



MBA 645 CMO MEMO

From:	Chief Marketing Officer
To:	Marketing Director, U.S. Park Southeast
Re:	Park Reopenings

Good day.

As you know, we recently closed our theme parks globally due to a serious safety incident resulting in serious injury to several of our guests and two employees. This has resulted in the closing of the parks and all associated services. We are confident that the safety issues have been addressed and are preparing to reopen the parks, beginning with the U.S. Park Southeast. We have made every effort to ensure extensive safety measures are in place at this time.

I am asking you, given your extensive background in marketing and strategic development, to take the lead in planning a marketing strategy for the U.S. Park Southeast's reopening, including plans for a phased reopening of all parks. You will need to consider critical objectives such as maximum safety, crisis communication, customer satisfaction, and optimal profit potential. You will be coordinating the marketing strategy with corporate strategy to ensure our brand is both protected and optimized.

A brand analysis and the identification of critical marketing and communications factors must be included in your planning to successfully reopen the parks. Please consider the alignment with our other functional departments in your efforts. It will take all of us to successfully relaunch the parks and to protect and optimize our brand.

I would like a presentation made to all marketing directors of our global brand within 10 weeks from today.