



OOH Case Study

Palm Beach Zoo

Problem

How can Palm Beach Zoo increase attendance by consumers from nearby counties?

Solution

By utilizing directional out of home in key locations.

Background

Palm Beach Zoo was looking to brand the Zoo throughout Palm Beach County. They were looking to increase attendance among commuters from Broward and Miami-Dade counties. They were also looking to target Palm Beach county tourists. The challenge was to let everyone know where they are located, as there is no direct exit from I-95 off Summit Blvd.

Objective

The Palm Beach Zoo first started with (one) I-95 digital billboard that was directional to their location. They added a second board in the northern county to target vehicle tourism traffic heading into Palm Beach County. After the two billboards were a success they added three Brightline Stations (61 Live Boards), one additional high profile digital billboard and five additional static billboards.

Strategy

The strategy was to choose locations targeting traffic heading in and out of Palm Beach county from the major expressways (I-95 and Turnpike) Also to add a few board targeting commuters heading back into Palm Beach county after coming home from work.

Plan Details

Markets: Miami, Fort Lauderdale, West Palm Beach

Flight Dates: November 2018 - July 2020

OOH Formats Used: Digital Billboards, Static Billboards, and Liveboards

Target Audience: A25-49 with children

Results

Ticket sales doubled after 30 days of the OOH ads being posted.

