

Advertising and Media Promotion Updates

Strategic Communications

2019-06-13

StratComm Focus for 2019

- ▶ Washed Ashore – Art to Save the Sea
- ▶ Wild Encounters
- ▶ Kangaroo Walk-Thru Re-opening
- ▶ Event and Program support (i.e. Brew at the Zoo, Camps, Volunteer Recruitment)
- ▶ Coming Soon – LUMINA

Blocking Chart



Online – NEW Parent Websites

- ▶ ParentSource, Toronto4Kids.com, Help We've Got Kids
- ▶ Primarily online digital assets, tagged designated links, in market since March (*Leaderboard ads, email takeovers, big box ads, advanced listings, mobile banners, etc.*)
- ▶ Promoting general Zoo info, special events and education programs and camps to align with editorial features, birthday parties, and more!
- ▶ Low cost, strong alignment, **NEW AUDIENCE!**



Print

Local:

- ▶ City Parent
May full pg + **June Front Cover** & Full pg
- ▶ Metroland – Scarborough Mirror
Volunteer Recruitment
- ▶ Retail Pages

Tourism:

- ▶ WHERE Magazine
- ▶ Attractions Ontario
- ▶ Summer Fun Guide
- ▶ Toronto Magazine
- ▶ Tourism Toronto
Hotel Edition/Visitor Guide
- ▶ City Flags
- ▶ Mini Cards (10% off)

OTHER:

- ▶ In the process of negotiating a Print partnership with Metroland and The Toronto Star



TTC Campaign - approx. \$1.3 million in advertising value!

Campaign set to run May - September

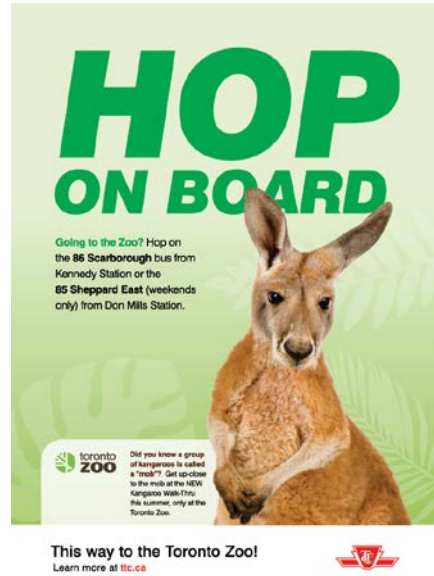
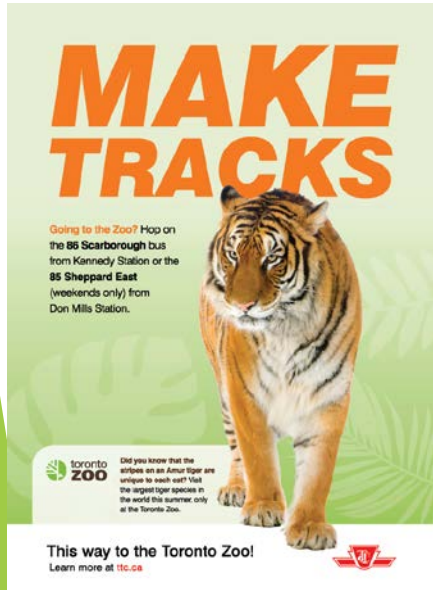
80 - 4'x6' posters

800 - 20" x 28" subway door cards

800 - 35" x 11" subway interiors

1200 - 35" x 11" streetcar/bus interiors

132 - 44.5" x 12.25" streetcar vinyls



Metro Toronto Convention Centre



Social Media- Top Posts April + May

► Facebook



The Toronto Zoo Published by Olivia Weaver [?] · May 7 at 6:00 AM · 🌐

Our little 🐧 has learned how to swim #WaddleWatch

245,711 People Reached 27,828 Engagements

👍❤️😄 Tonya Lane, Allison Marie and 4.5K others 624 Comments

👍 Like 💬 Comment ➦ Share

Most Relevant ▾



OUR PENGUIN CHICK RECENTLY LEARNED HOW TO SWIM

401,555 People Reached 38,415 Engagements

👍❤️😄 4.6K 821 Comments 1.5K Shares

[Boost Post](#)

