



Connecting Peoria Zoo with Gen Z

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Objectives

- To create a big idea to showcase peoria zoo as a new and exciting place for patrons of 16-21 years of age.
- Highlight the fact that they belong in order to foster a relationship between them and the zoo.
- There are several competing interests and responsibilities for this demographic, such as academics, work, social media, and sporting events.

Big Idea

Convey to Gen Z the idea that Peoria Zoo is an **exciting**, **wild**, yet **homely** place where they belong. It is a healthy form of **escapism** from daily life and a place to **connect** with others, as well as **nature**. Additionally, the goal is to get Gen Z to view going to the Peoria Zoo as an available option in the first place, using humor and memes involving the animals.

Touchpoint 1 - Roadside Billboard



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- This billboard ties into the idea that Peoria Zoo is a home and that the audience belongs.
- Could be placed on War Memorial Drive or I-74 (east/west bound), high traffic routes that are on the way to the zoo
- Features a URL to the Peoria Zoo website where these digital natives can dive further in the world of Peoria Zoo
- Has the benefit of repetition — if they take these routes regularly, they will see the billboard regularly.
- Gets people thinking about Peoria Zoo more often

Touchpoint 2 - Instagram / Twitter (X)



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- Internet memes are a cornerstone of Gen Z humor
- Gen Z populates both these platforms in great numbers and frequently use them in daily life
- These memes would meet them where they spend their time
- Costs to create memes is very little
- They can be created on a frequent basis
- If people find the memes humorous, they may share these memes around (free organic advertising)

Touchpoint 3 - "Zoo comes to you"



Fun Fact:

Giraffes have prehensile tongues that allow them to grab and hold things

Touchpoint 3 - “Zoo comes to you”

Prices

(Per person)

- T-shirt - \$9.99
- Petting zoo - \$6.99
- Drinks - \$4.99



Zoo Comes To You!

September 23rd–27th, 2026

Celebrate the beginning of fall with the zoo family!



Touchpoint 3 - “Zoo comes to you”

- A school event that offers students a chance to relax, learn, and have fun while taking a break from the environment that often stresses them out.
- The event consists of T-Shirts, a petting zoo, and drinks that come with zoology trivia.
- Promoting community, connection with nature, and getting the audience interested in Peoria Zoo
- Rarely do students have an opportunity like this to interact with animals at their school
- Hosting this event at schools near Peoria Zoo such as Bradley, Peoria HS, Manual Academy, or Richwoods HS may spark an urge of patrons, attending the Peoria Zoo.

Conclusion

In conclusion, we want all Gen Z to feel welcome here; No matter which school/university they attend. Our touchpoints we went over; reinforce our big idea, using humor, escapism, and connection to show the Gen Z audience that the Zoo is more than a place for them, it is another home for them.