

# Peoria Zoo Brand Image

Connecting with Ages 16-21



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# PROJECT BRIEF

The Peoria Zoo hasn't fully tapped into the age range of 16-21 year olds.

This audience is composed of high school and college students, busy and very socially connected, especially through the internet

This age group is opting for digital entertainment as well as concerts, sporting events, and nightlife

How can we get this age group involved in the Peoria Zoo?



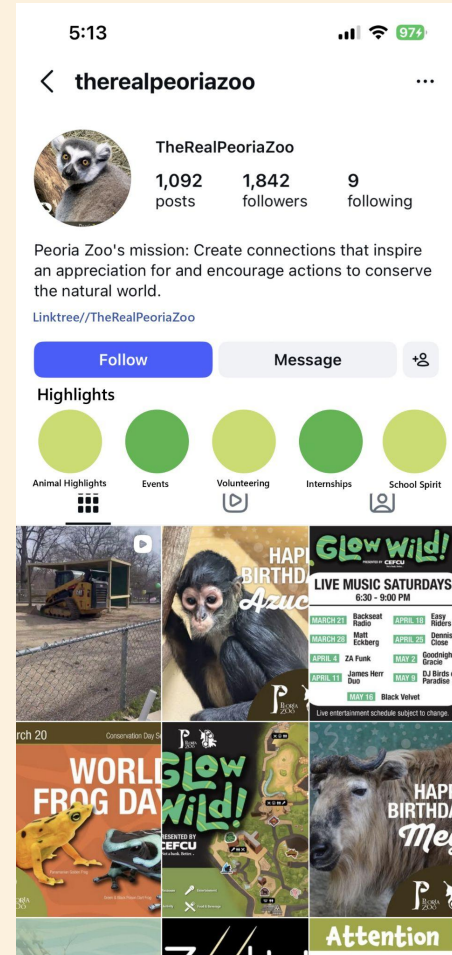
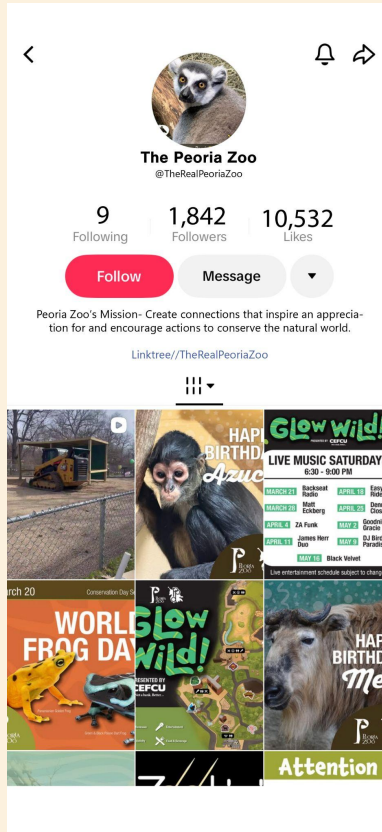
# BIG IDEA

We want to position the Peoria Zoo as an **engaging and interesting** place for all ages, by curating **curiosity and wonder** in this age group while focusing on the **conservation** taking place at the Peoria Zoo.

- Constantly the newest generations are putting more importance on the conservation side of things.
- This age group is losing out on that feeling of wonder and curiosity that fuels exploration, discovery, and progress.

# UPDATING SOCIAL MEDIA

- Utilize both!
- Pin important posts
- Repost to both accounts
- Post consistently
- Utilize linktree to condense links
- Utilize highlights on instagram
- Utilize story function

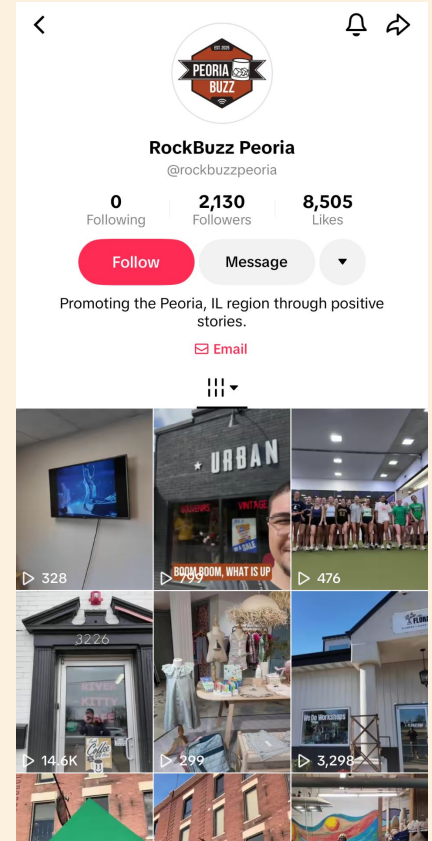


# UPDATING SOCIAL MEDIA

- Utilize [Linktree](#) to display more helpful links on your social media pages.
- Work with local influencers to promote The Peoria Zoo.

