

SIX FLAGS GREAT ADVENTURE 1995 MARKETING PLAN

MEDIA RELATIONS

I. PHILADELPHIA EFFORT

Objective:

Increase awareness and enhance image of SFGA in Philadelphia market, with special emphasis on "closer to home" concept and SFGA's commitment to safety.

Strategies:

Customize 1995 press kits for Philadelphia media (i.e., maps showing actual distance to SFGA and competitor parks, AAA Triptiks highlighting route from Philadelphia to Jackson, fact sheets on safety issues).

Improve relations with key Philadelphia reporters through one-on-one meetings to hand-deliver 1995 general press kit and to discuss new park capital.

Work with Philadelphia-area education writers/editors to publicize Safari as unique experience for inner-city kids, with special emphasis on Safari Education Series.

Build relationship with Philadelphia-area AAA publication editors to increase coverage in AAA membership publications.

Create external Six Flags Great Adventure newsletter and distribute to key Philadelphia media, including college media and area AAA publication editors. Cover topics such as expansion plans, safety issues, community service efforts, economic impact, etc., in addition to standard content (i.e., special events, new ride introduction, concerts).

Continue to pitch Philadelphia media to generate variety of park stories (i.e., park opening, 1995 capital, white tiger cubs, special events, concerts, community service efforts, etc.).

Target Philadelphia college media for teen concerts, special events (i.e., Spring Break Out Extreme, Fright Fest) and promotions (student discount card, student hotline, etc.). Emphasize short driving distance and value-for-dollar entertainment.