

Being Local with Brand Activation Marketing

THE FAMILY PARADOX: WHERE HAVE ALL THE FAMILIES GONE?

MarTech, data, and brand purpose may bring brands closer to consumers, but it's the brands that play a role in bringing consumers closer to each other who will emerge the winners. In this session we'll explore how putting family first will reveal where to reach this coveted audience. At the same time, we'll take a closer look at how one brand designed a national campaign and activated locally to engage with families in an often overlooked market.

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The Marketing Landscape has been transformed by the proliferation of technology, data, and brand purpose....
...with unintended consequences



Consumers see more than 10x number of ads today than they did in the 1970's. In 2019, for the first time in history digital advertising eclipsed traditional media (magazine, newspapers, tv, billboards)



The intention of martech, data, and doubling
down on brand purpose is to bring brands closer
to consumers

But the Brands that bring consumers closer to
each other will emerge the winners!



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Families crave
experiences
together!

The EXPERIENCE
economy is here to
stay!



SPORTS

A photograph of a man and a young boy sitting in the bleachers at a baseball game. The man is wearing a grey t-shirt with "Black Dog" on the back and a dark baseball cap. He is pointing towards the field. The boy is wearing a grey t-shirt and a baseball glove. In the background, a baseball player in a white uniform is visible on the field. The field is green and brown, and the sky is blue.

Sports is a mature, over-saturated market which often reaches only a portion of the family at any one time

MUSIC

A large crowd of people is gathered at a night concert. The stage is illuminated with bright blue and white lights, featuring large speakers and a central screen. The crowd is dense and fills the foreground and middle ground.

Research shows that Millennials and Gen Z are not interested in sitting on the sidelines or being part of the crowd watching others on the center stage of life!

MEDIA



93% of consumers claim that live events had a larger influence on them than TV ads. *(Statista)*



Family Decision Maker

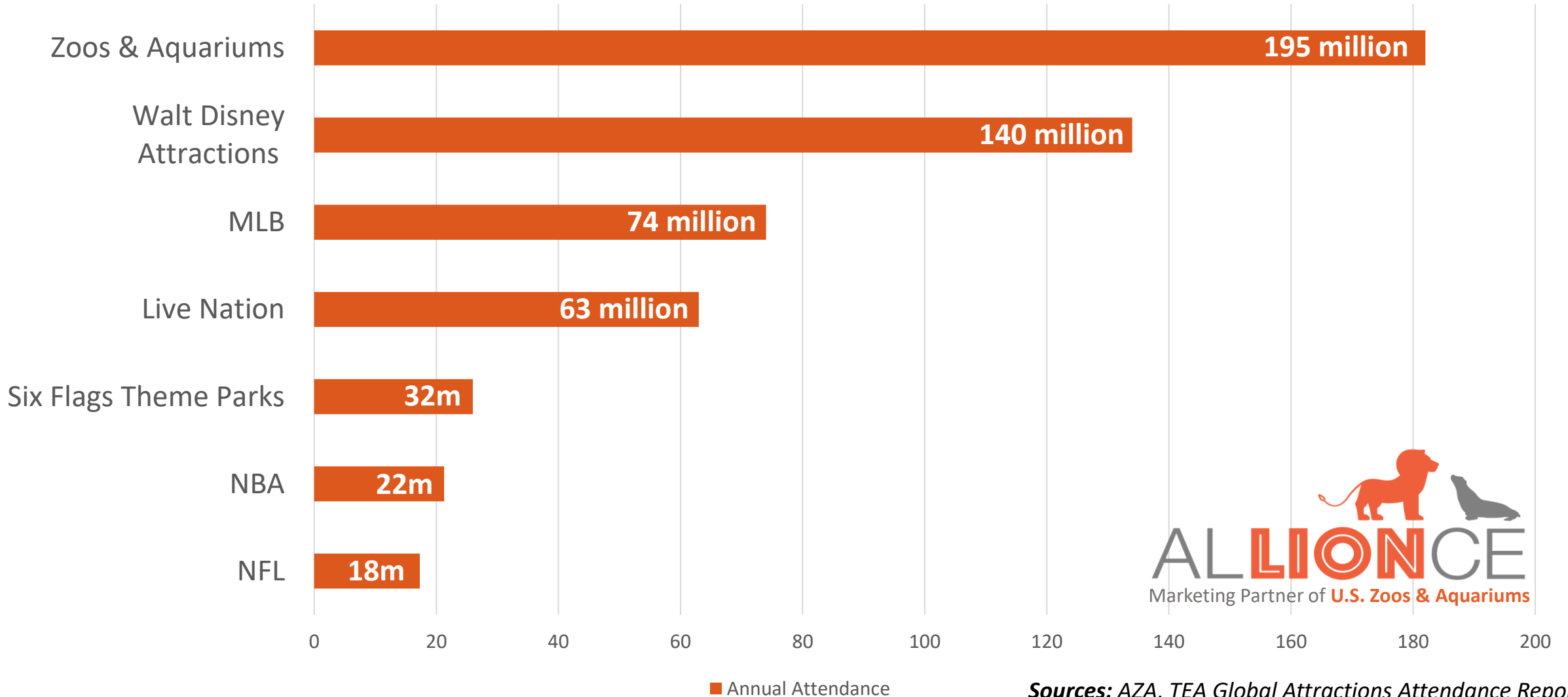
The democratization of the family decision making process, now made as a “committee” makes a compelling case for reaching the family when they are all together at the same time!





