



Peoria Zoo Brand Image

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Brief Objectives



What does the client want?

- ❖ Present Peoria Zoo as an exciting destination for young adults
- ❖ Make Peoria Zoo a place you want to **come back to**

Who is the audience?

- ❖ Teens and Young Adults (16-21)
- ❖ High School & College Students
- ❖ Gen Z

Competition



The Big Idea



Promote the Peoria Zoo as a place to **connect** and **socialize**. The zoo offers a unique and enjoyable setting where friends can spend time together and make meaningful memories



Social Connection



- ❖ The Peoria Zoo as a place to hangout
- ❖ Shared experience with friends
- ❖ Great way to spend time outside
- ❖ Cute posts for your socials



Robert Irwin

Look-Alike Contest



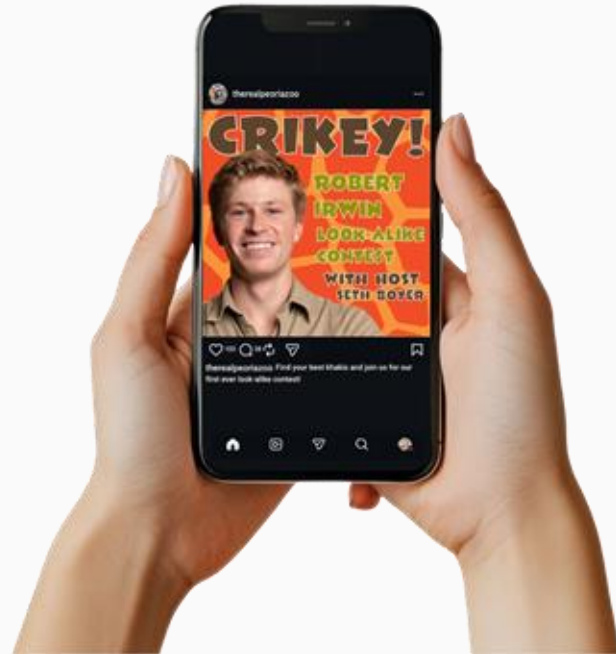
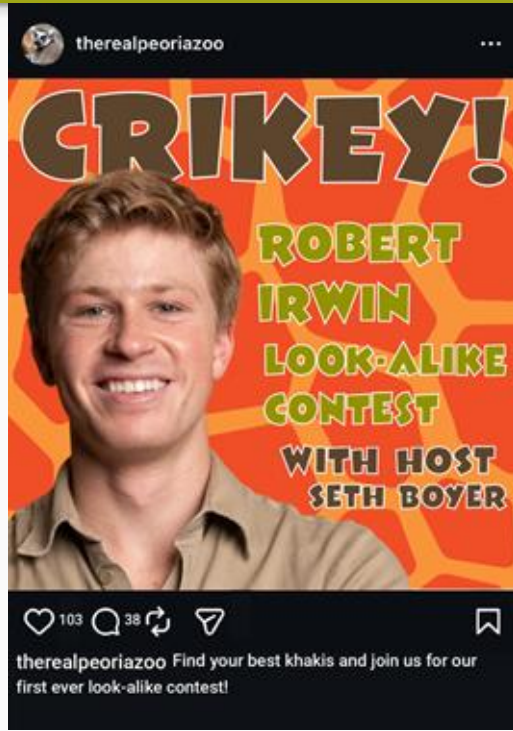
- Event to get target audience to the zoo
- Helps the Zoo gain attention on social media

Robert Irwin Look-Alike Contest



- Partner with local influencer Seth Boyer
- Have special food items in the lodge that day

Robert Irwin Look-Alike Contest



Robert Irwin Look-Alike Contest



Why Us?



Taps into social media culture and viral trends

A Robert Irwin look-alike contest is fun and highly shareable. Exactly the type of content that performs well on platforms like TikTok and Instagram, where Gen Z spends much of their time.

Creates an driven event reason to visit the Zoo.

Special events give Gen Z a clear motivation to attend in groups with friends, which aligns with their preference for social activities rather than the traditional attractions.