

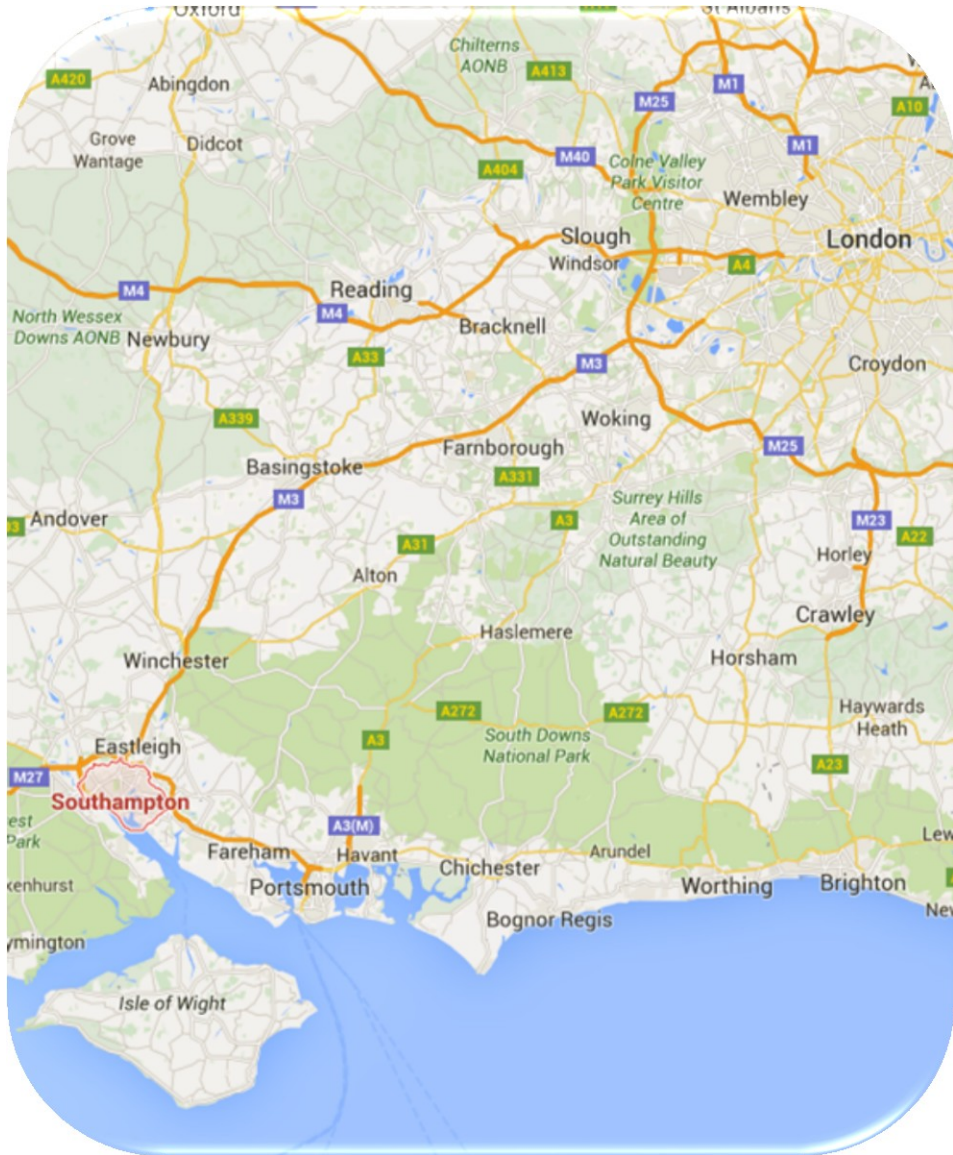
SOLENT
UNIVERSITY



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



SOLENT 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 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



