

Wild Florida

Problem

How does a wild life park prove they are more than just another “Gator Park”?

Solution

By using colorful out of home (OOH) ads in local non-tourist areas to attract local attention.

Background

The advertiser wanted people to know that Wild Florida was more than just another “gator park” with airboat rides. The park wanted to attract more locals.

Objective

The client wanted to target other zoos in different counties that people visited as well as the local zoos in the Orlando area. The park wanted people to know what it offered when compared to other local zoos.

Strategy

We re-branded the client’s advertising was re-branded showing more of the exotic animals rather than just gators. A new logo with the catch phrase ‘Wild Life’ was tied to social media using hashtags on the advertisements which drove more people to the website. The campaign started in December with 10 digital bulletins leading into a brand new launch of 10 more printed bulletins. The artwork was purchased and used with other advertisers.

Plan Details

Market: Orlando, Florida

Started on 12/18/17 for 13 periods. Using digital bulletins, printed bulletins, and mobile tied to social media.

Results

There has been a noticeable impact to the client’s social media accounts and a buzz around the community about the colorful billboards, being seen everywhere rather than just in tourist areas. The client’s campaign spend was more than tripled and will likely continue to grow.

