

SEVEN PEAKS™

THE FUN NEVER ENDS



Seven Peaks Water Parks & Fun Centers

Recommended Marketing Plan
Summer 2014

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INTRODUCTION TO THE COMPANY

Seven Peaks is comprised of multiple water parks and fun centers throughout the state of Utah. Seven Peaks specifically caters its services around families that are in search of creating fun and memorable activities that will last a lifetime, without breaking the bank. They do this by offering one of two types of experiences: the Fun Centers that offer customers several activities such as miniature golfing, race-cart driving, batting cages, bowling, arcades, and 3-D theater rides; and the Water Parks that have a mind blowing sixteen waterslides, multiple kid pools, a lazy river and a massive 400,000 gallon wave pool. Each of the venues offers food services that supply items such as pizza, hamburgers, fries, and snacks for all to enjoy.

Company History

Gary Brinton bought Seven Peaks back in the late 1990s based on two simple reasons. First, Gary wanted to offer fun inexpensive activities for local families to enjoy together. Second, Gary himself thought it would serve as a good investment for his own children and grandchildren to enjoy the parks and centers. Over the years Gary has been able to grow the company fivefold. They started with 200 employees and today the Seven Peaks companies employ approximately 1,000 people. Seven Peaks has also invested back into itself by remodeling its parks, adding new waterslides and purchasing new water parks that were struggling during the recession in 2008. Most recently, Seven Peaks created a new product for its customers known as the Pass of all Passes. This pass allows unlimited access into any of their amusement parks for 12 months, and also has over 25 additional entertainment venues for free, such as Real Salt Lake soccer, Orem Owlz, college sports, etc.



Company Atmosphere

The amusement parks have the ability to create an atmosphere where you feel like a kid all over again. For example, at the water parks people are smiling and relaxing – soaking up the sun while enjoying their time with their family and friends. Kids are often dancing to the music over the speakers. And don't forget all the colorful waterslides that create various emotions, particularly when staring down one of their giant slides. People often shout out, "Do I dare!?" Throughout the parks you notice the wafting barbecue smells that come screaming off the grill, and the smell won't leave you until you've eaten one of their delicious hamburgers. Once you've experienced the whole waterslide adrenalin rush, the skin pruning phenomena, the brain freezes that you get from sucking down frozen treats too fast, not to forget the awful effects of a sun burn, you can't leave the waterpark without thinking, I can't wait to do that again!

THE COMPETITIVE ENVIRONMENT

Overall Marketing Analysis

Seven Peaks seeks to serve consumers that are looking to be entertained through recreational activities. Entertainment and recreation are highly valued and greatly sought out by the public. Seven Peaks serves a vital role in Utah by creating an environment that people can look forward to and escape the demanding cares of life. Seven Peaks primarily provides a place where consumers can enjoy the effects of a refreshing, cool swim during the hot summer months, but they also have the variety of fun centers, bowling, and sports events to keep everyone coming back year in and year out.

Most people do not have the option to own personal pools, especially during these hard economic times. Seven Peaks fills that void by creating a fun and exciting environment whereby consumers have the option to go swimming at a reasonable price for families that are on a tight budget.

Seven Peaks leads the way in setting the standard by creating an inviting environment that draws in the community together. Seven Peaks is one of many community pools throughout Utah, however it leads the marketplace by its ability to draw thousands of locals into the water park every year since it opened in 1989.

Competition

Companies that compete against Seven Peaks are those that are aiming to host recreational entertainment activities. There are about 10 companies throughout northern Utah that directly compete against Seven Peaks. If Seven Peaks wants to stay ahead of the competition, they must understand who the competition is and what they have to offer.

Direct Competition from Utah Entertainment and Recreation Companies

Cowabunga Bay opened in Draper, Utah in 2009, and they offer customers a similar variety of water park features as Seven Peaks. Their park is quite a lot smaller than Seven Peaks and their yearly passes are more expensive – usually in the ballpark of a hundred dollars versus annual passes for Seven Peaks that average around thirty dollars. The target market overlaps significantly, but they draw more consumers from Salt Lake County and Seven Peaks draws more consumers from Utah County.

Provo Beach Resort is a relatively new company, which was opened in 2011 at the Provo Riverwoods shopping mall. Provo Beach Resort offers customers the chance to reenact the feeling of riding a wave on a surfboard with their indoor flowrider. They also have a variety of games like the Seven Peaks fun centers – bowling, miniature golf, arcades, etc. They do not have

any type of annual pass, and their pricing is based on a per-activity basis, as opposed to Seven Peaks where most attractions are included in the pass price.

