

## Great Wolf Lodge

### Problem

How can Great Wolf Lodge tease anticipation with OOH creative before the opening of a new park in Chicago?

### Solution

By focusing ad efforts in family dense areas to inform the of the Great Wolf Lodge presence in the area.

### Background

Great Wolf Lodge, the largest family of indoor water parks resort hotels, launched new properties in Gurnee, Illinois and LaGrange, Atlanta in the Spring of 2018 (May/June). As a Wisconsin/Chicago company, residents were familiar with Great Wolf Lodge but associated it with the older, Wisconsin Dells property. Even those who were familiar with the brand were often unaware of the wide array of family-friendly activities and amenities that make Great Wolf Lodge more than just a waterpark. We needed to convey that Great Wolf Lodge is more than a waterpark, it's a fun destination that brings families together.

### Objective

The business objective was to drive pre-opening bookings by educating and exciting potential customers and see a 2 percent lift in new property awareness and visit consideration compared to Great Wolf averages. Our media objective was to drive awareness of Great Wolf Lodge Grand Openings among families in Illinois and Atlanta by building excitement for the new properties, educate those less familiar with GWL, and drive bookings.

### Strategy

Our strategy was to leverage impactful out of home media formats in each market to create buzz and generate awareness and excitement for the property openings. We selected units strategically targeted to families and the W25-59 demographic within each market- this included placements that indexed highly against our target audience and those located near family-frequented destinations, including museums, parks, malls, etc. Additionally, by recommending high-profile, large-format OOH mediums, we ensured that Great Wolf Lodge would have the ideal canvas to convey that Great Wolf Lodge is the ultimate destination to bring families together for fun.

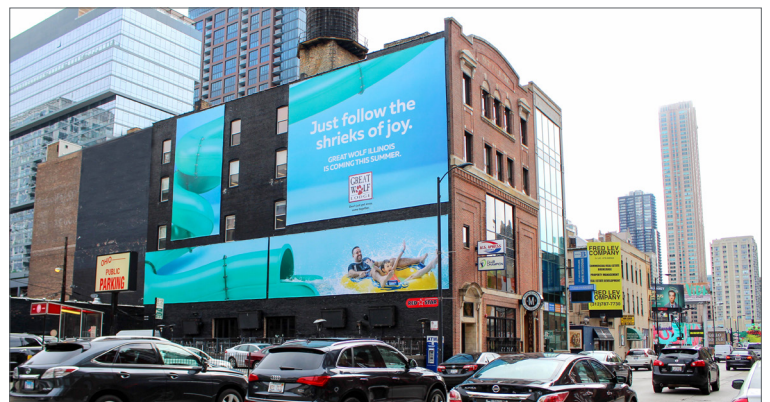
### Plan Details

Markets: Chicago and Atlanta

Flight Dates: April 2018 - July 2018

OOH Formats Used: Wallscapes, Digital and Static Billboards, Bus Shelters and Wraps, Bus Shelter Buildout, Mall Ad Panel

Target Audience: W25-49 with children



## Results

Unfortunately, we did not receive concrete/measurable business results from the GWL clients/partners. We do know the OOH placements drew attention to the grand opening. Anecdotally, the clients were very excited by the shelter buildout.

## Additional Information

This client had spent minimally in year's past- so this was a big OOH push for Great Wolf Lodge and we were very excited about it!