- Only 2,500 Facebook fans away from 200,000!
- Fan Increase Since January 1, 2019: 15,003

► Twitter

- Fan Increase Since January 1, 2019: 1,290

TWEET HIGHLIGHTS

Top Tweet earned 35.6K impressions

Our little 🐧 has learned how to swim
[#WaddleWatch](#) [pic.twitter.com/8xgWLkgokj](#)



🔄 26 🗨️ 170 ❤️ 828

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 2,350 engagements

[blogTO](#)
@blogTO · May 23

You can now hand-feed capybaras at
[@TheTorontoZoo](#) #Toronto
[pic.twitter.com/ZcKmf5clYm](#)



🔄 17 🗨️ 68 ❤️ 378

Top Tweet earned 62.5K impressions

The cutest type of "letterboard baby". Our
little 🐧 chick from Day 26-Day 29
[#WaddleWatch](#)
[pic.twitter.com/SSm2Rg0QLu](#)



🔄 5 🗨️ 101 ❤️ 745

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 2,205 engagements

[blogTO](#)
@blogTO · Apr 2
.[@TheTorontoZoo](#) just announced the
successful hatching of an endangered
African penguin chick on March 1 🐧
[pic.twitter.com/CvzpvDsYUO](#)

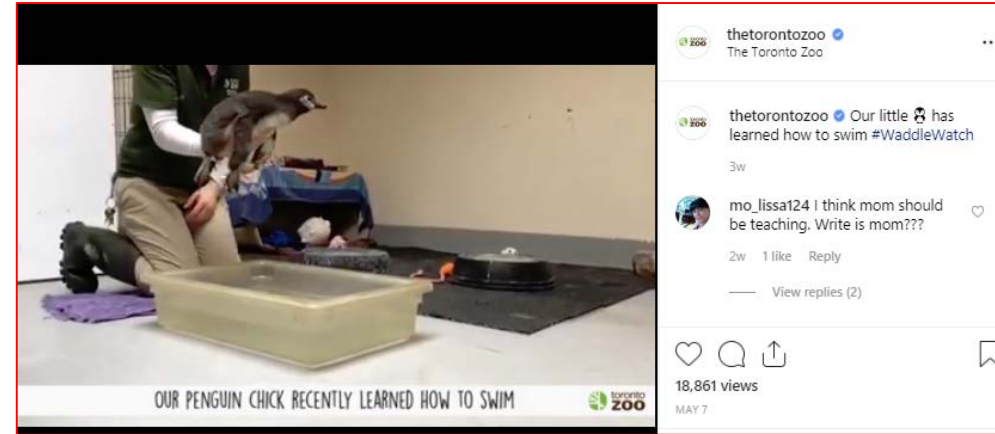


🔄 8 🗨️ 111 ❤️ 724

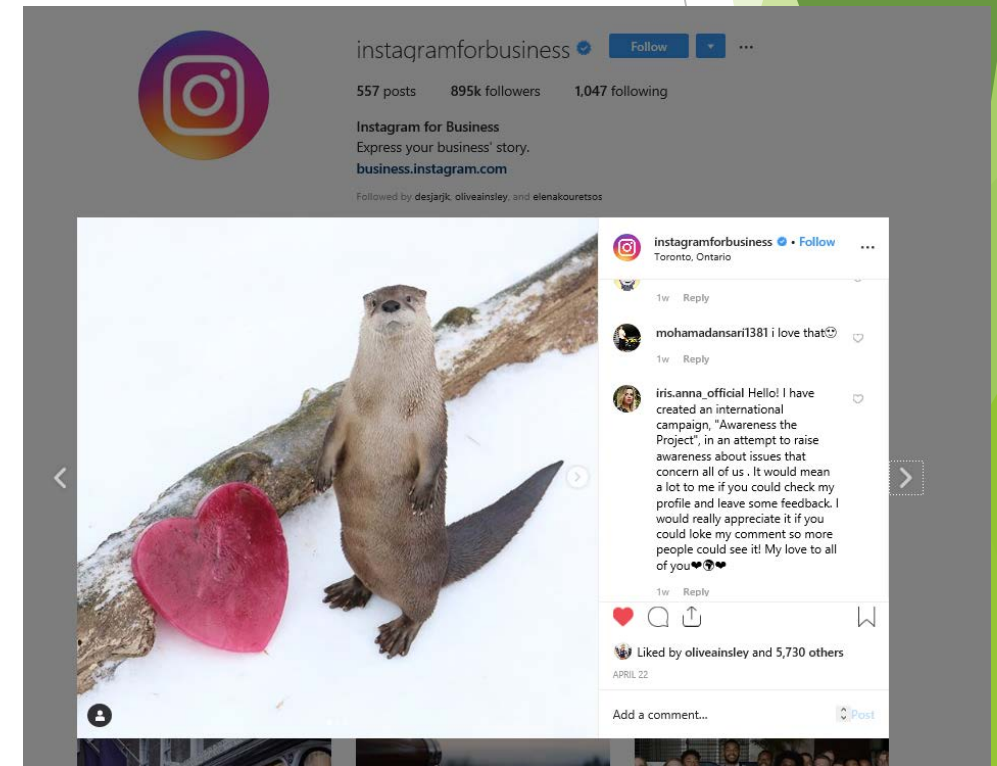
[View Tweet](#)

