

Leisure



*Choosing how to spend
your free time shouldn't
be work.*

BADM_520_FA23_036 | 10.3.23

Adam Pierce
Asma Ashraf
Chandni Doshi
Constanze Kratel
Philip Schumacher



With access to more information and options than ever before selecting the right activities and experiences to fill your free time with can be hard.



Tripadvisor

Plus Review Trips Alerts Sign in Cart

Wooster Hotels **Things to Do** Restaurants Flights Vacation Rentals Travel Stories Cruises Rental Cars

United States > Ohio (OH) > Wooster > Things to Do in Wooster

Add Things to Do to your cart
Now you can shop for tours, attractions, and experiences.
[Explore Now](#)

Things to Do in Wooster

Tours near Wooster

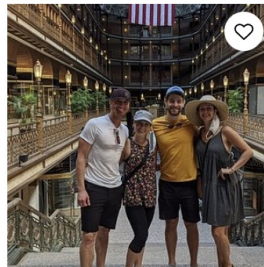
Book these experiences to see what the area has to offer.



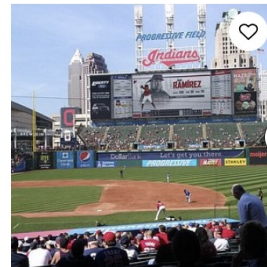
OHIO CITY NEIGHBORHOOD FOOD TOUR OF CLEVELAND
4.5 ★ (44)
Food & Drink
from \$85.00 per adult



Rock and Roll Hall of Fame Admission in Cleveland
4.5 ★ (734)
Museums
from \$35.90 per adult



Guided Walking Tour: Downtown Highlights
4.5 ★ (202)
Historical Tours
from \$24.00 per adult



The Best of CLE
4.5 ★ (11)
Food & Drink
from \$190.00 per group (up to 3)



things to do in chicago



For couples Images Weekend For adults With kids Free Tonight Indoor

About 2,290,000,000 results (0.66 seconds)

Results for **Chicago, IL** · [Choose area](#)

Top sights in Chicago



The Art Institute of Chicago
4.8 ★ (30K)
Museum
\$32.00



Millennium Park
4.8 ★ (77K)
Park
Free



Navy Pier
4.6 ★ (71K)
Tourist attraction
Free

[More things to do](#)

Proposal



At Leisure, we believe that choosing how to spend your free time shouldn't be a difficult process that requires lots of research. Our mobile application matches you with personalized activities and experience suggestions that are tailored to your specific location.



5 Cs Framework



Company

Customize experiences

Share itinerary

Updates in real time

Notifications



Customer

Active 30–50-year-olds with
smart devices

Busy professionals, travelers
and families in need of
recommendations

Consumers who want
customizable and convenient
way to choose leisure activities



Competitors

Trip planner applications

Google maps

Traditional travel books

Competitors have established
brand equity and large market
share

No competitor offers a
customizable single source

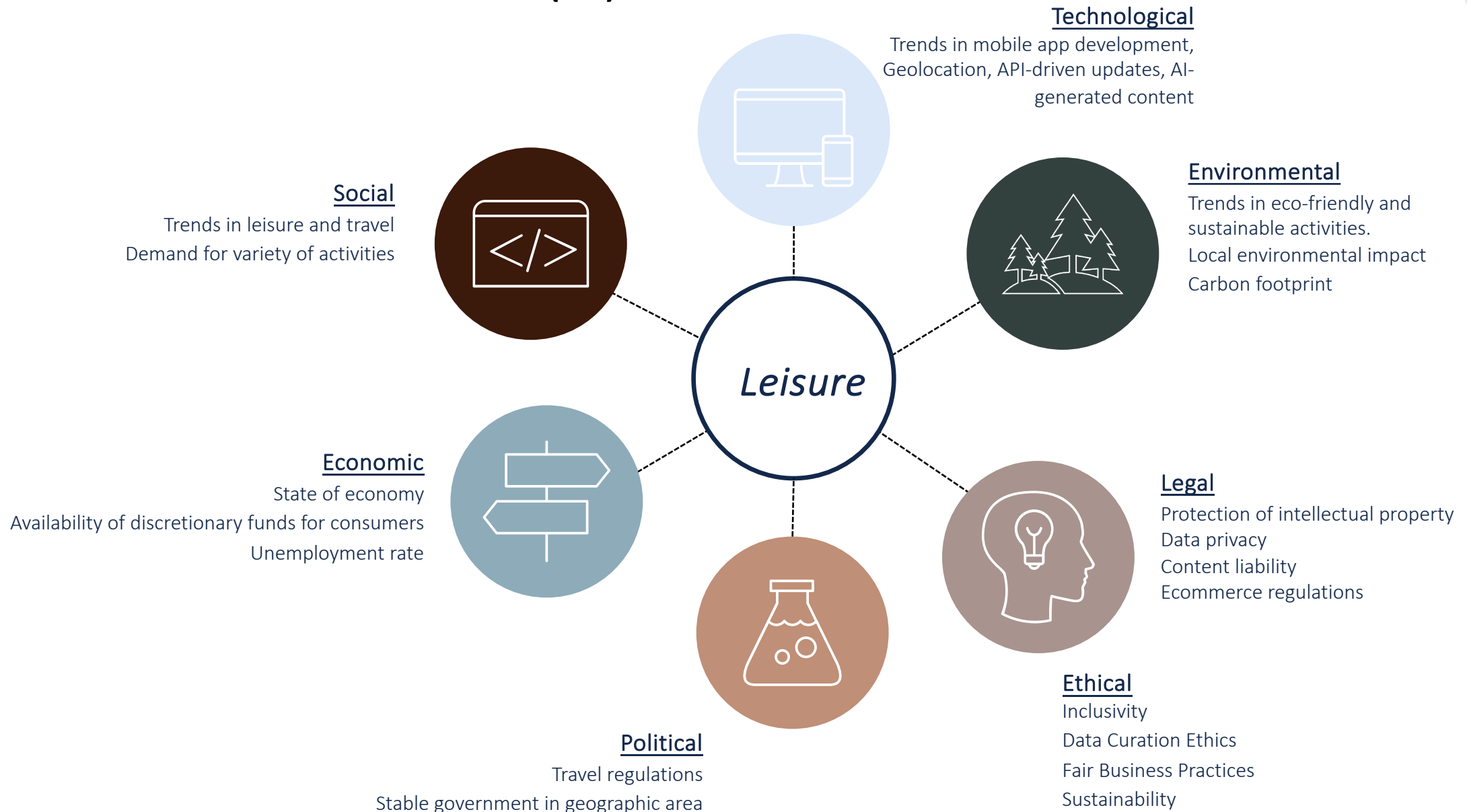


Collaborators

Owners of attractions

App distributors

Context / PESTEL (E)



SWOT Analysis



S

- Ability to pull real-time data via API integration.
- Integration capabilities with popular social media or other platforms.
- Location-specific content offers real-world experience.
- Focus on 30-50-year-olds provides unique content tailored to this demographic.