Lagoon is the longest-standing direct competition with Seven Peaks. Lagoon is the largest amusement park in Utah and it draws many of the customers that Seven Peaks targets. Even though Lagoon is north of Salt Lake in Farmington, it has the ability to pull its customers all over the state of Utah and surrounding states. Lagoon ticket prices are about twice as much as Seven Peaks, but Lagoon is known for their theme park rides that no one else in the state offers, such as bungee jumping and roller coasters.

Other Entertainment and Recreation Competition, Different Audiences

Provo City Recreation Center was just built this past year and provides a different swimming experience by offering an indoor swimming pool and water slides that go both in and outside the building. They differ from Seven Peaks by offering more fitness-based activities rather than leisure/entertainment activities. Their passes start around a hundred dollars.

Lindon City Recreation Center is similar to the Provo City Recreation Center, where they have a swimming pool, exercise/weight room, basketball courts, a track, and a flowrider machine. These attractions target the same type of customer seeking to stay active and are possibly bringing along their families. Passes at the recreational center are a bit pricier than Seven Peaks which start around a hundred dollars a year.

Fat Cats has been around almost as long as Seven Peaks (since 1993) and they do a great job in targeting the same type of customers as the Seven Peaks fun centers. They specifically target surrounding college students from the Provo and Orem areas. Fat Cats offers bowling, food, and arcades. Fat Cats pricing is similar to Seven Peaks and costs an individual around twenty dollars for the full package of bowling and food.

SWOT ANALYSIS

SWOT Table

When a company's model includes sun, water, and waterslides, you have a recipe for success. This coming year marks the 25th anniversary of Seven Peaks, and they are looking forward to another 25 years of satisfied customers seeking to experience unforgettable activities that increase overall relationships within the community, family and among friends.

Strengths	Weakness
Name recognition	Food Service
Largest waterpark	Customer awareness
Great attractions	Cosmetics
Meets family expectations	
Fair pricing	
Opportunities	Threats
Better customer service	Economics
Research testing	Saturated market
Incentivize customers	Weather

SWOT Analysis Discussion

Strengths

1. *Sturdy name recognition.* When people think of waterparks here in Utah Valley, most will inevitably think of Seven Peaks due to its excellent name recognition.
2. *Largest Waterpark in Utah.* Seven Peaks' stunningly large waterparks are unmatched compared to other waterparks competing against Seven Peaks. The waterparks are situated on approximately 15 acres and include a 400,000 wave pool, a lazy river, and children pools that can hold thousands of visitors without feeling congested.
3. *Great attractions.* Seven Peaks offers up to 16 unique waterslides and are some of the most thrilling waterslides in America which attract and cater to both adults and children.
4. *Meets family expectations.* Not all entertainment venues have the unique ability to bring together families like Seven Peaks with its combination of various attractions such as the waterparks to the fun centers which leave both the parent and child satisfied and wanting more exciting family memories.
5. *Fair Pricing.* The great thing about the pricing at Seven Peaks is that most theme based parks in Utah average around a 100 dollars versus the Seven Peaks Pass of All Passes that averages around 30 dollars. This pass also gives access into venues that are affiliated with Seven Peaks such as Utah Jazz, Real Salt Lake, and more.

Weakness

1. *Food Service.* The food service could be improved with its timing, as customers often have to wait in line for long periods leaving them exposed to the hot pavement and sun.

The quality of the food could improve, such as making sure the chicken sandwiches are grilled properly, and the homemade pizza is thoroughly cooked.

2. *Customer Awareness.* The workers are inexperienced and lack customer care. Employees could improve their interactions skills with customers which will give more information to the company to better improve the overall experience at Seven Peaks.
3. *Cosmetics.* The fun center located next to the I-15 freeway in Orem needs to tear down the vacant building on the north that doesn't help in attracting customers. The fun center lacks curb appeal and has indoor aesthetics that are old and outdated.

Opportunities

1. *Better Customer service.* During the off-season at the waterparks, Seven Peaks could start training the seasonal employees earlier and also to broaden the employee's vision to focus more on the customer needs and wants.
2. *Research testing.* Do random polls to get a better understanding of the various types of customers which will help in finding out who are loyal customers and why they are loyal. By doing so, Seven Peaks will have a better idea to sustain and target future customers.
3. *Incentivize customers.* Customers that refer others that end up buying the Pass of All Passes should get some type of reward like a free single or family meal at the waterpark or fun center. They could also have a point system, and once achieved, the customer will renew their pass for the coming year.

