



Strengthening the Image of the Brand

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The Peoria Zoo is trying to make an effort to get more people from the ages of 16-21 to go to the zoo.

This audience however is consumed by the digital age of laptops and mobile phones, making them harder to get to go outdoors and be with nature.

Distractions away from the zoo now with this generation are video games and streaming services, as they would rather spend time at home.

Along with the competition that the Peoria Zoo has always had, including Wildlife Prairie Park, shopping centers, such as Northwoods Mall and Grand Prairie Shopping Center, and finally local sports like Bradley Basketball and the Peoria Chiefs.





Young adults today are starting to be more drawn to the **protection of the natural world**, therefore, a way to appeal to them is through making more of a **concerted effort to show your conservation efforts**. Make it known that what they are doing is to **help the animals**, not to hurt them. More young adults would be inclined to go to the zoo if they knew the **truly positive impact** that they are having in the lives of these animals.

QR Codes would be used to make a trivia game for returning guests.

Would run for around 8-10 weeks over the summer with a new clue being given each each.

The QR Code will be posted by a new enclosure each week and give a question about that animal.

The prize given will be a free pass for the following year to one of the people who get every question correct.

This will incentivize purchasing a pass the current year as they will strive to earn one for the following year.



“We would like to thank our sponsors at the peoria zoo for sponsoring us. Right now there’s a discount going on for people ages 16 through 21 years old, where admission is half off. Come on down and see the animals, because they sure want to see you.”





The use of influencers could be helpful to grow the brand of the Peoria Zoo.

This video was made by Chris LaCrone Media, and the use of their service could help more people know about the Zoo.

The use of a Drone video will also emphasize the natural beauty that the Peoria Zoo and its animals have to offer.

Many high schools require students to have a certain amount of service or volunteer hours in order to graduate.

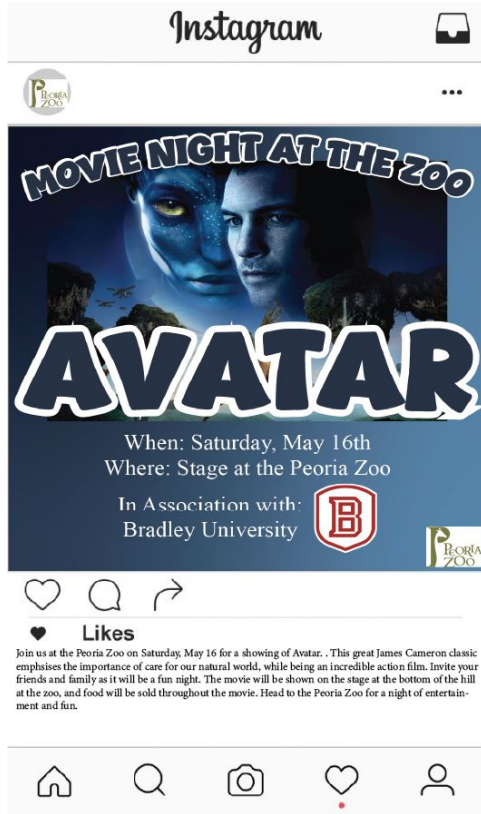
Create opportunities for students to fulfill these requirements at the zoo.





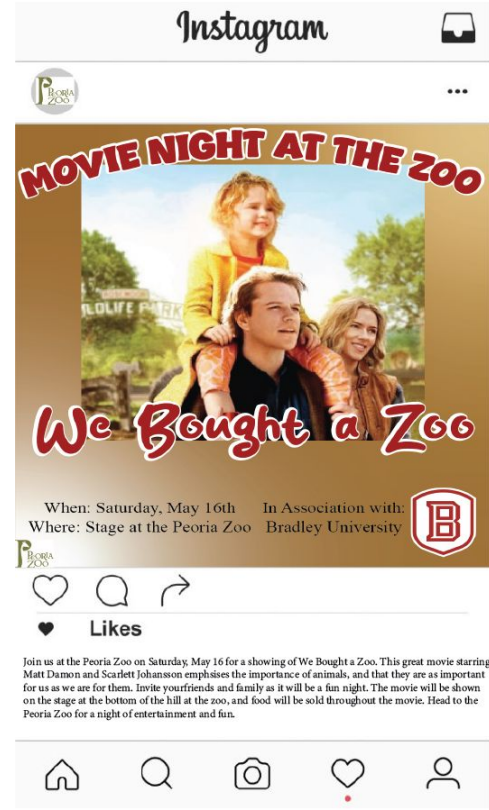
The use of billboards would be great to get the attention of the 16-18 year old that may need service hours to graduate high school.

We suggest picking a billboard near one of the many high schools in the city (Notre Dame, Richwoods, Peoria High School or Manual) or near one of the College/Universities (Bradley or ICC).



A stronger use of Instagram would also help the Peoria Zoo catch the eyes of 16-21 year olds as many people in this age group are on the app.

A suggestion of how to use this is make an after hours event, like a Movie Night at the Zoo, where films about the love of nature will be shown.



The position of **conservation and love for our natural world** is a great way to reach the intended age group be they are **becoming more aware of how important this is to the health of our world**. Whether this is because of media personalities, such as the Irwin Family, or just because they are more aware of the effects of not caring for the environment, 16-21 year olds have **started to care about conservation more than ever before**.