## RockBuzz Peoria

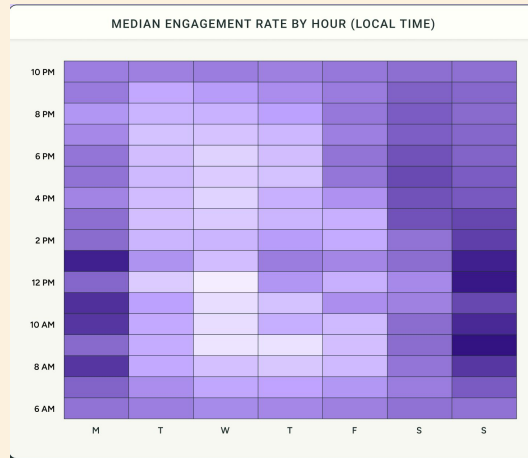
- Small, Peoria First Fanbase
- Promoting Peoria Business’ “through positive stories.”
- Not Just Food Reviews



# UPDATING SOCIAL MEDIA

Types of posts you can make:

- Animal Memes/funny videos
- Weekly animal highlight
- Upcoming events calendar post
- Animal birthdays/anniversaries
- etc.



Tips and Tricks:

- Maintain good posting schedules for maximum engagement
  - Post the same content to both Instagram and Tik Tok
  - Utilize stories and highlights
  - Repost your posts to your story every time
- Be authentic and consistent!!

# UPDATING SOCIAL MEDIA

Hi! Welcome back to another animal highlight with the Peoria Zoo!

This week we will be highlighting [animal name]!

[Animal name] is a [age] [species], (facts about species; lifespan, type of animal, diet, natural habitat, etc.)

We acquired [animal name] by... (talk about conservation here, and how The Peoria Zoo is helping this animal thrive)

(Facts about this specific animal: personality, funny quirks, interesting trivia about species, interactions with other animals in the zoo, etc.)

Thanks for watching! Be sure to show [animal name] the [species] some love by liking, commenting, and sharing so we know to make more content on them! If you want to see this animal in person, feel free to stop by at [address] (add any animal show times or feeding times here if applicable). See you all next week for another animal highlight with The Peoria Zoo!



# EVENTS/COLLABORATIONS

## Events in the zoo

- Partnership with conservation agency
  - Gathering donations, selling merch, could do temp tattoos/face paint or other fun activity
- Food collab
  - Local cafe/restaurant sells their food for a day within the Zambezi River Lodge
  - Travelling tom's coffee, daily scoop, etc.



# EVENTS/COLLABORATIONS

## Northwoods Mall

- Identified as popular hangout spot for local High School Students
- Endless Opportunities

## Tilted 10 Bowling at Northwoods

## Paws and Pins

## Bowling for Rhinos

- AAZK Fundraising Program, Raised \$262,000 in 2025
- Early Sign Up T-Shirt
- Silent Auction
- Raffle
- \$35 For Single, \$65 for Double, \$150 for Lane



# EVENTS/COLLABORATIONS

## Zion Coffee

- Make limited time Zoo-Themed Cups or Coffee S
- Donating for Conservation
- Includes Peoria Zoo Logo