U.S. Zoos & Aquariums have more annual attendance than any other property across the country!

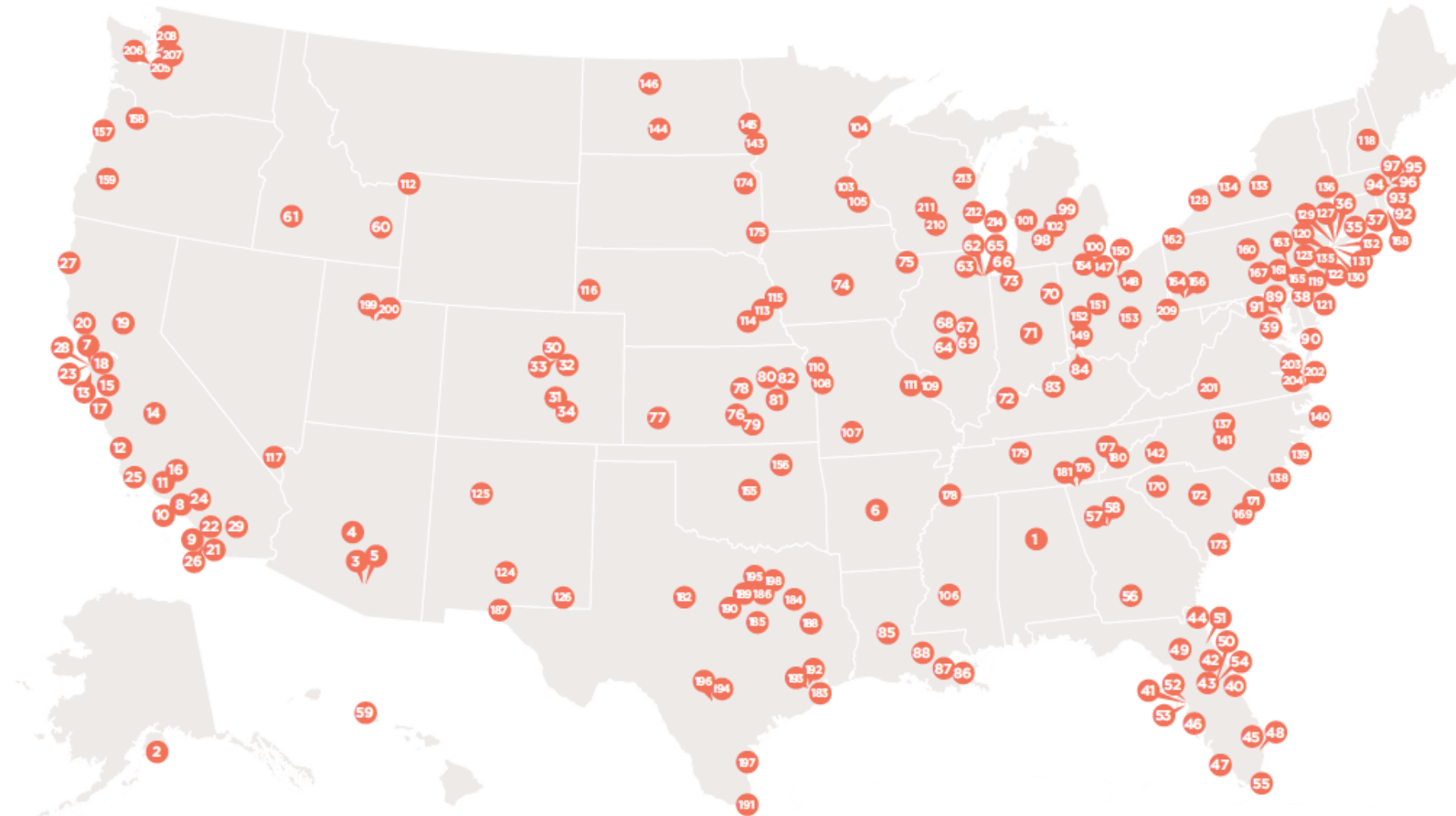
Annual Attendance (U.S. properties)



