toronto ZOO

STAFF REPORT

To: Board of Management

From: Shanna E. Young
Executive Director
Marketing & Communications

Subject: **2011 MARKETING PROGRAM REVIEW**

Date: 2012-03-15

Summary:

This report will provide the Board with a summary of the 2011 marketing activities.

Recommendation:

It is recommended that this report be received for information.

Background:

The objectives of the 2011 marketing program were:

- Generate visitation to the Zoo and achieve 1,325,000 in attendance for the year.
- Generate on-going awareness about the Zoo as a must for family outings.
- Generate awareness and desire to see/experience new exhibits/events:
    - The new endangered African penguin exhibit.
    - Sharks at Stingray Bay- A Touching Experience - seasonal interactive touch pool (with addition of Bonnethead Sharks) open from 2011-05-21 to 2011-10-11.
    - 3rd Annual Seafood For Thought™ - Sumptuous sustainable seafood with Toronto's top Chefs –
    - A comprehensive Special event calendar year round - including Father's Day BBQ presented by Mark's Work Wearhouse, Wild Toy Animal Hospital, Orangutan Awareness Weekend, Boo at the Zoo and Halloween Howl and New Years Eve Family Countdown.
    - Added-value Cultural events/programs in the key summer season: African Arts and Culture Festival (July and August 2011 in African Savanna), Bollywood Day (June), National Aboriginal Day (June), Inuit and First Nations Cultural Entertainment in Tundra Trek (August)
- Generate awareness for the Zoo's conservation and education mandates.
- Development of a Toronto Zoo non-member e-mail database as another communication tool.
- Development of incremental attendance and revenue through corporate sales program (sampling, corporate event bookings).

The overall marketing plans target Adults 25 – 54, with children 12 years of age or younger, skewing women (as the principal decision maker in the family). The secondary target market is kids 6-12 years of age.

Paid advertising included TV, radio, print, online, downtown flag program, rack cards and mini-cards and selected tourism and ethnic related magazine/publications. Advertising tactically focused on the key summer period with built-in support that led into the shoulder season. Promotional advertising (unpaid support) included TV, radio, print, and on-line.

Social media channels were further developed and rolled-out, specifically Facebook, YouTube and the Zoo's website.

Comments/Discussion:

Attendance for the year was a reasonable 1,241,695 visitors, however -6% to the budget target of 1,325,000. Overall weather adversely impacted the Zoo's attendance with monthly guest counts exceeding budget in only five of twelve months (February, June, September, October, and November). The Zoo performed better versus 2010 than the aggregate of the cultural attractions in the Greater Toronto Area (GTA) that experienced a softer year to 2010 at -10%.

Advertising Support: *(Please see Attachment 1 for the 2011 Advertising Plan Blocking Chart).*

Television

Television was selected as a primary advertising medium for the following reasons:

- Cost-effective method to reach the Zoo's target demographic with a key message
- Provides a high impact channel to showcase the interactive aspect of the Toronto Zoo
- Visual medium that generates an emotional connection to animals
- Provides flexibility to buy regionally, with a primary emphasis in our key market - Toronto
- Ability to purchase programming which is demographically segmented (of high interest) to the Zoo's target market.

Three 30-second TV commercials were developed for 2011, focusing on the new endangered African penguin exhibit. The creative approach used animated penguins in their natural habitat, using wit and an interesting animal fact. Each commercial ended with "The endangered African penguins. A dozen new reasons to visit." The commercials "Rock, Paper, Scissors", "Guano" and "Pink Eye" ran on TV from May to September and will remain on **torontozoo.com** and the Toronto Zoo YouTube channel from July 2011 through to July 2012.


Rock, Paper, Scissors


Guano


Pink Eye





The 2011 TV media plan included 8 weeks of brand sell on CTV which was in market 2011-07-04 through 2011-08-28, 4 weeks on CP24 2011-08-29 through 2011-10-02, and 4 weeks on other stations including: City TV, Global (Ontario), CBC Television (Ontario), CHCH, and WUTV (Buffalo) 2011-05-23 through 2011-06-12. Programming selected target adults 25-54 with children under 12. Highly rated programming included: So You Think You Can Dance, Hiccups, Law and Order: LA, Regis and Kelly, Flashpoint, The Listener, Canada AM, Marilyn Denis Show, Dr. Phil, Big Bang Theory, Dan for Mayor, CTV 6pm News, CTV11:30pm News, CTV News at noon, eTalk, The Bachelorette.

