

Peoria Zoo

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Objectives

The Peoria Zoo is looking to increase engagement, visits, and participation at the zoo among the Gen Z audience, particularly people within the 16-21 age range.

Target Audience

- Teens/young adults
- High school & college students
- Socially connected & volunteers

Distractions/Competition

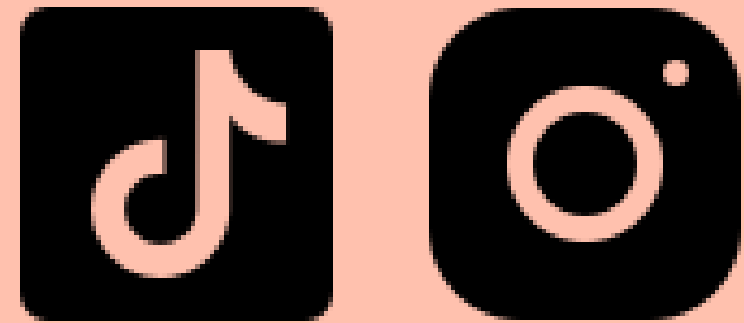
- Gaming, social media, streaming, etc.
- Other local attractions & events
- School life & personal life



Our big idea is to engage with Gen Z audiences (ages 16-21) by reaching them through **short-form content** on platforms like **Instagram and TikTok**. The content should use trending audios and Gen Z humor to make the content feel relatable to this audience. This content will focus on five animals from the zoo. The giraffe, tiger, white rhino, emu, and roach.

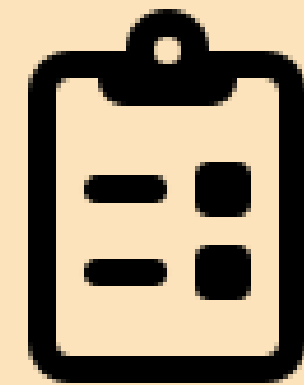
In addition to social media content, the **campaign will encourage interaction with the audience through voting and events**, allowing audiences to feel more involved and connected to the animals and the Peoria Zoo. During the social media campaign, the audience will be able to **vote for their favorite animals in different categories**, and **events will be hosted around the featured animals** to extend engagement beyond social media.

Touch Points



Social Media Campaign

Posting on TikTok, Instagram, & leaning into Gen Z humor.



Voting

While running the animal social media campaign, the audience will be able to vote in specific categories for their favorite animals.