Sources: AZA, TEA Global Attractions Attendance Report,

National Scale with Local Activation

230 Accredited
Zoos & Aquariums
Nationwide
48 of the top **50**
media markets



ALLIONCE
Marketing Partner of **U.S. Zoos & Aquariums**

AUDIENCE

“Millennial Moms” with Young Families

54% women 46% men

72% ages 18-49

65% with children under 12

26% Hispanic Origin

13% post graduate degree

32% hhi > \$100K

Source: Scarborough Report

With an average visit of 3 to 4 hours, visitors to zoos and aquariums are uniquely “in the moment”, offering a rare opportunity for brands to engage with families at one of their most authentic and connected moments, thereby establishing deep, meaningful relationships that are not available at other venues.



PURPOSE: CONSUMERS EXPECT MORE FROM BRANDS!

Consumers believe that brands have the power to make the world better and research shows that brand actions and partnerships influence their purchase decision. Nine out of ten people feel better about a brand if they focus on an environmental or social cause.



FAMILY



FUN



ENTERTAINMENT



SOCIAL RESPONSIBILITY



EDUCATION



Teddy Grahams

**DISCOVER with
TEDDY!**



ALLIONCE

Marketing Partner of U.S. Zoos & Aquariums

Experiential

- Teddy mascot activation
- Scavenger Hunt
- Sampling
- Exhibit integration
- Bear Feeding sponsorship
- Conservation support



