



Step it up – Marketing the Wales Coast Path: Designing a promotional poster

Time needed for activity You could work on this over several sessions

Location Indoors or outdoors

Context

This activity plan will allow your learners to become marketing experts, working to create a poster to promote the Wales Coast Path. You could work on this over several sessions; first discussing what marketing is and how to mount a successful campaign before moving on to plan and create a promotional poster.

Natural Resources Wales’ purpose is to pursue sustainable management of natural resources in all of its work. This means looking after air, land, water, wildlife, plants and soil to improve Wales’ well-being, and provide a better future for everyone.

Background - What is the Wales Coast Path?

The Wales Coast Path is an 870-mile-long continuous coastal footpath which stretches along the entire length of the Welsh coastline. The path uses existing rights of way as well permissive rights of way and is marked on Ordnance Survey map products. The path winds its way through towns and villages, across cliff tops and sandy beaches, sometimes darting inland before emerging once again at a sheltered cove. The whole path is accessible to walkers, with some sections suitable for cyclists, families with pushchairs, people with restricted mobility, and horse riders.

Natural Resources Wales works in close partnership with 16 local coastal authorities and 2 national parks on the coordination, Welsh Government grant distribution, monitoring, development and marketing of the Path. It is waymarked with the distinctive yellow and blue ‘dragon-shell’ logo and is managed on the ground by the 16 local authorities and Snowdonia and Pembrokeshire National Park Authorities.

Curriculum for Wales

Languages, Literacy and Communication

- **What matters** - Understanding languages is key to understanding the world around us.
- **What matters** - Expressing ourselves through languages is key to communication.
- **What matters** - Literature fires imagination and inspires creativity.

Expressive arts

- **What matters** - Exploring the expressive arts is essential to developing artistic skills and knowledge and it enables learners to become curious and creative individuals.
- **What matters** - Creating combines skills and knowledge, drawing on the senses, inspiration and imagination.

Science and Technology

- **What matters** - Computation is the foundation for our digital world.



Digital Competency Framework

Completing this activity provides opportunities to meet the following strands of the Digital Competency Framework.

Citizenship

- Digital rights, licensing and ownership.

Interacting and collaborating

- Communication.
- Collaboration.

Producing

- Sourcing, searching and planning digital content.
- Creating digital content.
- Evaluating and improving digital content.

Objectives

Learners will be able to:

- set SMART communication objectives.
- identify and write key messages.
- identify target audiences.
- plan and create a promotional poster to communicate their key messages.
- increase awareness, interest and knowledge about the Wales Coast Path.
- evaluate how effective their promotional poster was.

Resources and equipment

- Resource cards – Step it up – Marketing the Wales Coast Path
- PowerPoint Presentation – Step it up – Marketing the Wales Coast Path: Creating a promotional poster
- Access to computers, laptops or tablets
- Access to the internet
- Access to packages such as Microsoft Word or Google Docs
- Art materials – pencils, felt tip pens, crayons etc.
- Paper or card – A3 or A4
- Scissors and glue
- Access to a mood board

What to do

1. What is marketing?

Working in small groups, ask your learners to discuss and write down:

- What do they understand by the term ‘marketing’?
- What does marketing do?
- Why do people use marketing?
- Who uses marketing? Can your learners think of any companies or organisations that market their products?
- When do things get marketed?
- What are the pros and cons of marketing for an organisation?

Marketing is about making sure the right people know about what you have to offer, getting them to come to you and getting them to buy or buy into what you have to offer.



2. The brief

Explain to your learners that they are marketing experts. Their 'client', Natural Resources Wales (NRW), would like their help to plan and prepare a promotional poster for the Wales Coast Path. Their poster will be placed in various locations across Wales to encourage people to visit and discover the Wales Coast Path as well as being shared online and on social media. Working in small groups, ask your learners if there is a certain section of the path they would like to promote? If they are unsure, they can learn more about the different sections of the Wales Coast Path [here](#).

What are the pros and cons of a promotional poster? Ask your learners to discuss.

3. Background information

What do your learners know about the client?

Understanding their client's business is critical to ensuring the success of their marketing campaign. Ask your learners what they know about Natural Resources Wales? What does the organisation do? How many staff does the organisation employ? What are its roles and responsibilities? **What** is its role in the Wales Coast path? Allow your learners time to carry out some online research and/or show them the 'What we do' video on this [website](#) which explains what Natural Resources Wales does in 2.27 minutes!

What do your learners know about the Wales Coast Path?