Events

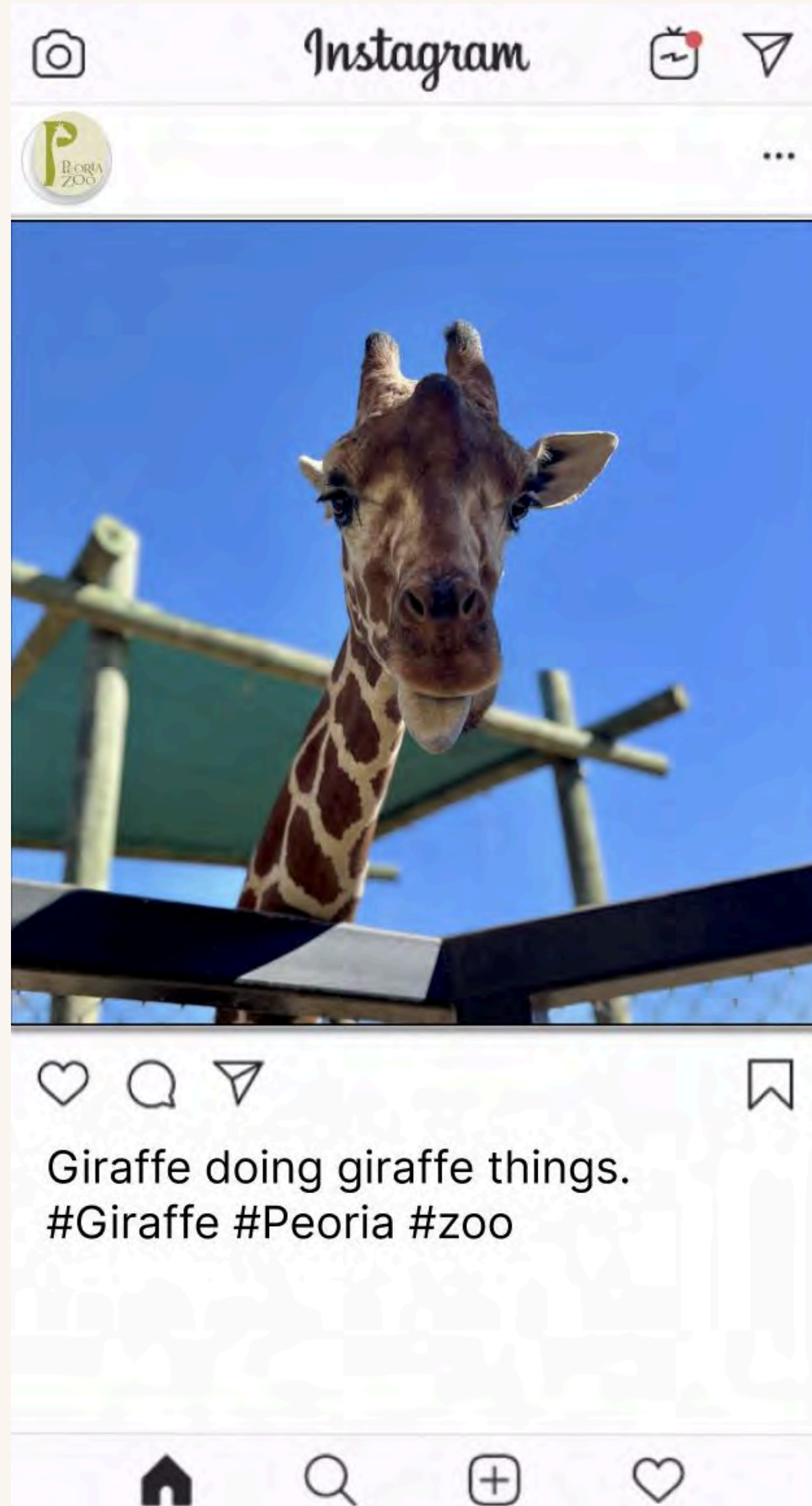
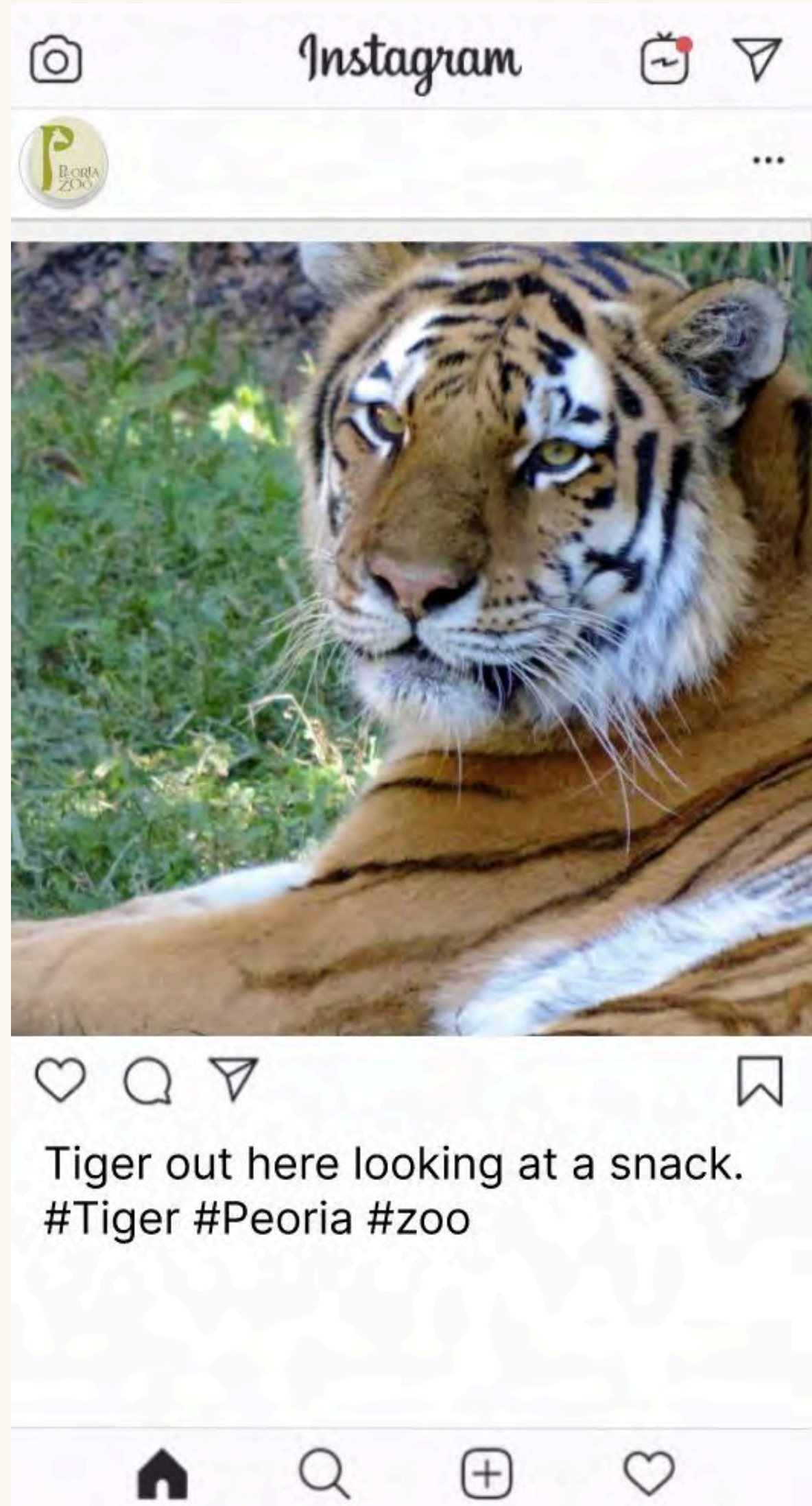
Host events revolving around the chosen animals during the social media campaign.



