

TESTIMONIAL The Kansas City Zoo



Audience

Adults 18+

Media Mix

Static Billboards
Eco-Posters

Market

Kansas City

Objective

To create awareness of the zoo's new animals and exhibits.

Rationale

"The Zoo had not utilized any outdoor advertising in many years and we felt like it was a missed opportunity for us. We have traditionally done print, radio and digital but wanted to try out a new medium to see if that helped us get closer to the attendance goal."

"People posted on Facebook that they saw our billboards and that prompted them to visit."

"We hit record attendance in 2015, with 25k more people walking through our gates than the year prior. We are hoping to hit the 1 million visitor mark in the next few years and think that continued Outdoor advertising can help us make that happen. We also received some great feedback from our social media channels where people posted on Facebook that they saw our billboards and that prompted them to visit."

Sarah Gay

Marketing & Communications Manager
The Kansas City Zoo