Threats

1. *Economics.* The economy is likely to be the number one threat to just about every small business owner. Seven Peaks is no exception, especially when their customers who are primarily composed of middle class families do not have a lot of discretionary income to spend. Usually when families cut back on their budget, entertainment activities are the first to go.
2. *Saturated Market.* Utah and Salt Lake County have a wide array of entertainment activities, and if Seven Peaks isn't careful in how they treat their customers, then they have the potential of losing their customer base.
3. *Weather.* Seven Peaks is often at the mercy of Mother Nature and depending on any given day in the summer you never know if the weather will be too hot, too cold, stormy, etc. This has the potential of taking away profit earnings, especially as the waterparks have a limited amount of time during the summer months to make a profit.

MARKETING RESEARCH

Proposal

Keeping a competitive edge in any market takes constant work and effort, particularly in the entertainment business. Seven Peaks is no exception to the rule. In-fact Seven Peaks needs to work even harder than ever to keep a positive and sustainable edge against competing competitors within the entertainment business. Seven Peaks must seek to understand its customers' needs and wants including its competing competitors.

Seven Peaks should look into secondary data regarding previous surveys, promotions and trends regarding both micro and macro environments. By doing so it will give a better understanding on how Seven Peaks can continue to improve by serving its customers that will help maintain its competitive edge.

Seven Peaks also needs to look ahead by inviting its customers to participate and focus on deliberate primary research techniques that questions and seeks to improve the overall experience at the Seven Peaks entertainment venues. Some techniques include observational studies, online surveys and personal interviews. This will again help serve its precious customers to better the overall experience of Seven Peaks.

Sample Survey

These suggestions below will facilitate and assist Seven Peaks in achieving customer satisfaction within the Pass of All Pass Data Base. We suggest that you contact current members that have previously participated in earlier surveys about customer care and do a follow up survey using the same form questions. We also advise you to email this survey to all customers, by doing so, it will increase the likelihood of improving the customers' needs and wants. We also invite you to incentivize the customers with a 15% discount for renewal of membership passes to get more results. We advise you to collect the data after a month which will assist in your marketing mix.

Seven Peaks Survey

As a company dedicated to providing outstanding customer service, including the best attractions for all to enjoy, we have selected you to help us by filling out a survey that will assist Seven Peaks to better serve you as our customer. After submitting this survey we are happy to send you a coupon that will reduce your next pass up to 15%.

1. Which of the following do you value most with your experience? (Circle only one)
 - a) Low Prices
 - b) Customer Service
 - c) Time with family
 - d) Attractions
 - e) Food

2. Have you visited any of these locations in the last year? (Circle all that apply)
 - a) Cowabunga Bay
 - b) Lagoon
 - c) Provo Beach Resort
 - d) Boon Docks

3. On average how many times per year do you do the following?
 - a) Bowling: 0 1-5 6-10 More than 10
 - b) Swimming: 0 1-5 6-10 More than 10
 - c) Visit Theme Parks: 0 1-5 6-10 More than 10
 - d) Movies: 0 1-5 6-10 More than 10
 - e) Arcades: 0 1-5 6-10 More than 10

4. How many times to you visit one of the Seven Peaks facilities per year?
 - a) 0
 - b) 1-5
 - c) 6-10
 - d) More than 10

5. Why did you buy the Pass of all Passes
 - a) Provo Seven Peaks
 - b) Salt Lake Seven Peaks
 - c) Lehi Fun Center
 - d) Orem Fun Center
 - e) Pass Partner (please provide name): _____

6. Circle the areas that could improve. Please provide details.
 - a) Front desk kiosk: _____
 - b) Food services: _____
 - c) Park lines: _____
 - d) Attraction rides: _____

POSITIONING STRATEGY

Segmenting the Market

We have defined the general market as a family/student community that often seeks out for entertainment. The region in which these families are primarily found are within Utah and Salt Lake Counties that are composed of lower to upper class. Their incomes range from 30 thousand to 60 thousand and up in annual income. The families vary in size, generally from around 2 to 6 children ages from 2-20 years of age. The student community is comprised of young single adults from all around the United States, as well as some international students, but they are currently living in the Utah and Salt Lake counties. They live on a pretty tight budget that generally doesn't exceed 20 thousand annually.

So with two distinct markets we have focused our efforts by identifying and segmenting these groups to help identify what your customer's perception are regarding your company. We believe this will pay dividends. By understanding these two distinct demographics will help capture their various needs and wants.

“Stroller Moms” are the kind of parents who have little time to themselves because they are trying to keep their children from getting into all the household products, and are on constant prevention and damage control alert. Moreover, these parents also may be juggling growing children that are getting ready to go into high school and college. These parents usually have tight budgets with all of their family needs, and are searching for ways to get out of the house to entertain their children through various family/kid activities.