Social Media- Top Posts April + May

► Instagram

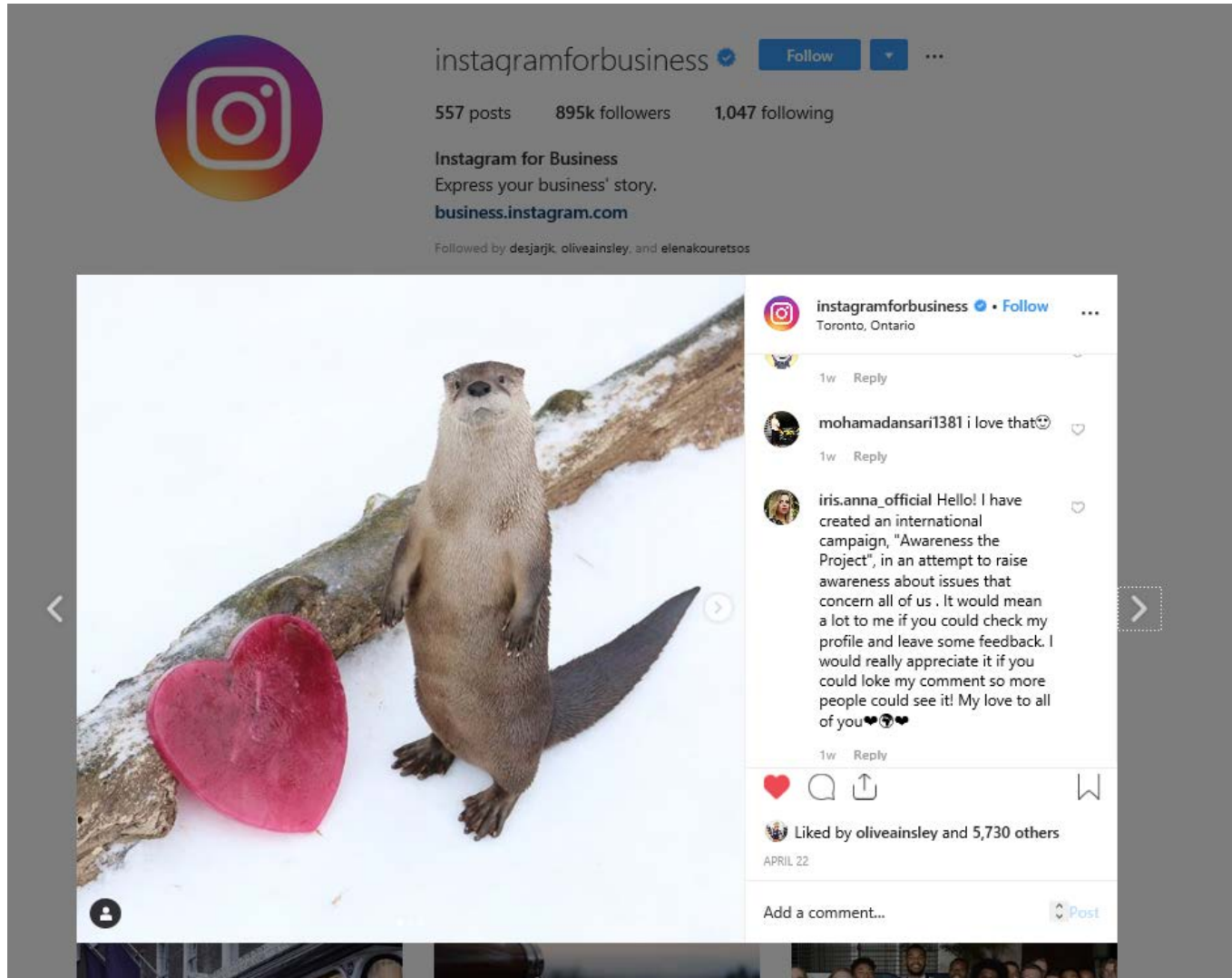


► Instagram For Business Highlight



Social Media- Instagram

► Instagram For Business Highlight



CTV

▶ Connected Calendar

- ▶ 7 weeks of on-air with Connected Calendar promo
- ▶ Features include: Polar Dip, March Break, Washed Ashore, Wild Encounter, Zoo Camp, and more!

▶ Live Remotes!

- ▶ CP24 and News at Noons
- ▶ Polar Dip – LIVE coverage CP 24
- ▶ Friday, May 31, 2019 from 12:00 pm to 1:00 pm
 - ▶ Segments to feature: Washed Ashore, Wild Encounters and Daily Animal Shows



Radio

- ▶ NEW! 98.1 CHFI: Long Weekend Promotion
 - ▶ 10 sec. spots Washed Ashore / week of May 13 to May 17; Branded conversation with Darren & Mo promoting Washed Ashore, Little Tikes, Wild Encounters and Discovery Zone; Social media (Twitter & Facebook) & event listing support for Washed Ashore Class Trip To The Zoo! contest
- ▶ NEW! 105.9 The Region (York & Toronto): Long Weekend Promotion
- ▶ NEW! Durham Radio: 94.9 The Rock and KX96: Long Weekend Promotion
- ▶ NEW! Zoomer Radio (Volunteer Recruitment) : 30 sec. spots Volunteer Recruitment / ran week of May 6 to May 12
- ▶ My Broadcasting Corp. (12 x Markets): Summer Promo
 - ▶ 50 x 30 sec. commercials month of June plus radio interview (J. Tracey) to be run on all MyFM Radio Markets (Example, Orangeville, Pembroke, Brighton, Strathroy)
- ▶ The Joe Show Radio Talk Show (Online Radio/Port Colbourne): Summer Promo
- ▶ Blackburn Radio Inc. (Windsor): Summer Promo
 - ▶ 20 x 30 sec. spots on 95.9/92.7 Windsor's Country and Mix 96.7 / week of July 22 plus 1 x radio interview per station

