

Promotional Advertising Examples

4.1 Toronto Star - Orangutan Habitat newspaper wrap/takeover for opening wknd

[illegible]



4.2 **Toronto Star:** Holiday gift giving ad (December)



The Toronto Zoo is the Place to be this Holiday Season!

Holiday hours - 9:30am to 4:30pm daily

Check out all of the amazing things we have happening at the Zoo this winter and the many gift ideas for your fellow animal lovers! Plus, join us on Christmas Day as we'll be OPEN! Enjoy a fun and educational adventure with your family at the Zoo and watch our Events Calendar at torontozoo.com for more to come this winter break!

 **toronto ZOO**

 *Give the Gift of the Zoo*

Treat your loved ones to a Zoo experience they'll never forget with a behind-the-scenes tour on a Wild Encounter or a Toronto Zoo Membership to enjoy a full year of Zoo visits! Visit torontozoo.com/holiday for a full gift guide!

 *12 Days of Holiday Enrichment*

December 27, 2023 - January 7, 2024

From ring-tailed lemurs, to polar bears, to Sumatran tigers and orangutans! Join us this holiday season and watch animals enjoy 12 days of Holiday Enrichment. Check the daily schedule and plan your visit at torontozoo.com.

 *Adopt a Snow Leopard Holiday Package*

Give a gift that makes a difference by adopting a Toronto Zoo snow leopard. Your generous one-time gift will help to support the Toronto Zoo's conservation efforts to save wildlife and wild spaces, including those to protect snow leopards and their habitat in the wild. Purchase at tzwadopt.ca

 *Watch the Live Caribou Countdown*

Countdown to Christmas with 'Santa's Reindeer' on the LIVE Caribou Cam. Head over to zoolife.tv/torontozoo to watch, plus explore 50+ other animal habitats, live, with camera control! Watch other favourites, like Wali the baby Orangutan, and get exclusive access to veterinary procedures streaming live!

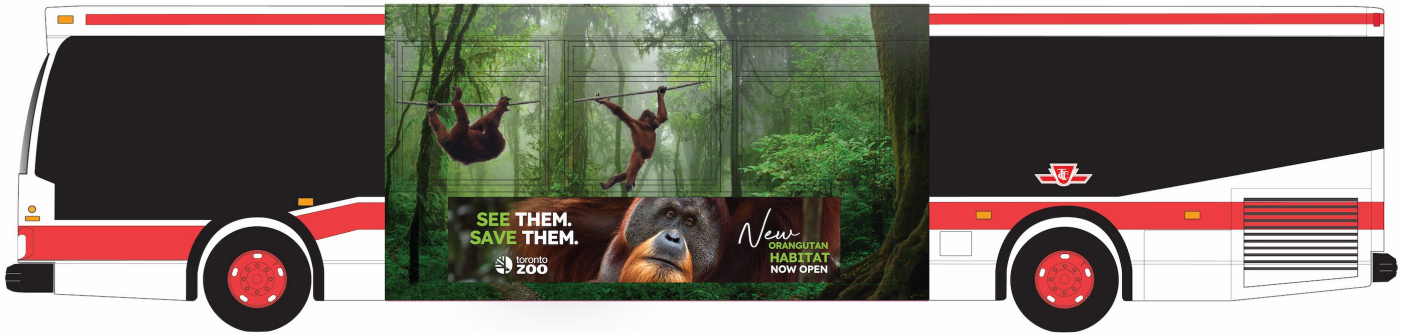
Plan your visit at torontozoo.com

Open Year-Round!

4.3 - TTC Bus and Streetcar wrap examples



VISIBLE OPENING
LIVE COPY SAFETY



4.4 Branded Cities Video screens – orangutan habitat promotion

brandedcities

