



# Brand Image Peoria Zoo

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Improving perception of the Peoria Zoo  
among 16-21 year-olds

# Brief

**Project Overview:** Generate a campaign that resonates with 16-21 year-olds, fostering long-term brand loyalty for years to come

## Objectives:

- Position Peoria Zoo as relevant and exciting for lifelong fun
- Produce a tagline that is sustainable over time
- Develop engaging marketing materials with resonance as the goal



# S.W.O.T.

## Strengths

- Many different events
- A place to see fun animals
- Fun activity to do with family/friends

## Opportunities

- Influencer marketing
- Contests
- Themed nights

## Weaknesses

- Not many interactive areas
- Lack of awareness among the target audience
- Limited social media presence

## Threats

- Belief that zoos are harmful
- Competing entertainment options
- Lack of 16-21 age range representation

# Target Audience

## 16 - 21 Year-olds

- Digitally-minded
- Belonging and connection
- Socially-conscious
- Altruistically-driven



Direct Competition



**Saint Louis Zoo**

*Animals Always<sup>®</sup>*



**MILLER PARK  
ZOO**

EST. 1891



# Secondary Competition



PEORIA  
**RIVERFRONT  
MUSEUM**



PEORIA CIVIC CENTER®

Fired Up



  
WOODFIELD MALL  
A SIMON MALL

# Distractions



# What's the challenge?



This demographic is specifically difficult to reach. They are constantly **bombarded with messaging**. Additionally, we have to battle the **negative rhetoric** surrounding zoos.

# What's the Big Idea?

Overall, zoos are viewed as an activity solely for families with young children. As an educational opportunity, the recreational opportunities are **often overlooked**.

Instead, through this campaign, Peoria Zoo intends to position itself as an **accessible third place** for 16-21 year-olds. Shown as a **casual hang-out spot**, the zoo becomes a **unique break** from school work and other life stressors.



# What's a third place?



**Meet me in the Wilderness.**



# Tone



- Inclusive and community-centered
- Casual but intentional
- Aesthetic and experience-driven
- Relaxed and inviting

# Touchpoints

- Bradley University Internship
- Social Media
  - Paid and Owned
- Influencer Collaboration
- Interactive Technology
- Special Events



# Bradley Internship Partnership

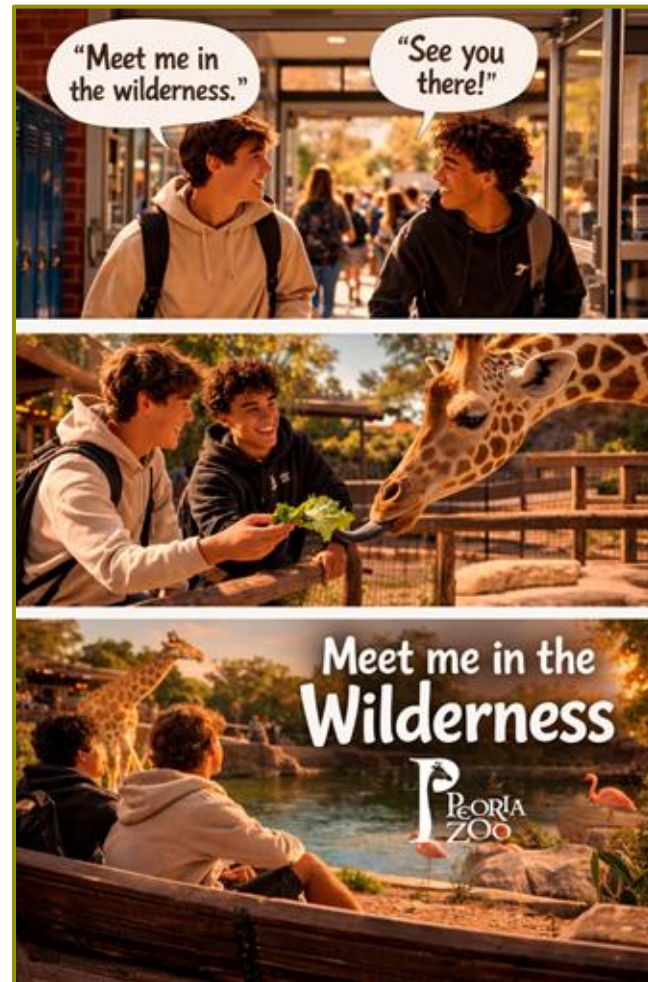


- Currently lacks social media presence
- Partner with Bradley, EL Tag
  - Every student needs two before graduation
- Help increase engagement
- Touchpoints shown going forward based off partnership

