

Wild Florida

Background

Wild Florida is a park located in the Orlando area that focuses on a connection with animals, education and conservation. The majority of Wild Florida's marketing efforts have been directed toward domestic and international tourists. While they have been local OOH advertisers, 75 percent of their business came from international and domestic tourists to the area.

With the onset of Covid-19 in early 2020, and its effect on travel and tourism, Wild Florida was faced with the need to pivot their marketing strategy. Additionally, in December 2019, not long before the pandemic hit, Wild Florida announced the grand opening of their new drive-through safari park and plans of several enhancements to the park to take place in the Spring of 2020.

Objective

Unable to rely on the regular stream of tourist visitors that accounted for most of their business, Wild Florida's first objective was to increase local brand awareness, mostly with parents of children under 12 likely to be attending school remotely and looking for an escape. The second was to generate local traffic to the park, as well as promote the new drive-through safari.

Strategy

Current OOH placement needed to be evaluated. They needed to reassign tourist area bulletins to target locals and add inventory to create a more locally-targeted footprint. The campaign used digital bulletins to run topical messaging and countdowns to generate excitement and anticipation. A complementary mobile campaign was also added as part of the media mix that enabled them to monitor engagement from high-performing zip codes and add OOH placement in those areas.

The next step was to design creative that targeted the audience they were looking for and promote messages of social distancing and safety protocol. At this point, the park was closed and only the drive-through safari was permitted to be open. Once the park re-opened, digital bulletins were used to countdown to opening day then, the campaign continued by flipping the script and showing the animals' perspective as they become the spectators, while the human parade drives through the park. Lastly, the campaign promoted an opportunity to get out of the house for face-to-face learning with the animals.

Plan Details

Market: Orlando, FL

Flight Dates: December 2019 - December 2020

OOH Formats: Static and Digital Bulletins

Target Audience: Families and children under 12 years old attending school remotely

Budget: \$10,000 and over

Results

Wild Florida's revenue was up 25 percent this year compared to 2019. Foot traffic increased from 155,000 in 2019 to 275,000 in 2020.

