



# P PEORIA ZOO

You loved the zoo as a kid.  
The Peoria Zoo has grown with you.

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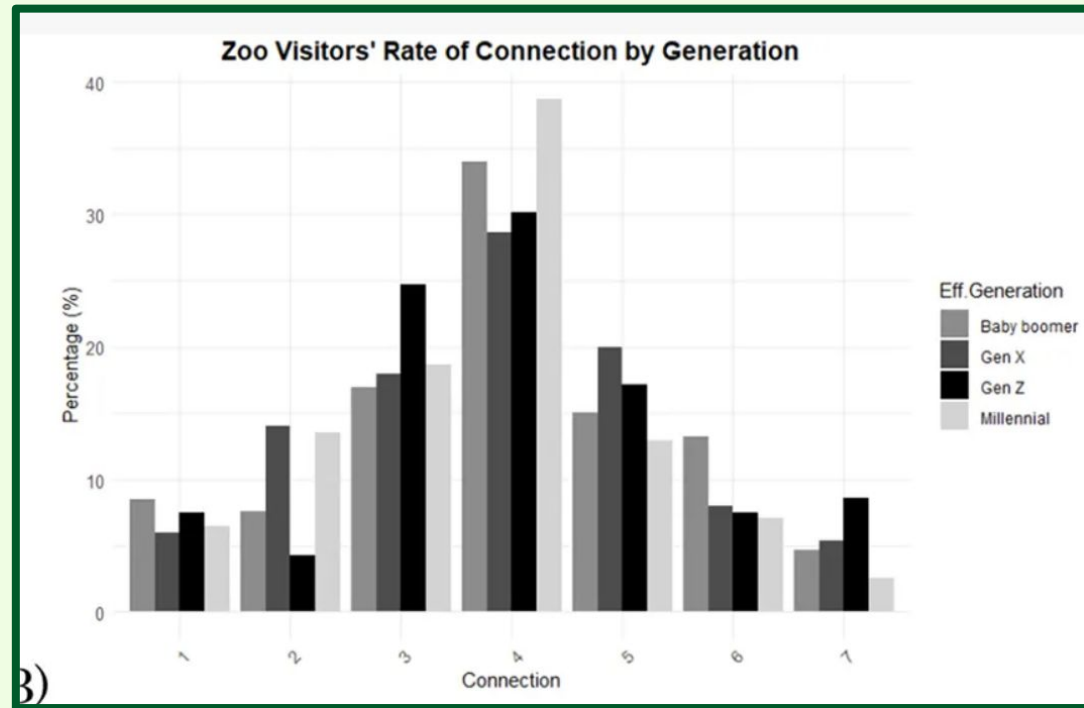
# AUDIENCE ANALYSIS

Primary audience: families of young children

- Education
- Social
- Entertainment

Our audience: 16-21 (Gen Z)

- Feels a strong connection to the zoo
- Why do we think they do not show up as often?



# OUR OBJECTIVES

1

## Relevant

“I can connect socially and people like me go here.”

2

## Interactivity

“I’m doing something, not just watching.”

3

## Identity

“Going to the Peoria Zoo says something about me.”



# PEORIA ZOO ANALYSIS



## Strengths

- AZA Certified
- Themed exhibits
- Accessible layout
- Animal feedings
- **Nostalgia/ families memories**



## Opportunities

- Larger media presence
- **More interactivity and relevancy**
- Engagement with the Gen Z audience



## Weaknesses

- Lack of interactivity
  - **Not taking advantage of technology**
- Lack of Gen Z interest



## Threats

Primary:

- Local Zoos
  - (Niabi, Miller Park)

Secondary

- Social Media

# PEORIA ZOO: ZOOFLUENCERS



# PEORIA ZOO

## Zoofluencers

**61%**  
of Gen Z prefer  
user-generated content  
over polished ads  
(Amra & Elma)

# OTHER ZOOFLUENCER PROGRAMS

## Indianapolis Zoo

“Believe in a world where **nature and people thrive**, and we couldn’t be happier to partner with individuals who will work with us to proudly extend our mission.”  
-Indianapolis Zoo



## Toronto Zoo

Established program with different types of creators with evaluations.

## Minnesota Zoo

“Influencers **help raise awareness** for the zoo’s exhibits and educational initiatives, boosting engagement from local and regional audiences.”  
- MNZoo

# WHAT WILL ZOOFLUENCERS DO?



## Social Media

- Photography
- Vlogging (POV)
- Content analysis
- **Community engagement**



## Merch

- **Exclusivity**
- Content creation
- Discount promotion

## Educate

- Experiential
- Relatable
- **Fun**



## Events

- Volunteer
- Content creation
- **Encouragement**

ACCREDITED BY THE  
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

The gold standard for  
animal care & welfare

# COMMUNITY COLLABORATION



## CXT

Zambezi River Lodge offering the Roar-bust Roast.

