

**The American Revolutionary War  
Living History Center (ARWLHC)  
& Experience!**

**Standardized  
AIDA study**

For Doctor Felix Lao by Martin CJ Mongiello



AIDA to Build Brand Awareness – standardized reporting procedure for all major brands, worldwide – completed for the ARWLHC & Experience.

**Background:** When strategic marketing teams come in front of a CEO and board annually, AIDA is often reviewed and requested along with SWOT and other packages. Highly successful CEO's and boards are not, "aloof of what they do down there in marketing!" They know exactly what to ask for. Awareness, Interest, Desire, Action – the standard AIDA continuum is being examined on a quarterly basis:

1. For prototype property The Inn of the Patriots B & B while in it's development phase



2. For the expansion of such to the American Revolutionary War Living History Center (ARWLHC) & Experience



The criteria proposed by Doctor Felix Lao are:

1. Explain the AIDA continuum using yourself as a consumer – how many ads does it take before you think you are aware of the brand, interested, etc? Presently, I

- agree with the AIDA process and feel that the diverse advertising and tactics we are employing are working in various newspapers, theater sponsorship, radio advertising on NPR and shows on WADA, television appearances on Channel 19 and CNN Channel 33 locally. We also do shows, events and festivals and show up with our crews and cannons fully dressed while hosting and sponsoring mega-events with up to 35,000 spectators. Our AIDA needs to begin to influence folks via billboard advertising and better draw on TV and radio – and that takes significant financial influence to be successful. Our social networking is intense – now spread across 38 countries. Our client draw continues to quantify and qualify this with South American visitors, European and Canadian guests.
2. The types of messages that have an impact on myself, as a consumer, tend to be funny or exciting. They contribute to moving me along the AIDA continuum with a memorable experience of laughing or being interested! For this reason, I propose some funny ads and some continued serious ads that create excellent interest.

### **Guidelines:**

1. Implementation of the AIDA process in building brand awareness, identity, loyalty and equity in the ARWLHC will best be accomplished with a primary focus on creating – an experience. Anyone can stay at a hotel or a resort – but not everyone can LIVE inside of the backwoods of the American Revolution and have an unforgettable experience with the British, Indians and militia..
2. All team members are considered guests of the ARWLHC and not employees.
3. All guests of guests are therefore hosting friends for an unforgettable experience within their life, while on earth.
4. At no times is the focus taken off of treating those who work with us – as being guests of the owners.
5. Our guests will love and care for their guests.
6. This reverse philosophy formulates the iron core of our AIDA strategy, worldwide. No team member can move forward with us, no investor – no one, until they embrace our reverse philosophy. Our AIDA strategy and guidelines embrace managers who clean toilets, make beds, work behind 2,000 pound oxen in 90 degree heat and help to make decisions on P & L statements, insurance policies and strategy rollouts. Some will say this has nothing to do with AIDA and is inappropriate, yet I say if it is the basis of our birth – total service for our guest – all AIDA and tactics will take this on. Somehow, and yes, someday.

The AIDA 15% effectiveness rule and frequency model will continue to be used as is endorsed worldwide by universities and business. “It takes 5 to 7 times of seeing an ad to take action. The 15% effectiveness rule is based on the idea that each time any kind of ad runs, approximately 15% of those who saw it will become aware; the next time the ad runs, 15% of the original 15% will take interest; the 3rd time the ad runs, 15% of the 2nd 15% will gain a desire to learn more; finally, the 4th time an ad runs, the 3rd 15% will actually take some sort of action. This method allows marketing teams to measure the effectiveness of ad

- campaigns across multiple markets. (We)...apply other elements such as number of times an ad campaign will run, but the 15% rule gives at least an estimate of how many people will be affected by, and takes action, experiencing the marketing (Doctor Felix Lao, Art Institute, 2009).”
7. We hold our AIDA stratagem to include representing ourselves all day long as team members of the ARWLHC.

I implemented AIDA 21 months ago, beginning in February of 2008 when I instituted a long-term advertising and tactics schedule to comply with AIDA principles. I reached these conclusions and provide the sources below of my published findings. After being published, worldwide, I continue to endorse the fact that, “you cannot run ads for a few months and then complain you didn’t get anything from them – you must be committed to a long-term strategy.

**Awareness, Interest, Desire, and Action:** “Particular emphasis within the mass media category will include newspapers, history magazines, trade publications, continued television advertising, radio advertising, web and search engine optimization, stadium advertising and e-newsletters (Mongiello).” The *four phases* of influencing potential guests for *five to seven times* are coordinated across our successful strategies and tactics.

“We will continue to employ our robot and android driven direct mail marketing programs via the United States postal service. Our glossy slick cards with digitized, exact handwriting are used in conjunction with first name placement in key areas of paragraphs. We quantify and measure these tactics with metric numeric’s fed to us from sendoutcards.com, return ratios showing failure via the USPS and database massage with redemption ratios via card turn-in. We like to offer quantitative metrics where you can easily count up the number of cards turned in - to get something. This keeps it simple (Mongiello).” At all times we are in the AIDA continuum working through the **Awareness, Interest, Desire, and Action phases**. Our goal is to get to the action phase, not quickly, but to get there.

It takes quite a long time to complete a full round of AIDA, gathering 15% penetration in each round of occurrence.

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Martin CJ Mongiello      Sunday, December 06, 2009  
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Mongiello, Martin, *Corporate Objectives, Marketing Objectives, Major Marketing Strategies & Tactics*, North Carolina, The American Revolutionary War Living History Center (ARWLHC) & Experience, 2009

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The American Revolutionary War Living History Center (ARWLHC) & Experience. 29 Nov 2009  
<http://www.arwlhc.com> and <http://www.revwarexperience.com>

The Inn of the Patriots B & B. 29 Nov 2009 <http://www.theinnofthepatriots.com>