News Outlets & Community Columns

► News Outlets: May 2019

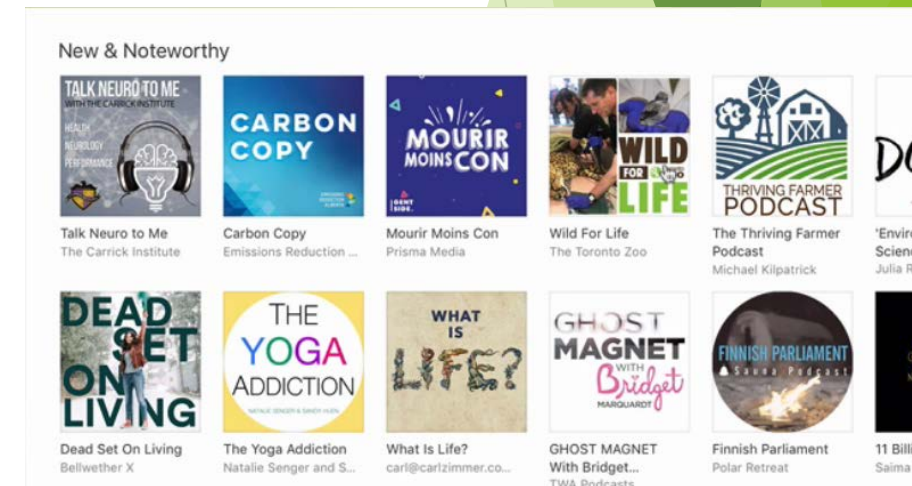
- CBC Toronto, UN Report re: endangered species
- CityNews, Wild Encounters / Capybara Feature
- CBC Toronto, Wild Encounters / African Penguin Feature
- CTV, Toronto Public Health Measles / Toronto Zoo
- CityNews, Washed Ashore & Penguin Chick Feature
- Sing Tao & Newca.com, Washed Ashore Media Event
- NewsTalk 1010, Washed Ashore Live Radio Interview With Artist
- The Weather Network, Washed Ashore Feature

► Ongoing Local Column Submissions:

- **Scarborough Mirror** – monthly columns (June's Column Submitted and features / VIM & BFF Breeding, G. Mintha)
- **Highland Creek Villager:**
 - Submitted April 30 – for their May/June Edition, featured recent Zoo births
- **West Rouge Life:**
 - Submitted in December 2018 for their Winter Edition
 - Will be submitting June 30 for their Fall Edition – featuring Winter Zoomobile and Lumina!

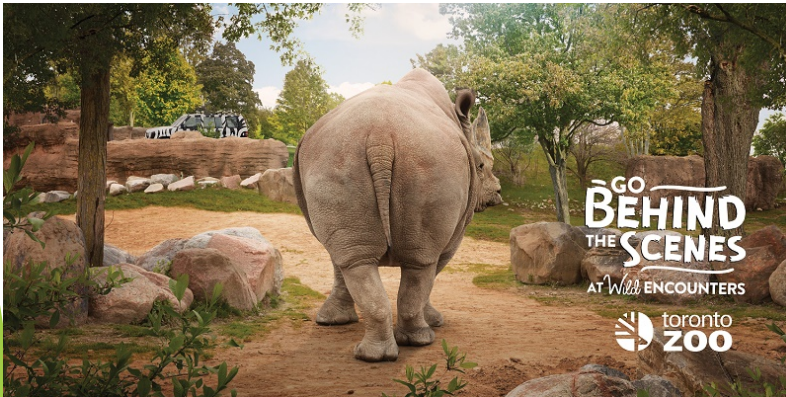
Oh ya... and a Podcast!

- Launched Wednesday, March 27th / weekly podcast featuring Zoo Staff!
- Available on Itunes, Google Podcast and Spotify
- 12 podcasts have aired as of Wednesday, June 12
- Notable rankings:
 - *New and Noteworthy Chart* in Canada for Natural Sciences
 - *Science and Medicine* category in Canada



Zoo Commercial and Campaign for 2019

- ▶ Our formal advertising campaign will be launched next week, stretching to approx. end of August
- ▶ Includes Out of Home (OOH) billboards for the print, digital paid ads and paid television spots
- ▶ Concept for Print: Go BEHIND the Scenes with NEW Wild Encounters



Television

- Concept is “Become an Expert at the Toronto Zoo with new Wild Encounters”