# Still Ad



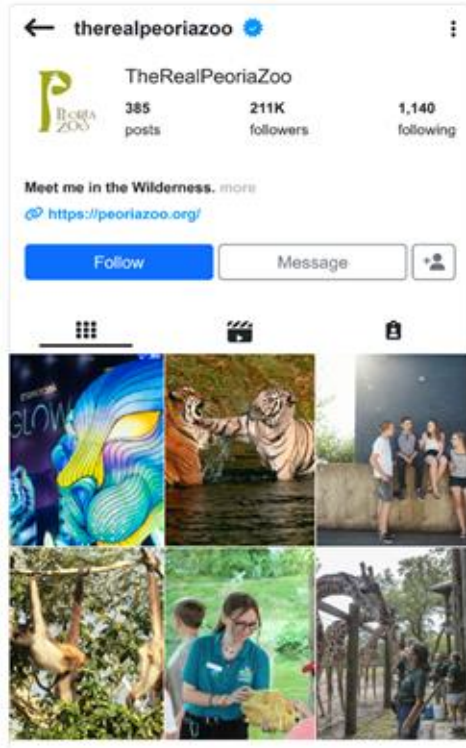
# Short Video Ad



# Banner Ad



# Owned Social Media Content



## Trend Setters

- “Day in the life of a (zookeeper/spidermonkey/ etc.)”
- “Get ready with me for (a giraffe feeding/botanical show/etc.)”

## Behind the Scenes

- Conservation efforts
- Animals behind the scenes
- Employee and customer testimonials

# Scavenger Hunt Social Media

- A weekly scavenger hunt existing over one to two months
- One prize per week with a grand prize to end the initiative
- Generates another reason to visit the zoo
- Makes the experience more interactive and engaging



# Drink Collaboration - Dang Banh Mi & Poke

- **Boba**

- Roarin' Tapioca
- Jungle Cup



- **Smoothies**

- Berry Safari
- Savanna Sunrise



# Influencer Collab

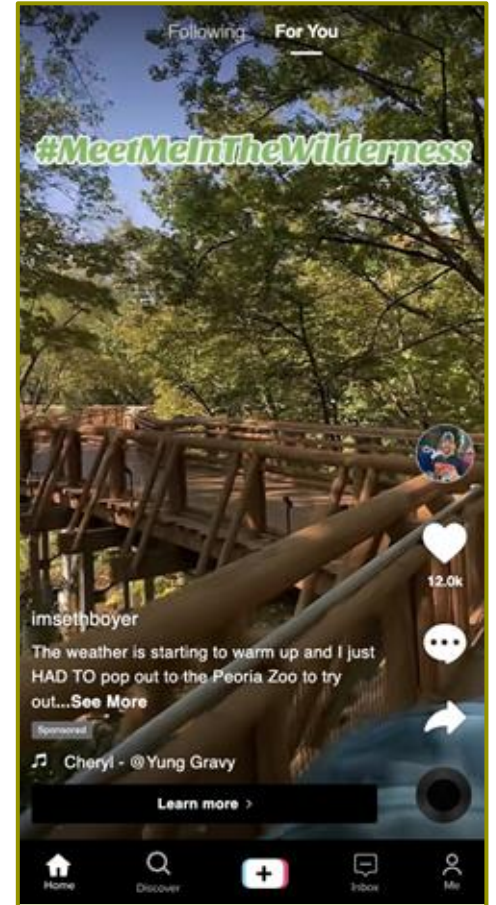
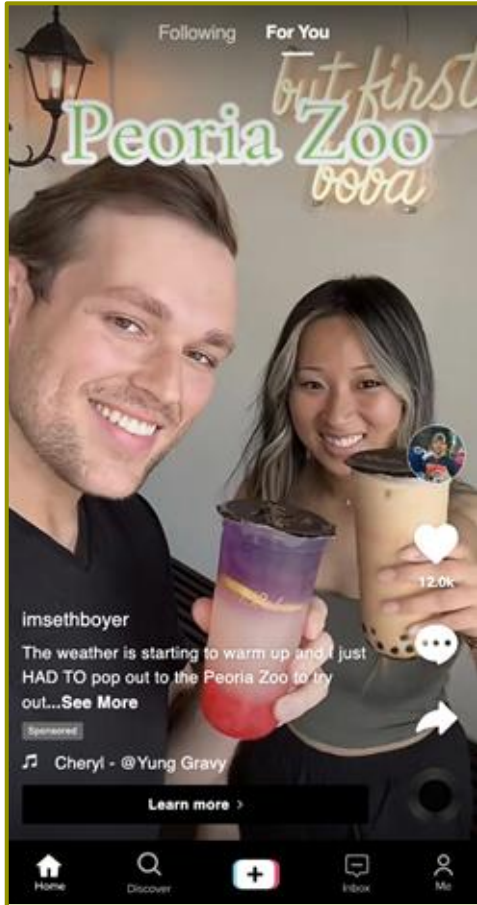
## Seth Boyer

