

To: Board of Management

From: Shanna E. Young
Executive Director
Marketing & Communications

Subject: **ETHNIC MEDIA PROGRAM REVIEW**

Date: 2010-08-09

Summary:

For many years, the Zoo as part of its annual advertising and event plans, has implemented various tactics to build awareness and visitation to the Zoo by families in various ethnic communities new to the Greater Toronto Area. This report reviews what has been done and the level of success achieved in meeting this objective.

Recommendation:

It is recommended that this report be received for information.

Background:

The Zoo's paid advertising plan each year covers several media outlets to build awareness about the Zoo and encourage visitation. Media includes TV, radio, newspaper, magazine, outdoor, online (web) and tourism industry supported advertising channels. The plan is comprehensive and covers mainstream, specialty and ethnic media. Over and above paid advertising, the Zoo also hosts several events throughout the year to further generate attendance to the Zoo. This approach has resulted in several of the highest attendance years in the Zoo's 36 year history.

Comments/Discussion:

Various tactics have been deployed over the years to reach new families to the GTA in several different ethnic groups. Discounted admission has always been part of the incentive and would be valid for up to four people in their family or group. These range from:

- Specialty media and retailer sponsored cultural days including a discounted admission fee (2002, 2003)
- short expiry discount coupons distributed in the community via cultural centres (2004-2005)
- ads and a short expiry discount coupon in several bi-weekly cultural newspapers (2006-2008, 2010)
- ad, editorial and a short expiry discount coupon in a free-standing insert distributed in several bi-weekly cultural newspapers (2009)

Based on the tracking of coupons redeemed and/or admissions through these various programs, the highest participation came from the broadcast/retailer sponsored cultural days with TLN and Pizza Pizza in 2003 for two of three individual cultural days. The Zoo worked with the specialty TV channels TLN for an Italian Day and Latin Day and Fairchild TV for a Chinese Day. Pizza Pizza sponsored all three days and provided additional advertising via their pizza home delivery. The Fairchild Chinese Day was most successful generating an incremental 8,357 in attendance that day followed by TLN Latin Day with an incremental 891 visitors. TLN Italian Day was hampered by weather and did not meet budget.

The second most influential tactic has been the coupon distribution directly through four cultural/association centres (Chinese Cultural Centre, Korean Canadian Association, Greek Community of Toronto, and Japanese Canadian Cultural Centre). In 2004 and 2005, each centre/association was provided with 20,000-30,000 \$4 off admission (up to 4 people) coupons to distribute to the community for use on a designated day. Some associations also participated with a welcome desk or display on-site on their day. Overall, about 5,000 admissions were generated in each year with the strongest results recorded on Chinese Day and Korean Day.

With the objective of reaching into more communities and provide a bigger window of time to visit the Zoo, starting in 2006, a Zoo ad with a coupon were placed in a long list of cultural newspapers. (Korean Times, Korean Central Daily, Ming Pao, Sing Tao, India Journal, The Greek Press, Portuguese Sun, Tandem, CanIndia, Corriere Canadese, Phillipine Reporter). While the ads did generate attendance, our results would suggest that new families are more influenced by broadcast media support and direct contact through cultural centres/associations.

The Zoo will continue to build relationships with targeted ethnic media as it has for several years. Planning for 2011 will explore promotions with specialty broadcast partners (radio and TV) who appear to be reaching well into ethnic communities and can build strong awareness about the Zoo. In addition, sponsorships will be sought to help offset costs.

Shanna E. Young
Executive Director
Marketing & Communications