

MONTEREY BAY AQUARIUM

Problem

How does an aquarium generate interest without the appeal of a new exhibit?

Solution

Use OOH formats and events to bring the excitement of the aquarium to consumers where they are.

Background

In 2012, the media agency faced two main challenges with the Monterey Bay Aquarium (MBA): the lack of a new exhibit to highlight and the difficulty of convincing those who live in San Francisco or Sacramento to drive over two hours to visit the Aquarium.

Objective

MBA has two goals each year with its advertising campaigns: drive attendance and, more importantly, have fun. Each year the agency pushes the boundaries in creative and media to strike a chord with consumers, evoking the emotional connection people have with the animals, and their friends and family, while visiting the Aquarium. The primary media targets were women 25-54 with young children in the household and DINKs (Dual Income No Kids).

Strategy

Since aided awareness is high in these regions, the media strategy in 2012 was to create a multi-tiered campaign reaching potential visitors in all aspects of their media consumption. The target markets were the greater San Francisco Bay Area and Sacramento. The campaign used traditional media such as television, radio and OOH for effective reach and then layered on events, digital, online and mobile to increase frequency and drive engagement. Finally, the agency added first-ever experiential OOH media executions to create PR and word of mouth in the community. The team used a combination of audience data and consumer insights to select OOH locations.

Plan Details

Market: San Francisco

OOH Formats Used & Flight Dates: The OOH media plan ran from June to August 2012 in the San Francisco DMA and consisted of:

- BART interior cards and 2-sheets
- Three premium bulletin locations
- In-cinema video units
- Digital street furniture
- Augmented reality interactive bus shelters
- Jellyfish flash mob
- Featured along the Embarcadero (Ferry Building to AT&T Park) and at various concerts (Kelly Clarkson, Kihncert, Identity Festival, Incubus & Linkin Park and Dave Matthews Band)



Results

The traditional, experiential and digital OOH placements garnered over 30MM impressions over the three-month period. The interactive bus shelters were awarded with a Silver OBIE and a Gold DSA Crown. The shelters recorded 32,000 interactions averaging 75 seconds of engagement time.

The campaign generated considerable social chatter and PR within the greater San Francisco Bay Area, and Intel and Clear Channel Outdoor highlighted the MBA interactive shelter screen at the Consumer Electronics Show (CES) in Las Vegas.

“Word of mouth is critical to the Monterey Bay Aquarium’s marketing strategy. The creative out of home program integrated beautifully with the balance of our advertising, reminded our audience about the things they love at the Aquarium and gave them fun ways to interact with our brand.”

- Mimi Hahn, Vice President of Marketing