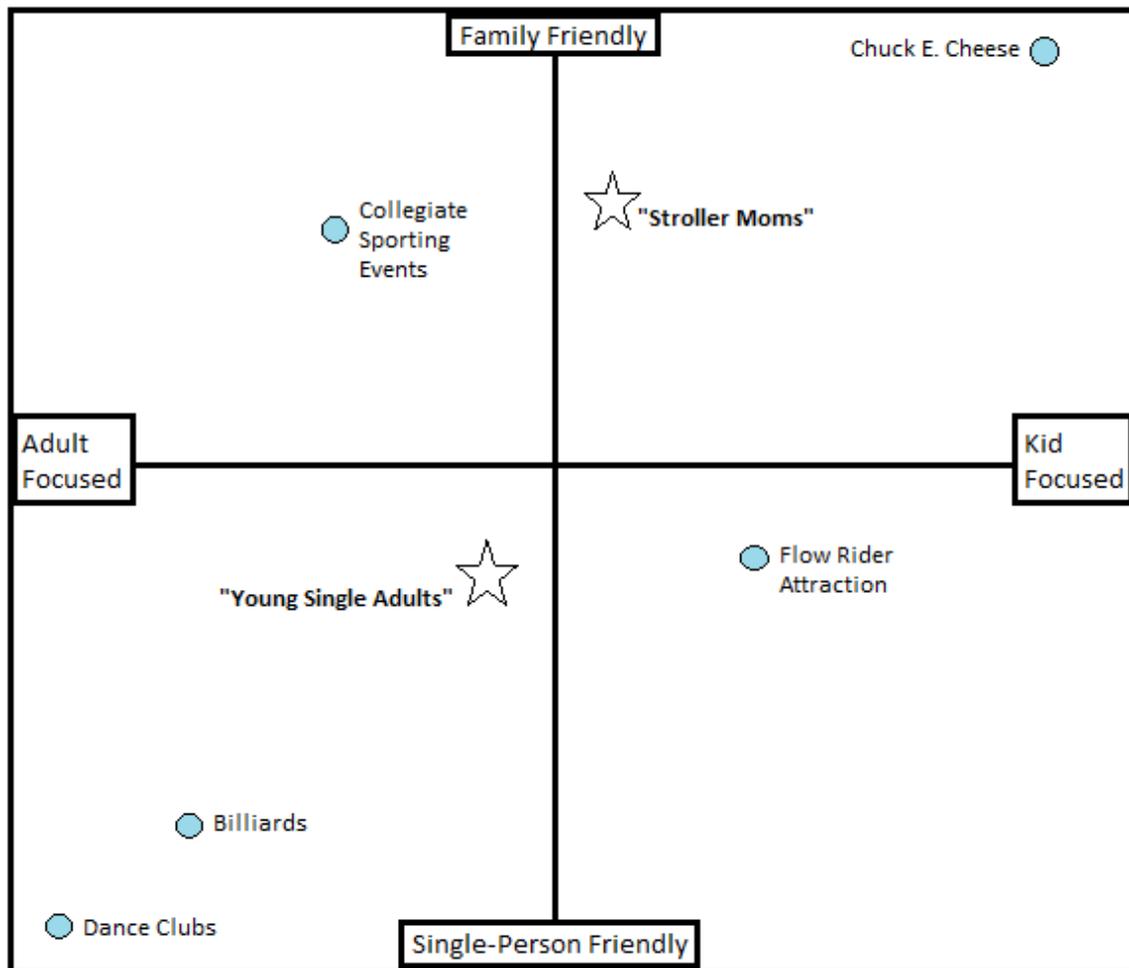
“Young Single Adults” are those ranging from 18-30 years of age. These young single adults are generally still in college or may be beginning their professional career. These single adults are on a tight budget as they are often balancing housing, tuition, entry-level pay rates, and school loan debt. However, young single adults are always looking for ways to meet other singles by socializing at activities that require minimal payment.

Positioning Strategy

To help your business we suggest that you really seek to focus on how you cater to both of your customers' needs to tailor entertainment activities to every family and single adult with activities such as kid and family pools, and also large-scale waterslides for the adults, that will leave both customer types satisfied and wanting more. Seven Peaks works hard to balance entertainment that focuses on kids and adults where whereas most entertainment is either customized to children and not adults.

POSITIONING MAP

We created this map for you to show you how each of these customer types views and perceives your company and its various attractions. Remember this is not a true indicator of how your business is running, but instead gives you a perspective wherein you can see what your consumers think of your company's products.