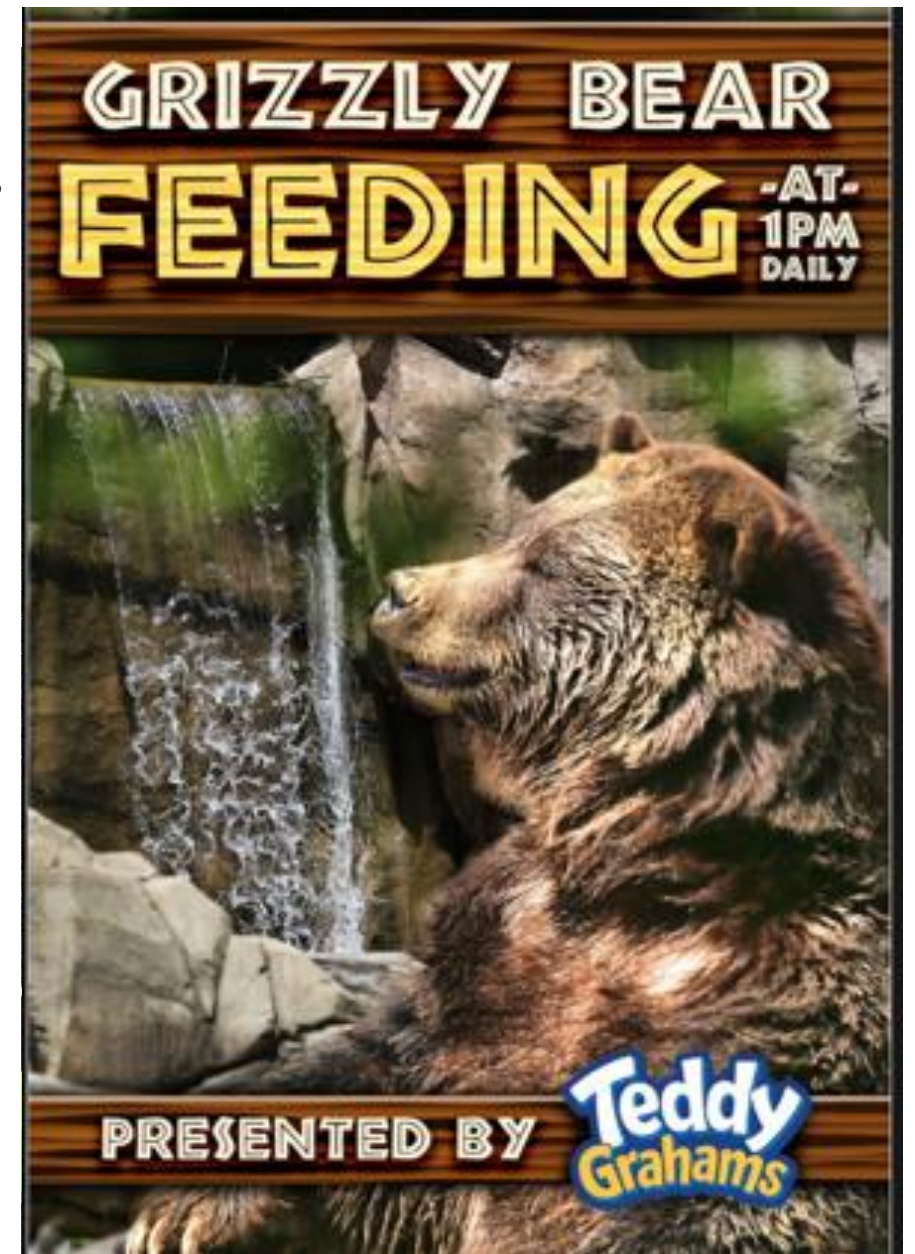
Branding/Sponsorship

- Oakland & LA Zoo – Sponsor of Volunteer program
- San Diego Zoo – Bear Exhibit Signage – DYK educational facts
- Cleveland Zoo - Presenting sponsor of Discovery Nature Ridge
- Franklin Park Zoo – Wonderfund partnership to support local foster families to visit the zoo for free



Branding/Sponsorship

- **St. Louis Zoo** – Jungle Boogie concert series with custom Teddy Toss
- **LA Zoo** – Grizzly bear exhibit signage
- **Louisville Zoo** – 50th Anniversary Celebration
- **Memphis Zoo** – Presenting Sponsor of Grizzly Bear Feeding



Digital

RIVERBANKS ZOO & GARDEN
columbia south carolina

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VISITOR ALERT:
During spring weekends, parking at Riverbanks may reach capacity between 11am and 2pm. Please plan to arrive early in the day or later in the afternoon to ensure the best guest experience. Riverbanks is open daily from 9am until 5pm.

The Aflac Splash Zone at Waterfall Junction is temporarily closed until Friday, May 10. Lil Sprouts Splash Zone remains open.

SCAVENGER HUNT
Take off on an adventure around Riverbanks as you discover more about healthy diets and favorite snacks of the animals at the Zoo!

Teddy Grahams

SNACK'N SAFARI
PHOTO SCAVENGER HUNT

MORE INFO

PREV | NEXT

SPARK playful curiosity with a FUN SNACK'N SAFARI PHOTO SCAVENGER HUNT!

