



HOW BRANDS ACTIVATE LOCALLY AT SIX FLAGS



Introduction: SIX FLAGS

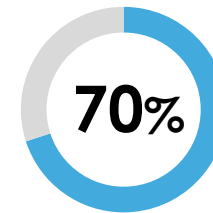




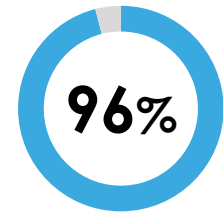
26 Theme, Water & Animal Parks in North America



32 MM+ Guests Visit Annually



of U.S. Population within a 6-hr Drive



Recall in Brand Awareness Study



The World's Largest Regional Theme Park Brand

SIX FLAGS FOOTPRINT



More than a Theme Park

SIX FLAGS FUN FACTS

- Six Flags Great Adventure has the world's largest safari outside of Africa
- Six Flags boasts the tallest and fastest roller coaster in North America! Kingda Ka at Six Flags Great Adventure reaches a height of 456 feet and a speed of 128 mph!
- On a clear day at Six Flags America, you can see the White House, the Nation's Capitol, and the Washington Monument if you keep your eyes open at the top of **WONDER WOMAN Lasso of Truth** or the top of **SUPERMAN: Ride of Steel**.



More than a Theme Park

SIX FLAGS MEDIA NETWORKS



Consumers actively seek share-worthy experiences

24% INCREASE in leisure spending among US consumers over the past 5 years



SIX FLAGS MEDIA NETWORKS

Drive awareness and recognition for your brand with Six Flags expansive media network



How National Brands Have Activated **Locally** At Six Flags

More than a Theme Park

SIX FLAGS CASE STUDIES



Local Examples

SIX FLAGS NJ LOTTERY



CASE STUDY: NEW JERSEY LOTTERY



CHALLENGE + APPROACH

Utilize Six Flags as a platform to amplify NJ Lottery's 101 Days of Summer promotional campaign and drive lottery ticket sales

Six Flags Great Adventure (New Jersey) and NJ Lottery developed a unique program which comprised of a brand awareness for an in-market campaign, in-park activations aimed to drive sales, and event integration to further promote the NJ Lottery motto "Anything can happen in Jersey."

STRATEGY + RESULTS

In-Park Activation: Drove sales with activations on select dates in the summer where eligible guests could purchase NJ Lottery tickets for a chance to win prizes packages.

Branding: Promoted NJ Lottery in-park via Six Flags Digital OOH and static signage with endemic messaging tied to build awareness among consumers.

Event Integration: Combined NJ Lottery into Six Flags' Holiday In The Park event experience with a Holiday Wish Granting program. Six Flags brought the "Anything can happen in Jersey" motto to life by distributing premium prizes to unsuspecting guests in-park.



Local Examples

SIX FLAGS TOYOTA



CASE STUDY: TOYOTA



CHALLENGE + APPROACH

Bolster consumer awareness and affinity for the Toyota brand within the San Francisco region

Six Flags developed an integrated partnership for Six Flags Discovery Kingdom (San Fran) which featured prominent brand integration and messaging, as well as, hospitality benefits

STRATEGY + RESULTS

Attraction Integration: Became the title sponsor of the park's stadium, home to *Drench!* dolphin show, inclusive of prominent brand placement throughout the venue.

Branding: Utilized Six Flags' OOH Signage Network and vehicle displays to drive brand exposure to Toyota which generated 21MM+ program impressions.

Hospitality: Provided Northern California Toyota Dealers with Six Flags tickets for in-market and hospitality usage.





Local Examples

SIX FLAGS TOYOTA





More than a Theme Park

SIX FLAGS CHICK-FIL-A



More than a Theme Park

SIX FLAGS CHICK-FIL-A

About the Program:

- Chick-fil-a used geo-fencing to target Six Flags guests throughout Fright Fest while in the park in an effort to promote the Chick-fil-a One app
- Any guest that downloaded or launched the app from within the park received a free chicken sandwich loaded into the app for the following week
- Utilized SFTV, Radio, In park signage, toll plaza handouts, and multiple activations to promote the program
- The promotion resulted in over +4,000 offer downloads and a 48.05% redemption rate



SIX FLAGS CHICK-FIL-A



CHICKEN + FRIGHT FEST

Chick-fil-A App Giveaway

**Fri, Sat, and Sun
Sept 27 – Oct 27, 2019**

During Fright Fest® download or log in to the Chick-fil-A App while you're at Six Flags St. Louis to claim one free Chick-fil-A® Chicken Sandwich. Redeem by scanning the Chick-fil-A App or placing a mobile order at participating St. Louis area Chick-fil-A restaurants. Must have location services enabled to claim offer.

Limit one offer per person during promotional period, while supplies last. No purchase necessary.

Chick-fil-A St. Louis | **Six Flags ST LOUIS**

No purchase necessary. Claim offer only while at Six Flags St. Louis and redeem at participating St. Louis area Chick-fil-A restaurants September 27-October 27, 2019. Chick-fil-A Mail locations may have to others and hours. See complete details at participating St. Louis area Chick-fil-A restaurants. Limit one per person, regardless of locations and/or visits. Must be present to redeem. While supplies last. Not valid with any other offer. ©2019 Six Flags. Chick-fil-A® and Chick-fil-A System® are registered trademarks of CFA Properties, Inc. All trademarks shown are the property of their respective owners.



SIX FLAGS **KEY TAKEAWAYS**

1. Be endemic
2. Know your audience
3. Have fun



SIX FLAGS BE ENDEMIC



SIX FLAGS KNOW YOUR AUDIENCE



SIX FLAGS HAVE FUN



ACTIVATING DURING COVID-19

SIX FLAGS COVID OPPORTUNITIES

In every tough situation, there is always an opportunity

Local Activation opportunities:

- Technology
- Sanitization
- Cashless
- Signage

10 High-Touch, Deep Clean Areas in the Guest Room



SIX FLAGS COVID OPPORTUNITIES



SIX FLAGS COVID OPPORTUNITIES



Stay Safe - THANK YOU

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