Summary of the Positioning Map

This is a map which reveals that most of your consumers see opposite focused viewpoints regarding Seven Peaks, depending on their own desires, which is a good thing. This means that your consumers are different, but your product fulfills their various wants and needs. You should try to continue to segment the market in the ways that cater to your Young Single Adults and Stroller Moms. In order to create new segments, you perhaps could explore things like a Flow Rider where parents can drop off their kids and not worry too much about adult supervision.

PRODUCT STRATEGY

Product Line

Seven Peaks seeks to target families throughout Utah and Salt Lake counties. Seven Peaks offers a mixture of fun and relatively cheap entertainment activities that range from water park slides to miniature golfing with a variety of concession stands to go along with the fun. The customers desire a way to spend quality family time without losing their children's attention along with the family budget that is required to make it in these struggling times.

Often customers are looking to make sure that whatever the entertainment value is, it must be well worth the cost. Also customers are looking for ways or packages that allow their families to keep coming back without having to pay each time they seek entertainment value. Seven Peaks fits that special niche in the local market, and that is one of the most attractive qualities that Seven Peaks has over its competitors such as Fat Cats or movie theaters that can quickly add up in price, especially with a family. Seven Peaks serves around 60-65% of the potential market within the entertainment and recreation industry throughout Utah.

Seven Peaks offers three unique ways to entertain the community and its customers that other competitors can offer. These differences have helped Seven Peaks become one of the most popular brands in the entertainment industry in Utah.

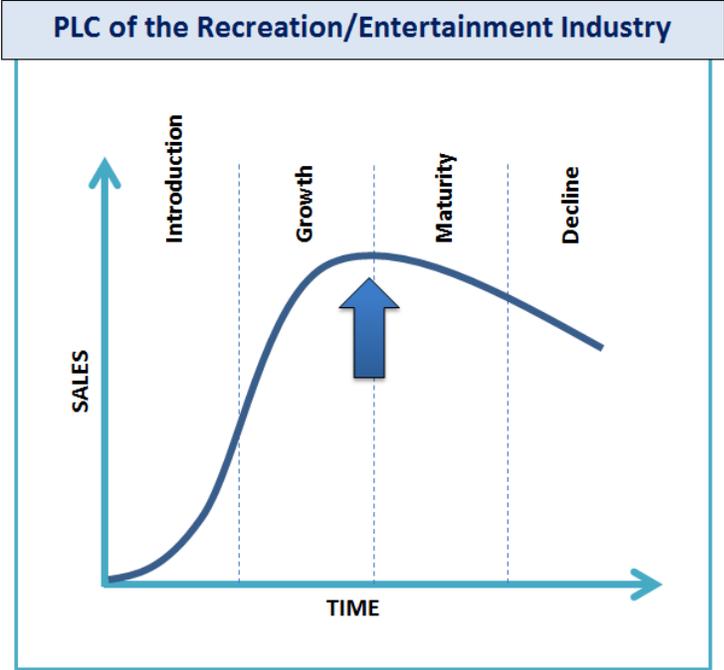
Variety of entertainment – Seven Peaks offers exciting activities that range from swimming, golfing, an XD theater ride, go-cart racing, baseball, basketball, wave pools, and food services. Seven Peaks also has a unique package that comes attached to anyone who buys a Pass of All Passes that allows customers to go to professional sport events such as the Utah Jazz, Real Salt Lake soccer and Orem Owls baseball. This type of variety is what people are really wanting for a relatively cheap cost within the \$30-50 range.

Location – Seven Peaks stands alone in the local entertainment business by offering customers the option to visit one of their several locations that can be found in Provo, Orem, Lehi, Sandy, and Salt Lake City. This is really helpful for customers with their drive time, especially as fuel consumption has become a real concern and driving factor in whether or not families will go out or not.

Price – Seven Peaks has become so recognized due to the great prices that they offer for families. Most recreational or entertainment parks can cost upwards of \$30-100 per person for a one-time pass, whereas Seven Peaks offers the Pass of all Passes that not only allows the customer to come as many times as they want but generally costs around \$25-35 per person depending on the various deals the Seven Peaks offers throughout the year.

Product Lifecycle

The entertainment industry, particularly the water park industry, is between the maturity and declining phase. Every business within the entertainment business is looking for ways to keep their business from declining. However, this trend hasn't been the case with Seven Peaks who has been growing by buying up declining water parks and fun centers throughout the state of Utah, namely Raging Waters, Liberty Land, and Pullmans Bowling Center. The profits are maintaining a normal level and should be gaining in the coming months due to recent purchases from the above-listed businesses and others in different states.



Competition in the growth stage means that the company is doing well enough to keep growing in product despite other competitors declining. Meanwhile, it also means that the company is able to make a profit from a growing customer base and growing brand recognition. Promotion in the industry is tapering while Seven Peaks' promotions are becoming more diverse by promoting deals with sponsor companies that market Seven Peaks passes, such as City Deals and Local sporting teams.