For the first time, the media plan included a 15-second Pre Roll, produced from the 30-second African penguin commercial. Pre-roll was scheduled on CTV.ca 2011-05-23 through 2011-08-28 and over delivered on impressions by 1,404 impressions, resulting in a total of 478,404 overall impressions. 5,172 clicks were recorded from pre-roll, driving traffic to the Toronto Zoo website. Click through rate (CTR) performed very well at 1.08%, compared to the pre-roll benchmark CTR of 0.4%-0.8%.

In addition, the partnership with CTV Toronto (Canada's #1 Station), included $399,282 in promotional advertising for 2011. Added value was provided through on-air and website promotions with TV sponsor, CTV Toronto and ctv.ca starting 2011-05-23. Elements included:

- Talk Back Toronto Sponsorship
- Air Quality Report Broadcast and Digital Sponsorship (CTV Evening News)
- CP24
- Weather Box Sponsorship
- Animal House Calls
- Noon News Giveaways
- Connected Calendar Mentions
- Live Remotes

- 6pm 3min News Story
- CTV Contests for the Toronto Zoo hosted on ctv.ca and leveraged through Connected Calendar
- ctv.ca connected calendar listings.

Radio

Radio was selected as a secondary medium for advertising for the following reasons:

- Effective reach to the Zoo's target demographic for visitors.
- To achieve high frequency messaging and drive visitor attendance throughout the summer season.
- Increased tuning levels which naturally occur during the summer months, prove an effective method to keep the Zoo top-of-mind.
- Radio programming provides opportunities to match Toronto Zoo messaging to radio program formats/day part segments that interest the Zoo's key demographic/target audience.
- Radio provides value for cost efficiency.

The radio media plan ran for a total of 6 weeks from Monday, 2011-07-04 to Sunday, 2011-08-28 on three of Toronto's top performing radio stations: CHUM FM, 98.1 CHFI and boom 97.3 (CHFI and boom 97.3 are also Zoo media sponsors).

Additionally, our promotional advertising partnerships with 98.1 CHFI provided $190,000 and boom 97.3 provided $50,000 to the Zoo in additional advertising in support of special events throughout the year.

For efficiencies in 2011, we developed a single 25 second radio commercial supporting the new endangered African penguin exhibit with two 5 second tags; one supporting The Sharks at Stingray Bay, one supporting Splash Island. The commercial spot effectively starred an endangered African penguin during feeding time, with a sports style play-by-play Scottish announcer with the analogy of the penguin catching the fish to putting for the last hole in a suspenseful golf match. The commercial spot was humorous and memorable. The commercial ran for 6 weeks through July and August (in two week increments) with the Sharks at Stingray Bay tag and the Splash Island tag each used for 3 weeks.

Feeder Markets (Ontario and US border cities) (Partnership with Delta Toronto East)

The Toronto Zoo was also featured in a summer radio campaign, in partnership with the Delta Toronto East Hotel which focused in feeder markets outside of the GTA in Ontario and U.S. border markets. Details on this program can be found under ***Ancillary Advertising Channels*** further into this report.

Newspaper

Newspaper was selected as a secondary advertising medium for the following reasons:

- It presented a high reach opportunity to our demonstrated demographic
- Print advertising presents as an excellent means to convey detailed information or action oriented messages (i.e. QR codes)
- Newsprint provides opportunities to advertise in specific sections which attract high interest to the Zoo's target demographic
- Newsprint effectively provides a visual element to convey the interactive aspect of life is more fun with live animals
- Newsprint generates a sense of relevancy and news value

The Toronto Zoo secured a media buy with Canada's largest newspaper, the Toronto Star, which included 18 (eighteen) full colour quarter page ads to appear within the Toronto Star weekend and weekday Living, or Entertainment sections. The quarter page ads ran from 2011-03-05 to 2011-12-17. Newsprint advertising focused on African penguins (integrated campaign creative – included 3 print adverts: "Let's Party", "We Waddle", "Heehaw" + one teaser add "Heeeey") March through early August, Sharks At Stingray Bay and Boo at the Zoo in October, NYE Family Countdown in December and a test coupon for one free child admission to support efforts to boost attendance at the end of the peak/summer season (August). Circulation of the Toronto Star for 2011 reached 381,000 for weekdays and 547,000 for Saturdays.

Added value was provided courtesy of our Toronto Star sponsorship with promotional in-paper banners. For 2011, we were allocated 8 (eight) promotional banners/ads which were used to support key exhibits and events including Seafood for Thought, Boo at the Zoo, and our one free child admission to support efforts to boost attendance at the end of the peak/summer season (August).











