

AROUND
THE WORLD
WITH PEORIA ZOO



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Travel
POSTCARD

To:

BRIEF OBJECTIVES

The client wants to reposition Peoria Zoo as something more than just a place you went as a kid. They want Gen Z (ages 16-21) to see it as a fun, meaningful, and shareable experience where they can connect, learn, and actually be a part of something bigger like conservation.

The target audience is socially connected, mobile-first young people who care about experiences, while the main competition is things like social media, streaming, concerts, nightlife, and other local activities competing for their time and attention.

AROUND THE WORLD WITH PEORIA ZOO

This would be a Zoo Takeover event that would take place in the evening after regular zoo hours. Visitors would receive a “Zoo Passport” when they arrive that encourages them to explore the zoo and participate in activities throughout the night.

This event is something that can be held about 4 times a year



ZOO PASSPORT

The passport creates a gamified experience where participants visit exhibits, complete challenges, and attend animal encounters. Once completed, they can earn prizes or discounts that encourage them to return to the zoo in the future.

(Influenced by Disney's "Around the World" passport in Epcot)



ZOO PASSPORT MOCKUP

- Guests will receive a passport to fill out on their journey around the Zoo
- Stations will be at each event with materials and staff to help customize

How It Works

- Travel around the Zoo
- Participate in activities
- Get the Passport stamped
- Take the filled passport to the front
- Show it for a prize!

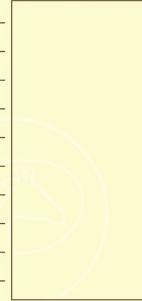
Passport



Peoria
Zoo

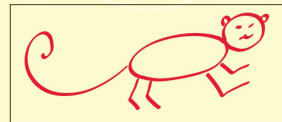






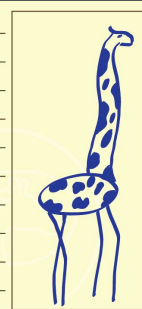
Silent
Disco!!

Party!
Party!!
Party!!!



Olympics!

1st Axe
3rd Corn Hole
4th Egg
1st Race



SILENT DISCO PARTY

Location: Outside Tropics Building or Zambezi River Lodge

- Wireless neon headphones
- Dance & socialize without the music disturbing the animals
- Able to switch back and forth between 2-3 different channels



PEORIA ZOO PRESENTS...

SILENT DISCO

JUNE 12TH, 2026
6PM - 11PM

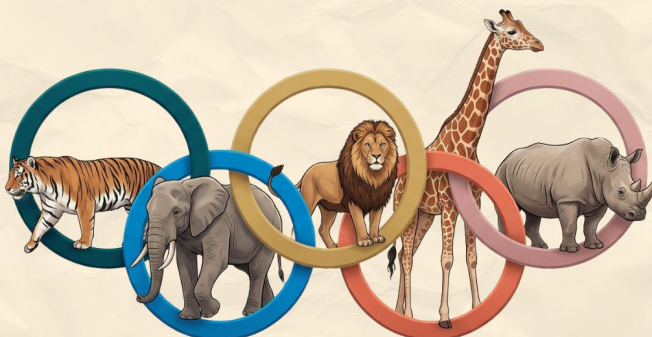


PeoriaZoo.org

ZOO OLYMPICS

Location: Africa Exhibit



- Fun Physical activities
 - Axe Throwing
 - Corn Hole
 - Egg Balance
 - Potato sack race ect...
- Play to win a Custom Stamp in passport



PEORIA ZOO PRESENTS...

ZOO OLYMPICS

JUNE 12TH, 2026
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PeoriaZoo.org

The graphic features five interlocking Olympic rings in teal, blue, yellow, red, and pink. Inside the rings are illustrations of a tiger, an elephant, a lion, a giraffe, and a rhinoceros. Below the rings, the text reads "PEORIA ZOO PRESENTS..." followed by "ZOO OLYMPICS" in large green letters. The date and time "JUNE 12TH, 2026" and "6PM - 11PM" are also displayed. To the right is a graphic of a green passport with the Peoria Zoo logo and the word "Passport". At the bottom left is the Peoria Zoo logo, and at the bottom right is the website "PeoriaZoo.org".

ANIMAL

Lea, 30, 11/15/2020

ENCOUNTERS

- Guests will have the chance to have close up encounters with certain animals
 - Giraffes
 - Monkeys
 - Goats
 - Any others you see fit



CONCLUSION

The passport creates a gamified experience where participants visit exhibits, complete challenges, and attend animal encounters. Our plan offers our audience activities they already enjoy, but now with a twist, allowing them to see the zoo in a new light and encouraging them to come back for more!

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WITH PEORIA ZOO**

Peoria Zoo Passport

Peoria Zoo Passport

JUNE 12TH, 2026
6PM - 11PM

PEORIA ZOO PRESENTS...
SILENT DISCO

PEORIA ZOO PRESENTS...
ZOO OLYMPICS

PEORIA ZOO
ANIMALS ENCOUNTERS AND MORE...

Peoria Zoo

PeoriaZoo.org

THANK

YOU!!!