

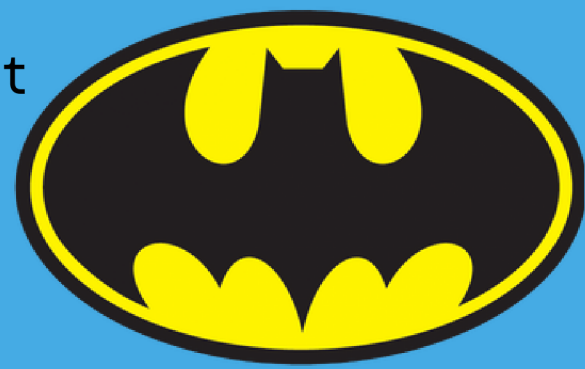


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## EXECUTIVE SUMMARY

The report starts with the problem that Six Flags has. Their current problem states: Six Flags wants to adjust its marketing communication plans in an effort to expand its current audience to include more minority/underrepresented groups. The company wants to know which audience segment makes the most sense when advertising to its U.S. consumers. It then goes into the critical factors which are; convenience/accessibility, price, and security & health measures. The positioning map goes along with two of the critical factors by measuring affordability and convenience. This leads into the 4 alternatives/audiences. The audiences presented in this report are Hispanics, Generation Z, Millennials with Kids 18<, and African Americans. After going through all of the audiences, the report goes into the final recommendation. The recommendation ultimately goes into the audience Generation Z and why it is thought that is the best audience to focus on.



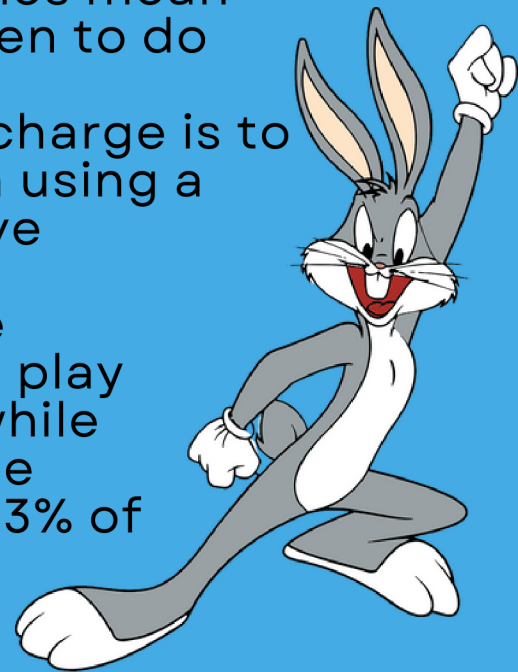
# THE PROBLEM

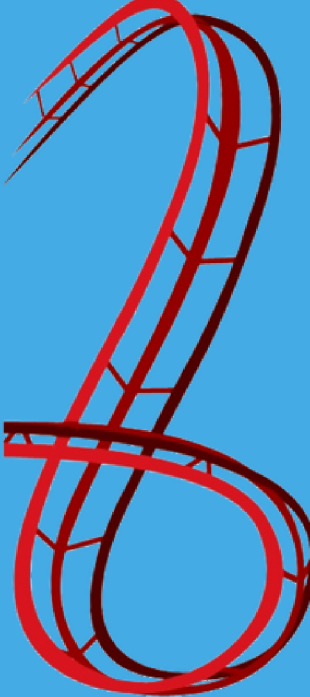
Six Flags wants to adjust its marketing communication plans in an effort to expand its current audience to include more minority/underrepresented groups. The company wants to know which audience segment makes the most sense when advertising to its U.S. consumers.

## CRITICAL FACTORS

### CONVENIENCE/ACCESSIBILITY

Based on a Mintel report, internet users 18+ who would consider a theme park vacation within the next 12 months, showed that HH incomes that make \$50k and below value and would pay more for fast pass line skipping and dining/drink deals. Also 18+ with children 17 and under value early entry to parks and fast line skipping more than any other accommodation. Early entrance is a safety precaution, parents don't want their children involved in congested areas early times resulting in less people. Longer lines mean finding something for their children to do during the wait. Our solution for accommodating the wait free of charge is to attract more guests with children using a gaming approach. Using innovative technology, setting up QR codes throughout the waiting line of the attraction allows their children to play games related to the attraction while they wait to earn EX-P to earn little rewards found in the gift shops. 63% of users 18+ who would






users 18+ who would consider a theme park vacation agreed that tech that helps manage my visit is worth paying for. (Mintel) Six Flags now offers accommodation so everyone of all kinds can come together and feel joy. The Attraction Access Program is designed to assist guests with disabilities or certain other qualifying impairments.