Partnership

Partner with Bradley to get students involved in the Peoria Zoo.

Social Media

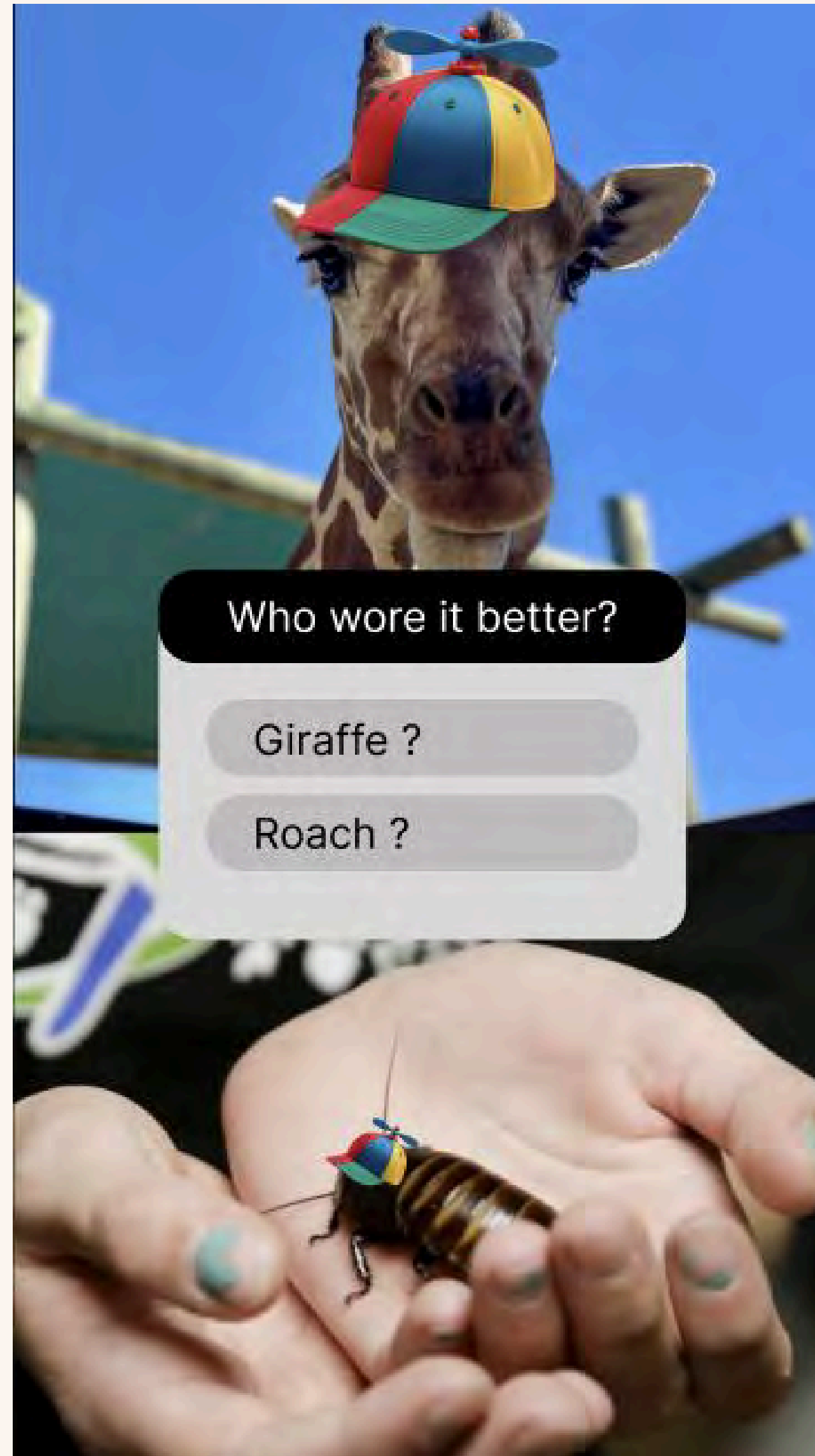


Voting

Voting

Voting for the audience's favorite animal will happen every now and again. The voting will be about silly things relating to the animals. The voting will take place through Instagram stories.