Other Print Advertising

1) Tourism publications were selected to ensure our presence with tourists visiting our city:
- Where Magazine advertising: 75,000+ hotel rooms.
  - June: 4/C full page African penguin Creative
  - July: 4/C full page Tundra Trek Creative
  - August: 4/C full page African penguin Creative
  - September: 4/C full page African penguin Creative
  - October: 4/C full page Boo at the Zoo Creative

- New CAZA Magazine (Wildlife Matters) – full page, full colour supporting our African penguin campaign.
- The Magazine (Santa Claus Parade) – full page, full colour supporting NYE countdown. Distribution to + 50,000 loot bags at the parade.
- Attractions Ontario Summer Passport advertising (April): 1,100,000 distributions. 4/C full page Polar Bear Creative
- Tourism Toronto Visitor Guides: 1,000,000 distributions. 4/C Full page Polar Bear Creative
- City of Toronto Summer Fun Guide: 93,000 copies distributed Etobicoke-York, Toronto-East, North York and Scarborough.
- Ontario Tourism Marketing Partnership Corporation (OTMPC): On-line advertising on family events calendar May and July African Penguin and June and August Sharks at Stingray Bay
- York Region Visitors guide (listing only)
- Hotel and Attraction tourism mini and rack card distribution – Mini Cards: over 160,000 distributed in over 130 hotels and 75,000 rack cards distribution to approximately 85 hotels, tourism info centres and attractions. Creative supported new endangered African penguins.
- Ethnic media campaign in Ming Pao, Sing Tao, Chinese News, Korean Times and Korean Central times.

Digital On-line

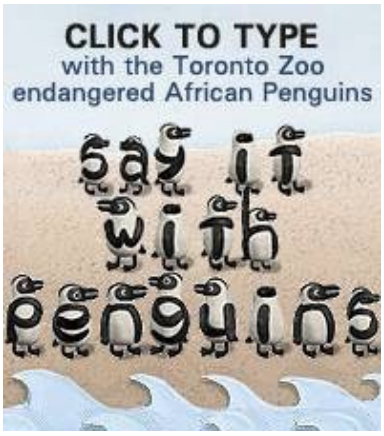
With the Internet, including social media and viral campaigns, having grown tremendously in the last year, media presence online for the Toronto Zoo continues to be an important source of interest and communication, generating increased reach and awareness, while ensuring the Toronto Zoo maintain its competitive edge with other Toronto attractions and entertainment options.

- The 2011 digital campaign supported our 'say it with penguins' microsite in alignment with our feature advertising campaign staring the endangered African penguins. We ran Superbanners, Skysrapers and Big Box ads over 13 weeks from 2011-06-06 through 2011-09-04 in Canada's top web-sites that target Mom's and those which also encourage co-viewing with parent and child. These sites included: TreehouseTV.com, Family.ca, PlayHouseDisney.ca, Parentsconnect.com, CityLine, BT Toronto, Parenting Channel, Today's Parent, The Weather Network, Toronto.com Attractions, Parent Central Activities, Toronto Star, and Ontario Tourism with click through directing visitors to either our 'say it with penguin' microsite (mom and kids) or directly to our homepage (moms). Overall, this campaign garnered 3.3 million impressions and drove 4,326 direct clicks to Torontozoo.com and over 25,000 page views which were traced as a result of someone being exposed to the online advert less than 24 hours prior to their site visit. This presents a real figure of almost 30,000 visits which were directly related to exposure to the online advert. This represents an increase, over 2010, by 41%.

- 'Say it with penguins' is a microsite which was designed to support the overall 2011 ad campaign on new endangered African penguins. Upon landing on the site page, one was

directed to spell their name or message 'in penguin'. Penguins would animate to spell out your message. These messages could then be emailed, Facebooked or Tweeted to your friends or downloaded as an email footer or a printable image. Embedded in the microsite were links directing visitors to Torontozoo.com as well as an opt-in box for the Zoo.

- **Web-blogs, Mommy bloggers:** There was also a strong ongoing advertising and public relations campaign which targeted websites and web-blogs devoted to moms, families, animals, media and tourism. Approximately 25 top mommy bloggers were contacted and invited to partner with the Toronto Zoo to support our 'say it with penguins' microsite, shortly after it's launch in July 2011.







- Ontario Tourism Marketing Partnership Corporation (OTMPC): On-line advertising on family events calendar supported our endangered African penguins June through August.

