

To: Board of Management

From: Senior Director, Marketing, Communications & Partnerships

Subject: **2019 ADVERTISING EXPENDITURES**

Date: 2019-01-29

SUMMARY:

This report outlines the proposed plan and expenditures related to the 2019 advertising campaign as provided for in the Operating Budget. The paid advertising will complement the public relations, events, corporate/group events, community outreach and digital strategy to ensure we are reaching our target audiences in the Greater Toronto Area and beyond.

RECOMMENDATIONS:

It is recommended that the Board approve the following:

1. Expenditures to reimburse Grey Advertising Canada for strategic planning; creative development; and any outsourced production costs related to advertising programs as required for the Toronto Zoo brand, not to exceed \$200.0 thousand, plus HST; and,
2. Expenditures with Zenith Optimedia Canada Inc. for media purchases related to the 2019 advertising campaign, not to exceed \$956.0 thousand, plus HST.

FINANCIAL IMPACT:

There are no financial implications related to approval of these recommendations as the related advertising expenditures are included in the Operating Budget for 2019.

DECISION HISTORY:

Each year, the Toronto Zoo develops a summer advertising campaign with our agency of record and implements a paid strategy through our partnership with Zenith Optimedia. In addition, we leverage many partnerships to increase our reach across the Greater Toronto Area (GTA) and beyond.

Toronto has one of the most expensive and competitive media and attractions market in Canada. While the vast majority of our advertising budget is concentrated on our peak

summer months, in-house campaigns are created each year to ensure the Zoo remains top of mind twelve months of the year and a public relations strategy is implemented to continuously to remind people of the many reasons to visit the Zoo.

With the departure of the giant pandas in March 2018, a campaign was developed in-house to raise awareness to the urgency of seeing them before they left for Calgary. This campaign had a paid and earned media strategy that resulted in exceeding the attendance targets during the March Break which was the last opportunity for the public to see the pandas. With the departure of the giant pandas, we wanted to build on our past concerted efforts to establish the Toronto Zoo as a leader in wildlife conservation and as a result, in 2018 we made the recommendation to develop a summer campaign that was more mission based to further promote the Zoo's critical role in saving and protecting species.

While this campaign was exceptionally well received by staff, volunteers, members and our social media community, according to the 2018 On-Site Visitor Survey Results only 12% of guests indicated it influenced their visit to the Zoo.

Approval by the Board is required for payments to Grey Advertising and Zenith Optimedia.

COMMENTS:

The Toronto Zoo set out the following objectives to drive the Marketing, Communications & Partnerships planning for 2019:

1. Meet or exceed 1.295 million visitors with a positive net revenue;
2. Highlight the Zoo as a 'must-see', fun, interactive and engaging experience that appeals to broader audiences beyond families with young children in the GTA including Durham and York regions;
3. Support new revenue opportunities through the development and implementation of new products (Wild Encounters – a Behind The Scenes Experience and return of the Kangaroo Walk Thru); increased promotion through social media of existing programs/activities and the launch of new signature events (Brew at the Zoo, expanded holiday experience in December)
4. Launch a refreshed website and an enhanced digital strategy to reach new audiences;
5. Continue to build a strong year-round public relations and events calendar that keeps the Zoo top of mind throughout the year and highlights the Toronto Zoo as a leader in wildlife conservation while promoting Washed Ashore – Art to Save the Sea (temporary exhibit).

Advertising creative for 2019 will be provided by Grey Advertising Canada. For the peak season, we have tasked them to design a campaign that focuses on the Zoo being a one-of-a-kind destination in Toronto with amazing new experiences during the day and night with the plan to introduce extended Zoo hours on two evenings during July and August.

The creative budget is allocated for production of assets including TV, radio, online/website, digital, out-of-home and print. The Toronto Zoo will also continue to utilize social media channels as a cost-effective way to reach thousands of users.

In addition to our main summer campaign, the following advertisements are currently in-market or will be prior to the start of peak season in May:

- Toronto Tourism publications
 - Visitor Guide edition – all year
 - Toronto Magazine – all year
 - Toronto Magazine (hotel edition)
- Mini Cards which are distributed in many GTA hotels and tourism outposts and has proven to be a very successful tactic to reach the tourist market with more than 6,400 redemptions in 2018.
- Front page advertisements in a monthly publication called Retail Pages which is distributed free in Durham region. The Zoo has a different ad for each month of the year and will continue to utilize this to promote Zoo events. As an example, the current ad promotes the new Polar Dip on March 2nd.
- Attractions Ontario online and in magazine coupon (which resulted in more than 18,000 redemptions in 2018)

CityPass:

The Zoo continues to participate in CityPass which is a highly effective and efficient way to reach the tourist market year-round as CityPass provides extensive marketing for this program. This is a time sensitive discounted ticket booklet which features six Toronto attractions and is aimed at travellers visiting Toronto. It is sold at locations around Toronto and is also available for purchase on the CityPass website as well as at the Toronto Zoo.

Media Partnerships:

Since 2013, the Toronto Zoo has been very fortunate to have the Toronto Star as a key media partner for the Giant Panda Experience. This continued throughout 2018 where this partnership expanded beyond the pandas and supported the Zoo's *Come See All We Do at the Toronto Zoo* campaign. In addition, CTV Toronto continues to be a strong supporter of the Zoo through a separate television partnership. The Zoo will continue to work closely with these key partners as well as identify additional partnerships to support our goals and objectives and reach our current and new target markets.