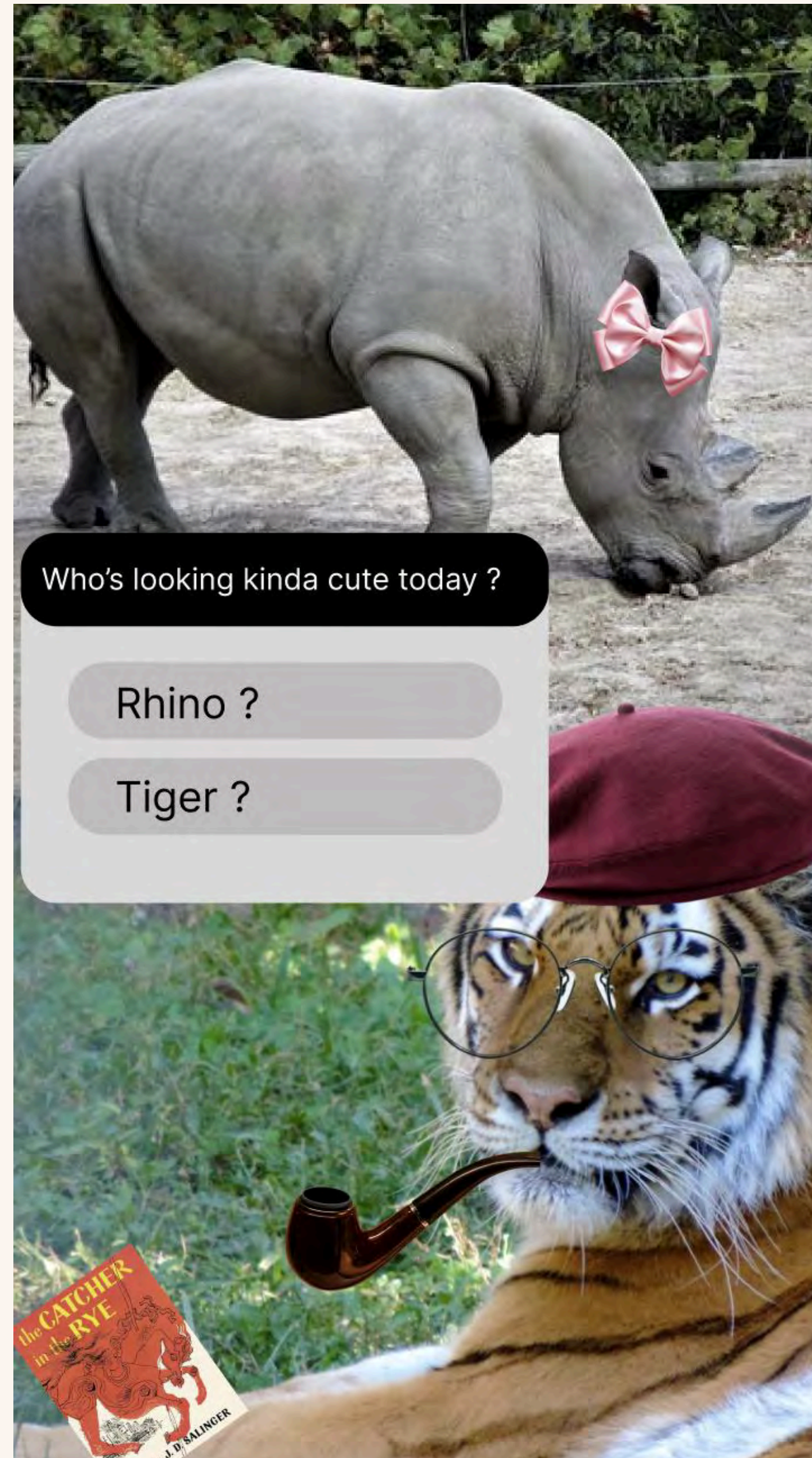




Who wore it better?

Giraffe ?

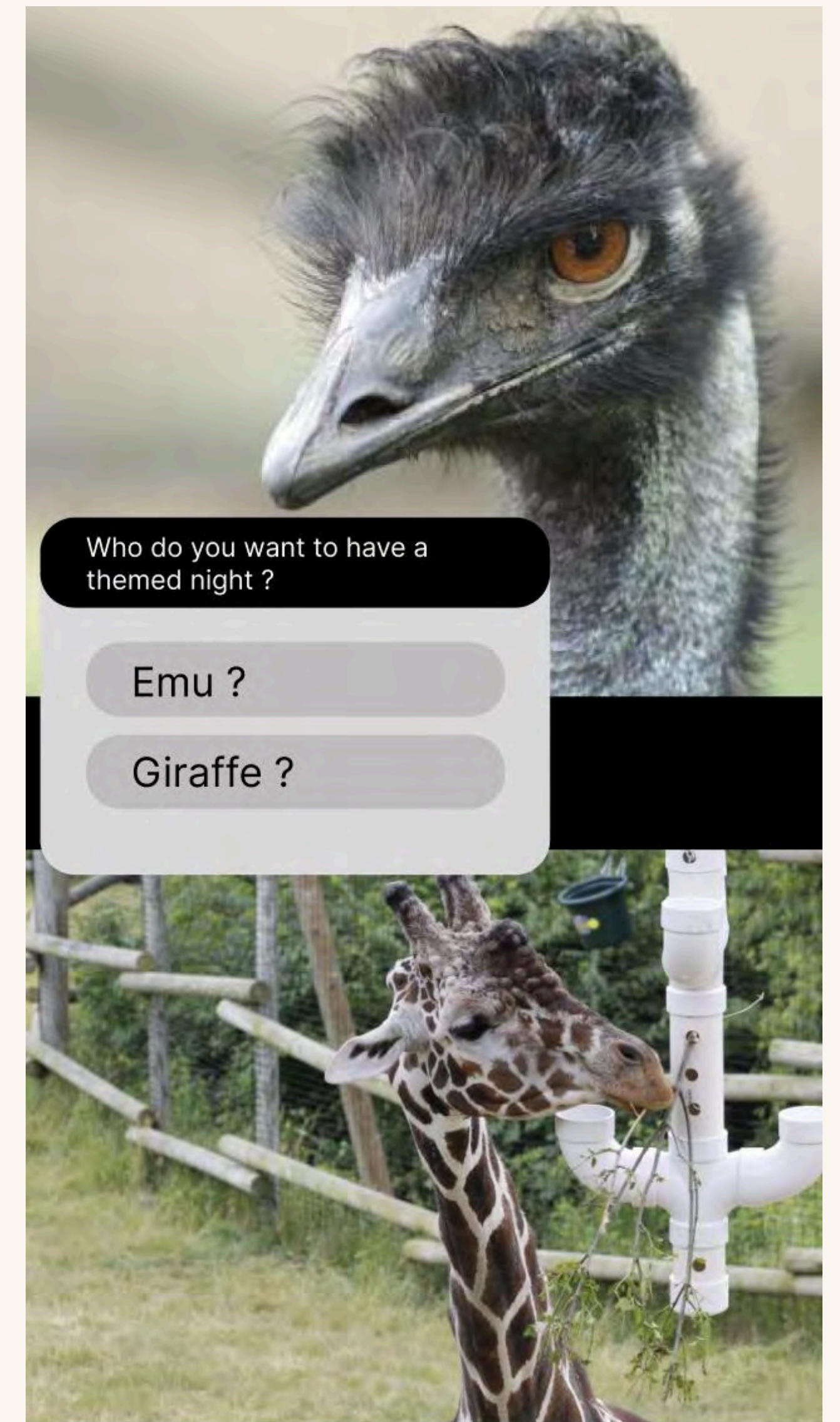
Roach ?