Accelerating the Adoption Process

Fall and winter are often the slow time of the year for some of the Seven Peaks entertainment packages such as the water parks. However, Seven Peaks can use this valuable time by promoting special deals that offer discounted rates for the Pass of all Passes to draw in more customers and potential profit. Doing so will help customers be reminded of the brand and a chance to renew their pass at a cheaper rate.

PRICE STRATEGY

Strategy Decisions

The current pricing strategy that is used by Seven Peaks is known as Cost Based Strategy where prices are set, “on the amount of costs for producing, distributing and also selling its product for a reasonable return for the risk and effort that has gone into the company’s product.”

The competitive environment found in the entertainment/theme park industry in the state of Utah would be defined as monopolistic. This is because there are multiple companies that are found in the entertainment business throughout Utah County and Salt Lake County that have different set prices due to the various types of products that are offered. Depending on the quality of the product companies can either charge higher or lower distribution costs onto buyers. Seven Peaks’ new product approach is through market penetration which sets its prices at general low cost. For example, Seven Peaks in Salt Lake offered 35% on their Pass of All Passes to generate attraction and to penetrate the market faster.

Optional Price Comparison

Currently Seven Peaks offers its standard product known as the Pass of All Passes at a really competitive rate when juxtaposed to its competitors. Most companies in the entertainment business offer some type of discount pass ranging from \$65 to \$100 or more, but Seven Peaks offers their discounted Pass of All Passes at 30. Without the pass, it would cost the consumer \$25 every time they visited one of the parks, not to mention the cost for visiting any of the non-Seven Peaks venues included on the Pass of All Passes. This incentivizes the buyers to buy the Pass of All Passes, whereby Seven Peaks aims to sell at a lower rate because they can sell a lot of passes to earn higher revenue and gain footing in the entertainment market share.

Seven Peaks uses product bundle pricing that allows the company to ensure that the products they want to sell are the ones actually being purchased by their consumers. For example, they offer day pass combos that include meals, drinks, tubes, lockers, etc., thus increasing revenue for items that may otherwise not be purchased (lockers). Furthermore, the Seven Peaks Pass of All Passes bundles other venue activities such as the Utah Jazz, because this helps the company widen its target market, leading to more revenue and happier customers. Moreover, Seven Peaks focuses on promotional pricing rather than psychological pricing, meaning Seven Peaks offers winter discount promotions when sales begin to slow and need a boost.

Future Pricing

We suggest that Seven Peaks use the psychological pricing method. Specifically, we suggest not to sell the Pass of All Passes at such a low discount rate that it damages the perception of the company’s value and brand. Furthermore, it is difficult to sell passes at the regular discount rate when it is so frequently and sporadically deeply discounted to prices such as \$10 per pass. By keeping the price within a smaller discount range, this removes the

psychological barrier with customer thinking they will wait until the deep discount rates appears, and will also improve the perception as customers will learn to equate value with dollars spent (as opposed to the current thinking that the pass is so cheap it must not be worth anything). The company will see a slight decline at first as customers are learning to break their old perceptions, but after the first year at the new pricing model, sales will increase, which will help remove any final psychological barriers customers have, thinking deep discounts are around the corner. We suggest not to sell discount passes lower than \$30 to preserve the value of the pass while still offering the best pricing in Utah.

Comparison Pricing

Facility	Day Pass	Average Season Pass w/Discounts	Full-Priced Season Pass
Seven Peaks	\$24.95	\$30.00	\$70.00
Lagoon	\$45.95	\$100.00	\$115.95
Cowabunga Bay	\$22.95	\$64.95	\$109.99
Boondocks	\$25.95	n/a	n/a
Provo Beach Resort	\$1.00-\$25.00 per activity	n/a	n/a

PLACE STRATEGY

Distributions Channel

Overall Seven Peaks is a producer within the Distributions Model. Seven Peaks directly sells its product to the customer, there is no intermediary channels downstream. Seven Peaks sells passes to use their swimming parks and fun center without any type of retailer involved. However, in terms of upstream channels Seven Peaks serves as a retailer in some respects. They buy raw materials such as water tubes and life jackets for a one-time cost and in turn rent those products to the customers.

Location

Seven Peaks has a few different locations. In Utah County the two fun centers are situated near the freeway where they grab a lot of attention of the public driving by. The walking distances are relatively close to the fun centers once parked. The longest walk would be the swimming park in Provo that requires some customers to walk a block or two to reach the park.