Ask your learners what they know about the Wales Coast Path? Have they ever visited or walked a section? Can they complete some online research to learn more or ask family and friends who may have visited? Our **Activity plan - Nature champions** can be adapted and used to help get your learners completing online research into the history and significance of a section of the Wales Coast Path.

Who's the target audience?

A target audience is the specific group of people your learners want to reach with their marketing materials. They are the people who are most likely to be interested in your learners' content. Our **Resource cards - Step it up - Marketing the Wales Coast Path** offer fictional audience groups for your learners to pitch their content to. You could allocate each group an audience to create their promotional poster for, let them choose one themselves, or ask them to come up with their own imaginary audience.

4. Opportunities if visiting the Wales Coast Path

If you are visiting the Wales Coast Path with your learners **before** they begin drafting their promotional poster there may be opportunities to carry out some market research and on-site investigations.

- **Ask your learners what are their first impressions?** Positive? Negative? What particularly formulated their opinion? Can they play on positive first impressions to help market the stretch of Wales Coast Path?
- **Ask your learners to create a word cloud** – A **word cloud** is a simple visualisation of data, in which words are shown in varying sizes depending on how often they appear in your data. Capturing and visualising sentiments in word clouds can be useful to remind your learners what the unique selling points of the particular section of Wales Coast Path are. Free, **collaborative tools** allow learners to have live word clouds that members of the public or other groups of learners can input into if appropriate.
- **Can your learners prepare a questionnaire?** – This can be a paper copy that your learners take out with them to site and ask path users to complete or they can create a virtual questionnaire using tools such as Microsoft Forms or Google Forms. This is a great opportunity to gain valuable insight from path users which can help inform their promotional poster. Learners could gather information on why users visit. How often they visit. What activities do they undertake whilst on site? What benefits, if any, do they feel they get from spending time on the Wales Coast Path? How far have they travelled to get to the path?



- **Can your learners monitor the number of Wales Coast Path users?** Can your learners create a simple data collection sheet to record the number of users visiting the given stretch of path? What age demographic do they fall into? What time of day do they visit? Are they visiting alone, with friends or with family?
- **Give your learners opportunities to take photos** – Shots of the landscape, posed pictures with other learners or photos of path users enjoying the views, can feature in their final promotional poster. Remind your learners to seek permission from path users and fellow learners before getting snappy with it.

5. Planning and sharing ideas for their promotional poster

Unique selling points

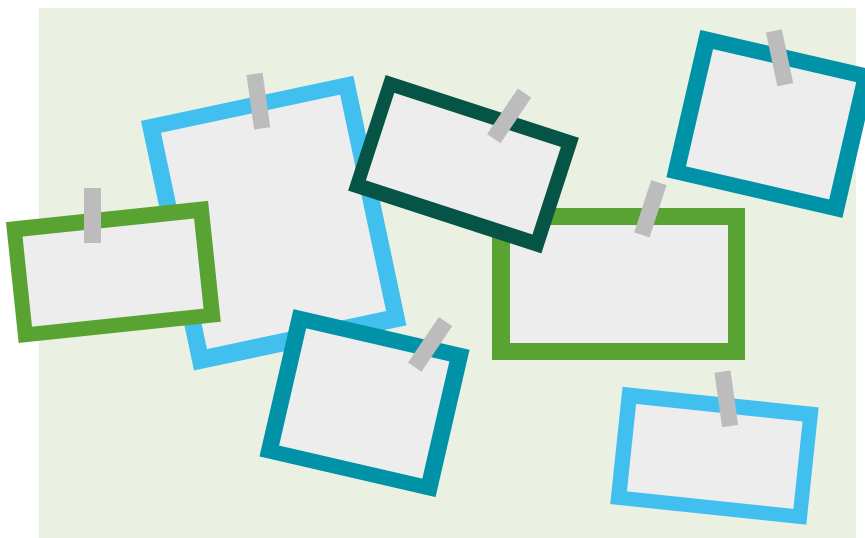
People who work in the marketing industry talk about the Unique Selling Point (USP) – the thing which makes their offer different and/or better than others. Having completed some initial research and maybe having visited the Path, it's time for your learners to discuss and decide what are the unique selling points of the Wales Coast Path that they want to promote? Ask them to note their ideas. Once they've decided what the unique selling points relevant to their target audience are, they need to think of reasons, or 'hooks', to communicate them.

Sharing their initial ideas with the client

Do your learners need to get feedback and approval from the client before pressing ahead with their ideas? For the purposes of this exercise, the 'client' may be the educator or another group of learners. Briefing their client and outlining their ideas as early as possible will ensure your learners are heading in the right direction and will save them time and energy.

