

**The American Revolutionary War  
Living History Center (ARWLHC)  
& Experience!**

**African American  
& Black Marketing  
Stratagem**

For Doctor Felix Lao by Martin CJ Mongiello



The American Revolutionary War Living History Center (ARWLHC) and Experience will specifically develop strategies and tactics to share in the rich heritage and history of black America. Our theme park, resort and attraction will share what happened here at Kings Mountain - with the world.

Since blacks fought at the famous battle we would like to share that with the rest of the globe. Not many people know that both free blacks and enslaved blacks fought for American independence at the great battle of Kings Mountain.

We'll showcase blacks who are both free and have earned their freedom during the daily course of 1776 through 1790 – as well as blacks who are slaves. We will do this through interpretive exhibits as well as meeting them face to face around our colonial world and village. Upon meeting them, or being approached by them, it will become evident and apparent as to their struggle and their own personal story.

The ARWLHC: “will employ Direct, Mass Media, Data Driven, Event, Experiential, Viral, Guerilla & Internet Marketing. Public relations will also be employed effectively. International strategic marketing must include a myriad of strategies to bring visitors from around the world, via translation. Particular emphasis within the mass media category will include newspapers, history magazines, trade publications, continued television advertising, radio advertising, web and search engine optimization, stadium advertising and e-newsletters” (Mongiello).

Key influencers will reach gate keepers with our value analysis in churches, schools and black centers of society to invite them to share in their proud heritage history. The tactics that we will employ to do that will come from our adapted marketing mix. These have been elaborated on in great and specific, pinpoint detail in the **Corporate Objectives, Marketing Objectives, Major Marketing Strategies & Tactics Report**. One of the specific tactics that we like to employ is direct mail marketing. We will adapt our marketing mix in that effort to specifically showcase black soldiers in full costume, in the heat of battle. Our adapted marketing mix will also follow suit for billboards and marketing campaigns in black centers of America.

In all cases, it will also be our desire to share the many crafts and artisanal design work of blacks (via subliminal tactics) of demonstration and subsequent sale in our gift shops. Blacks brought a lot to this country and have contributed to our history greatly so we will share that with the world. This tactic also falls under clustering of artists along with historic tourism approaches. The economic stimulus and lift in combination with events is proven to be excellent. Other tactics that can be employed will incorporate the portrayal of Ishmael Titus, the most famous free black at the battle of Kings Mountain.

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This tactic actually employs three actors – each of which portrays this famous man. Each can respond to speaking engagements across the world. This ultimately drives traffic back to the resort and theme park.

Either individual visits or bus tours will occur.

The black population will be proud to find out this information, see it being celebrated, sharing in it and actually helping us to spread more of the word of their contributions with the world. This market segment is specific and important and is going to be one of the greatest sources of pride of the entire project. We're not sure that there are any historical attractions in the world showcasing black slaves, or free blacks - to the public. Given the success of our existing programs in this regard, we would like to expand them.

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