W

- Dependency on availability of external API sources.
- Integrating with multiple APIs may expose the app to security vulnerabilities.
- Ensuring sustainable revenue while relying on external data sources.
- Potential data overloads.

O

- Use AI tools to suggest activities per user preference.
- Utilize user-generated content.
- Ability to form strategic API alliances.
- Charge third parties for API usage.
- Integration with Wearables.

T

- Competing apps and platforms.
- Data privacy concerns.
- Costs associated with accessing APIs for local businesses.
- API rate limits or data retrieval restrictions.
- Over-reliance on third parties.

Marketing Objectives



Brand Awareness



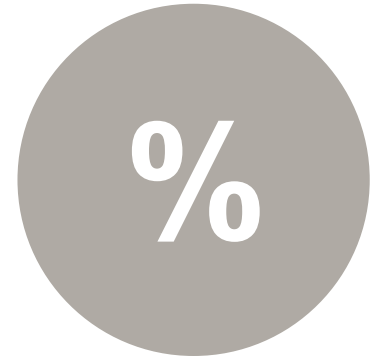
User Engagement



Customer Retention



Market Share



Strategic Recommendations



Target active 30 – 50-year-old consumers that own smart devices, who struggle to determine how to spend their leisure time and find unique entertainment experiences in a specific geographical location.

Recommendations



Partner with community-based platforms, such as Nextdoor, or local venues, such as parks, museums, theaters, sporting facilities to identify events and promote them on Leisure.



Offer customer service 24/7.



Provide group activity and planning capabilities.



Social media presence (Facebook, Instagram, YouTube, Twitter, etc.)

Drawbacks

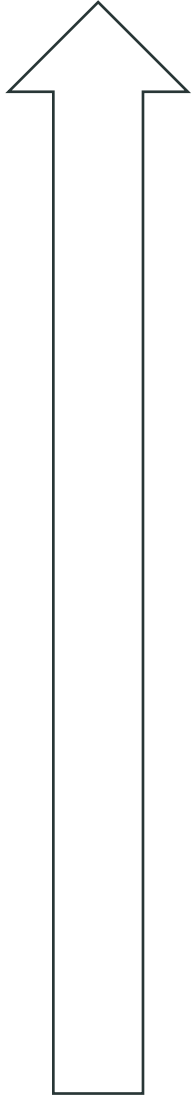
1

Events and activities recommended through Leisure have become outdated and/ obsolete on which decreases customer satisfaction

2

Interface may seem non-intuitive to some, which can lead to limited engagement when planning and sharing group activities with others

Brand Ladder



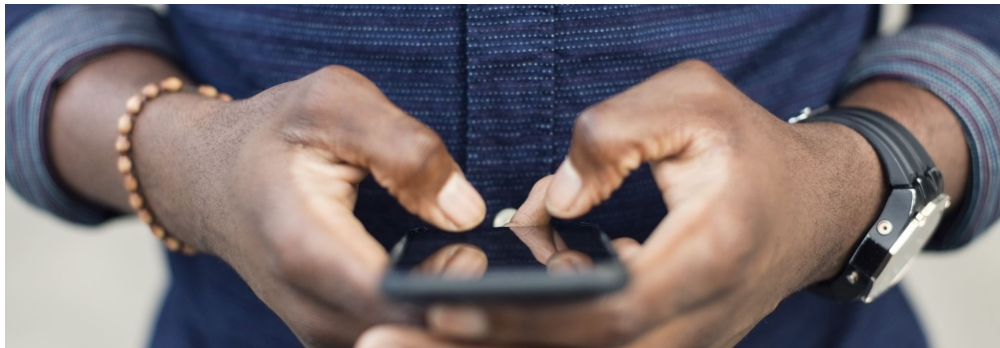
Emotional Benefits

Feeling more fulfilled | Empowerment | Sense of connection with surroundings



Functional Benefits

Convenient | Flexibility | Knowledge of options



Attributes

Mobile Application | Geolocation | API and User Updates | Sharable with Friends and Family | Both Freemium and Paid Options

Positioning Statement



Among active 30–50-year-old smart device users who struggle to fill their leisure time, Leisure, is the brand among location-specific entertainment and activity resources, that provides a feeling of fulfillment for users by providing options to easily explore, experience, and connect with their surroundings because it is convenient, customizable, and shareable.



Planning an activity? Unsure of where to go or what to do?
Relax and let Leisure do the work!

Target Customer Segment

- 30 – 50 years old
- Working professional
- Active and desires to explore and experience their surroundings whether on a business trip or in their hometown.
- Average household income of \$125K +
- Owns 2+ smart devices including a smartphone.
- Resides in United States



Marketing Mix



Product

- Customizable preferences
- Shareable itineraries
- Geography-based with real time updates
- Convenient and easy to use

