

### Suggested answers

#### **1. Can Ung Rejs's use of e-marketing be effective in offering trips to the international youth market outside of Denmark?**

No, not yet. Ung Rejs has not sufficiently developed its marketing strategy within the Danish market for it to compete with other countries' market leaders in the area of youth travel. Ung Rejs tours designed specifically for the Danish youth market could easily be construed as being ethically incorrect in other countries. For example, it could be seen to be quite unethical to market the concept of drinking holidays in countries such as China, South Korea and Muslim nations that maintain very strict alcohol policies. This is so even though the concept of holidaying and having fun together with other young people is generally something every teenager would love to do. In terms of Ung Rejs entering other countries with its current marketing strategy, the teenage market segments of non-alcohol-consuming societies do not have the same cultural desire to drink as that of the youth market in Denmark.

An alternative solution that would enable Ung Rejs to increase its market in such areas would be to market a tour concept relating to the social activities that take place on the trips. This might be more appealing and more socially acceptable with other culturally different teenage markets around the world. For example, the marketing campaign could focus on teenagers enjoying interacting, providing examples of fun events and activities that do not include alcohol. However, web and other forms of e-marketing promotional tools would need to be more muted than those causing so much controversy in the Danish market.

#### **2. Should Ung Rejs change its e-marketing and other promotional concepts and strategies in the Danish market?**

Yes and no.

As the CEO of Ung Rejs says: 'We will keep on insisting on making youth travels possible, for the young who want to party for a lifetime. But it has never been our

intention to advertise alcohol and that is why we have agreed with the Consumer Ombudsman that we may have crossed the line with one of our advertisements and therefore will withdraw our ad'. [15]

If Ung Rejs were to change the concept of both its web and television advertisements, the consequences could be both good and bad. Parents of the teenage target market may feel more confident in allowing their children to go off on such a trip, particularly if the advertising did not include images of Bacardi bottles and beer cans. The consequence may also be the opposite, as some (particularly the targeted youth) might think it is great that the present advertisements show the truth and 'how it really is' even with some humour. From a teenage perspective, Ung Rejs may be perceived as being 'dull' if all the 'fun' images were removed from the marketing campaign. The youth market may interpret this to suggest that Ung Rejs is not differentiating itself enough from the other 'normal' travel companies.

### **3. Should Ung Rejs change its tour rules when it comes to alcohol consumption?**

No: drinking is unfortunately a big part of the Danish youth culture, therefore if Ung Rejs were to introduce 'alcohol-free' holidays, the youth market would most likely seek other travel suppliers who would allow alcohol on their tours. Perhaps Ung Rejs could encourage other activities that engage its young clientele; for example, surfing, hang gliding, parasailing and other activities that require a limit on alcohol consumption. They could also make clear recommendations in relation to drinking water and non-alcoholic drinks when participating in other fun activities, removing the emphasis on the need for alcohol in order to have fun.

### **4. Should the Alcohol Policy Council and the Consumer Ombudsman switch their focus away from the promotional issues of Ung Rejs and more toward Danish culture and its attitudes toward alcohol consumption?**

Yes! Danish teenagers were far more aware of alcohol-related issues in 2010 than they were in 2001. However, this does not mean that their drinking habits are affected by e-marketing or other forms of advertising. It is a tradition in Denmark that children are allowed to drink alcohol from when they have had their confirmation (which is at the age of approximately 12–14). Because of curiosity and social needs Danish teenagers seek parties and alcoholic drinks as an acceptable part of their cultural up-bringing. Therefore the Danish Alcohol Policy Council and Consumer Ombudsman should both be more concerned with how to change the way teenagers think about alcohol rather than with restricting companies such as Ung Rejs and its e-marketing campaign.

**5. Consumer-created content is becoming more prevalent. Discuss how Ung Rejs could utilise this trend and identify to what extent it is likely to impact on teenage audience engagement, especially when the e-medium is carrying the consumer-generated content.**

People like to see their own ideas in print or online. It is evident that the teenagers observing Ung Rejs's online e-marketing activities have been engrossed in what other young folk have been doing on its tours and what these past travellers might have to say about their experiences. This in turn influences the teenage consumer, who thinks the same, and creates a desire to participate in these activities. They like to share these experiences of past travellers. Ung Rejs's online social networks such Facebook and YouTube cater for this need to actively create and consume content at the same time in the same space.

If a medium is willing and able to invite audience members to involve themselves in the medium then they are part of the future. Ung Rejs' tour participants have contributed to the production of YouTube video clips and have made comments on its Facebook site. Travel and food reviews are also a common source of consumer-generated media.

[Students should be encouraged to share their experiences of when they have been 'prosumers' and what effect that has on their attitude to a medium or the products to which the sites were linked.]