Customer Procedures

The way Seven Peaks distributes its main product, i.e. the Pass of All Passes, is through their personal website called www.SevenPeaks.com, whereby customers do not have to drive to one of the Seven Peaks locations to buy the product. Instead, the customer can buy the product online within the comfort of their living room. If customers so choose to buy the pass at one of their locations they can do so by going into the main offices that each park or center has that allows for customers to buy the pass.

Suggestions for Improvement

- Seven Peaks Fun Center in Orem lacks aesthetic appeal - a suggestion would be to paint the outside of the buildings that would make the overall atmosphere more welcoming to its customers. Consider also upgrading the lighting within the Orem fun center and spruce up the inside by replacing old and worn out carpets with new updated carpets.
- The delivery system regarding checking member passes could be improved - perhaps have different checkpoints at different locations other than just one main area in the park to check customer passes. Creating extra gates or entrances would dramatically help cut back waiting time for customers.
- Water tube delivery is slow and has no overhead shade for customers waiting in line - overhead shade for its customers in the water tube line will cut down agitation on behalf of its customers who are waiting in line and often burn their feet waiting to rent a pass.

PROMOTIONAL STRATEGY

Past Campaigns

Seven Peaks has just begun its Pass of All Passes campaign on its own website at www.SevenPeaks.com, along with other various local websites such as www.Citydeals.com and www.Groupon.com. These website outlets are great tools that have helped to create Seven Peaks' brand equity within the entertainment market. The major promotion for Seven Peaks is its Pass of All Passes. The main color scheme when promoting the Pass of All Passes is blue, red, orange and white. The theme regarding the Pass of All Passes has images of swimmers, go-kart driving, bowling, roller-coasters, skiing, baseball, football, and soccer images. Also the theme and images include the logos of Seven Peaks' various corporate partners which create an overall consistent brand message regarding the overall purpose of the Pass of All Passes.

IMC

Seven Peaks has found great success in promoting its product on internet websites, and now Seven Peaks will branch further out to enlighten potential customer by promoting its brand in creating a Facebook page. The main emphasis of the campaign will continue to highlight the multifaceted Pass of All Passes. Particularly, the Facebook page will allow a discount price for any who visit the Seven Peaks Facebook page. The page will continue to stay with the same brand logo in the past that not only emphasizes Seven Peaks but also its corporate partners' logos to establish the activities included in the Seven Peaks' Pass of All Passes.



The Facebook page will allow customers to purchase the pass from the Facebook page with a 20% discount from the original purchase price. The ad itself will say, "Save up to 20% by purchasing the Pass of All Passes on Seven Peaks Facebook."

Furthermore, those visiting the page who click the "like" button on the Seven Peaks page will receive a \$2 dollar coupon off of any food or drink item at any one of the Seven Peaks locations.

Two Promotion Samples

Free Swim Lessons & First-Aid Training

Seven Peaks has been a staple in Utah for the last 24 years, and as we head into our 25th year, we have reflected on just how wonderful our customers here in Utah are. We think we have the very best customers, and we wanted to give back to them. In thinking of how we can help serve the public, the devastation caused by accidental drowning and under-trained first aid skills was prevalent in our minds, and so Seven Peaks has decided that for its 25th year of operation we want to give children and adults in the community the chance to learn how to swim free of charge, and the chance to become trained in first-aid. Doing so will not only help the community as such training is generally quite expensive, and this will allow those that have previously been unable to afford it to benefit from it, and will also spread awareness of the importance of water safety.

Digital Media

Each year Seven Peaks continues to see a trend of customers purchasing their Pass of All Passes on the internet. Thereby Seven Peaks' major customer base is on the internet which prefers to communicate via online such as social networks e.g. Facebook. There are two paramount qualities when using digital media – free advertising and the unique ability to track customers while allowing customer feedback. Therefore, the suggested route is to continue down the digital media path, specifically Facebook.

- **Seven Peaks Facebook page**

The Seven Peaks Facebook page will send a post advertising the free swimming lessons and first-aid lessons. The cost of this is free.

Facebook post: Seven Peaks is excited to announce our 2014 FREE swim lessons and first aid training. Seven Peaks wants to thank you for all that you have done for us in the past 25 years by giving back to YOU! For the first time ever, we will be offering free swim lessons all summer long from our very own, Red Cross certified swim instructors. And, because we want you all to have the safest summer you can, we are also offering first aid certification courses from our very own Seven Peaks EMT team, under the direction of our Director of Waterparks, Krista Goeringer, who has been an EMT, swim instructor, lifeguard instructor, and lifeguard instructor certifier for over 15 years! Go to www.sevenpeaks.com for more details. **The first 100 individuals to register will also receive a 20% discount towards their next purchase of The Pass Of All Passes! Sign up today!**

SEVEN PEAKS
THE FUN NEVER ENDS
UTAH

Seven Peaks
★★★★★
12,047 likes · 60 talking about this · 1,082 were here

Water Park
With Seven Peaks, the Fun Never Ends! We strive to create wholesome fun for all ages all year long!

