

## Santa's Village Azooment Park

### Problem

How does a theme park appeal to a wider audience after being out of commission?

### Solution

By highlighting all the new experiences in a mom-friendly out of home (OOH) campaign.

### Background

Santa's Village Azooment Park has welcomed over twenty million guests since 1959. After four years of being closed, they reopened their gates in October 2010. The park historically was geared towards families with children under 12, with recent additions including the Super Cyclone roller-coaster, Santa's Village is expanding its appeal to older children.

### Objective

Santa's Village wanted to highlight their new rides, new experiences and new events leading into their summer season. They wanted messaging to appeal to their new audience of teenagers, while also reengaging their main point of focus; moms with younger children and families.

### Strategy

Their goal was to reach their main purchase decision maker, females between 21-44. Also, to reach families while they are away from home having "family fun" and attract newer segments of teenagers.

### Plan Details

Market: Chicago, Illinois

Santa's Village Azooment Park's campaign ran for 16-weeks on bulletins, digital bulletins, digital squares and mobile. The program was strategically placed in high density areas for females 21-44. We also targeted known family fun destinations like Six Flags, Navy Pier and large water parks with OOH units and mobile geofencing. The mobile targeting was modified throughout the campaign based on where it was performing highest.

### Results

The Santa's Village program reached 46 percent of their main target audience, Chicago Female 21-44 with 19,414,401 impressions. They captured over 34 percent of the tweens and teens audience with 8,496,580 impressions against 10-17 year olds. The general market 18+ yield was 87,877,784 impressions. The mobile portion yielded 333,745 impressions and saw a 32 percent higher than the mobile benchmark for secondary action rates (SAR). Santa's Village saw an increase of nearly 40 percent in ticket sales and on-site revenues compared to the prior season. The successful placement of locations coupled with continuous creative updates kept Santa's Village top-of-mind throughout the season.