Ages 18-24: 47% consume coffee.  
(Balance Coffee)



## Local Schools

- Zoofluencer applications
- Art club collaboration
- Greek Life Philanthropy

# EVENT IDEAS



## Peoria Prowl

Hidden, free admission tickets around Peoria with social media posts giving clues as to where they are.



## Run Wild, Peoria

Annual event to raise money for animal care during the zoo's off season (April 8 is National Zoo Day).

(Portland Society page, 2016)



## Market Pop-Up

Promotes sustainability and local small businesses while bringing business to the zoo.

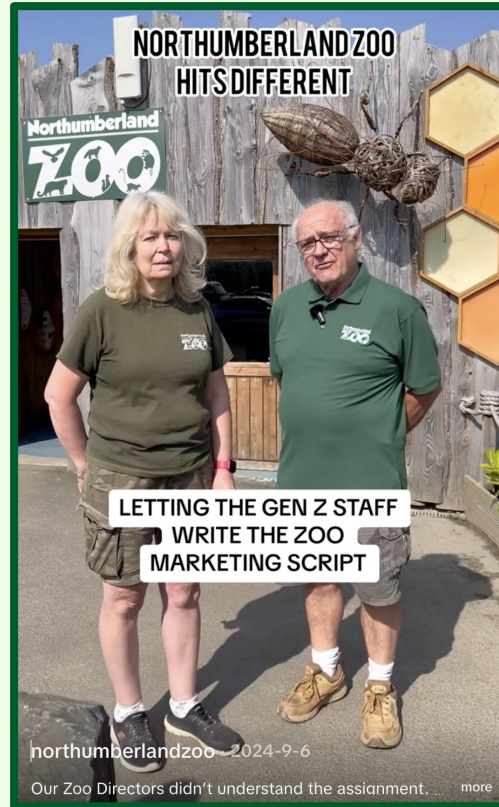
# EDUCATIONAL OPPORTUNITIES

## Conservation

- Zooflucers explain AZA
- 93% of Gen Z hold positive attitudes towards animal and environmental protection (faunalytics, 2023)

## Zookeeper collaboration

- Community building
  - Zookeepers build relationships that has everyone coming back
- “Day in the Life”
  - Helps people to understand what really goes on at the zoo and how the animals are cared for



# EDUCATION EXPANDED: QR CODES

- Display information about the animals
  - Names
  - Personalities
  - Their story
  - Species history
- Less “noise” around the exhibit
- 49% Gen Z consumers use QR codes at least once every week (TEAM LEWIS Research)



# OUR BIGGER DREAM

Here are the two ideas that we think could change Gen Z's experience at Peoria Zoo:



# PEORIA WILD WALK

## Animal-collecting and exploration game (Pokemon GO)

- Take pictures of animals and keep them with you
  - **Develops a relationship with the animals**
- Animal history and personal background would be given
  - Learn more about the animals story the **conservation efforts** that the Peoria Zoo is making
  - Feeling of taking care of the animals within the app

Could lead to **merchandise sales** for favorite in-app animals

65% of U.S. mobile gamers aged 18–34 have played Pokémon GO

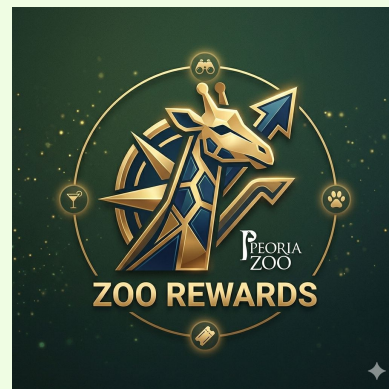
(Statista, 2024).



# PZ POINTS

**Customer Lifetime Value (CLV) increases of up to 25% for engaged loyalty members** (Rafalski, 2026)

- Even if there would only be a 5% increase in retention can **boost profits** by an impressive **25% to 95%**.
  - Deal discount examples:
    - Next visit
    - Merchandise
    - Event tickets
      - Glow Wild, Zootini, etc.
    - Giraffe feeding



# RECAP

## Relevance, Interactivity, and Identity

- **Zoofluencer** can impact the Zoos **relevance to Gen Z**
  - Merch and educational components can be associated with identity
  - Event content can assist with **interactivity**
- **QR codes** can be beneficial for information, access, and **engagement**
- Adding a **reward system**, like **PZ Points**, help with **return rates**
- More activities, like **Peoria Wild Walk**, would keep the **interest of Gen Z**