Los Angeles Zoo
Marketing Plan

February 16, 2021
Brand Assessment
**Strengths**
- L.A.'s only zoo
- Outdoor venue, perceived as a safe destination
- Increased staff presence on grounds
- Substantial and varied digital content

**Opportunities**
- Mission/Vision rollout
- Conservation Strategic Plan rollout
- DEIJA initiatives
- Walk for the Wild
- Increase social media, email house list, and online donations

**Weaknesses**
- Specific to when Zoo is open:
  - Limited daily visitor capacity
  - Closed/limited public access to exhibits
  - Significantly modified experience
  - Restricted funding for marketing limits
  - Limited awareness of GLAZA's role in supporting the Zoo and nonprofit status, fundraising

**Threats**
- Subject to long term closure due to public health orders
- Ongoing personal safety concerns due to COVID
- Weather
- Slow economic recovery
- Inability to accommodate sponsor activations
Unique Selling Proposition: 2021 and beyond

Even when the Zoo is closed:

The L.A. Zoo delivers unique opportunities for Angelenos to connect with animals and to the world-class, wildlife-saving work that’s being done in the heart of the City.

When the Zoo is open:

The L.A. Zoo is the only zoo in Los Angeles, and among the few cultural destinations that are open. It is a safe place to enjoy time in nature with family.

Always:

Conservation continues. We remain focused on achieving our mission.
Visitor Survey Results: Aug – Dec 2020

**SAFETY**
- 89.5% Very safe/safe

**Experience Pre-Visit**
- 76.5% Excellent/Good

**Experience During Visit**
- 69.5% Excellent/Good

**REFER A FRIEND**
- 90.5% Recommend
FY21 Goals & Budget
**GOAL ONE**

Meet or exceed budgeted attendance and revenue goals

It is essential that marketing efforts drive paid admission, to generate vital revenue needed to support Zoo operations and growth.

**KPIs:** Revenue and Attendance

**GOAL TWO**

Build the Zoo’s conservation brand

Support the launch of the L.A. Zoo’s conservation strategic plan and measure impact.

**KPIs:** Website traffic to new conservation section; Awareness and Tracking Research

**GOAL THREE**

Elevate our fundraising profile

Support efforts to ensure the financial security of the Zoo and GLAZA and continuity of plans, programs, and conservation through the economic downturn.

**KPIs:** Walk for the Wild registrations, Beastly Ball viewership, Money Raised, PR Reach

**GOAL FOUR**

Develop DEIJA capacity in events and marketing

Ensure marketing and communications efforts for the Zoo and GLAZA embrace diversity, inclusivity, accessibility, equity, and justice.

**KPIs:** Grow demographic diversity of visitors, increase accessibility, build community partnerships

MARKETING PLAN FY21 JAN-JUN

Los Angeles Zoo + Greater Los Angeles Zoo Association
FY21 Attendance and Revenue Budget

The FY21 Budget is to drive attendance to achieve $5 million in GA revenue

FY21 Pricing Strategy

- Pricing remains flat
- Limit Discounts
- No Promotions
### FY21 Marketing Budget

<table>
<thead>
<tr>
<th></th>
<th>FY21 RECAST BUDGET</th>
<th>FY20 ACTUAL</th>
<th>FY20 BUDGET</th>
<th>FY19 ACTUAL</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>$1,414,282</td>
<td>$2,314,548</td>
<td>$3,200,000</td>
<td>$2,574,542</td>
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<tr>
<td>Funded by Sponsorship</td>
<td>$200,000</td>
<td>$578,670</td>
<td>$1,200,000</td>
<td>$1,232,096</td>
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<tr>
<td>Funded by GLAZA</td>
<td>$1,214,282</td>
<td>$1,735,878</td>
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<td>($21,611)</td>
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<td>Funded by Zoo</td>
<td>$0</td>
<td>$0</td>
<td>$2,000,000</td>
<td>$1,364,057</td>
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</tbody>
</table>

- Sponsorship revenue is curtailed due to public health restrictions
- No funding available from the Zoo budget
Pathway to Success: Strategies and Tactics
Conservation Strategic Plan Rollout

Integrate goals and objectives with marketing messages and tactics, event programming

Understanding and Listening to Our Audiences

Research Roadmap
To inform the upcoming joint strategic planning effort and key messages for content across all communication channels.

