



Advertising Audit and Review

Being independent, the LOCS Principals are in the position to offer strategic sales and marketing advice to independent or branded hotels and resorts or major hotel chains.

Our team has the edge to stay ahead of the competition and capture new market share with an effective mix of marketing techniques the LOCS Team has perfected.

With extensive experience in media communications the LOCS Team are capable of reviewing advertising cost to return via an audit process.

The audit process results are included as a component of a full review of the existing advertising and intended positioning.

Specific areas reviewed include;

- Advertising payback
- Channels
- Collateral
- Mix
- Schedule
- Geographic and demographic target markets
- Media support
- Reporting to targets
- Budgeting
- Style and consistency
- Web presence
- Communications.

delivering unique strategic hospitality solutions

LEFT OF CENTRE STRATEGIES
<http://www.locs.com.au>