

Deep River Waterpark

Problem

How can Deep River Waterpark maximize exposure to increase foot traffic?

Solution

By utilizing bulletins in high traffic areas around specific demographics.

Background

Deep River Waterpark is the USA's 2nd largest publicly-owned waterpark and is currently in its 25th season in 2019. The park features rides for all ages and intensity levels. They are in an extremely competitive marketplace, with many waterpark and other amusement venues in the region.

Objective

Deep River Waterpark's typical clientele comes from Metro Chicagoland, NW Indiana & Southern Michigan. They wanted to remind summer fun fans in these areas of their location/hours to increase foot traffic and sales in the waterpark.

Strategy

Deep River Waterpark's plan was to reach audiences in Chicago, SW Michigan and NW Indiana by utilizing expressway inventory that targets the heavy volume of traffic in and out these areas. Within these boundaries, they considered only high impression yielding units to gain maximum market exposure. Frequency also played a major factor, as they wanted to keep their message consistently top of mind throughout the summer season.

Plan Details

Markets: Chicago and NW Indiana

OOH Formats: Bulletins

Frequency: 7.5x

Impressions Delivered: 8 million

Budget: \$10,000 and over

Results

Deep River Waterpark did extensive surveying, both with the waterpark customers and their targeted marketplace. Recall of their out of home campaign ranks highest over all other media utilized. Within the OOH recall group, the likeliness of them visiting the waterpark is also #1 against other media recall groups.

Deep River also runs a contest on social media, where consumers can tell them where they saw a billboard. Each



time they ran this contest, they received thousands of accurate entries.

Additionally, the park reports receiving 500+ phone calls per day. Their operators take note that callers consistently reference “the forecast is 100% chance of FUN”, which is Deep River’s headline that is only used on their out of home media.

Additional information

Customer Quote:

“Each year, we consider all media to create a holistic campaign for Deep River Waterpark. In the past 10 years, outdoor has been the only media where we consistently shift dollars to.”