Your learners could pitch their ideas to the 'client' in the form of a:

- **Group presentation** – using Microsoft PowerPoint or Google Slides.
- **Two-minute group talk** – explaining their main ideas and thoughts on the direction the promotional poster should take using persuasive language.
- **Mood board** – A mood board is a digital or physical, pictorial collage of ideas that are commonly used in fields like graphic and interior design or fashion. More than just a random collection of images, creating a mood board offers learners the opportunity to visually organise their ideas before moving on to work them up further. The learners in the group could create a collaborative group mood board or each create an individual mood board with the 'client' choosing the mood board that best summarises their vision for the promotional poster.





SMART objectives

Once your learners have had feedback from the 'client' and have had the direction for their marketing materials confirmed, it's time to set some SMART objectives for their marketing project. Setting objectives will ensure your learners have a vision of what they want to achieve, and they will also provide a benchmark for them to evaluate their promotional poster against once complete.

For example:

S - Specific - We want to create promotional poster to raise awareness of the importance of wildflowers along the Wales Coast Path and encourage people not to pick them.

M - Measurable - We want to increase the number of visitors to the Wales Coast Path by 5%.

A - Achievable - There's no point trying to increase the number of visitors to the Wales Coast Path by 2 million people if your learners only have three weeks to achieve this. Although it's a great aim, it would be very hard to achieve and would have consequences for the local area.

R - Relevant - The whole purpose of their marketing project is to increase awareness and use of the Wales Coast Path. If their plan diverges and ends up raising awareness of a new hairdresser's that has opened in the area, then it's not relevant and your learners need to go back to the drawing board.

T - Time bound - Is what they have planned achievable in the time they have available? Encourage your learners to set deadlines to complete tasks by. This will help them prioritise their tasks and reduce the risk of them becoming overwhelmed.

Risks/Challenges

Planning and creating a promotional poster may not appear to involve much risk, but closer examination shows thinking about risk is integral to communication. Ask your learners to consider:

1. What could go wrong with their marketing project?
2. What is the likelihood and impact of something going wrong?
3. What can they do to minimise the risk?

6. Designing their Wales Coast Path promotional poster

Posters are a great way to promote a site or habitat and allow learners to share their message in a creative and fun way. They can be as detailed or as simple as your learners choose. From a bold design, funky font or emotive image - posters are a great resource for your learners to attract and engage potential path users and can be created digitally or manually.

Show your learners a range of promotional posters and ask them to scrutinise them. What are the pros and cons of each poster? What lessons learnt can they carry over to their own poster?

Your learners' promotional poster should:

- Catch the reader's attention
- Be visually attractive
- Offer something new or a new idea/angle on the subject matter
- Be exciting or amusing
- Achieve the objectives set at the start

How will your learners ensure that their promotional poster meets this criterion? Ask your learners to jot down their ideas.



When creating their Wales Coast Path promotional poster learners should make sure:

They think about size and location

Where will it go on display? How much space is available? Will their poster be A3 or A4? They need to know this essential information before beginning to design their poster.

That it's clear from their poster what is being promoted

At a glance, can their audience work out what the content is about? If it takes the audience longer than 3 seconds to decipher the contents your learners might need to rethink how they are presenting it.

That their poster is eye catching

The main purpose of a poster is to stand out. People should be able to see it from a fair distance without having to squint or step right up to it. The main message should be in the heading and be in the largest font. Any sub-messages can be in a smaller font. The choice of font throughout should be consistent with bullet points used to break up text as appropriate.

That their poster isn't going to distress their reader's retinas

Bright colours will hurt their readers' eyes and put them off reading their posters. Their posters need to look professional and shouldn't be a shower of colour. Suggest your learners stick to 3 to 5 colours in their colour palette. They should ideally choose a main colour, a secondary colour, and an accent colour. When deciding colours, a website such as the free to use, **Adobe Colour Wheel** may be of interest to your learners. By moving the wheel learners can see what shades compliment their chosen colour. The menu on the left allows learners to choose the type of relationship they want between colours. Once they have found a colour palette they like, they simply need to make a note of the 'R, G, B' readings (red, green and blue) and adjust the colour readings of the shapes and graphics on their poster to get the colours they like.

They keep words to a minimum

A block of text will make the reader switch off. The poster should include just enough information to get their main message across. If someone wants to know more, they can get in touch or pick up a leaflet.