Take off on an **ADVENTURE** through Riverbanks Zoo as you **#DiscoverWithTeddy** more about the healthy diets and favorite snacks of the animals here.

STEP ONE: Explore the Zoo to find the animals in the clues below.

STEP TWO: Snap a pic, tag @riverbankszoo and share on #DiscoverWithTeddy

STEP THREE: You'll be entered into a drawing to win a prize!

CLUES

BAJA, the largest resident at Sea Lion Landing, eats about 15lbs of fish for breakfast!

JELLIES are a favorite meal for sea turtles. Snap a selfie with our sea turtle trash sculpture!

GOATS eat lots of hay to have the energy to climb and play. Photobomb a goat selfie!

ZAKOTA and MO, two of our new zooborns, enjoy kiwi as a healthy snack.

LOTTIE (often mistaken for a bear) is a very picky eater and prefers only the leaves from her favorite gum trees.

BRAVO, at over 100 years old, needs calcium to grow healthy bones and a strong shell. Strike a "strong" pose with a bronze statue of Bravo!

Riverbanks' **RETICULATED HERD** eats about 11lbs of leafy vegetables every day!

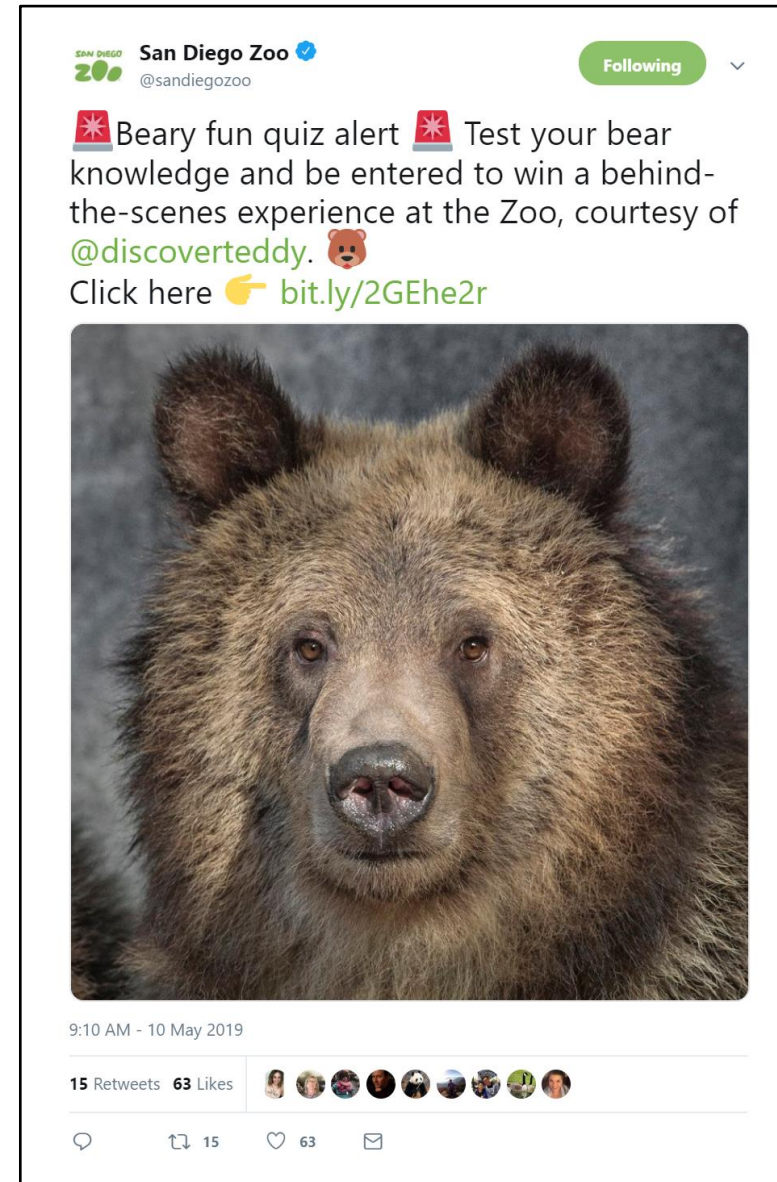
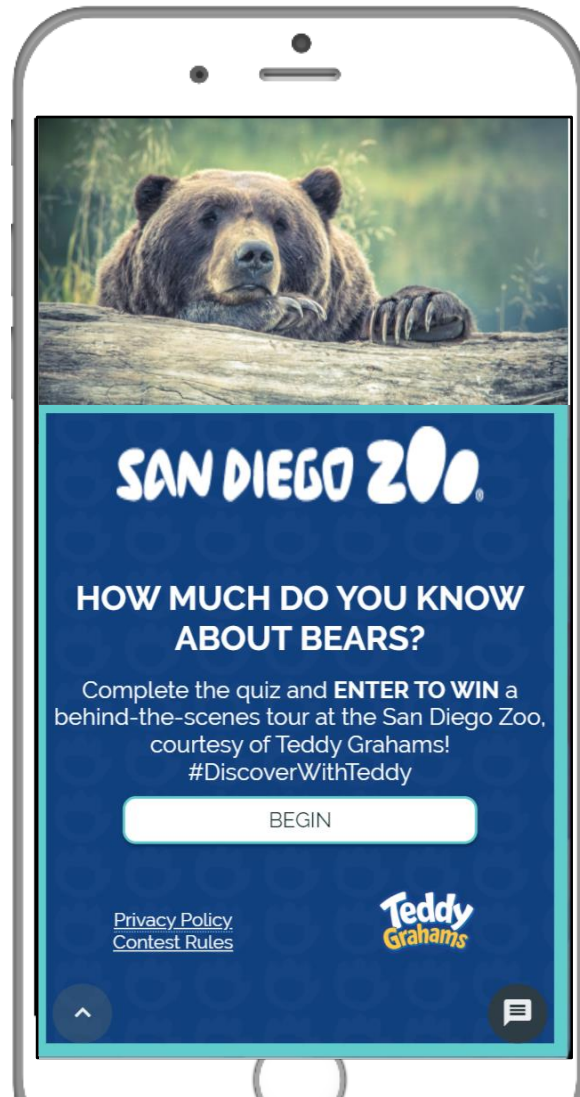
This **BIRD'S** bright pink color comes from the natural pigments in the food they eat. Capture a family photo in front of the flock!