## PRICE

In Six Flags 2021 annual report they currently have 15 active theme parks in the US. Based on Six Flags reports they do not divide their parks by regions because every theme park provides similar products and services through a similar process. Because we have the same overall companies divided over 10 states, we encourage day trips so lodging accommodations are nonexistent. Being aware of inflation, and our status as a country, we are accommodating the shift in higher prices with more productive services. Disposable income has been reduced while prices rise. In Quarter 1 2021 Consumer Price Index shot way above wages and salaries so while incomes have risen, they have not kept pace with record inflation, resulting in less consumer spending power.

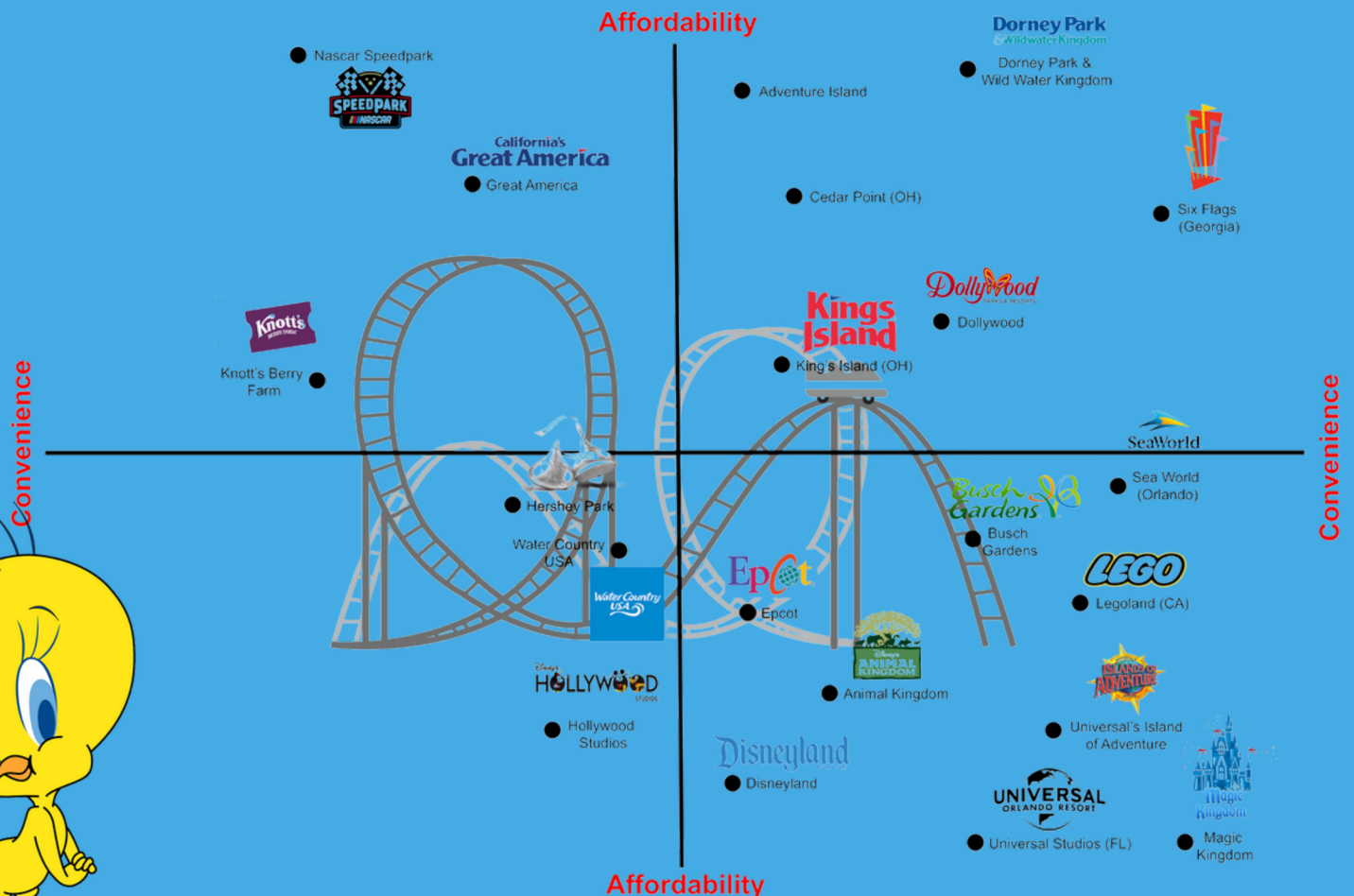
## SECURITY & HEALTH MEASURES

Safety is our priority and with security we want every guest to feel safe. Joining together as a team with park employees and officials by maintaining a code of integrity within our team by opening a safe environment to communicate desires



and opinions allows employees to feel protected and speak up when something's not right. In recent events circulating newsrooms guests at certain parks are meeting a fatal demise due to structural problems protocols not being followed which has given a bad reputation to all parks and we want to ensure the safety of every guest and that no life should be in danger when wanting entertainment. To combat covid we have full dedication to keep the same precautions like sanitize stations and spacious acres with nothing but room and acres to walk to keep from being congested. Our staff still encourage and honor 6 feet distancing when able.

## POSITIONING MAP





# AUDIENCES

## HISPANICS

One of Six Flags major audiences are Hispanics. According to the Pew Research Center, the Hispanic population in the U.S. is currently 62.1 million. Six Flags has about 3 million Hispanic customers. This makes them the second largest race/ethnicity visiting the parks. Hispanics are also 74% more likely to visit theme parks and 61% more likely to visit Six Flags than other adults. (Mintel & Simmons) Based off the research, Hispanics are a vital audience and customer for Six Flags that can greatly benefit the company if they are prioritized.