- For 2011, the Zoo continued to promote the Zoo's website through other websites including Tourism Toronto, Toronto.com, Attractions Ontario, Ontario Tourism Marketing Partnership, hotel consignment partners who include Delta Toronto East, CTV, Toronto Star, boom 97.3, CHFI, Cystic Fibrosis and YTV. Online advertising was supported with a click through to **torontozoo.com.**

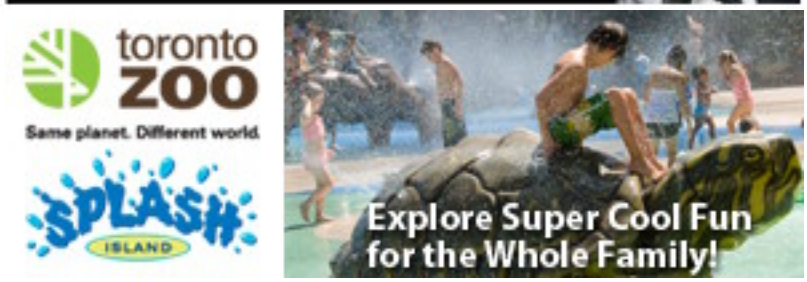
Events and features additionally supported through on-line advertising included the Zoo's temporary exhibit Sharks Stingray Bay - Now with Bonnethead Sharks!, Splash Island, membership, Bush Camp, Boo at the Zoo, indoor pavilions and New Year's Eve Family Countdown.

Included with our CTV partnership with, was the following digital elements on ctv.ca which began 2011-05-23. Elements included:

- Air Quality Report Digital Sponsorship CP24
- Talkback Toronto Online Sponsorship
- CTV Contests for the Toronto Zoo hosted on ctv.ca
- ctv.ca connected calendar listings.

Online Elements:



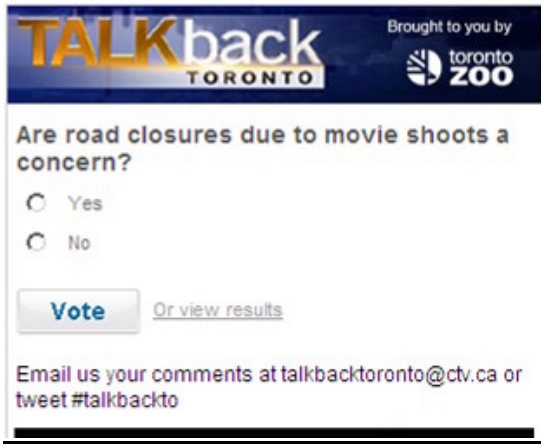








Talkback Sponsorship:



Online Contest Elements (Membership):





Google Adwords:

The Toronto Zoo was awarded a Google Adwords Grant for NFP July 2011 and the Toronto Zoo Adwords campaign was launched 2011-08-09. Since, the Toronto Zoo has used this platform as an additional avenue to market and promote Zoo features, programs, special events, and revenue drivers. Because it was awarded as a grant, there are tight restrictions which limit use of the account in various ways. Since launching the account, we have posted 10 adword campaigns for the following areas: membership, marketing/PR, conservation and education. To date, we have served 641,173 advertisement impressions, with 42,606 click through's to the Toronto Zoo website. The average click through rate is 6.65%.

Web Site:

The Toronto Zoo website **torontozoo.com**, like most websites continues to be the key communication channel for interested visitors. The Zoo's URL is integrated with all of our other forms of communication to help in driving visitors to our site for the most updated information on the Zoo's activities and programs. For a period of time in 2011, the Zoo's website lost some functionality. Further, in July 2011 the Toronto Zoo lost its full-time Webmaster and the position was gapped in an effort to mitigate overall deficits in revenue. In the absence of this role, the Marketing Manager and Computer Services worked collaboratively to continue to ensure required updates, content, online promotions and revenue streams were still hosted and accessible through our website. Additionally, we continued work on branding the website and

offering visitors an engaging and exciting experience. We continued to work with the existing format of the website to ensure standardization of all content pages for quicker updates and uploads, integration of video through you tube and more extensive SEO. Functionality for online checkout was enabled over the summer for the purchase of gate admissions, and some online membership purchases were reinstated in October.

We have expanded our Youtube channel to include our 2011 advertising commercials as well as new video content of Zoo animals filmed for b-roll use and later re-edited for this purpose.