Food & Lifestyle Influencer



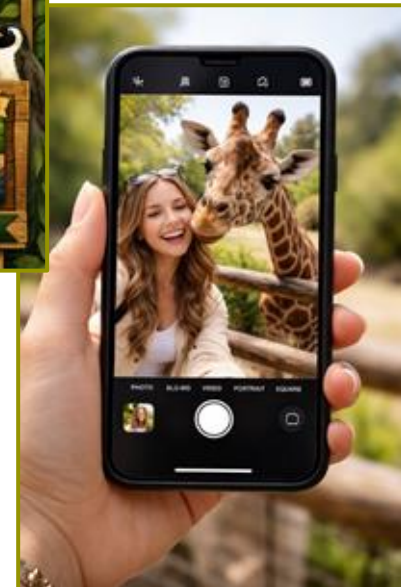
TikTok: 99k

Instagram: 32k



# Interactive Technology

- Animal Personality Quiz
  - Guests are greeted with signage where they can scan a QR Code
- Lens
  - QR Code available by popular exhibits to scan
  - Hashtag displayed in the photo, “#MeetMeInTheWilderness”



# Freshman Night



**COLLEGE FRESHMAN NIGHT**  
**AT PEORIA ZOO!**

**AUGUST 20 | 6:00 - 9:00 PM**

- 🐾 GAME ZOO TRAIL
- 🎵 MUSIC & DANCING
- 🌙 AFTER-HOURS ZOO ACCESS
- 🍷 LOTS OF FOOD!

**JUST \$8!**  
WITH STUDENT ID

**Meet me in the Wilderness**

The poster features a group of four young adults laughing and posing in the foreground. In the background, there are images of a giraffe and an elephant in a zoo setting at night with string lights.

# Senior Night



**HIGH SCHOOL & COLLEGE STUDENTS**

**SENIOR NIGHT**  
**AT PEORIA ZOO!**

**MAY 10 | 6:00 - 9:00 PM**

- 🐾 GAME ZOO TRAIL
- 🎵 MUSIC & DANCING
- 🌙 AFTER-HOURS ZOO ACCESS
- 🍷 LOTS OF FOOD!

**JUST \$8!**  
WITH STUDENT ID

**Meet me in the Wilderness**

The poster features a group of four young adults laughing and posing in the foreground. In the background, there are images of a giraffe and an elephant in a zoo setting at night with string lights.

# Conclusion

- Positions the zoo as a **third place** for casual hang outs with friends
- Engages with the audience where and **how they already exist**
- Creates a more **interactive environment** for a digitally-minded audience
- Positions the zoo as an experience meant for any age at **every life stage**
- Overall, brings the audience to the zoo while bringing **the zoo to our audience**



# Meet me in the Wilderness.