## GENERATION Z

One of the major audiences of Six Flags is Gen Z. There are approximately 65 million people in the US that are in Generation Z. Generation Z makes up 19.6% of the US population. 86% of Gen Z have taken a vacation in the last 24 months. Approximately 10.5% of Gen Z have attended Six Flags within the last 12 months. Approximately 10.5% of adults over the age of 18 that visited Six Flags in the last 12 months are Gen Z. Approximately 10.5% of Gen Z have attended Six Flags in the last 12 months. Gen Z is 116% more likely to visit Six Flags within the last 12 months than any other adult in the US. Using all this information, Six Flags would definitely be able to use the Gen Z audience to their advantage.





## MILLENNIALS WITH KIDS <18 YEARS OLD

According to research from 2019, there are 72.1 million millennials in the United States. Millennials make up a large percentage of Six Flag consumers, especially those that are parents. Millennials (ages 21-39) are 60% more likely to visit Six Flags than other adults in the U.S. Parents of any children under 18 years old are 73% more likely to visit Six Flags than other adults. Furthermore, Millennials that have any children under 18 years old are 68% more likely to visit Six Flags than other adults in the U.S.

## AFRICAN AMERICANS

African Americans are the largest minority group (15% of the population) and are projected to increase in population within the next 5 years. Their spending power in the travel category is big within the African American community. 86% of AA Gen Z have been on vacation within the last 24 months. Even though income within Gen Z is low they prioritize experiences and time with family and friends. 36% of black travelers' research priorities are searching for attractions and activities. Showing diversity within the representation of the park holds value. 77% of black internet users 18+ would like to see more content with more representation. Showing authentic characters in the DC Universe like the black Green Lanterns included in gift shops, and prize toys can lead to positive experiences leading to word-of-mouth marketing.

Word of mouth is impactful for Black consumers, whether through conversation (46%) or through social media (54%), Black consumers rely on the recommendations of their network to encourage them to watch, listen to and read certain media.

## RECOMMENDATION

With the research that has been gathered. Our team has made the informed decision to recommend that Six Flags choose Gen Z as their target demographic. We as a team are confident that because of the research gathered we believe that Gen Z would be the wisest choice. By using our data and statistics that Gen Z is 116% more likely to visit Six Flags within the last 12 months than any other adult in the US, we can assume that Gen Z is a good candidate for our client's new target audience. By using Gen Z as a new target demographic, Six Flags will open up the door for a brand new audience.





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