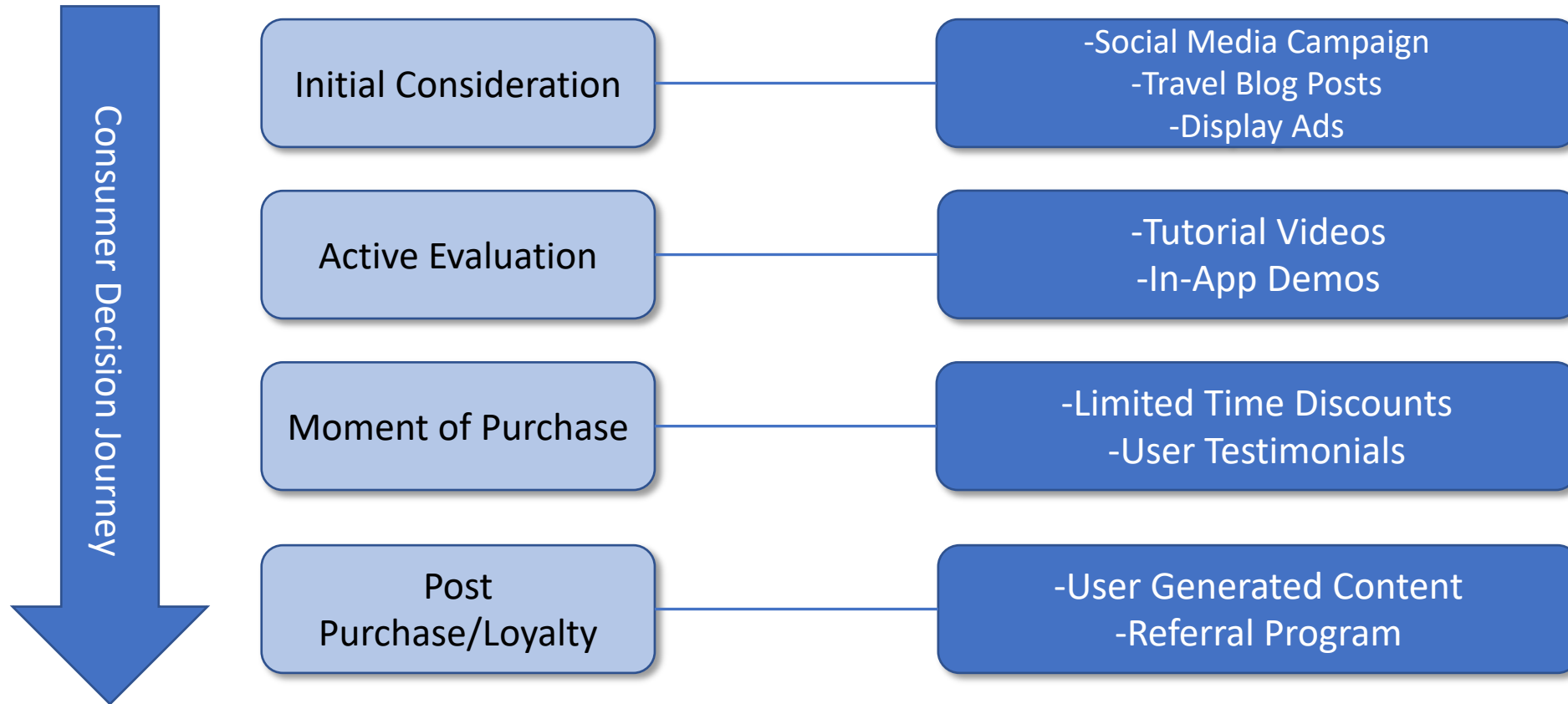
Place

- Primarily United States market in first year
- Expansion to Canada and Mexico after first year
- Mobile app that could be used anywhere

Price

- Free and premium paid option available
- \$10 monthly fee for premium service

Promotion



3 Extra Ps



1

People

- Customer service representation via email and live chat
- Travel influencers

2

Process

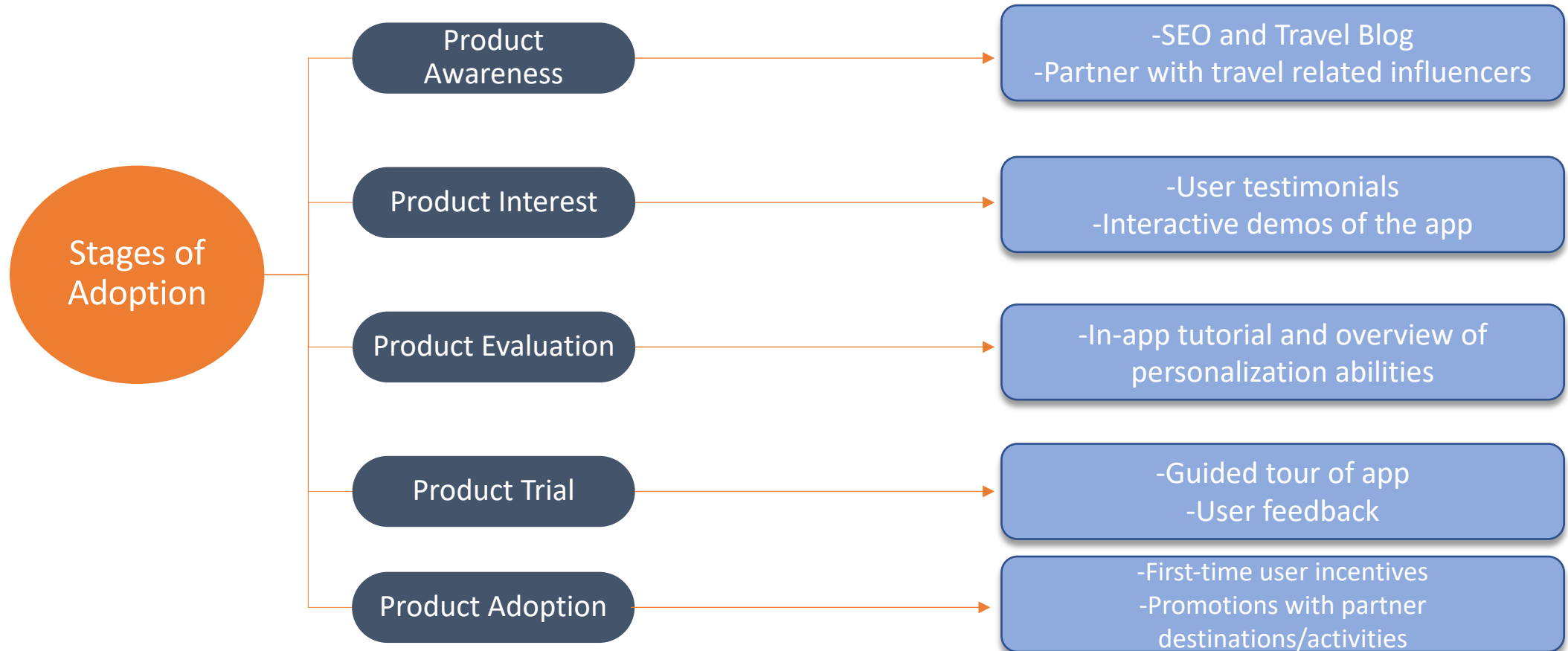
- Streamlined travel planning process to be efficient
- Quality assurance to ensure that all recommendations and locations are accurate

