

Jack-O-Lantern Spectacular

Background

Roger Williams Park Zoo is Rhode Island's number one outdoor family and tourist attraction, but they wanted to increase their presence in the Hispanic community. After experiencing OOH success for their Asian Lantern event, they wanted to use it to promote the annual Jack O'Lantern Spectacular with local Hispanic families.

Objective

Increase visitation among women 25-49 and young families, with a particular emphasis on Hispanic women 25-49.

Strategy

The creative featured colorful and playfully carved pumpkins to showcase the event, with a simple call to action rather than including the address and phone number. The posters that were recommended had a very high index for their target audience.

Plan Details

Market: Providence, RI

Flight Dates: September 2021 - October 2021

OOH Formats: Posters

Target Audience: Women 25-49, with an emphasis on Hispanic women

Target Audience Reach: 16% for women; 26% for Hispanic women

Target Audience Frequency: 8 for women; 7 for Hispanic women

Budget: Under \$10,000

Results

The Roger Williams Park Zoo set a new record of 170,648 visitors for its annual Halloween event, which is 20% higher than its previous attendance record. The largest percent increases were from the highest Hispanic indexing zip codes in the metro area.

