

Six Flags Amusement Park

Objective Determine the best messaging for advertising designed to motivate parents and children to visit the Park

Data Source Telephone surveys and intercepts among parents and children at the Park

Question *“What would you say to recommend the Park?”*

ThoughtSCAN[®]

<u>VERBATIMS</u>	<u>Parents</u>	<u>Kids</u>
family	43	15
together	38	6
fun	27	49
roller coaster	19	42
safety	31	9

ThoughtTalk *“It’s great for the family to get **together** at the park.”*
*“The kids enjoy the **roller coaster** so they’ll join us.”*
*“ The **fun roller coaster** is one of the top 10 in U.S..”*

Results Two separate broadcast campaigns (TV and radio) were launched. The parents spot featured the family get together and safety of coaster. The kids spot featured fun at the park’s Top 10 roller coaster nationwide.

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