• Post visit survey
• Benchmarking conservation awareness and perception
• Assessing community needs and interests

Customer Service
GLAZA will continue to provide excellent customer service in response to inquiries received through the social media, email, the chatbot (as needed), and review sites.
Grow the L.A. Zoo Fan Base Through Storytelling & Community Connections

Social Media
Grow our fanbase and maximize organic reach with video first strategy

Email
Grow the house list to inform, engage, and retain audience, as well as drive traffic to the website and the Zoo Store – selling tickets and generating donations

Public Relations and Publications
Promote stories that support the Zoo’s revenue and conservation messaging goals, build a base to support the upcoming Capital Campaign, highlight a diverse cross section of our community, cultivate a culture of conservation, philanthropy, and
Integrated Campaign Success Story: Conservation + Social Media + PR + Fundraising for #LA1720

- First major fundraising campaign utilizing an influencer and crowd-sourced techniques
- Raised over $31K for the California Condor Recovery Program
- Brought new donors to the Zoo
- Introduced our first-ever L.A. Zoo Conservation Ambassador
- Metrics:
  - Social media potential reach: 1,429,313
  - Social media impressions: 406,044
  - Video views: 55,644
  - Engagements: 22,906
  - Emails sent: 416,002
Website Redesign
## Event Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Virtual</th>
<th>Public</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>Black History Month • Social Media</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>February</td>
<td>Lunar New Year • Social media</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>February</td>
<td>February Gift Guide • ADOPT • Black History Month Shop Collection • Valentine’s Day</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>February 14</td>
<td>Valentines Day • Social media and PR campaign • February Gift Guide</td>
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<tr>
<td>March</td>
<td>Women’s History Month • Social media: women in the Zoo/Conservation fields</td>
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<tr>
<td>March</td>
<td>Character Appearances: Member Event</td>
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<tr>
<td>March 9</td>
<td>Walk for the Wild Campaign Kickoff</td>
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<tr>
<td>April 2-4</td>
<td>Big Bunny Weekend: Member Event</td>
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<tr>
<td>April 22</td>
<td>Earth Day Walk for the Wild Fitness Challenge Begins</td>
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<td>April 18-24</td>
<td>Volunteer Appreciation Week • Social media • PR to highlight volunteerism</td>
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<tr>
<td>May 21</td>
<td>Endangered Species Day Walk for the Wild concludes</td>
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<td></td>
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<tr>
<td>May</td>
<td>Asian American and Pacific Islander Awareness Month</td>
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<tr>
<td>May</td>
<td>Bird LA Day • Social and PR campaign</td>
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<td>X</td>
</tr>
<tr>
<td>May</td>
<td>Black Birders Week • Social media</td>
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<tr>
<td>June 5</td>
<td>Beastly Ball</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>June</td>
<td>Pride Month • Social media</td>
<td></td>
<td>X</td>
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</table>
Advertising

The advertising plan is laser-focused on supporting efforts that will sustain both organizations through this difficult time. The advertising spend will be distributed across six main objectives:

Revenue Driving
• Ticket sales
• Traffic to the Shop to support Concessions financial goals
• Participation in virtual fundraising efforts

Awareness Building
• Maintain website traffic
• Grow social media following and email list
• Participation in public programming
Sponsorship

During the time period that Zoo grounds are off-limits to activations due to COVID restrictions, the sponsorship team will focus on opportunities related to the following:

• Revitalizing the Corporate Leaders Program (formerly Business Partners)
• Securing sponsors for virtual fundraising events Walk for the Wild and Beastly Ball
• Proactive outreach and relationship building
• Renegotiating Pepsi contract to create a path to eliminate single-use plastic offerings
THANK YOU