In 2011 **torontozoo.com** received 3.05 million visits (up from 2010 which saw 2.9 million visits) and 112 million hits (flat with 2010). Average visits per month remain at 254,315 and average number of pages viewed during one visit is 36. Online traffic continues to shadow our high season, proving to be busiest between May to August. The top three pages by page views (excluding the homepage) for 2011 were:

1. Animals (http://www.torontozoo.com/ExploretheZoo/Animals.asp): 1,287,422
2. Admission (http://www.torontozoo.com/ExploretheZoo/Admission.asp): 621,697
3. Explore the Zoo (http://www.torontozoo.com/ExploreTheZoo/): 502,526

Social Media

Facebook: The Toronto Zoo's Facebook page was launched to the public on 2011-09-15. It grew very quickly in the first month, with growth tapering off, but remaining steady. Facebook has been a very successful initiative for the Toronto Zoo thus far. Almost entirely organically, the fan base has grown month over month, and continues to do so. The numbers are quite impressive. Since the launch, there have been a total of **2,289 "Likes"** (after factoring in "Unlikes"), **415,393 Post Views**, and **1,777 Post Feedback**.

(Please see Attachment 2 Toronto Zoo Online Overiew).

Ancillary Advertising Channels

Ancillary advertising channels continued to be used to ensure there was Zoo presence during the peak season.

- Delta Toronto East Hotel. Advertising support extended to select US border markets and Ontario towns through a partnership with the Delta Toronto East Hotel. This US and CDN based radio campaign extended from early June to mid August. The main focus was the 3-5 hour travel distance to the DTE/Zoo including Ottawa, Barrie, Brockville, Guelph, Kitchener and Buffalo, Rochester and Erie in the US, to name a few. The total value of this radio campaign for 2011 was $302,170, consisting of 4,134 (3743 CDN and 391 US) spots promoting the DTE with a tag promoting the Toronto Zoo PLUS 888 (698 CDN and 190 US) spots supporting the Toronto Zoo penguins with a tag promoting the DTE. The value of the Toronto Zoo spots represented $57,140.

- Ethnic Media Buy: Since 2002 the Toronto Zoo has advertised in key ethnic publications within the Greater Toronto Area with a time sensitive admission discount coupon offer. This advertising campaign's objectives are to increase attendance and remind ethnic

community members of the many reasons to visit the Zoo, including our short-term exhibits or new exhibit openings. This year's campaign supported new endangered African penguins. A quarter page, four colour ad/coupon, ran seven insertions in three publications and a third page, four colour ad/coupon which ran four insertions and four editorials in one publication from Thursday, 2011-07-21 to Friday, 2011-08-12. The adverts offered a $5 off admission (up to four guests) with a redemption timeline of Monday, 2011-09-06. With a limited advertising budget, this presented a cost-effective advertising strategy to reach the diverse communities within the GTA. The publications are as follows: Ming Pao (Cantonese), Sing Tao (Cantonese), Chinese News (Mandarin), Korean Times and Korean Central Times. Additionally, the Toronto Zoo worked with two local south Asian radio stations to produce and deliver a radio commercial to support Bollywood Day at the Zoo on 2011-06-26.



- CityPass. The Zoo is one of five attractions included in this time sensitive ½ price ticket booklet sold on-site, at the other four attractions, in the other eight US markets where the CityPass brand is offered and via the CityPass website. Adult booklets are $58, Youth are $35.



- Library Museum and Arts Program (MAP): The Toronto Zoo continued partnership with the Toronto Public Library's Sun Life Financial Museum + Arts Pass (MAP) program. The pass grants a free family pass for two adults and two children to the Zoo, and can be borrowed from Toronto Public Library program at 32 priority library branches with certain blackout periods.

- Mark's Work Wearhouse: Mark's, the official uniform supplier of the Toronto Zoo, sponsors Father's Day and published a one free child admission coupon in their June Father's Day flyer. Fall 2011, the Mark's sponsorship expired and was not renewed.

- Model School Passport Program: In partnership with the Toronto District School Board, this program provides opportunities for students and their families from the lowest income areas of Toronto to access the Zoo at a school group rate of $7 per person for two adults and up to five children from the same family. Passport materials were distributed to 126 eligible schools grouped into 8 clusters from Regent Park to North Etobicoke, from Parkdale to Scarborough. Offer was valid from 2011-03-01 to 2011-06-01. In 2011, 1241 adults and 877 children took part in this program.

- TTC Metropass Program: TTC Metropass holders received 15% off admission (max four guests). Offer was valid from 2010-07-01 to 2011-06-30.