3

Physical Evidence

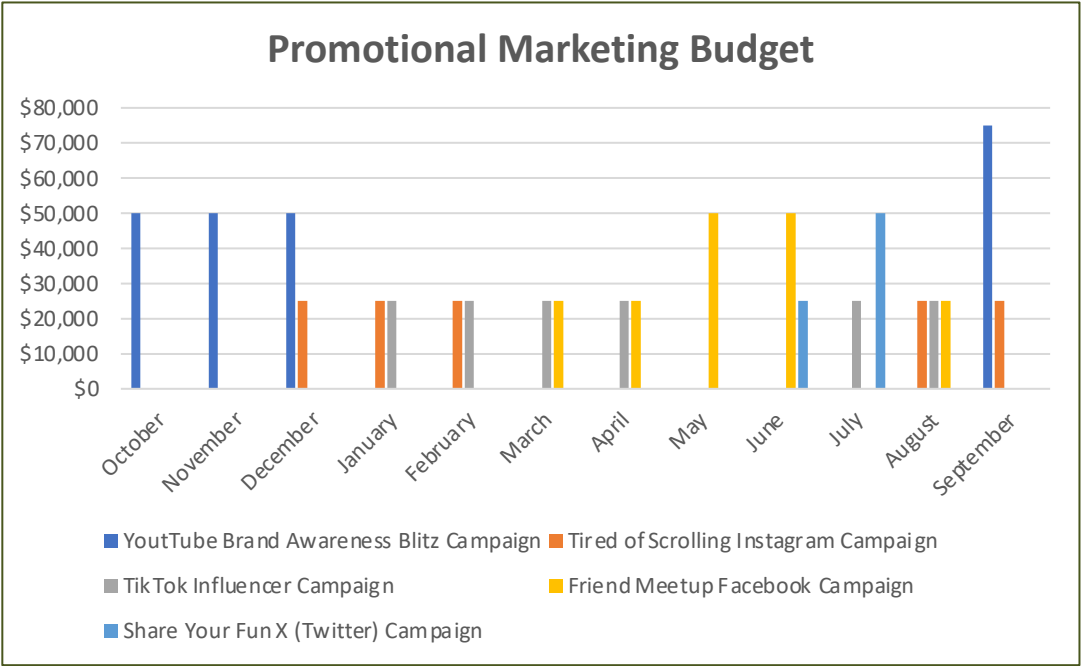
- App is constantly updating based on input from users
- User interface design displaying an app that is easy to use and navigate

Customer Attraction and Retention



Noel, H. (n.d.-a). *New product adoption - module 4: Influencing consumer behavior; the marketing plan*. Coursera. <https://www.coursera.org/learn/marketing-management/lecture/jmknQ/new-product-adoption>

Financial Projections



First Year Projections

1,450,000 App Subscriptions

Annual projected MROI is \$9

Total Marketing Budget is \$750,000

App Subscriptions peak in July through September

Leisure’s inaugural year is filled with strong campaigns projected to garner robust financial results

KPIs and Potential Remedies to Improve Performance



| Marketing Objective | KPI Targets by End of Year 1 |
|------------------------|------------------------------------|
| Social Media Marketing | 3% click through rate |
| User Engagement | 4.7-star user reviews in app store |
| Customer Retention | 25% freemium to paid conversions |
| Market Share | 5% market share |

Brand Awareness



Potential Adjustment

Shift creative and call to action statements to drive increased engagement.

User Engagement



Potential Adjustment

Garner voice of customer feedback and make necessary product modifications.

Customer Retention



Potential Adjustment

Potential pivot to reduce freemium benefits and offer incentives to convert to paid.

Market Share



Potential Adjustment

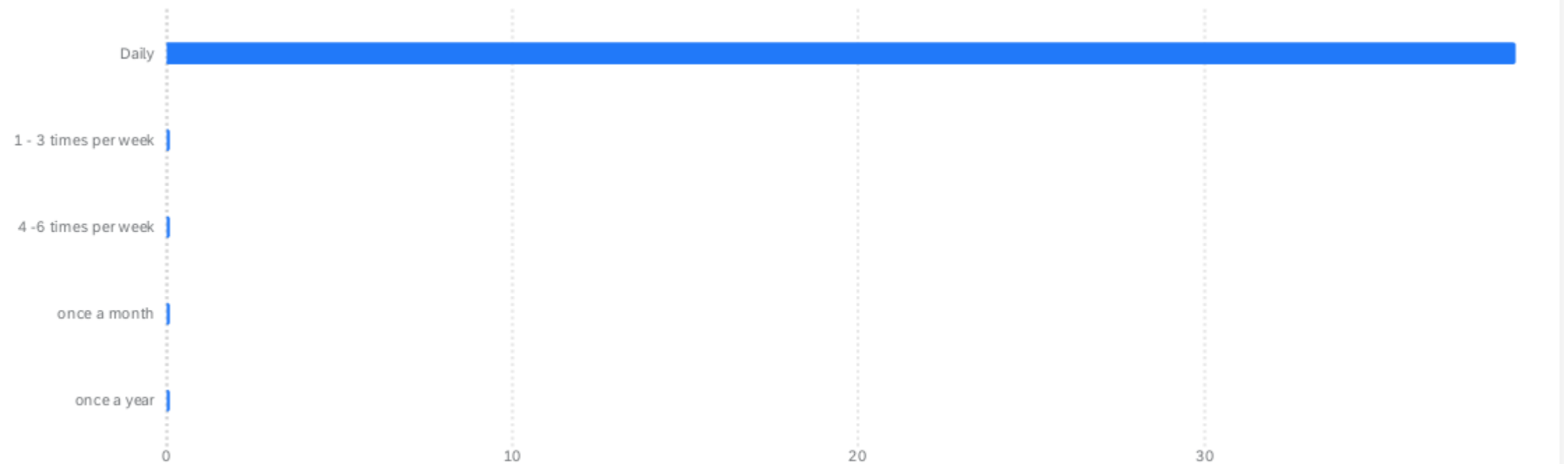
Shift marketing mix to focus on lower funnel conversion drivers as opposed to top of funnel awareness.

