



Find Your Reason to be a Guardian

Each person who visits the zoo and cares for wildlife has a different reason that fuels their passion for being a Guardian of Wild.

We'll highlight these reasons in fun, playful and engaging way and prompt the public to come visit to find their own reason to for becoming a Guardian of Wild.



Highlights

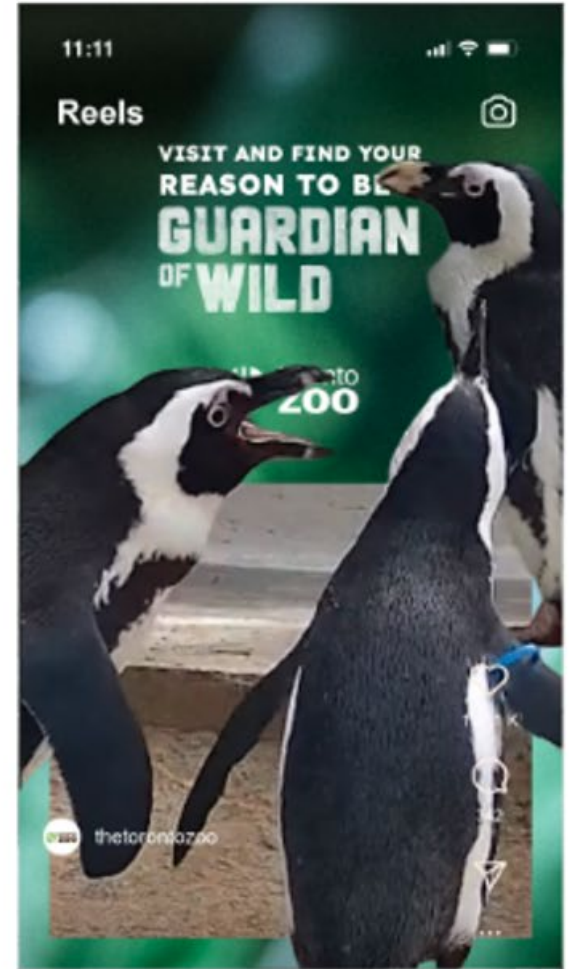
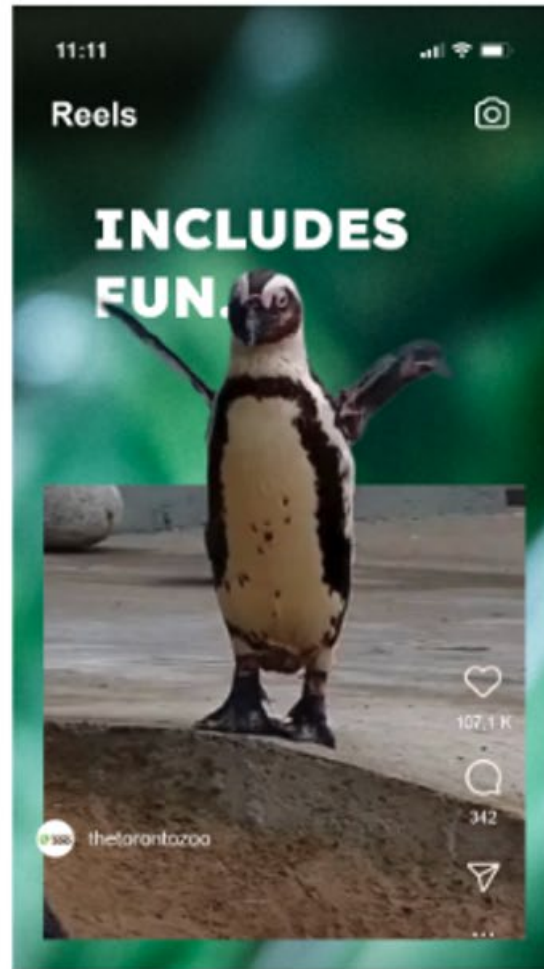
Platforms

