

Paparazzi Friendly Zone

A Proposal to Promote the New California Sea Lion Exhibit at the Tulsa Zoo and Living Museum

Presented by

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Executive Summary

This proposal will cover our advanced situation analysis, including the strengths, opportunities, weaknesses and threats in regard to the Tulsa Zoo and Living Museum's performance, processes, products and services, and people. After these points have been addressed we will go over the statement of purpose, or the reason for our proposal. We will discuss the target audience, and then, the most important part of the proposal, the plan that will make this all a reality. We will also address the timetable and have prepared an advertising and marketing plan for the new California sea lion exhibit.

Advance Situation Analysis: Advertising/Marketing Standpoint

Strengths:

- Performance- Family oriented; unique experience
- Processes- Clear, concise, well-designed website
- Products/Services- 100,000 gallon salt-water tank (double old size)
- People- Knowledgeable keepers; behind the scenes staff

Weaknesses:

- Performance- Seasonal destination
- Processes- Website not linked to social media accounts
- Products/Services- Not many new-style exhibits
- People- Customer service (food, gift-shop, etc.) needs improvement

Opportunities:

- Performance- Increase zoo membership and visitation
- Processes- Combine social media and website to drive traffic
- Products/Services- More new-style immersion exhibits
- People- Improve customer service; more docents/guides

Threats:

- Performance- Poor training/lack of communication
- Processes- OKC Zoo utilizes social media from their website
- Products/Services- Other zoos and aquariums with more updated exhibits
- People- Other competition with friendlier customer service

Statement of Purpose

This proposal presents a plan to increase awareness and attendance for the new California sea lion exhibit, and for the Tulsa Zoo and Living Museum overall.

Target Audience

Primary Audience – Families with children from ages 1-12 and grandparents in Tulsa and the immediate surrounding cities.

Secondary Audience – Couples and single people who may not have children, but would enjoy an outing to the zoo as an activity.

Overall Plan to Reach Goal or Aspiration

Aspiration: Increase attendance by 10% between March 2012 and July 2013 and maintain traffic and memberships to the Tulsa Zoo and Living Museum.

Phase One: Pre-Launch

Objectives:

- I. Increase unique hits on website by 30 percent between January and March 2012.
 - A. Strategy: Update and improve website to highlight sea lion exhibit.
 1. Tactics: Update landing page on the exhibit. Include background information on Briney and Dorsey, including pictures and video.
 - B. Strategy: Effectively use Facebook, Twitter, and YouTube as social media platforms.
 1. Tactics: Link website to Facebook, Twitter and YouTube and utilize social media to advertise the new exhibit and drive interest and conversation with the target market, thereby increasing web traffic overall.
- II. Increase awareness for the new sea lion exhibit and maintain enthusiasm until the grand opening.
 - A. Strategy: Utilize mobile advertising for the new exhibit.
 1. Tactic: Have a vehicle wrapped with a graphic of underwater sea lions and have life-sized figures of Dorsey and Briney wearing hats and sunglasses to go with the celebrity theme mounted on top of the vehicle.
 - B. Strategy: Utilize promotional items to promote the exhibit.
 1. Tactics: Give away small rubber figures (think stress-ball) featuring Dorsey and Briney wearing the promotional shirts for the exhibit with the telephone number to the zoo and a link to the website on the bottom of the figure.
- III. Be featured in the Tulsa World.
 - A. Strategy: Promote story about Briney and Dorsey's return and their new habitat.
 1. Tactic: Submit a press release that features Briney and Dorsey and the details of their new habitat.
 2. Tactic: Utilize social media to keep the public updated on the new exhibit and other interesting events happening at the zoo.

Phase Two: Grand Opening

Objectives:

- I. To maximize attendance to the grand opening of the sea lion exhibit in March 2012.
 - A. Strategy: Keep children interested and involved in the exhibit once in attendance
 1. Tactic: Have two employees dress up in sea lion costumes and interact with the guests.
 - B. Strategy: Motivate guests to attend the grand opening.
 1. Tactic: Give away raffle tickets for door prizes to all guests at the grand opening.
 2. Tactic: Door prizes will be chosen by Facebook and Twitter followers who will also get an extra ticket for voting online.
 3. Tactic: Additional tickets may be purchased for a greater chance of winning.
- II. To be featured in the Tulsa World.
 - A. Strategy: Promote a story involving the grand opening of Sea Lion Cove.
 1. Tactic: Submit a press release that features Briney and Dorsey and the details of the grand opening in March 2012.
 2. Tactic: Utilize social media to announce the grand opening and give details to guests and followers of the Tulsa World.
- III. To have a feature story on a local news station.
 - A. Strategy: Promote a story involving the grand opening of Sea Lion Cove.
 1. Tactic: Submit a press release giving the details of the grand opening events.
 2. Tactic: Utilize social media to announce the grand opening and give details to guests and followers of the local news stations.

