



PEORIA ZOO

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Overview



BRIEF OBJECTIVES



TOUCHPOINTS



THE BIG IDEA



CONCLUSION



01



BRIEF OBJECTIVES

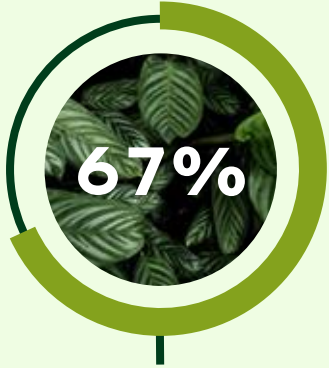
What does the Peoria Zoo want?

The Peoria Zoo is looking to be more relevant, exciting, and a value-driven destination for the ages of 16 - 21. Along with that, increasing engagement, repeat visits, and long-term brand loyalty while inspiring conservation awareness and participation is also a priority.



Research

Rewards



of Gen Z are engaged with loyalty programs

Quick Foods



Of Gen Z consume quick foods weekly or more

Events



Of Gen Z say events and entertainment influence their decision to go out

Phone Usage



On average, Gen Z spends about 2-3 days a week on their phone



02

BIG IDEA

You can't beat the
REAL EXPERIENCE

We want to create
experiences in-person that
cannot satisfy through a
phone and have more fun
and impact than a device
produces or has on it.



TOUCHPOINTS

03

How we will reach the targeted audience

Social media limits people's understanding by feeding them content with bias from previously watched content. This alone can limit one's knowledge of situations for animals.

So how do we approach this?

- This will be approached by making a zoo Tik Tok account. The content will consists of event promotion, awareness posts, call-to-action posts, and interactive posts.
- Targeted billboard ads that are relatable to Gen Z
- Create merchandise stylized to Gen Z
- Create in-person recurring events that make connections and community in-person

A graphic with a dark blue background and glowing light spots. The text "TIKTOK EVENT PROMOTION" is written in white, bold, capital letters.

TIKTOK
EVENT
PROMOTION

Advertising



- Advertisements at entrance of Zoo and other venues around Peoria to make incoming customers aware of future events
- TikTok/billboard ads geared towards that younger audience, 16-21
- Stylizing of Peoria Zoo merch to match popular trends of Gen Z clothing

Targeted Billboard examples

Targeted billboard wording examples:

- IRL > URL
- Nature > Notifications
- Wild > Web
- Memories > Messages
- Looking > Liking
- Giraffes > GIFs
- Touching Grass > Touching Glass





Targeted billboard explanation

On the left are ideas that have to do with nature (and the Peoria Zoo), while the right is all ideas that are related to a digital device. The > (greater than symbol) shows that the zoo is better than being on that device.

- **Nature > Notifications**
(Nature is better than phone notifications and the stuff they alert you about)
- **Wild > Web**
(The wild animals are cooler in-person than the websites you visit for animal content)
- **Memories > Messages**
(The memories you make at the zoo are better than the messages you receive)
- **Looking > Liking**
(Looking at animals at the zoo is better than liking a photo of them online on social media)
- **Giraffes > GIFs**
(Giraffes in person are better to look at than the ones on short-form realistic/animated videos)
- **Touching Grass > Touching Glass**
(Going outside is better than touching the screen of your phone)

Food trucks and live music “Student Night”



Goal of this:

To convince students to come to the zoo (recurring)

How will we do that?

- Live music in the river lounge that is popular in Gen Z (inside so wouldn't bother animals)
- Rent out spaces in the zoo to Food trucks that have menus favored towards Gen Z
- Have occasional days where unique cuisines are introduced
- Students get a **discounted** entry

Trivia “Student Night”



Goal of this:

Recurring zoo visits/raise awareness and inform

How will we do that?

- Paper/whiteboard trivia (no digital)
- Trivia will base upon animals and we will use questions and answers to provide insight into the endangered animals and/or other important causes
- Use prizes like: memberships, t-shirts, gift-shop items
- Students get a **discounted** entry

Internship/volunteer opportunities



Goal of this:

Contributing to raising awareness/collaborating with community/being involved with the zoo

How will we do that?

There would be two internships that we would apply to the Peoria Zoo.

- 1) Event Coordinator internship
- 2) Social Media Manager internship

Volunteer opportunities is also something that will also happen when setting up events at the zoo.

The background of the slide features a close-up photograph of vibrant green, elongated leaves, likely from a plant like bamboo or a similar species, set against a dark background. The leaves are arranged in a way that creates a sense of depth and texture.

CONCLUSION

04

Conclusion



This is the best way to engage because ...

- We use Tiktok to reach out to Gen Z, who mostly use it
- We offer rewards/discounted entry which are major factors in decisions by Gen Z
- We have events catered specifically to the audience we are trying to attract
- We have recurring events that create connections and community in the zoo without using the digital world