BUTCH and SUNDANCE'S "beary" favorite snack, is a paw-full of grapes!



RIVERBANKS ZOO & GARDEN
columbia south carolina

Digital: Branded Content



Digital: Social Media



lazoo  • Follow



lazoo  Ranger the bear is bear-y pleased to hear that @DiscoverTeddy now supports Los Angeles Zoo's Volunteer program! It's support like theirs that allows #LAZoo volunteers to continue their important work in helping keep the zoo a safe, happy home for Ranger and the rest of our wonderful animals.





2d



gwenmgal   

2d Reply



cbae_salleyb Beautiful photo  

2d Reply



1,629 likes

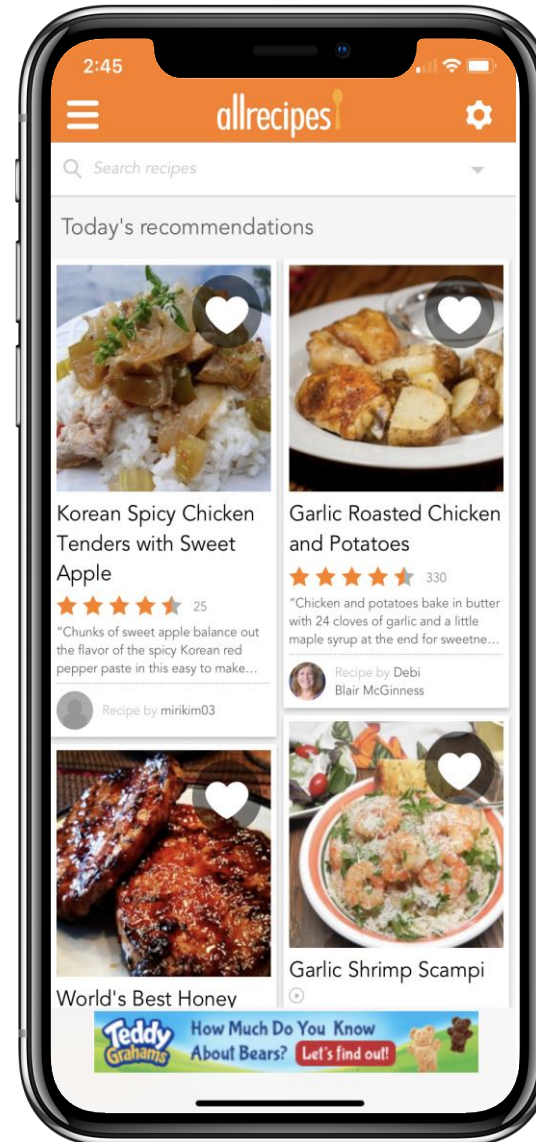
2 DAYS AGO

Digital: Mobile Ads

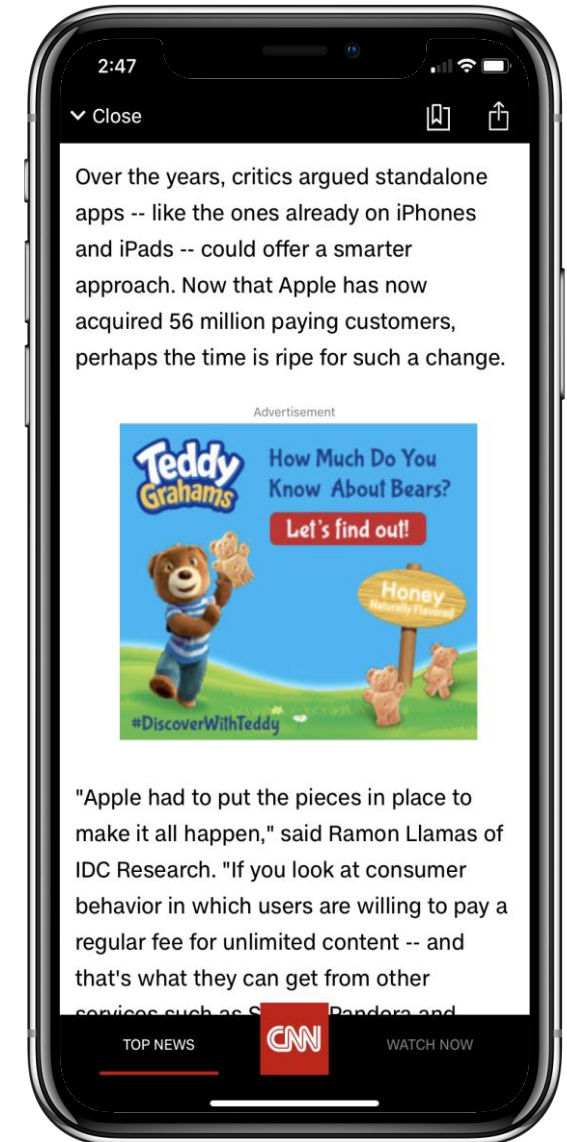
Custom mobile ads delivered to guests who recently visited participating zoos.