Phase Three: Post-Launch

Objectives:

- I. To maintain a mutual friendship with guests of the Tulsa Zoo and interest in the zoo exhibits.
 - A. Strategy: Maintain utilization of fundamental ideas for pre-launch.
 1. Tactic: Continue videos on YouTube to drive interest in Dorsey and Briney.
 2. Tactic: Utilize micro blogging on Twitter and Facebook as a means to gain followers and offer incentives followers on Facebook.
 3. Continue mobile advertising through the summer.
 - B. Strategy: Host an event during the summer to keep guests coming back to the exhibit.
 1. Tactics: Plan an event involving a splash pad, water slides, and other ways to cool off during the summer heat.
 2. Tactics: Get local bands and vendors involved to provide food and entertainment.
- II. Secure three speaking events at local grade schools to keep children interested in the zoo.
 - A. Strategy: Have keepers and zoo representatives become more involved with the school system.
 1. Tactics: Blog weekly, attend community events and be generally visible within the community; send educational newsletters to local schools.

Timetable

Dec 10:	Update website with new landing page and links to all social media.
Dec 15:	Send out press release to news stations promoting return of Dorsey and Briney.
Jan 1:	Begin pre-launch activities.
Jan 15:	Start running radio ads promoting the grand opening of Sea Lion Cove in March.
Feb 1:	Start running television ads promoting the grand opening of Sea Lion Cove.
Feb 15:	Send a press release promoting the grand opening of Sea Lion Cove and begin advertising with the sea lion mobile.
Mar 1:	Begin grand-opening activities to drive attendance at the event.
Mar 24:	Grand-opening event.
May 1:	Begin post-launch activities to drive interest for summer attendance.
June 16:	Summer celebrity beach party event.

Tulsa World Contacts

Sara Plummer wrote the 2009 story about the old sea lion exhibit closing in preparation for the new and improved exhibit construction. She painted the old exhibit in a positive light and therefore, we believe she would be the perfect candidate to do a follow-up story.

❖ Tulsa World Contact:

- Sara Plummer
Staff Writer
(918) 581-8465
saraplummer@tulsaworld.com

Local News Station Information & Contacts

We were able to make contact with two local news stations: KOTV Channel 6 and KJRH Channel 2. Discussions with the morning, mid-day, and weekend producers provided the following information about potential news interviews, question and answer sessions, and news pieces:

- ❖ Both stations preferred receiving information via a press release. The press release could promote:
 - The pre-launch and grand opening of the exhibit.
 - The post-launch and summer events.
- ❖ Both stations preferred press releases be sent to individual producers (morning, mid-day), as well as the news desk via email:
 - KOTV Channel 6:
 - Morning Producer -- clairedlee@yahoo.com
 - KJRH Channel 2:
 - Mid-Day Producer -- rahal@kjr.com (Liz Rahal)
 - Weekend Producer -- frakes@kjr.com (Kylie Frakes)
 - News Desk -- news@kjr.com
 - KTUL Channel 8:
 - News Desk -- desk@ktultv.net
- ❖ Both stations suggested sending the press release in, at least, 4-6 weeks in advance of desired appearance, or event date.

Supplements & Individual Proposals



Tulsa Zoo and Living Museum
6421 East 36th Street North
Tulsa, OK 74115
(918) 669-6600

News Release

For immediate release
December 1, 2011

For More Information, Contact:
Angela Evans
Director of Marketing
918-123-0000
aevans@gmail.com

Dorsey and Briney

Dorsey and Briney, two of the zoo's most popular animals, make their long awaited return to the Tulsa Zoo in December. On March 20, 2012 the couple will reveal their new home.

The pair has been staying at the OKC zoo for two years while their home was being renovated to suit their celebrity status.

The sea lion exhibit is the first new exhibit the Tulsa Zoo has had in 10 years!

We are extremely excited to present this new exhibit, which is designed to give visitors an immersive experience where they can have a more intimate and natural view of the animals.

The exhibit is twice the size of the original. The stadium now has seating for 100-150 patrons. It has better shading and zoo visitors will be able to enter an underground viewing area and feel like their swimming with the stars as they watch our pair go for a swim.

RATED "PG" Family Fun for Ages!

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30-Second Radio Spot

Celebrity Sea Lions Return!

Title: Celebrity Sea Lions Return!

