



Peoria Zoo Presentation

By Aidan Ratcliffe & Emma Campos



Brief Objectives

- Reframe the zoo as a relevant and purposeful experience for Gen Z audiences (16-21)
- Increase engagement, visits, and social media attention
- Highlight real conservation impact
- Turn visitors into active participants, not just observers
- Build long term connection and loyalty

Big Idea

“Be the reason they’re still here”



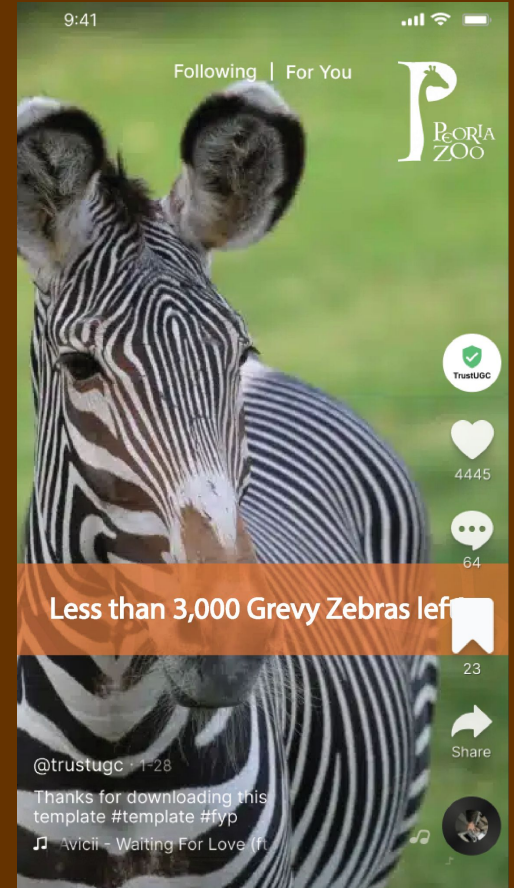
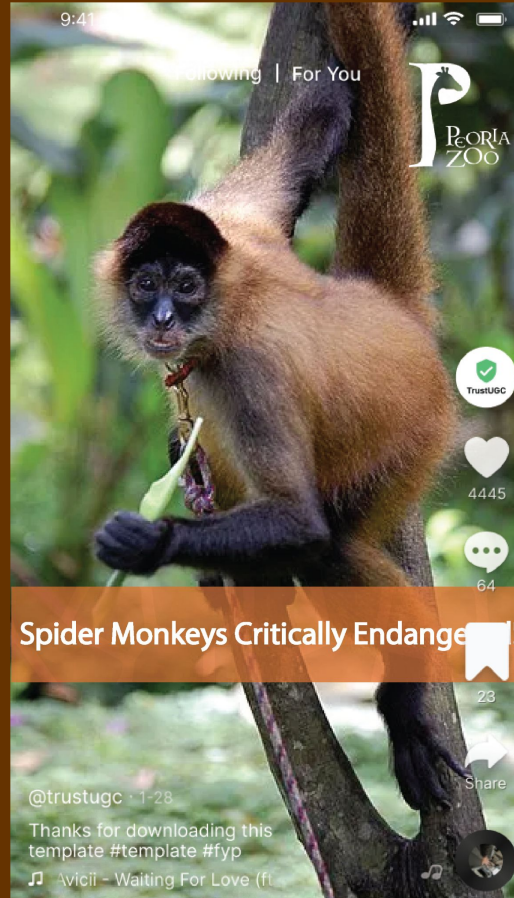
Our big idea puts a spotlight on endangered species and the zoo’s real conservation work, showing that visiting the zoo isn’t just something to do. It’s a way to make an impact. Through social media content, local and partnership events, and interactive experiences. Doing this we turn Gen-Z visitors into active participants in protecting wildlife.



