Marketing of Thrill Seeking/Amusement Parks

There are many articles online on the topic.

Create a Prezi with at least 10 facts about the above.

Ensure that you have visuals – do not use the same visuals that the article uses.

For the final slides, create a Customer Profile for the typical customer for two different target markets that you think Playland tries to attract. Fully explain each of your different points and then include a picture of a stereotypical person that fits each of your Customer Profiles.

Finally, find 3 different ads for Playland. Tell me who each one is targeting and why you believe that is the case. Each of the ads should be distinct and targeting different groups – do not pick a series of the same types of ads.

Send me the link so that I can view your presentation.