Client/Sponsor: The Tulsa Zoo & Living Museum

Length: 30 seconds

Air Dates: January 1- March 31

Our two celebrity sea lions are back from Oklahoma City and ready to rejoin us at the Tulsa Zoo! We've built them a brand new, state-of-the-art habitat, where you can get up close and personal with these super-stars! Come out and watch them show off their talents at our sea lion show and exhibit beginning in March! For more information, please contact the Tulsa Zoo at (918) 669-6600; or you can visit us on the web at www.tulsazoo.org.

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Television Advertisement Production Script

Title: Think Systematized

Client/Sponsor: Manilla

Length: 60 seconds

Air Dates: June 1–September 1

WS- Celebrity Journalist interviewing celebrity spokesperson.

(:04)

MS- The journalist has a microphone pointed at the celebrity.

(:04)

WS-Sea lions bark in response to questions.

(:05)

CU- The Spokesperson being interviewed.

(:05)

MS- The journalist says, “We hear that Dorsey and Briney are coming back.”

(:05)

CU- Spokesperson answers by saying, “Yes their moving into their new home in December.

(:05)

WS- Ashton and Demi recently broke up. We know that Briney is a bit older than Dorsey. Is there any tension in their relationship? Is that why they left?

(:05)

MS-A flying fish hits the journalist in the head. (:05)

WS- Spokesperson says, “I don’t think we will answer any more questions.” (:03)

Bold Letter Copy- Countdown (:03)

Full Screen- the number 3 (:03)

Full Screen- The number 20 (:03)

Full Screen- The number 12 (:03)

FADE TO BLACK AT :59

Direct Mail Copy:

They're back!

Tulsa's Darling Duo: Briney and Dorsey return for the Premiere opening of Helmerich Sea Lion Cove.

"Their onstage chemistry is mesmerizing." says the STARFISH GAZETTE

"I cried salt-water tears for days!" exclaimed the Nautical News

Old Hollywood gave us Fred and Ginger! Liz and Richard! Kate and Spencer!

Who is the new star couple?

Coast Chronicle said, "The new stars are the California sea lions BRINEY and DORSEY."

Don't miss the return of Tulsa Zoo Stars Briney and Dorsey. They're back for an exclusive run at Helmerich Sea Lion Cove.

There is no truth the rumors that Briney made diva-like demands for an extravagant living-space.

"That's ridiculous, they are celebrities, two of the most popular stars at the zoo," according to an anonymous source. The anonymous continues by saying, "She felt that zoo patrons deserved to see how the famous really live. You will get the experience of feeling what it's like to see inside a celebrity's home; in their natural habitat, so-to-speak. It's safer for them and for visitors and there are no overzealous paparazzi to worry about."

The new Sea Lion exhibit is fit for a diva. The cove design has several new features. Patrons will get an inside look with the new underground viewing area. In this area you can see how the stars stay in shape swimming underwater. These two have it made, and so will you. The new exhibit has plenty of shady areas and water-misters to keep you comfortable. Guests won't have to worry about having enough space. The amphitheatre has seating for 100 to 150 fans!

Proposal for Free Publicity

Statement of purpose- To get news media to become involved in the effort for increasing awareness of the sea lion exhibit.

Primary audience- Journalists at local television stations, newspapers and people working in radio broadcasting.

Secondary audience- Blog writers and journalists for local magazines.

Overall Plan to Reach Goal

I. Feature the exhibit on a local news station.

1. Strategy: Getting local journalists interested in helping the Tulsa Zoo increase awareness of the new sea lion exhibit.

A. Tactic- Organize a lunch meeting with Sara Plummer; offer her an opportunity to do a follow up on her story and thank her for the story she did in 2009.

B. Tactic- Organize meetings with other local journalists and inform them about the VIP Pass for first-time guests or visitors of the zoo that have not been entered into the zoo's client database. We see this as a way to get the news media to the zoo without pressuring them for publicity. If the journalists like the atmosphere, they will write about it.

C. Tactic- Organize a competition to take place between the local schools to see who can sell the most grand-opening tickets at a discounted price. The students will pass out fliers and explain the exhibit and the benefits of buying the grand opening tickets from them instead of waiting.

D. Tactic- The zoo should provide a pizza party for the school that wins the competition.

Proposal for a Special Event

Statement of purpose- To increase interest and attendance for the sea lion exhibit during the summer season.

Primary audience- Families with children and grandparents.

Secondary audience- Couples and singles without children.