APPENDIX

Appendix 1: Primary Market Research Results

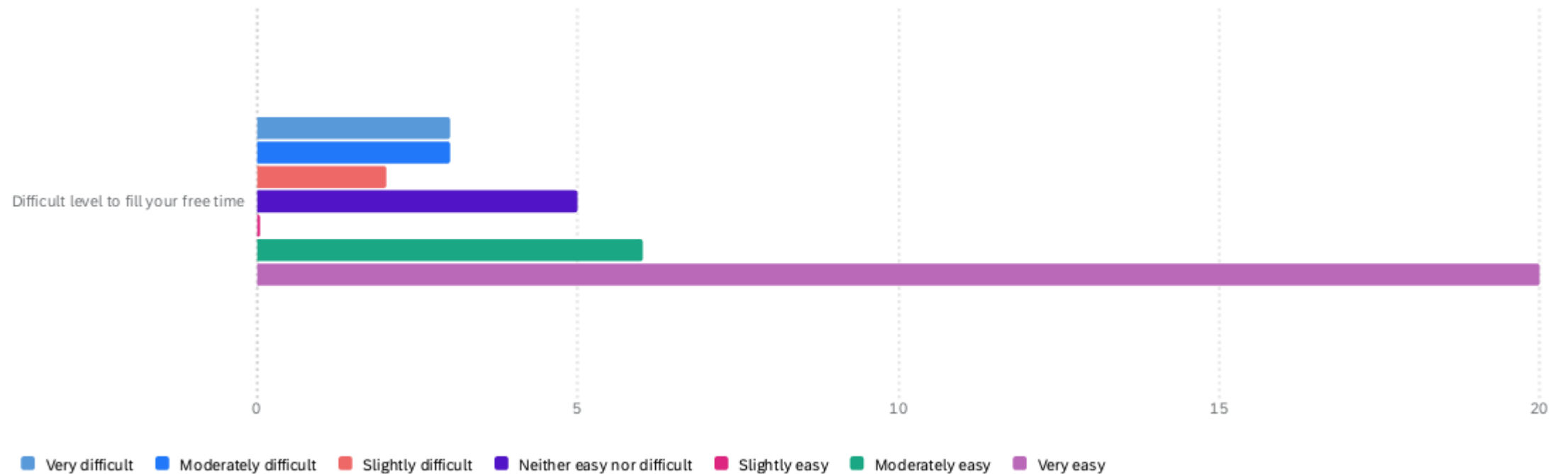


Q1: How often do you use smart devices?



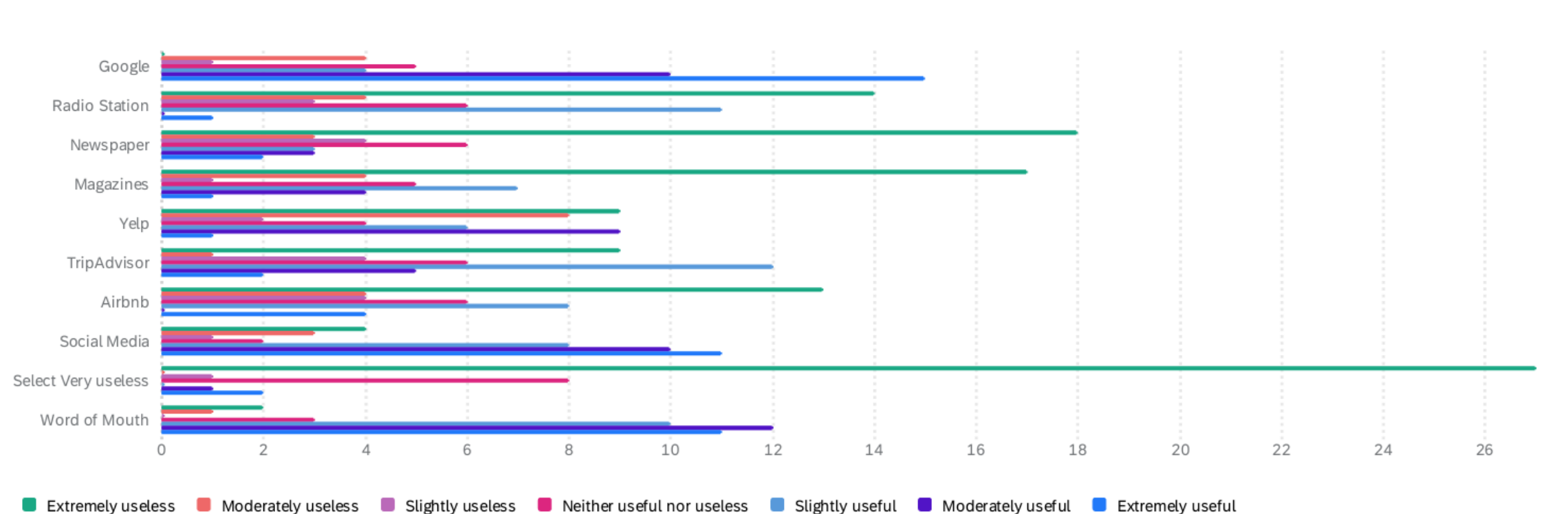
Appendix 1: Primary Market Research Results

Q2: How difficult is it for you to find ways to fill your free time?