Call to Action: Quiz participation

320x50



300x250

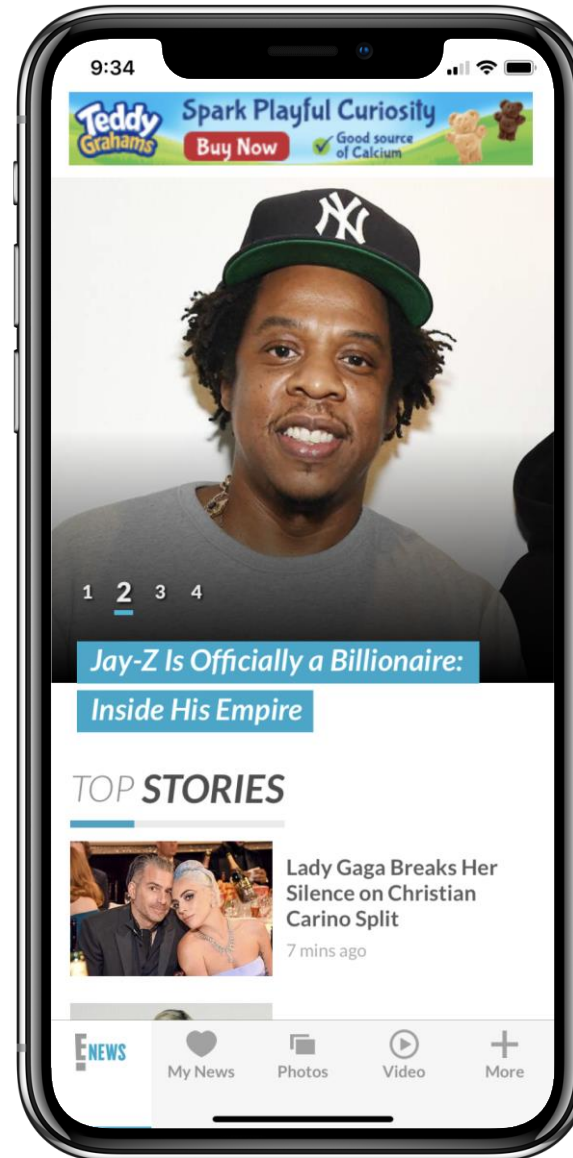


Digital: Mobile Ads

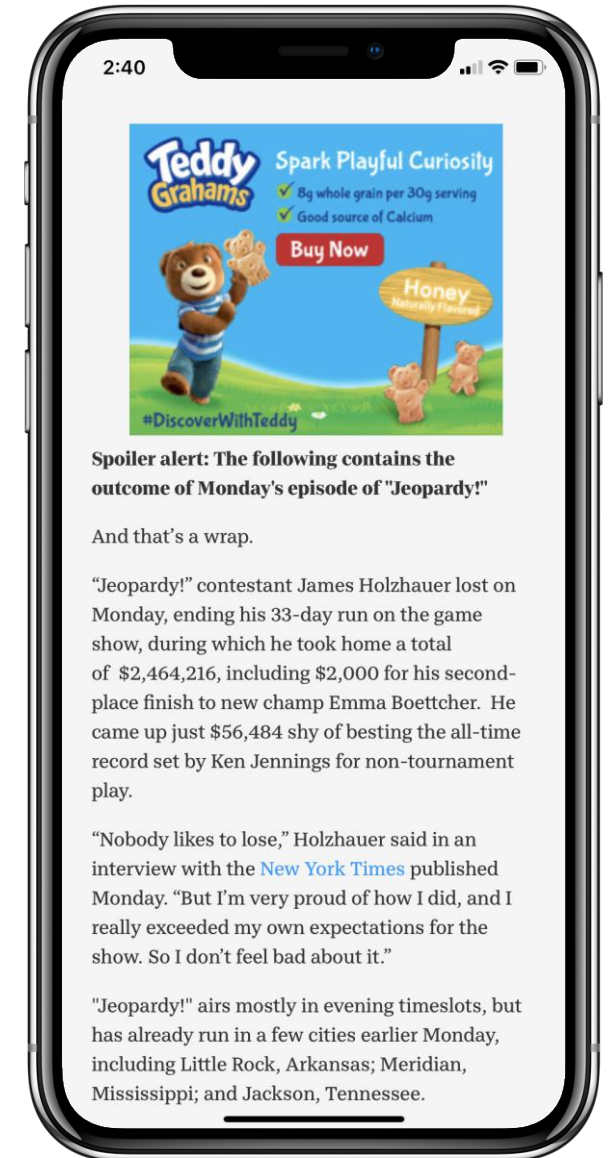
Custom mobile ads delivered to guests who recently visited participating zoos.

Call to Action: Buy Now

320x50



300x250



Measurement/Results





Thank You!

Q&A

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