- Zoo collateral materials were produced to support Toronto Zoo key messages, programs, and services: Toronto Zoo Annual Visitors Guide, Membership publications: Collections and Newsprints, outdoor/indoor monitor slide program and video program, e-communications through weekly 'e-blasts' to membership, promotional handouts, plus on-site signage.

- Downtown light pole banners: Zoo banners were carried on 50 poles in downtown plus the Zoo main parking lot from mid May to mid September. Downtown Flag locations include high traffic areas such as Bayview, West Side, Millwood to Soudan (Heavy traffic, Shopping area), Bloor West, South Side, Parkside to Park (In front of High Park, visible from Go Train), Bayview, East Side, Bloor O/P to Pottery (Bayview extension, highly visible area) and Lakeshore W, South Side, Newfoundland to Remembrance (In front of Ontario Place).

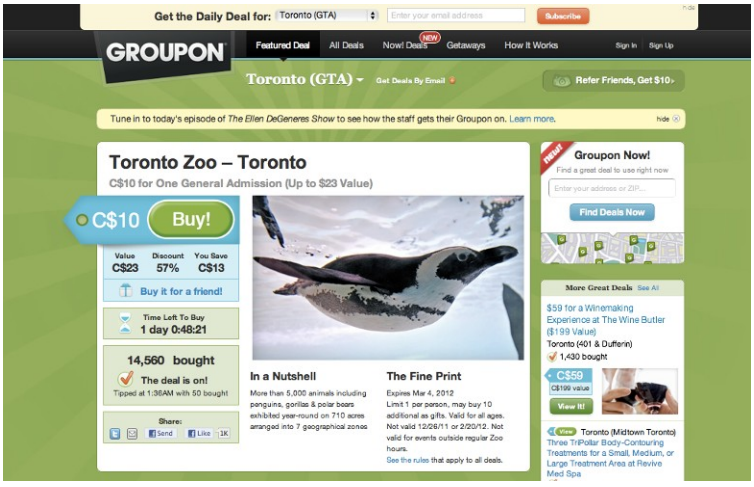
- Rack Cards/Minicards – The Zoo participated in the "Minicards" program once again, placing Zoo minicards in over 220 Hotels and Attractions in the GTA. Many of these locations no longer support the full size rack card, and this format is more convenient for public to pick up and keep in their. 175,000 Zoo cards were printed in 2011, with 140,000 consumed by the public. The full sized rack card program was used to supplement locations that didn't support the Minicard program and as additional collateral to send out in Zoo packages. Locations which received the full rack card included Ontario Tourist Centres, City Hall, Union Station, Vaughan Mills and other Hotels/Attractions in Ontario. Both the Minicard and full-sized rack card program had two print runs for 2011: first creative was a polar bear and was valid from January to May. Second creative supported the new African penguin exhibit and was valid from May to December.

- Non-member database development: Discover the Cape Contest was launched 2011-07-01. The contest was designed to generate emails and addresses for a non-member database for the Zoo. The contest ran a term of 4 months – July until October and

generated approximately 33,000 email addresses for this database. Contestants entered online or on-site at the Zoo by ballot entry, with drop-off locations at all Zoo Compass and Retail outlets, as well as the front courtyard area. The grand prize was a trip for two to South Africa to see the endangered African penguins and was provided by the Adventure Centre.



- Groupon – The Toronto Zoo decided to work with Groupon in the fall 2011 in a strategic effort to positively impact visitor attendance and generate incremental revenue over the winter months, or over the Zoo's shoulder season. A very successful Groupon offer was negotiated which sold 33,000 tickets across Ontario in only 48hrs. The offer was a single gate admission for $10 (adult, child, senior, and student). All Groupon coupons had an expiry date of 2012-03-04. Participation generated an approximate gross revenue of $250,000 (approximate net revenue $220,000).



- "I love the Zoo" campaign was launched in the fall of 2011 to knit together several marketing and promotion efforts designed to boost visitor and member engagement and also to host several added value or discounted offers. These included: I love the Zoo buttons on all staff and handed out to visitors on targeted days, integration of this theme into all fall events hosted at the Zoo (i.e. Boo at the Zoo), fall admission discounts to specific groups: military, DND, emergency services (fire, police, ems), Compass employees, students and teachers circulated by email. An online component also lived on our website and our newly introduced Facebook page, which offered a contest and prizes for visitors who shared their stories of why they loved the Zoo and were voted the 'best' story by their online peers.







