

To: Board of Management

From: Shanna E. Young  
Executive Director  
Marketing & Communications

Subject: **2010 ADVERTISING EXPENDITURE APPROVAL**

Date: 2010-04-23

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**Summary:**

This report seeks Board approval to proceed with expenditures related to the 2010 paid advertising campaign. The 2010 creative production and media budget is unchanged from 2009. The Zoo achieved the third highest attendance level in the Zoo's history in 2009.

**Recommendations:**

**It is recommended that:**

- 1. Staff proceed with the production of creative as required; and**
- 2. Zenith Optimedia purchase media for the 2010 advertising campaign.**

**Financial Impact:**

The total production and media budget of \$1,246,000 is contained in the approved 2010 Operating Budget.

**Background:**

The Toronto Zoo is Canada's premier zoo that focuses on interactive education and conservation activities and provides a unique wildlife experience that inspires people to live in ways that promote the well-being of the natural world. To ensure that families with kids visit the Zoo each year, a comprehensive and integrated paid advertising campaign is developed and put in market focusing on the critical summer season. This paid portion of the Zoo's advertising campaign is also fundamental in garnering over \$1,000,000 promotional media value that the Zoo receives to support special events and activities throughout the entire year. Media partners include CTV, boom 97.3, and 98.1 CHFI.

The Greater Toronto Area is a very busy and competitive media market. Advertising in various media serves to remind visitors of the reasons to visit the Zoo each year and therefore drives attendance. For example, in 2008, the paid campaign focused on our two new marine exhibits: the temporary interactive Stingray Bay exhibit and the permanent Great Barrier Reef exhibit in the renovated Australasia pavilion. The campaign was successful in driving over 320,000

visitors to pay a small incremental \$3 fee to see the Stingray exhibit and a record attendance level overall for the year with 1,385,000 visitors. In 2009, the paid campaign focused on the temporary interactive Sharks at Stingray Bay and the new and permanent Tundra Trek exhibits. The Sharks exhibit, again with an incremental fee of \$3, drew almost 400,000 visitors from May to October and the Tundra Trek opening had a huge response, contributing to the achievement of the third highest attendance overall in Zoo history (1,459,574 visitors).

The Zoo has implemented a paid advertising campaign in each of its 35 year history to help achieve its attendance and revenue goals. In addition, the Zoo has enjoyed several award winning campaigns throughout the years and is a desired advertising account in the Toronto market. Lowe Roche and Zenith Optimedia are strong and exceptional partners of the Zoo who believe in and support our mandate. The Zoo is fortunate to have their expertise in the development and execution of our advertising plans and, as the Board is aware, they provide their services to the Zoo on a pro bono basis.

### **Comments/Discussion:**

Advertising creative for the peak summer season in 2010 will support two key exhibits:

- 1) Award-winning Tundra Trek with our new polar bears, Arctic wolves, reindeer, snowy owl and Arctic fox
- 2) Sharks at Stingray Bay– temporary exhibit open from May 22-October 11, 2010

Advertising creative is also done in the shoulder and winter seasons to support exhibits and special events including:

- 1) March Break
- 2) Seafood For Thought™
- 3) Boo at the Zoo Halloween event
- 4) New Years Eve Family Countdown
- 5) Giraffe Naming Contest – TBD for the Summer
- 6) Other key animal opportunities as they may arise

As in the two most recent years where strong attendance and revenue results were achieved, the 2010 advertising campaign will allocate \$1,006,000 for media covering TV, radio, online/website, tourism, magazine, newspaper and ethnic publications to achieve the most effective reach and advertising frequency levels against our target markets. A total of \$240,000 will be allocated for creative production including TV, radio, online/website, and print.

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