

Bronx Zoo Wildlife Conservation Society

Background

After being brought to a halt for more than a year because of the pandemic, as Spring 2021 approached, the Bronx Zoo Wildlife Conservation Society wanted to keep the zoo top of mind and drive attendance.

Objective

Build General Awareness:

Increase attendance with a focus on parents with children 12 years old or younger, attraction lovers, social fun seekers, and culture cravers.

Strategy

The creative encouraged people across the Tri-State Area to “Spring to Life,” “Go From Feeling the Weight of the World to the Wonders of the World,” and to “See Life from a New Perspective.” As for formats, the campaign used previous high-performers and digital media that had become even more popular during the pandemic.

Plan Details

Market: NY, NJ, CT

Flight Dates: April 2021 - June 2021

OOH Formats: Subway Live Digital Boards, White Plains Digital Network, MTA Ultra Super Kings, Retail Digital Screens

Target Audience: Parents with children 12 years old or younger, attraction lovers, social fun seekers, and culture cravers

Budget: \$10,000 or more

Results

In total, the spring campaign drove \$2.5M in directly trackable revenue. Return on ad spend was 50% higher than it was in 2020 and 242% higher than 2019.