Promotions:

Several cross promotions and sponsorships were executed in 2011. These opportunities provided incremental and low cost communication/distribution channels for the Zoo to reach its primary target groups. The program highlights for 2011 are as follows:

- For the LOVE of Fish (Valentine's Day Event)
- Family Day Weekend
- March Break (The hottest place to be this winter!) sponsored by CTV, boom 97.3 and Toronto Star
- Annual Easter "Egg" Stravaganza sponsored by boom 97.3
- Mothers Day – private winner's brunch, sponsored by Today's Parent and Markville Mall
- Sharks at Stingray Bay – A Touching Experience! sponsored by CTV and Toronto Star
- Great Strides Walk for Cystic Fibrosis
- Wild Toy Animal Hospital Event
- Annual Seafood for Thought™ – A Sumptuous Sustainable Seafood Event
- Coca-Cola® Fun Day
- Bollywood Day at the Zoo
- Father's Day presented by Mark's Work Wearhouse and 98.1 CHFI - private winner's BBQ
- African Arts and Culture Festival
- Teletoon Retro Weekend at the Zoo
- YTV's WOW-two weeks on air pre-promotion
- 98.1 CHFI Day (on air pass giveaways)
- Oasis Zoo Run
- Herbie "Walk For The Children" Event
- Boo at the Zoo sponsored by CTV, Toronto Star, 98.1 CHFI
- 35th Annual Christmas Treats Walk ½ price admission going to Endangered Species Fund
- 8th Annual New Year's Family Countdown ticketed event sponsored by CTV, boom 97.3, Toronto Star

Public/Media Relations and Special Events

(Please see Attachment 3 for quarterly breakdown of 2011 events).

The special events and publicity plan focused on the following primary strategies:

- Leverage new animal exhibit openings and other animal milestones to create buzz and awareness
- Leveraging key statutory holidays throughout the year where added value and theming could be used to leverage incremental visitors throughout the Zoo site. Holidays included Valentine's Day, Family Day, March Break, Easter, Halloween, Remembrance Day, Christmas and New Years Eve.
- Building added value into the Zoo experience through kid focused external events: New Mascot Program, Wild Toy Animal Hospital, Teletoon Event, YTV's Weird on Wheels and more.
- Building added value into the Zoo experience through animal/keeper interaction, extensive keeper talk schedule and kid-focused animal demonstrations – i.e. the Amazing Animal Show.

- Leveraging any Zoo specific fundraising initiatives i.e., Seafood Watch, Eco-Executives and Eco-Cell.
- Leveraging other Zoo education or conservation programs: Spring Toad Festival, Robert Bateman Contest, Migratory Bird Day, Rattlesnake Workshop, Earth Day Celebrations with Party for the Planet, Year of the Forest, Animal Awareness Days (Red Panda, Black-footed Ferret, Penguin), and more.
- Cultural Programming including African Arts and Culture Festival (July and August 2011 in African Savanna), Bollywood Day (June), National Aboriginal Day (June), Inuit and First Nations Cultural Entertainment in Tundra Trek (August)

In 2011, the Zoo received over 2500 earned media mentions for various events and issues throughout the year in local, national and international media sources.

Advertising/Promotional Partnerships:

Partnerships were leveraged in 2011 to further build awareness for the Zoo and generate incremental attendance. 2011 Partnerships included:

- **CTV:** Sharks at Stingray Bay-A Touching Experience, Tundra Trek, Drum Café, March Break, Yo-Yo for the Do Do, Boo at the Zoo and NYE Family Countdown. Support included live satellite remotes, on-air and website contesting, website listings, sponsorships for News at Noon, 6pm News Story and Air Quality Report.
- **Toronto Star:** The Toronto Star provided the Zoo with 8 full colour promotional banner adverts through the course of 2011.
- **Boom 97.3:** March Break, Easter Egg-Stravaganaza, and New Year's Eve Family Countdown.
- **98.1 CHFI:** Father's Day and Boo at the Zoo, plus promotion for Penguins and Sharks at Stingray Bay through on-air "WiseGuys" contest promotion. CHFI Day in July included a Live Remote.
- **Google Streetsview:** Google spent a day at the Zoo (August 29th) capturing the Toronto Zoo for the Streetsview program. Once complete, this will be a great asset as we move forward with wayfinding solutions.