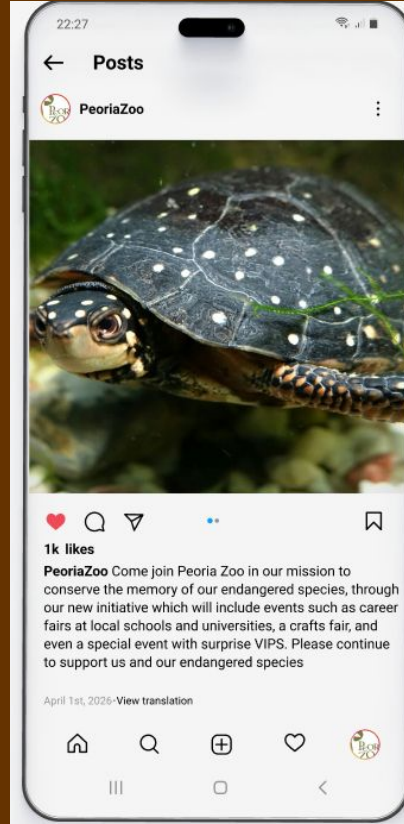
Touchpoints

Social media: Tik Tok

- Tik Tok videos talking about the Peoria Zoo's endangered species and what people can do to help their conservation.
- Ex. Spider Monkey, Grevy Zebra, Mandrill, Spotted Turtle, ect.



Social media: Instagram



Influencers: Wild Kratts

Support Animal
Conservation



Come see the

WILD KRATTS

at the Peoria Zoo!

**ONLY 3 SHOWS
AVAILABLE!**

Scan to get your
tickets today!



Be The Reason They're Still Here



Themed experiences: Fine Art Fair

- Partner with the Peoria Fine Art Fair (since Peoria Park District is already partnered with the Fine Art Fair is should be easy). Sell animal art prints or some items that they have in their gift shop already as a way to raise money for the Zoo's conservation efforts!



Themed experiences: Petting Zoo at Late Night BU

Join
Peoria Zoo
at
LateNightBU!



x



To support animal
conservation!

Themed experiences: Zoo Night Event, Young Adults only (Aidan)

A promotional poster for the Peoria Zoo at night event. The poster has a green background with a white spotlight effect. At the top right, there is a white circle representing the moon. The text is centered and reads: "Peoria Zoo at night! 18+ Event For adults only". Below this, it says "Alcohol will be provided". In the center is a QR code. Below the QR code, it says "RSVP Below". At the bottom, it says "Join us to support animal conservation!". The bottom of the poster has a dark brown banner with the text "Be the reason they're still here!" and the Peoria Zoo logo on the right.

**Peoria Zoo
at night!
18+ Event
For adults only**

Alcohol will be provided



RSVP Below

**Join us to support animal
conservation!**

Be the reason they're still here!



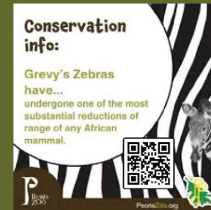
Gamified experience

- A fun qr scavenger hunt that will appeal to GenZ audiences!



Peoria Zoo Conservation Scavenger Hunt

An interactive QR scavenger hunt that has visitors engage with endangered species exhibits, unlocking conservation stories and earning randomized rewards like small discounts from the restaurant or the gift shop!



Volunteer opportunities

- Many high schoolers and college students (16-21 year olds) need volunteer hours for extracurriculars.
- Highlight the volunteer opportunities at the Peoria Zoo with post and flyers such as this.



COME VOLUNTEER AT THE PEORIA ZOO!

Learn about Peoria Zoo's conservation efforts and help care for a few of our vulnerable and endangered animals!



Be The Reason They're Still Here

SCAN ME



Conclusion



Our big idea is to turn the Peoria Zoo from a place people remember visiting as kids into a space where Gen Z (16-21 year olds) can make a real impact. By focusing on conservation and endangered species, we align with their values of purpose and authenticity while creating engaging, shareable experiences through social content, events, and partnerships. This big idea positions the zoo not just as entertainment, but as a meaningful destination where every visit contributes to protecting wildlife, reinforcing the idea:

Be the Reason They're Still Here.