Hotel Partnership and Consignment Program:

The Delta Toronto East is currently the Official Hotel of the Toronto Zoo and works closely with us to promote Zoo packages year-round as well promoting a Zoo visit to their overnight guests. The Zoo continues to promote our online consignment ticket process to

encourage more hotels in the GTA to encourage a Toronto Zoo visit to their guests. Participating hotels receive a discount from the regular price admission providing a value add to the guests staying in their facilities.

Highlights of 2018:

The Zoo launched its first mission-based campaign in 2018 called *Come See All That We Do at the Toronto Zoo*. It was about who we are, and the passion and care that we all share, for the daily work that we do each and every day at the Toronto Zoo.

The 2018 summer campaign featured the following:

- :30sec TV commercial
- :15sec TV commercial
- Outdoor Advertising (64 billboards)
- In-program advertising on TV (various)
- Advertisements for the Toronto Star
- Radio Ads (:30sec and :15sec)
- Magazine Ads
- Other promotional, print and digital spots

TV aired regionally, meaning predominantly in the Toronto and outlying areas. These started July 2 and played on CTV, CP24, CHCH, CityTV, CTS and CIII plus a few other stations through the end of the summer. They played predominantly during prime television hours (6-10pm) around popular adult and family shows. We also had a collection of other in-program TV ad units which included closed captioning sponsorships, snipes, CP24 display boxes, and news sponsorships. In addition, there were outdoor billboards throughout the Toronto area and print ads in the Toronto Star. For the digital marketing component, the campaign generated 893 million impressions with a Click Through Rate (CTR) of 0.6% and the social media portion of the campaign also performed well generating 1.3 million impressions with 6,618 post engagements with the ads performing best against women 25-34 and most of the reach was against users on Instagram and using a mobile device.

According to the 2018 Toronto Zoo On-Site Visitor Survey, 12% of our visitors surveyed answered “yes” to advertising influencing a Zoo visit. Of those who responded “yes” to having been influenced by Zoo advertising, “television advertising” received the most first mentions with 32.9% followed by “outdoor billboards” at 15.8%, “on-line advertising” at 13.2%, and “magazine” and “social media” at 7.9%. A comparison to 2017 numbers is found below:

Type of advertising	First Mention 2018 %	First Mention 2017 %
Television	32.9	32.7
Outdoor billboards	15.8	10.5
Online	13.2	11.8
Magazine	7.9	2.0
Social media	7.9	11.8

Newspaper	1.3	15.0
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In addition to the paid advertising campaign, we received additional advertising value in excess of \$1.0 million through strategic partnerships and a concerted effort to work with regional radio stations along the 400 series of highways and within a three-hour drive of the Zoo.

Toronto Zoo Website and Social Media:

The Toronto Zoo's website continues to be the top planning tool used to plan a Zoo visit. In 2019, you will see significant enhancements to our website and more emphasis on social media and digital marketing strategy, while supporting the launch of the Conservancy.

In 2018, our Facebook page exceeded 83 million total impressions and saw our Fan base increased to 183,694 a 67% increase over 2017. The Zoo continues to build its online presence with the addition of almost 10,000 Twitter followers which is a 17% over 2017 number and over 11.8 million impressions and Instagram saw a significant jump in followers ending the year with over 60,000 followers which is a 38% increase over 2017 numbers. Overall, in 2018 social media resulted in 60,620,827 impressions.

The Zoo will continue to build our social media communities and engage them in 2019 with new and interesting content about the animals, plants and people who work at the Zoo. This continues to be a very cost effective way to engage large audiences and a critical tool for promoting positive 'word of mouth' experiences.

Earned media continues to be a key source for keeping the Zoo top of mind year-round and 2018 resulted in more than \$3.2 million in media value reaching a circulation of more than 900 million compared to \$2.8 million in media value reaching a circulation of more than 700 million in 2018. Here are some examples of how we achieved these numbers:

- 11 live remotes and 1 live stream (CP24 corpse flower)
- 2 Facebook Live
- 2 Facetime Live
- 14 media events onsite
- 1 on-air TV giveaway promo
- 39 radio interviews conducted including 22 partnerships with radio stations along the 400 series of highways
- 42 telephone interviews conducted
- Issued 29 news releases
- 8 Scarborough Mirror columns
- 86 media requests/filming opportunities
- 71 photo and video asset requests

While the Toronto Zoo relies heavily on the peak-season paid advertising campaign, we will continue to execute a parallel public relations and events strategy to ensure the Zoo continues to remain 'top of mind' as a must-see cultural institution in Toronto for all ages.

In 2019, in addition to the paid advertising campaign staff have identified a number of opportunities to garner significant earned media through the following:

- Wildlife Health Centre open daily and live streaming procedures
- Hippo Awareness Weekend on Family Day Weekend (pygmy hippo)
- Move Your Paws for the Polar Bear Cause in February
- First ever Polar Dip on March 2
- Special Orchid Exhibit (February/March) and more emphasis on horticulture opportunities throughout the year
- March break activities and programming
- Opening of Wild Rouge Zipline and new Canopy Tour
- Launch of Wild Encounters – Behind the Scenes Experiences
- Canadian debut of temporary exhibit *Washed Ashore – Art to Save the Sea*
- Re-opening Kangaroo Walk Thru
- Extended evening hours in July and August
- Brew at the Zoo Event (Labour Day Weekend)
- Holiday Events (Easter, Canada Day, Halloween, Christmas)

The production budget is allocated for creating assets which may be used for TV, radio, social media, digital, out-of-home and print.

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