Who's looking kinda cute today ?

Rhino ?

Tiger ?



Who do you want to have a themed night ?

Emu ?

Giraffe ?

Events

Animal Spotlight Event

Each animal will have their own spotlight day at the zoo with activities revolving around that specific animal. In the lead-up to each spotlight, social media posts will be used to announce and promote the spotlight day, encouraging the audience to attend and engage with the featured animal in person.

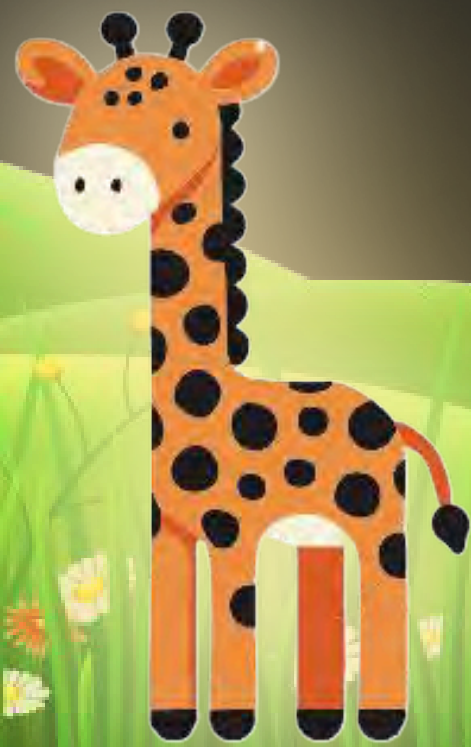




Animal Spotlight

Featuring: The Giraffe

Sunday - Wednesday
April 26 - April 29



Animal Spotlight

Featuring: The Cockroach

Sunday - Wednesday
May 3 - May 6



Events

Animal Spotlight Activities

- **Zoo Talks:** Short presentations that share fun facts and information about the featured animal.
- **Animal Themed Activities:** Interactive activities located at the exhibit that relate to the animal (For example: the compare your height to the white rhino activity you already have).
- **Animal Knowledge Hunt:** Guests receive a worksheet with questions and can explore fact stations about the featured animal placed around the zoo to find the answers, encouraging engagement and exploration of the featured animal.
- **Feeding/Interacting** with featured animal if applicable (Ex: Giraffe feeding).



Events

Zoo Trivia Night

Host a trivia night event revolving around the five featured animals. Visitors can participate individually or form groups to compete by answering trivia questions related to the featured animals.





Animal Spotlight

Featuring: The Tiger

Sunday - Wednesday
April 19 - April 22



TheRealPeoriaZoo Come join us April 19-April 22 for the tiger spotlight event!



Animal Spotlight

Featuring: The Cockroach

Sunday - Wednesday
May 3 - May 6



TheRealPeoriaZoo Come join us May 3rd -May 6th for the Cockroach spotlight event!

TRIVIA NIGHT

April 8th



TheRealPeoriaZoo Trivia night at the zoo happening April 8th! Come answer questions, enjoy snacks, and meet new people!

Partnership

Partner with Bradley Students

The Peoria Zoo can partner with Bradley to involve students from a **variety of disciplines in projects related to the zoo**. These collaborations can include areas such as marketing, education, design, and other fields, **giving students hands-on experience while helping the zoo improve engagement and outreach efforts.**



Partnership

Peoria Zoo Events on Campus

Host events around Bradley's campus that bring zoo experiences to the students. These events can feature **opportunities for students to interact with select animals, along with presentations/talks about the zoo, and conservation efforts.** During these events, students are also encouraged to volunteer/get involved at the zoo.



Conclusion

Our Big Idea is the best way to reach Gen Z because it uses the **content, humor, and social platforms that this audiences uses**. It also goes beyond social media by **creating interactive experiences at the zoo**, which makes the audience more likely to engage and visit.

The partnership with Bradley further supports our idea by **involving students in helping with projects at the zoo** and encouraging them to volunteer, which allows them to contribute to real-world projects while **helping the zoo gain more engagement with their target audience**.



Thank You!