## Limited Time Drink

## Spider Monkey Mocha

- Banana, Dark Chocolate
- Lots of Opportunities



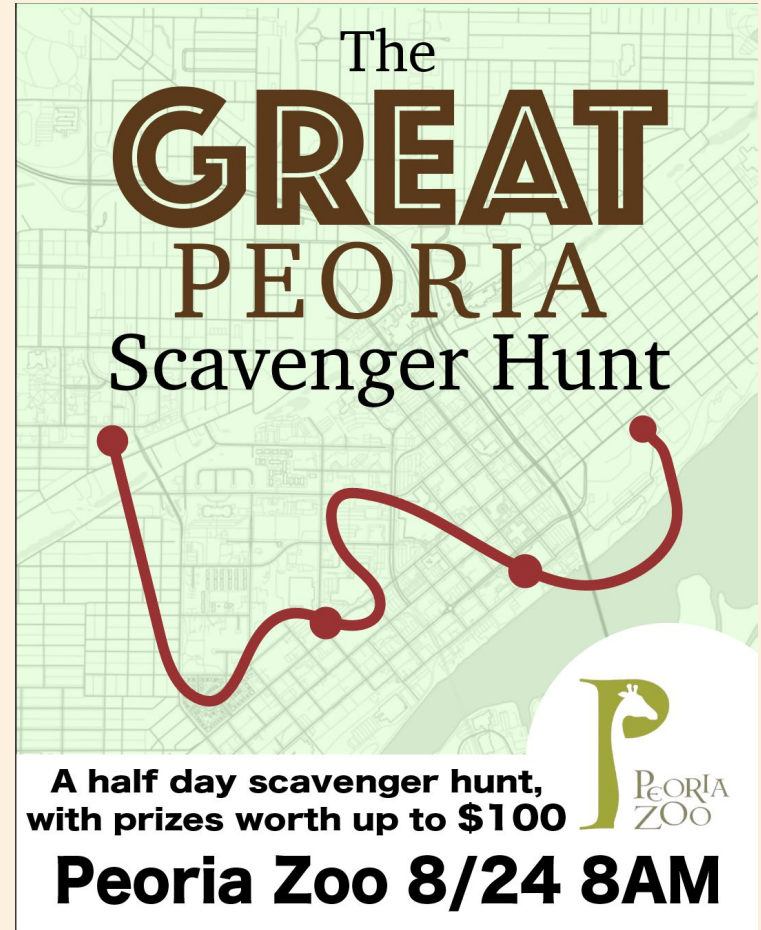
## INTERACTIVE EVENTS

### THE GREAT PEORIA SCAVENGER HUNT

Partnering with Zion Coffee, Peoria Riverfront Museum, One World, and countless other businesses in Peoria.

All contestants start at different points of scavenger hunt, avoiding congestion.

Report to Peoria Zoo after 10th location, all business participating offer prize



The  
**GREAT**  
**PEORIA**  
Scavenger Hunt

**A half day scavenger hunt,  
with prizes worth up to \$100**

**Peoria Zoo 8/24 8AM**

# INTERACTIVE EVENTS



1.

Together we can all be one

All animals all inhabitants of this world.



2.

Not all beans grow in the jungle canopy

Some are roasted to wake the whole colony

Where our zoo has been before



3.

Animals Leave History

Nature is a mystery

Near the river where stories are stored

Science, Art, History Explored

# INTERACTIVE EVENTS

Photo opportunities!

Either painted with head cut outs, or just pretty spots of the zoo with a sign telling you to snap a picture.

Other ideas:

- Qr Codes linking to conservation websites.
- Updated fun facts with digital or physical interactive elements.



# SCHOOL EVENTS

Most of our demographic is of high school and college age

## General Student Days

- BOGO when you bring a student friend
- Can be held often

## Specific School Days

- Anyone from that school can get in at a discounted rate.
- Build hype with the school around the day
- Work with the administrators

## School Dances



# VOLUNTEER/INTERNSHIP OPPORTUNITIES

## Internships

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### Internships at the Peoria Zoo are available in five areas:

- 🐾 **Education** - Promote and teach accurate information to zoo patrons and assist with school groups, as well as staying up-to-date with accurate animal information.
- 🐾 **Animal Care** - Assist in health, training, and protection of animals with careful care and attention to their individual needs.
- 🐾 **Collections Management** - Manage special collections and organization of a variety of important and delicate records and items.
- 🐾 **Development** - Both internally and externally, assist in driving forward momentum for The Peoria Zoo.
- 🐾 **Social Media/Technology** - Drive engagement and learn to operate complex, interconnected technology across the park.

- Add more information
- Add Social Media specific intern OR combine with Technology internship
- Promote internships and volunteering with flyers in schools and on social media

# BILLBOARDS - IN SCHOOLS



# BILLBOARDS



# BILLBOARDS



# NEW MEMBERSHIP

**\$45**

## **Individual:**

Unlimited visits for person named on the member card, no dependents over the age of 1.

**\$70**

## **Joint:**

Unlimited visits for 2 adults, no dependents over the age of 1.

**\$100**

## **Family:**

Unlimited visits for up to 2 adult card holders and their children under the age of 18.

**\$100**

## **Grandparent:**

Unlimited visits for up to 2 grandparent cardholders and their grandchildren under the age of 18.

# NEW MEMBERSHIP

**\$45**

**Student:**

**Unlimited visits with 4 free guest passes included.  
For students with a valid highschool or university ID.**

- Students can bring their friends without having to buy a joint pass, or an add on.
- Same price as regular but with guest passes.
- Ages 16-21 want to go out with friends.

# NEW HOURS

## Open Daily

**Monday** 10am - 6pm

**Tuesday** 10am - 6pm

**Wednesday** 10am - 6pm

**Thursday** 10am - 8pm

**Friday** 10am - 8pm

**Sat/Sun** 10am - 6pm

- Extended Hours so students can participate after school hours
- Especially college students with later classes

THANK YOU FOR YOUR TIME

QUESTIONS?