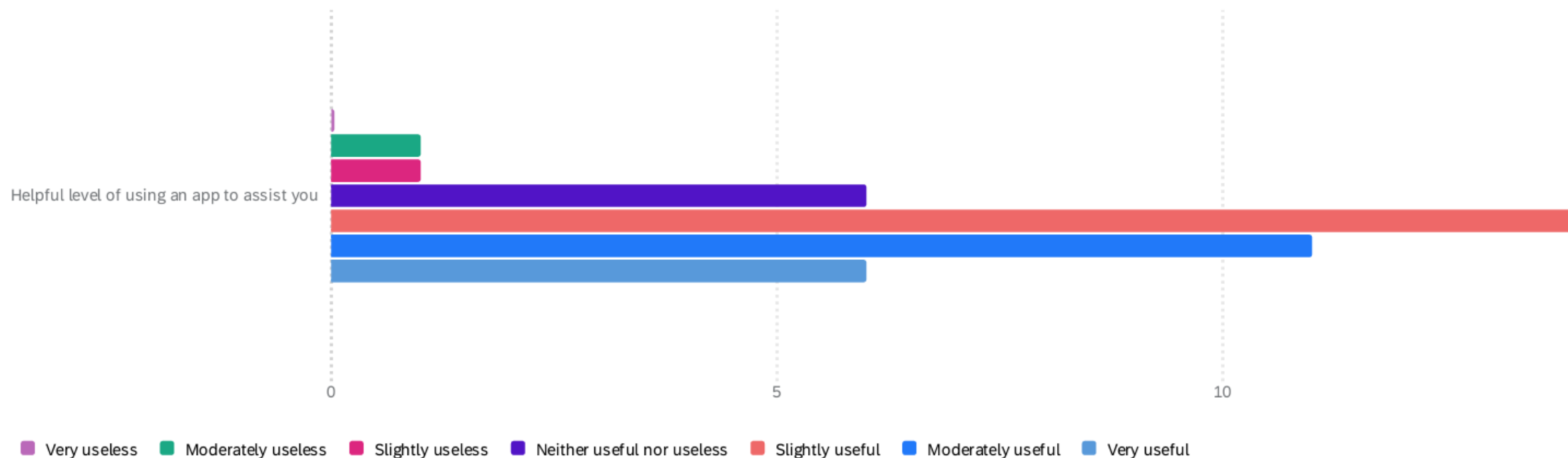
Appendix 1: Primary Market Research Results

Q3: Which of the following channels do you use to find activities to fill your free time with?



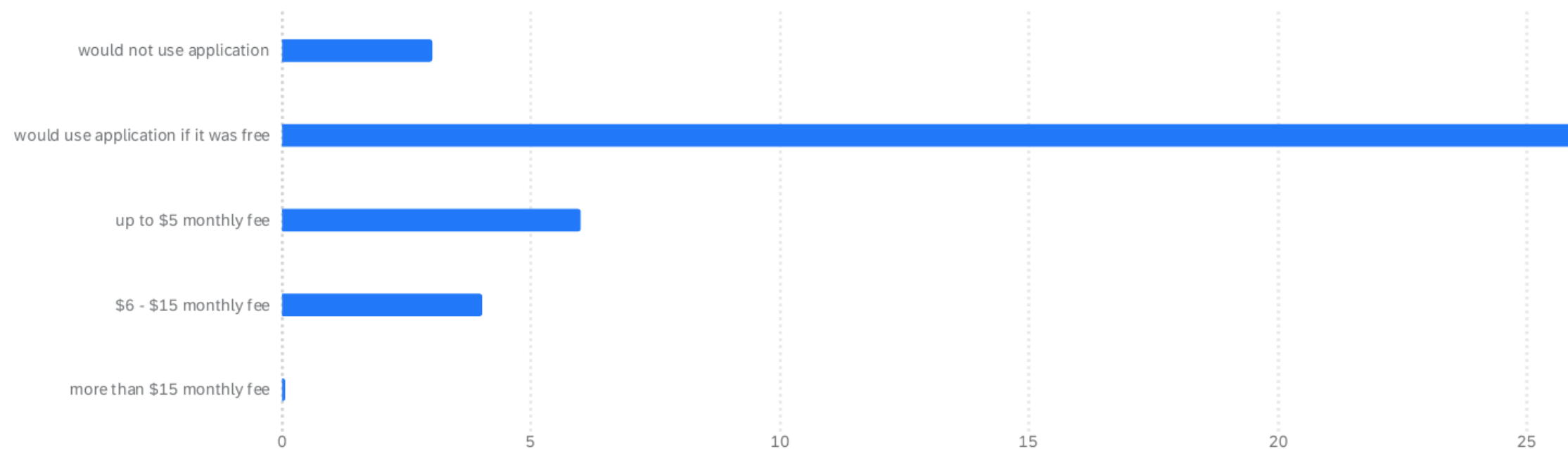
Appendix 1: Primary Market Research Results

Q4: How beneficial would an application be that assists you with planning and scheduling your leisure activities based on your location?



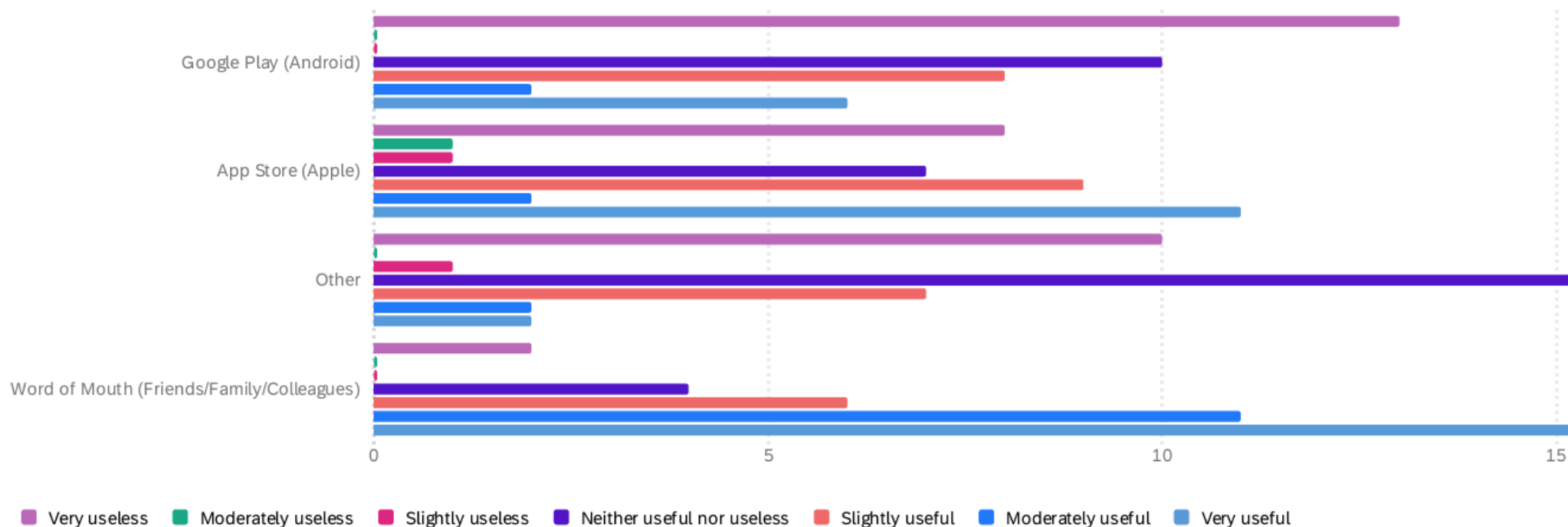
Appendix 1: Primary Market Research Results

