

Orlando Science Center

Background

The Orlando Science Center is extremely popular, and it's held in high esteem by the community it serves. But like most nonprofits, the Center has the never-ending challenge of having to raise funds and generate income to support its very important and exciting exhibitions and programs. With 65.1MM households living with at least one “fur-ever” friend, dogs are the most popular pet in the U.S. So, when the Orlando Science Center mounted a new exhibit called “Dogs! A Science Tail,” the Center knew it had to spread the word and get the community excited to come, learn, and participate in a hands-on, interactive exhibit all about dogs and how they became a constant companion to humans.



Objective

Increase Store/Business Facility/Special Event Traffic

The Center's primary campaign objectives were to drive event attendance and increase ticket sales.

Strategy

The Center used high traffic digital bulletins around the city to drive residents to visit the new exhibit. With knowledge that OOH and mobile work well together, and because the Center wanted to ensure that households with children were targeted directly, the team layered in a mobile retargeting campaign to the exact audiences the Center believed would have a hyper-interest in the exhibit. To drive ticket sales by reaching as many people as possible, another component of the strategy plan was to design multi-cultural versions of the message.

Plan Details

Market: Orlando, FL

Campaign Posting Dates: 6/12/2023 - 9/4/2023

OOH Formats Used: Digital Bulletins and Mobile

Target Demographic: Families with children and museum goers

Budget: Budget \$10,000 or larger

Results

Attendance soared to over 150,000 people, indicating the campaign's success in drawing visitors. Moreover, the campaign generated 31,789 views specifically searching for the event, surpassing previous summer events by 10,000 views. The mobile retargeting component notably boosted website visits by 31% and achieved a 0.52% click-through-rate, demonstrating its effectiveness in driving online engagement. Jeff Stanford, Vice President of Marketing for the Orlando Science Center, praised the campaign's outcomes, stating that leveraging billboard locations along with mobile geofencing contributed to increased targeted reach, website traffic, reinforced brand messages, and positively impacted museum attendance.