



PeORIA  
ZOO

**THE MORE  
FUN FOR  
EVERYONE**

PRESENTED BY  
MARKUS TUCKER & DECLAN MILLER



# WHAT ARE WE SEEKING?

We are seeking to promote Peoria Zoo as an engaging, thrilling, and values-driven destination for people between the ages of 16 and 21 to encourage involvement and knowledge of conservation while boosting engagement, customer retention, and long-term brand loyalty.

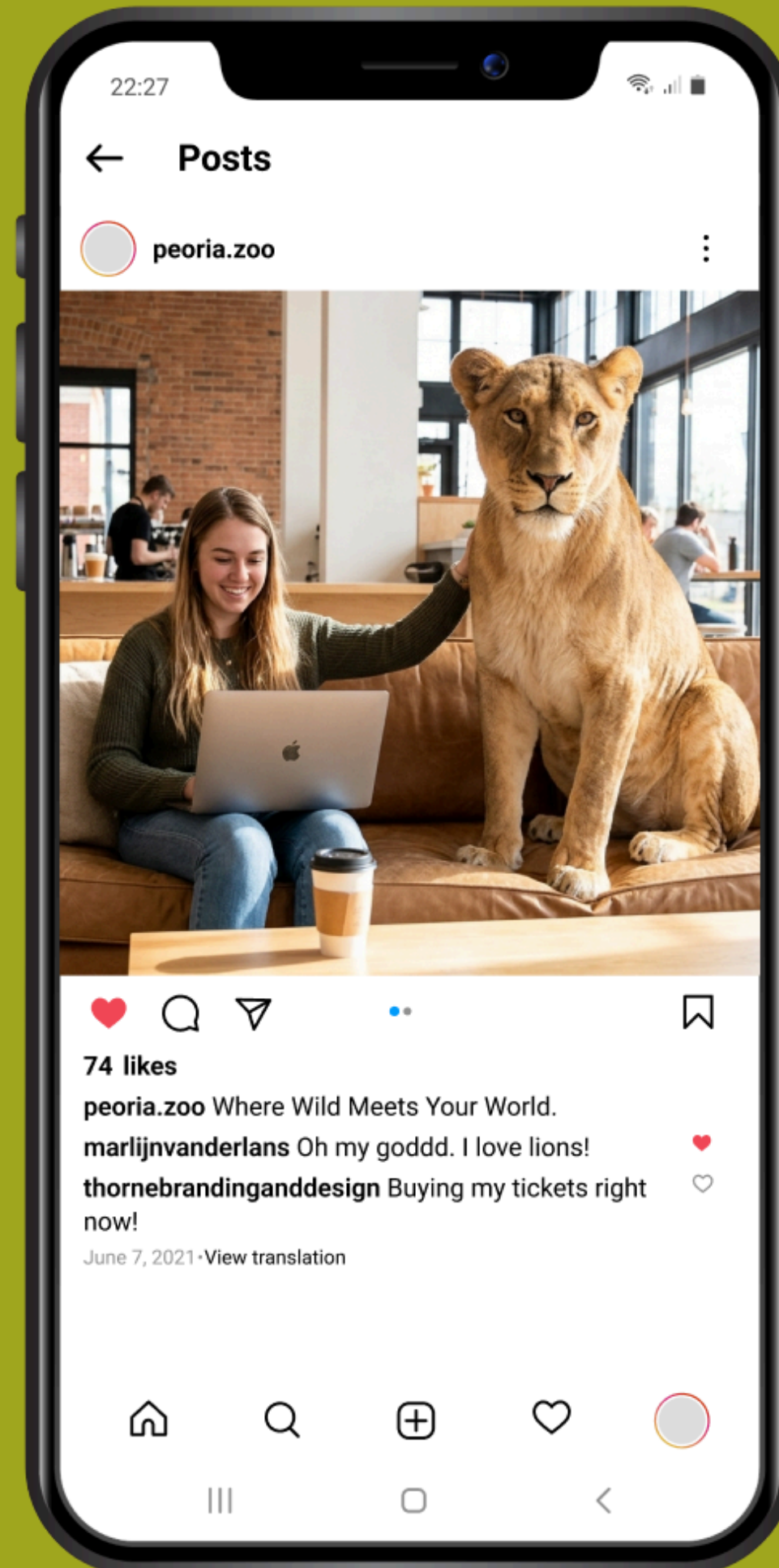
Therefore, we are targeting Generation Z and are trying to gather them using our competition such as digital media, popular local areas, and local events.



# “WHERE WILD MEETS YOUR WORLD”

Everyone's life is complex. Everyone is in their own world. However, the best way to get a person's attention is to adapt to their world.





- Inspiration behind creating these images was to adapt the Peoria Zoo into places that were more popular for Generation Z. Places like the Zion Coffee Bar and Bradley University are great when it comes to looking for places that cater mainly to Generation Z.



- The inspiration behind these images were to adapt the Peoria Zoo into places that were popular locally. Civic center is very popular for entertainment such as concerts, comedy, and sports. The museum is pretty popular as well.



- The inspiration behind this poster was to make a photo that shows a representation of the animals but they are mimicking people from Generation Z. We wanted to make something a little fun and silly but also engaging to the younger Gen Z audience as well.

**HAVE YOU BEEN TO YOUR  
LOCAL PEORIA**



- Why not make a cool reel? The audience we are trying to reach are on their devices on the time so it's great to show them what they're missing out on.



**THANK YOU AND WE  
APPRECIATE YOUR  
TIME.**