Q5: How much would you be willing to pay for a mobile application that matches you with personalized activities and experience suggestions that are tailored to your specific location?



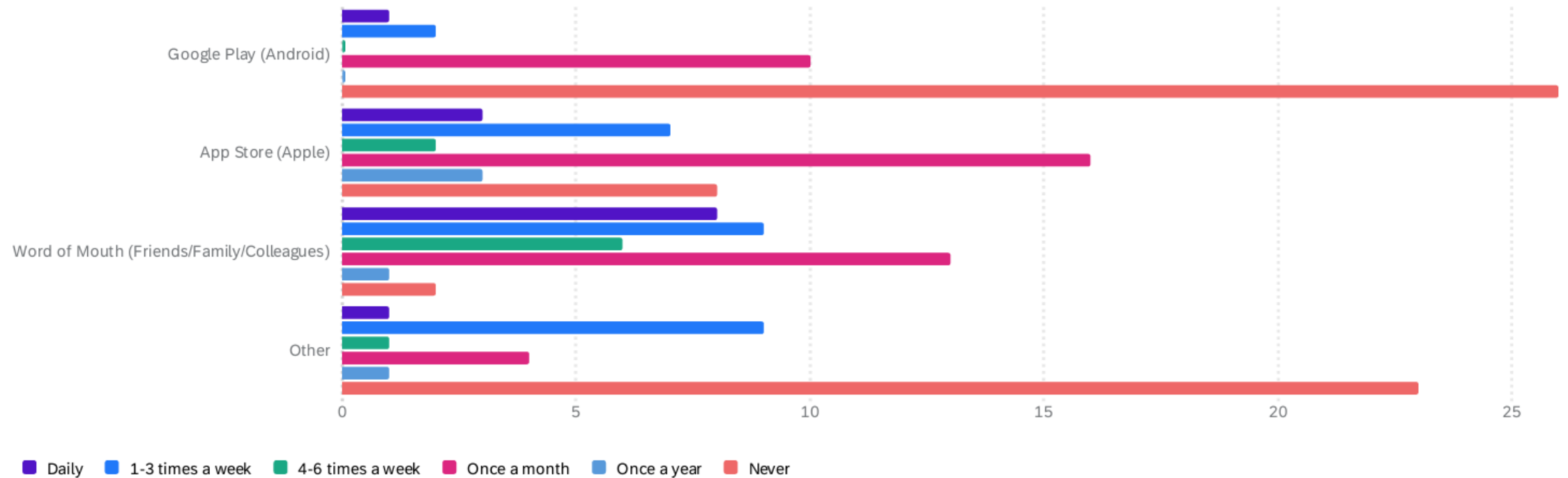
Appendix 1: Primary Market Research Results

Q6: Which sources do you use to find new mobile applications of interest?



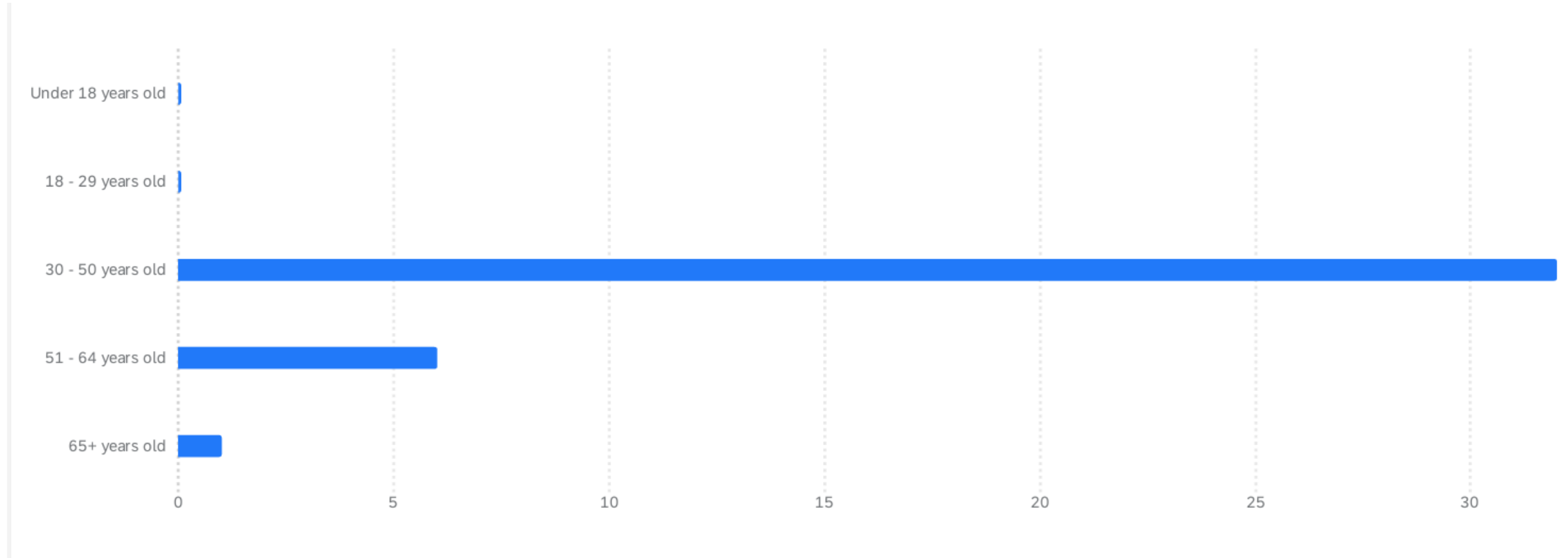
Appendix 1: Primary Market Research Results

Q7: How many times a week do you use these sources?