Unpaid / Contra Advertising Opportunities: (NEW)

The PR and Marketing Department work hard and collaboratively with media partners to source additional promotional outlets throughout the year with the objective of securing unpaid opportunities to augment our paid media advertising program. Highlights from 2011 include:

- Listings/promotion on family focused websites such as toronto4kids.com (contesting for Zoo passes to promote events, reach of +12,000), parentsource.ca (reach of +9,000), helpwevegotkids.com (reach of +5,000), kidsaroundcanada.com reach of +11,000)
- Full page ad to support Halloween programs negotiated with City Parent (value $4,000)
- Retail Pages ad placements (reach of +100,000 in Toronto East, July - December)
- NYE Event promotion with Metroland (value of $4K)

- AttractionsOntario.ca online contest + promotions to leverage holidays/exhibits (March Break, Penguins, New Years Eve)
- OTMP (Ontario Tourism Marketing Partnership) giveaways for OTMP media day (Breakfast Television promoting Toronto Attractions)
- Breakfast Television on-air giveaways promoting African penguins and Sharks at Stingray Bay
- Niagara radio on-air giveaway (with Rita Carrey, Jim Carrey's sister, to promote African penguin exhibit).

Media Communication: (NEW)

Weekly media e-blasts were deployed media stakeholders and key partners (+1,000 database) promoting upcoming events, exhibits and conservation stories. 156 media/filming opportunities were actively pursued and handled by the PR/Marketing staff in 2011. Highlights include:

- Marilyn Denis Show appearance to promote Seafood For Thought
- John Moore host of Newstalk 1010 behind the scenes tour at the Zoo featuring various animals and conservation initiatives including penguins
- Animal House Calls filming as part of CTV partnership (March Break, Penguins, Baby Camel, Wolves)
- Canada AM live from the African Rainforest. Also promoted African penguins
- Entertainment Tonight (promoting African penguins, Sharks at Stingray Bay, Lions and Aussie Walkabout)
- Family channel (promoting African Rainforest Pavilion and "Zookeeper" movie)
- TVOKids filming (promote African Rainforest Pavilion; second date to promote African penguins, Indian rhino, camel rides, Sharks at Stingray Bay, and ring-tailed lemurs)
- Discovery Channel/Daily Planet filming (Segment on common marmosets, golden-lion tamarins, Sumatran orangutans, white-handed gibbons and lion-tailed macaques; another on "dispelling the myth" with bugs, snakes frogs and mammals;
- Susan Hay "Making A Difference" (Global) segment on Vancouver Island Marmot program and Toronto Zoo (Maria Franke)
- Canadian Family 5 page spread for Halloween at the Zoo.
- SNAP Scarborough – since May 2011 secured monthly Toronto Zoo "Exotic animal feature" (feature animals included penguin, black-footed ferret, red panda, Blanding's turtle, giant baboon spider)

Additionally, media events were organized onsite to promote/announce: Groundhog Day (February), Korean Garden Update (February), Eco-Executives Media Event (February), Endangered African Penguin Exhibit Opening (May), National Forest Week (September), Hot Toys of Christmas Media Event (in conjunction with Canadian Toy Association) (December), Elephant Management Media Event (December), Penguin breeding update (December).

Toronto Zoo was also featured in two major Reality Shows that were filmed in 2011: Canada Sings (starring the ZOOPERSTARS – filmed in March, aired in August on Global TV,

National in primetime) and Undercover Boss Canada (with John Tracogna, promoting the Zoo 'behind the scenes' and conservation programs – filmed in August 2011 and aired in February 2012 on W Network).

Mascot Program: (NEW)

In 2011, a new "Explorer Bear" mascot program provided 86 days of onsite visits with Explorer Bear at the Zoo (weekends May to Labour Day and special events dates). Explorer Bear also made 12 off-site visits for a total of 98 program days, which represented a busy summer for a first year mascot program. Highlights included:

- Yonge & Dundas Square activation included animal visitors, volunteer touch table, membership acquisition and contest entry. An estimated +10,000 people were exposed to this activation and TZ promotion.
- Taste of the Danforth. This event promised exposure to +25,000 people for the Toronto Zoo over the 2-day period.

Corporate/ Group Functions:

In 2011, 84 Group Events were executed, 12% above target and bringing approximately 11,000 guests to the Zoo. The Zoo promoted the group events program through a number of channels including on-site signage, website, membership publications, visitor guide, Compass Canada.

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Shanna E. Young
Executive Director
Marketing & Communications

List of Attachments:

1. Advertising Blocking Chart
2. Toronto Zoo Online – Overview of Online Spaces and Communities
3. 2011 Events Schedule – Quarterly Breakdown