon depart after 2pm</li></ul>



# CONTACT US



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THANK YOU  
ANY QUESTIONS?

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## Diapositive 11

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Martin Jenner; 04/04/2017

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## Diapositive 12

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Martin Jenner; 04/04/2017



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