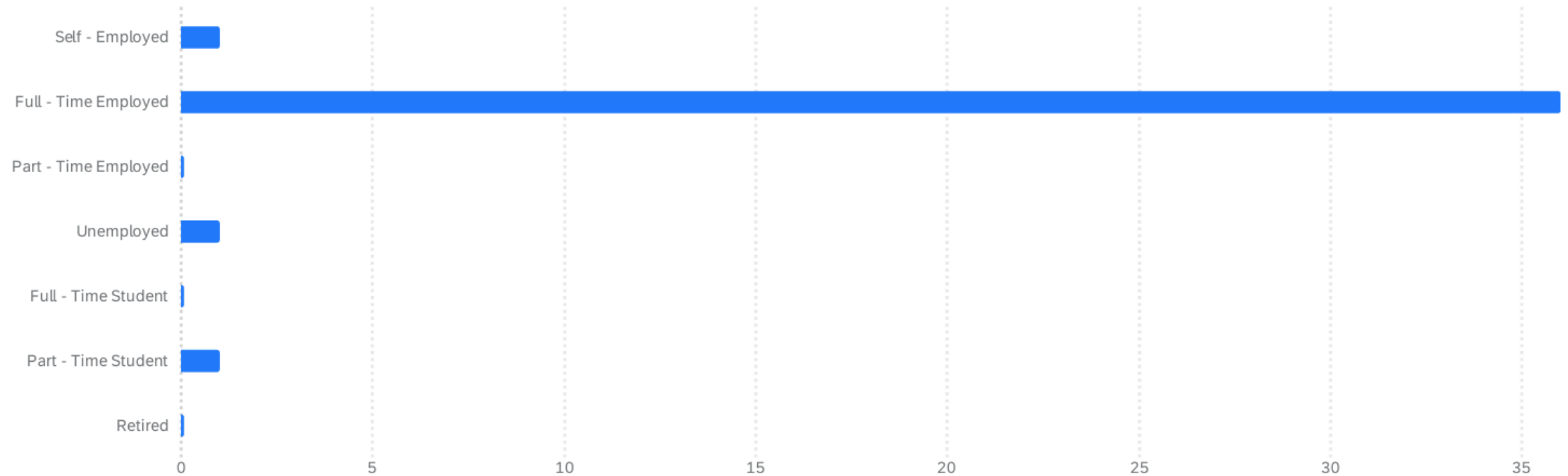
Appendix 1: Primary Market Research Results

Q8: What age group do you fall into?



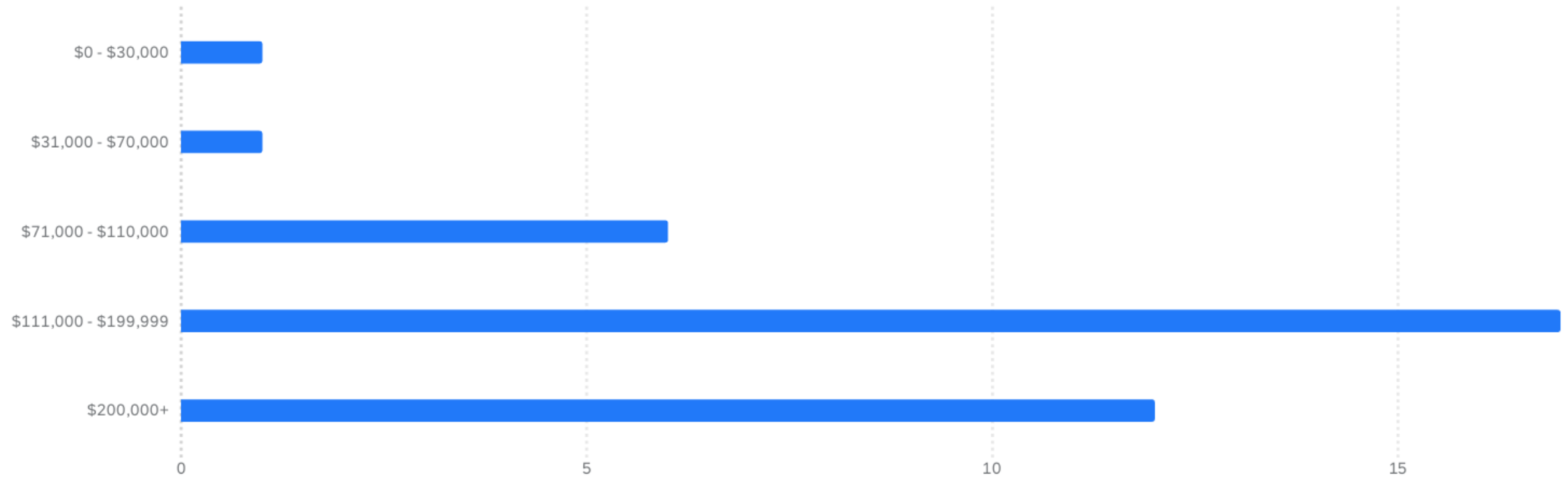
Appendix 1: Primary Market Research Results

Q9: What category best describes your employment status?



Appendix 1: Primary Market Research Results

Q10: What is your annual household income?



Appendix



| Team Member Name | Briefly describe team member's contribution to this assignment |
|-------------------|---|
| Adam Pierce | 5C's and first half of PESTEL with voiceover. |
| Asma Ashraf | Brand Ladder, Positioning Statement, and Financial Projections with voiceover. |
| Chandni Doshi | Strategic Recommendations, Marketing Objectives and Primary Market Research Results with voiceover. |
| Constanze Kratel | SWOT and second half of PESTEL with voiceover |
| Philip Schumacher | Title and Proposal with voiceover and slide editing. |