

Promotional Activities Timeline

	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Activity 6	Activity 7	Activity 8	Activity 9	Activity 10	Activity 11	Activity 12
Jan (week 1)	Yellow	Red										
Jan (week 2)	Yellow											
Jan (week 3)	Yellow		Cyan									
Jan (week 4)				Blue								
Feb (week 1)				Blue								
Feb (week 2)				Blue								
Feb (week 3)					Green							
Feb (week 4)						Black						

Promotional Activity	How it contribute to the achievement of promotional objectives
Activity 1 – Advert in Cornish times	This will grab the attention of potential customers. The advert will inform them of the opening times, activities and prices of each product. As it is a local newspaper it will attract the customers of nearby Bodmin and St Austell.
Activity 2 – Advertise in South West Autotrader	South West autotrader has a larger circulation population therefore this will reach a wider audience for the product. The autotrader also allows colour adverts which is more likely to attract the attention on a page.