Overall Plan to Reach Goal

I. To increase interest and attendance for the sea lion exhibit during the summer season

1. Strategy- Generate interest in Dorsey and Briney during the summer season by holding a celebrity themed beach party.

A. Tactic- Utilize social media to announce the beach party and to give details about the event.

B. Tactic- Invite local vendors and bands to partner with the zoo to provide food and entertainment for the event.

C. Tactic- Construct a splash pad near the sea lion exhibit. Rent slip and slides and have fun, water activities for children.

Proposal for Social Media Usage

Statement of purpose- To increase awareness of the new sea lion exhibit at the Tulsa Zoo and motivate people to come to the exhibit.

Primary audience- Families with children and grandparents.

Secondary audience- Couples and singles without children.

Overall Plan to Reach Goal

I. Increase awareness of the new sea lion exhibit at the Tulsa Zoo and motivate people to come to the exhibit.

1. Strategy- Generate interest in Dorsey and Briney through social media and the zoo webpage.

A. Tactics- Link Youtube videos of Dorsey and Briney to the zoo website homepage. We want people to think of Dorsey and Briney as the stars of the zoo (make them temporary mascots of the zoo).

2. Strategy- Make guests and followers (social media) feel like they are involved and know about day-to-day zoo activities.

A. Tactics- Use Facebook and Twitter for micro-blogging about things happening at the zoo and make a twitter page for Dorsey and Briney exclusively.

3. Strategy- Keep social media up-to-date and well-maintained.

A. Tactic- Make sure Dorsey and Briney talk to their fans and ask questions on their fan page. Consider creating a part-time position at the zoo for someone to keep the social media updated and looking professional.

The Helmerich Sea Lion Cove

The arrival of the Helmerich Sea lion Cove brings the sea lion celebrities of the Tulsa Zoo back to Tulsa and offers a superior habitat for both sea lions and spectators. This new exhibit was designed by Dewberry, a professional services firm that specializes in architecture and engineering. It features a 100,000 gallon salt water tank, natural rock formations and underground viewing caves. Celebrity sea lions Dorsey and Briney will make this first-class facility home in March 2012.

Dewberry architect Bruce Henley said, "The architectural process for every building we design includes an intensive focus on the user, but our design team has never focused on the user quite like we have designing the sea lion exhibit at the Tulsa zoo." Several challenges of building the facility included creating a safe environment for the animals and spectators and making sure the facility will fit in with other animal exhibits.

Dorsey and Briney have been living in Oklahoma City since 2009 when plans for building an improved exhibit came to fruition. Dorsey and Briney never forgot about their fans Tulsa. They plan on making pages on Facebook and Twitter when they get home. Friends of Dorsey Briney have been seen around town in the Dorsey



in
fan

and

and

Briney mobile spreading the news about the new exhibit. The Dorsey and Briney mobile is a 1957 Cadillac with life-size figures of Dorsey and Briney located on the roof and the vehicle is wrapped with underwater graphics and custom sea lion hub caps.

The Tulsa Zoo is putting a great deal of effort into making the grand opening of the exhibit an exciting experience. The zoo has created a way for guests to save money on attending the grand opening by purchasing tickets from students competing in a local competition. The students will sell the tickets at a discounted price while supplies last. Guests will be helping the student selling the tickets to get a pizza party if the school they attend wins the competition.

Social media followers are voting on the door prizes they would like to have for the grand opening. Anyone who attends the grand opening is entered into the drawing and social media followers get an extra ticket for helping to choose the prizes. Additional tickets can be purchased for an increased chance of winning and proceeds from purchasing the tickets will go to the Helmerich Sea Lion Cove maintenance program.

Tulsa Zoo marketing director Angela Evans said, "Dorsey is our male sea lion and he is younger than Briney, our female sea lion. Dorsey is very food motivated and behaves nicely for the keepers. Briney, however, is sassier and tends to do what she wants when she wants." Evans recounts the experience of Briney creating mischief by knocking a bucket of fish into the water and then retrieving the bucket, but not the fish.



Tulsa Zoo handler John Doe encourages guests of the Tulsa Zoo to watch YouTube videos of Dorsey and Briney from the Helmerich Sea Lion Cove page on the Tulsa Zoo website. John Doe answers frequently asked questions about Dorsey and Briney and talks about the many things that Dorsey and Briney do to maintain their super-star status at the zoo. John Doe says, “This new exhibit is a dream for any handler or guest and it is truly a first class facility. It is unlike any

other facility I’ve worked at.”

Evans says, “The Tulsa Zoo is an excellent choice for family entertainment and like any good movie, we have our own celebrities.” Tulsa Zoo guest John Smith says, “The Tulsa Zoo has done an excellent job of hiring employees that really care about the experience of their guests and the animals are awesome.”