About – Suggest an Edit

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Seven Peaks is excited to announce our 2014 FREE swim lessons and first aid training. Seven Peaks wants to thank you for all that you have done for us in the past 25 years by giving back to YOU! For the first time ever, we will be offering free swim lessons all summer long from our very own, Red Cross certified swim instructors. And, because we want you all to have the safest summer you can, we are also offering first aid certification courses from our very own Seven Peaks EMT team, under the direction of our Director of Waterparks, Krista Goeringer, who has been an EMT, swim instructor, lifeguard instructor, and lifeguard instructor certifier for over 15 years! Go to www.sevenpeaks.com for more details.

The first 100 individuals to register will also receive a 20% discount towards their next purchase of The Pass Of All Passes! Sign up today!

Post

19 Friends
Like Seven Peaks

Invite Your Friends to Like This Page See All

Type a friend's name... Invite

Brandon Carter Invite ×

Anthony Bussio Invite ×

Mattson Newell Invite ×

Newspaper: Press Release

Seven Peaks' customers are primarily located in Utah County, so a press release is a great way to spread the word to the bulk of the customers while also appearing to be more official as press releases have the appearance of the media endorsing the company issuing the press release. Furthermore, as press releases are published in the printed and digital versions of the newspaper, individuals that prefer the printed version will be able to read it as well as those that prefer to read their information online. The cost of submitting the press release is free, and it is also extremely simple as the Daily Herald provides an online link to submit press releases.

Matt Gardner

FOR IMMEDIATE RELEASE

Seven Peaks LLC

801-377-4FUN

Gardner@SevenPeaks.com

Seven Peaks Now Offering Free Swimming and First Aid Lessons to Community

Seven Peaks Swimming and First Aid lessons includes Seven Peaks' very own certified and trained swim instructors and EMT's to train and educate the public free of cost.

Provo, UT: May 12, 2014- Seven Peaks Utah's premier provider of family recreation and entertainment will begin offering free swimming and first-aid lessons at the iconic Provo Seven Peaks waterpark. Seven Peaks is in its 25th year of operation and has decided to celebrate by giving back to the community. Registration and details can be found on www.sevenpeaks.com or the Seven Peaks Facebook page. The first one hundred individuals to register for lessons will receive a 20 % discount towards their next purchase of The Pass of All Passes. The Pass of All Passes will allow access to any Seven Peaks' recreation and entertainment venues, and year-long access to many other venues, including pro sporting events such as the Utah Jazz, Utah Grizzlies, Utah Blaze and Real Salt Lake. Seven Peaks seeks to lead in community awareness by giving back to its customers and non-customers by offering free swimming and first aid lessons.

"The past twenty five years, Utah County citizens have been so great and loyal to Seven Peaks, and we wanted to give back to the community for all their devotion and service towards our company," said Gary Brinton, Managing Member of Seven Peaks. "Every child in our community should learn how to swim and every parent should know proper First-Aid techniques so that both parent and child can more fully enjoy swimming activities wherever they are."

For Twenty Five years Seven Peaks has become recognized for its fun family-oriented atmosphere, and for understanding the need to offer affordable recreational activities that are exciting for both the parent and child.

About Seven Peaks

Seven Peaks owns and offers a wide variety of recreational and entertainment venues such as Seven Peak's waterpark in Provo and Salt Lake. Provo Seven Peaks is the largest waterpark in the state of Utah, which has 17 waterslides, 500,000 gallon Wave Pool, kid swimming pools and slides, quarter mile lazy pool, 100-foot slides, cabanas and food concessions. In addition Seven Peaks offers three Fun Centers in Orem, Lehi and Sandy.

Address Information

Seven Peaks Waterpark Provo

1330 East 330 North, Provo, UT 84601

REFERENCE PAGE

www.sevenpeaks.com

www.passofallpasses.com

www.cowabungabay.com

www.provobeach.com

www.lagoonpark.com

www.provo.org/community/recreation-center

www.lindoncity.org/aquatics-center.htm

www.fatcatsfun.com

www.citydeals.com

www.groupon.com

www.facebook.com

www.facebook.com/SevenPeaksUtah

www.dailyherald.com/article/99999999/services/100939994/

Gary R. Brinton, owner of Seven Peaks Water Parks, personal interview

APPENDIX

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