Choosing the right images

A dominant image is more eye-catching and attractive than lots of small, clustered images. When choosing images for their promotional poster ask your learners to consider:

- **Do their images help the user understand the point they are trying to make?** If they are marketing their section of Wales Coast Path as a great place to see wildlife, then having a photo of a bird or mammal is pertinent.
- **Does the image speak to their target audience?** For example, if they are appealing to families, a picture of a family out walking will be best.
- **Does this image create emotional appeal?** For example, does it encourage the customer to visit the site and walk along the beach for themselves?
- **What message does this image send?** Is there a message being sent at all? For example, if they are looking to advertise somewhere as being a quiet location, perfect for a spot of yoga they might want to include a photo which doesn't have people picnicking in the background.
- **High-res images are a must** - Competition is fierce, users will expect to see high quality images. Pixelated images won't do! Learners should make sure resources are copyright free or they have permission to use them.

Photos, graphics and videos are freely available on websites such as:

- Pixabay
- Pexels
- Unsplash



- There may be photos on our **Natural Resources Wales website** your learners can use (providing they aren't copyrighted).
- **Visit Wales** offer high quality, downloadable and copyright free photographic images and films to help promote Wales. Images can be searched by place, attraction or by key themes.

Keep it clean and simple

Less is more. A busy poster can look cluttered and might not get read. A clean design is timeless. It's ok to have some blank space – the simpler the design the easier it is for the reader to digest the information quickly.

Their poster is branded and includes relevant logos

Who's been involved? It's important to ensure the poster is 'on brand' and acknowledges partners. Do any logos need to be included?

Make it easy for users to get in touch

How do users get in touch if they want to find out more? Contact details should be clear and apparent. Remind your learners that this is a learning exercise, they shouldn't provide real contact information.

Include a call to action

After reading the poster, what do your learners want the reader to do? On behalf of the client, it's up to your learners to let the audience know exactly what they want them to do. 'Book today!', 'Refill here' or 'Visit soon!'

7. Identifying success

How will your learners know if their promotional poster has made an impact and if they've met the 'client's' brief? In order to monitor the success of their marketing materials, it is essential that some measures of success are identified and monitored. Did they achieve their objective to raise awareness of the benefits of walking along the Wales Coast Path? If yes, great. If no – why not?

- If the group designed their posters to encourage walkers to walk a particular stretch of the Wales Coast Path then monitoring the number of walkers visiting would be a way of measuring success.
- Increased hits on a webpage following the sharing of their promotional poster would be a measurement of success.
- If your learners did a 'before' questionnaire to gain users thoughts on a particular stretch of path, how about doing an 'after' questionnaire? Has their promotional poster changed users' perceptions?

Lessons learnt

Once their campaign has drawn to a close, ask your learners to work together to note any lessons learnt. Noting these lessons means that if they were to run another marketing project in the future, they will have captured their project's successes and weaknesses and can take steps to ensure things go more smoothly next time.

Suggested key questions

- What are your promotional poster's unique selling points and goals?
 - Who is your target audience?
 - What kind of content will your Wales Coast Path promotional poster include?
 - How will you know if your Wales Coast Path promotional poster has had an impact?
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Adapting for different needs/abilities

More support

- Break down each stage and check understanding before moving on.
- Provide your learners with a template to complete their poster.

More challenge

- Learners work through the designing of their promotional poster independently.
- Can your learners write and design a promotional leaflet in the same style as their poster using our **Activity plan - Step it up - Marketing the Wales Coast Path: Writing a promotional leaflet**

Follow up activity/extension

- Run a social media campaign to interact with potential visitors, post information and encourage people to visit the Wales Coast Path. Our **Activity plan - Campaigning for nature** can be used if this is your learners' preference.
- Perhaps your learners are regular visitors to the Wales Coast Path? Would they like to be influencers? They could try their hand at vlogging for the Wales Coast Path and share seasonal changes using our **Activity plan - Create an enviro-vlog**.
- Can your learners write a newsletter to keep in touch with people that have visited the site before using our **Activity plan - Step it up - Marketing the Wales Coast Path: Writing a newsletter**.
- How about writing text for a promotional website with our **Activity plan - Step it up - Marketing the Wales Coast Path: Writing text for a website**.

Other resources

From information about the background and history of the trail, to information on things to see and do, the **Wales Coast Path website** has a wealth of information available to help your learners.

Looking for more learning resources, information and data?

Please contact: education@naturalresourceswales.gov.uk or go to <https://naturalresources.wales/learning>

Alternative format; large print or another language, please contact: enquiries@naturalresourceswales.gov.uk **0300 065 3000**