

# Marketing mix – Nucleria

## Product – National Museum of Martial Arts

Nucleria is well known for its championships in martial arts. It is something we are very proud of. In order to share its achievements with the population, Nucleria built an impressive building, called the **National Museum of Martial Arts**. The museum is built **by and for our community**. The museum has a lot to offer: the entire history of martial arts, the culture/traditions of martial arts, display of all the weapons...It is about how Martial Arts became part of Nucleria.

The museum has a self-guided tour, or a tour guided by an expert. As part of the self-guided tour, our visitors can explore the museum by listening to and watching a video. There is also a gift shop where visitors can buy exclusive materials or souvenirs. After the museum tour you can enrol in any martial art class. First lesson is free.

The National History of Martial Arts hosts a variety of unique events and workshops.

- Each year, the National Museum of Martial Arts organises a Hall of Fame ceremony with all living Martial Arts champions. Sometimes you can even see some famous movie stars who used their knowledge of martial arts for their roles in movies (Jackie Chan, Jet Li, Wesley Snipes, Jean Claude Van Damme...).
- Every two months, our museum organises a self-defence workshop, specialised in martial arts, for women.
- Occasionally, there is a special exhibition, documentary, lecture...

We strongly believe that our National Museum of Martial Arts is an **educational** and **interesting** place for the entire family. Even if you've never done martial arts yourself, every family member will have a great time. Martial arts, in general, are a good way to train your body and **stay healthy**. Martial arts help you learn **discipline, consistency and hard work** - qualities that are to us, Nuclerians very important.

## Place

The National Museum of Martial Arts is located in our magnificent capital city, Areb. The National Museum of Martial Arts is easily accessible.

## Promotion

With the help of the government, we spend a lot of money on the promotion of the National Museum of Martial Arts. Simply because our museum is an important part of Nucleria. We are using online, offline and out of home advertising. The advertisements will be shown regularly.

- 1) Online: throughout the year, any special event, exhibition...will be mentioned in the news. We'll do this to raise constant awareness.
- 2) Offline: in our newspapers, we'll publish news articles about the museum. In the lead to the special events, such as Family Days, the campaigns will also be spread in the newspapers.
- 3) Out of home advertising: To attract the attention of our citizens, we will spread banners all over the capital city, Areb, and neighbouring cities to promote the museum. Also, in front of

the museum we have demonstrations of some martial arts. Experienced martial artists prepare a show for people walking by.

### Price

One ticket costs 10 nucs (1 nuc = 1,24 euro). **Pregnant women** and **children up until 12 years of age** get free entrance to the museum. Students and elderly people get 10% discount. On our National Holiday, the 5<sup>th</sup> of May (the anniversary of our leader Maddox), entry is free of charge. Every four months, we organise a special **Family Day**. The entrance fee is only half of the regular price. Inhabitants of the capital city only pay 5 nucs. Every Monday, the museum is only open to tourists. The tourists also pay 10 nucs.