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| Colonial Travel Agency Specializing in community relocation |

September 23, 2017Dear Colonial Travel Design Teams,As the premier travel agency of the colonial regions, we pride ourselves on the best relocation packages to the 13 Colonies. Recently, the number of colonists booking packages with us has declined. We have been unable to determine what motivates new colonists to move from their existing communities to one of the 13 colonies. The CTA Board of Directors feels it is imperative that our design teams determine these motivations and create a new marketing approach to entice more families to relocate to the colonies we serve. In your design team, you will research one colony and create a marketing campaign that will attract new clients that are ideally matched to the values and beliefs of each colony. Your research must be properly cited and will be turned in with the marketing campaign.Each design team will need to create a full marketing campaign for a colony. The CTA Board of Directors plans to saturate the print, digital, and television markets with your new campaigns. In addition, promotional items will be sent to prospective families based on the target resident profile you will provide. You will have 8-10 minutes to present your full marketing campaign, target resident profile and promotional item to the CTA Board of Directors in two weeks.Sincerely,W. PennW. PennCEO of Colonial Travel Agency |