

Georgia Aquarium

Problem

How does a local aquarium increase ticket sales?

Solution

By selecting exemplary OOH placements to gain interest.



Background

The Georgia Aquarium is an iconic Atlanta brand. Most of the residents have been through the attraction once and have indicated their interest in making a second trip. The primary goal of this media campaign was to motivate each person to return to the attraction sooner and convert them into repeat customers.

Objective

The Georgia Aquarium's main objective was to boost annual ticket sales. This would be accomplished by targeting newcomers and increasing the frequency of visits within its existing client base. A second objective was to expand the overall participation in the aquarium's premium services. The OOH messaging was updated quarterly to remind people why they needed to visit. The aquarium was most interested in reaching mothers with school-aged children, followed by millennials, grandparents, African Americans, and Hispanics.



Strategy

The Georgia Aquarium wanted to secure exemplary OOH placements throughout Atlanta to maintain its reputation. As an example, part of the campaign incorporated permanent bulletins on each of Atlanta's major interstates. Since the aquarium is a noteworthy tourist destination, extra focus was placed on reaching passengers arriving at Atlanta Hartsfield Jackson International Airport. Two 3D props were set up to greet 100 percent of all domestic passengers arriving at the airport. Additional OOH material covered a large water tower seen by commuters heading from the airport to the heart of the city. George, the Georgia Aquarium spokesperson, was installed on top the water tower with a 19-foot prop installation. That marketing location was updated quarterly and has included both 2D and 3D inflatable installations.



Plan Details

Market: Atlanta, GA

Flight Dates: January 2017 - December 2017

OOH Formats Used: Bulletins, custom 2D and 3D build-out executions

Target Audiences: Mothers with school-aged children, millennials, grandparents, African Americans, and Hispanics

Budget: \$1 million

Results

The Georgia Aquarium measured the campaign's success by its ability to drive ticket sales. The ticket sales reached the highest they had been in a decade.