CUNARD

Phillipa Duckworth

Advertising and Promotions Manager

The brief - The output

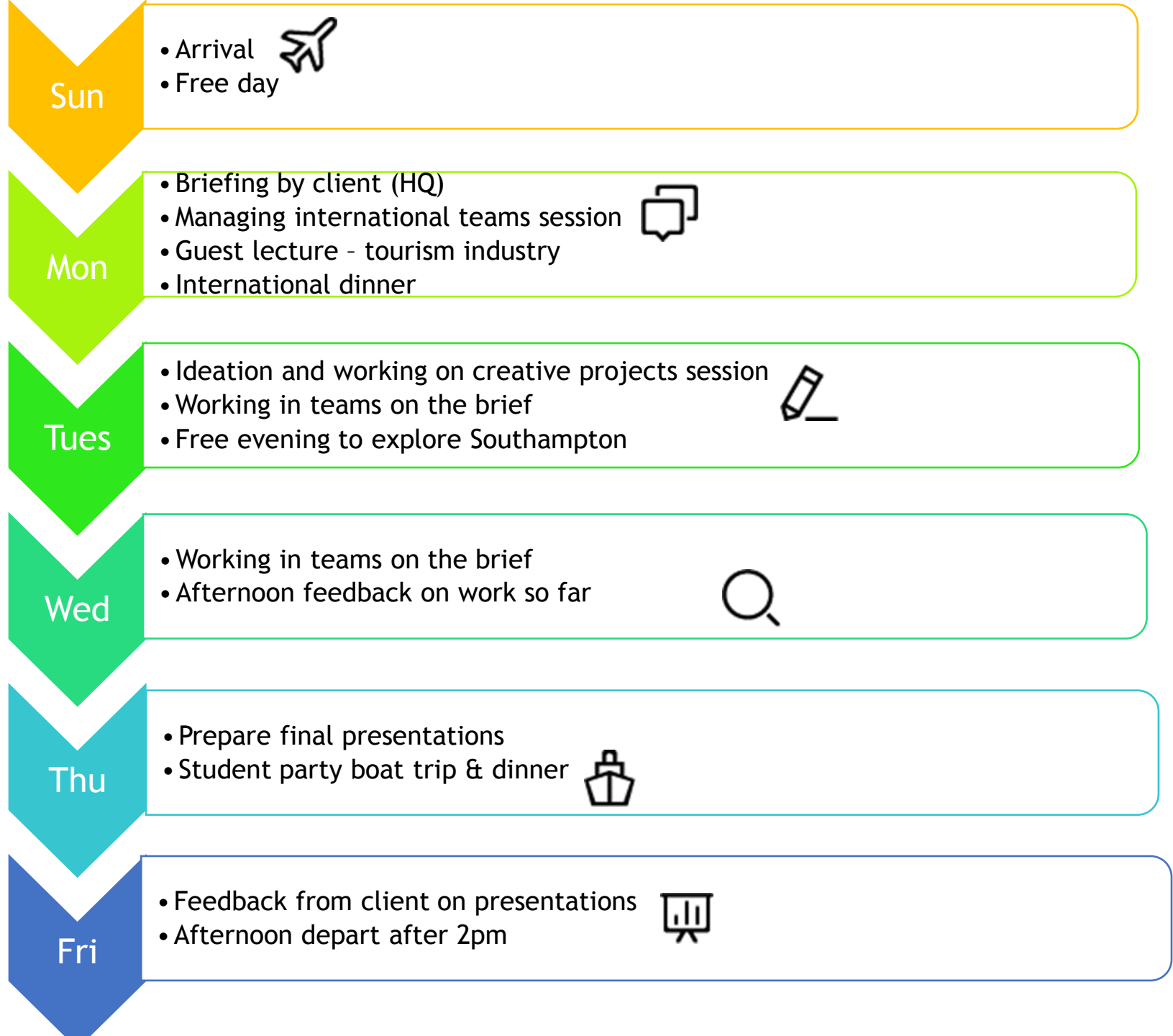
1. Deliver a marketing plan outlining a multi-channel campaign promoting the Cunard Grills Suites to a European market with inspirational but clear message
2. Client orientated presentation pitching the proposal, plan, potential areas requiring investment, creative direction and forecasted results



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



CONTACT US



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THANK YOU
ANY QUESTIONS?





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