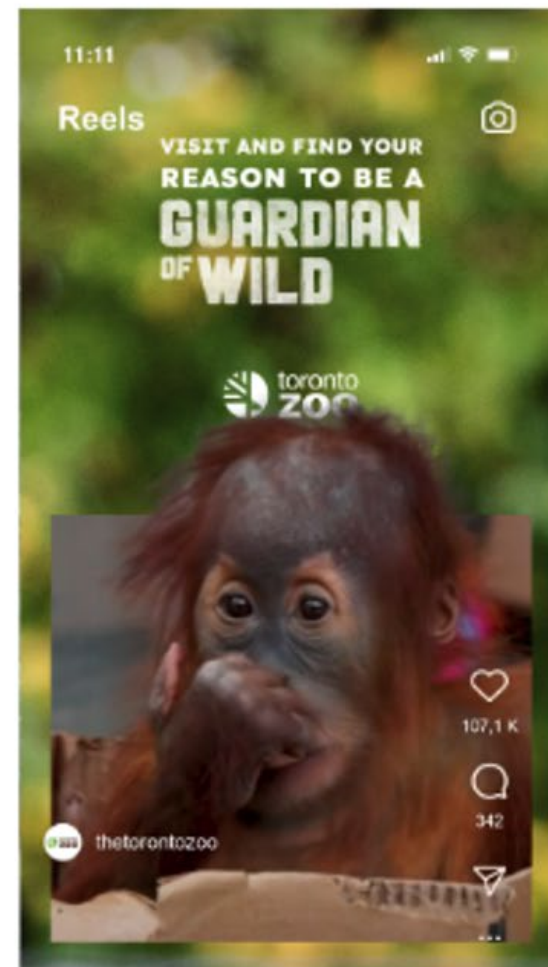
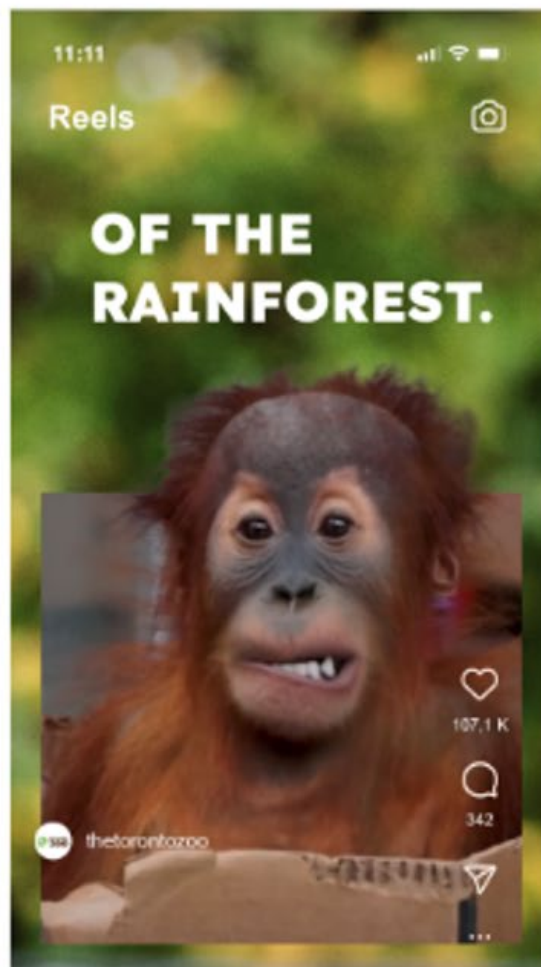
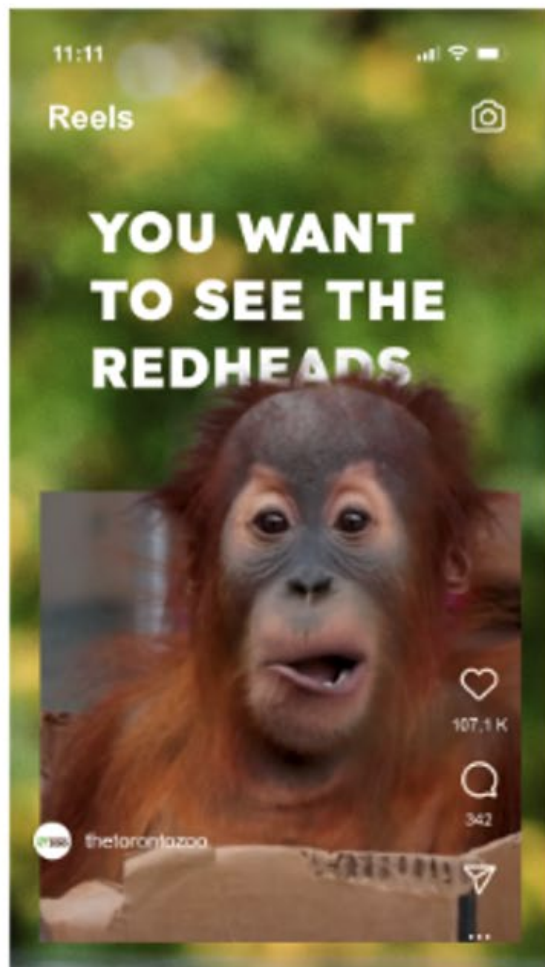
Meta
Pinterest (Test)
Digital Display & OLV

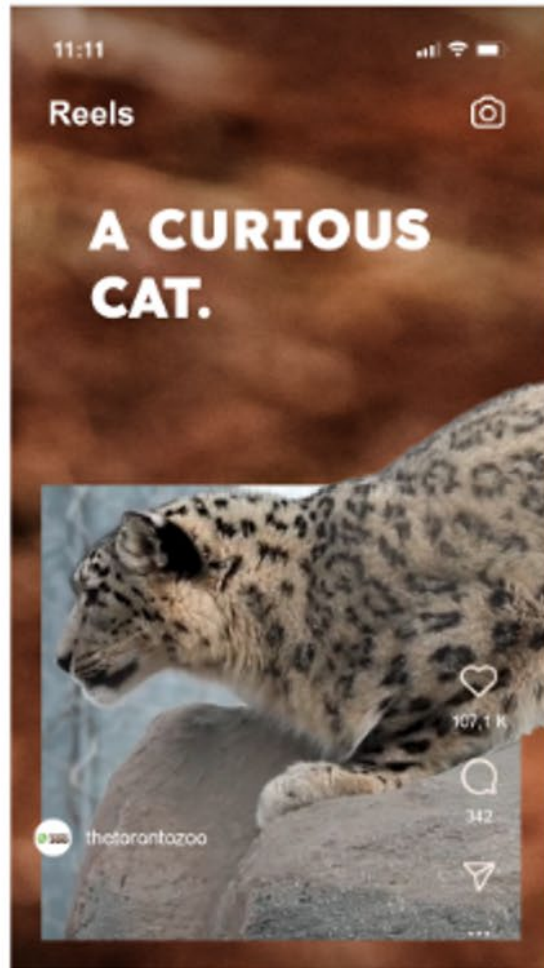
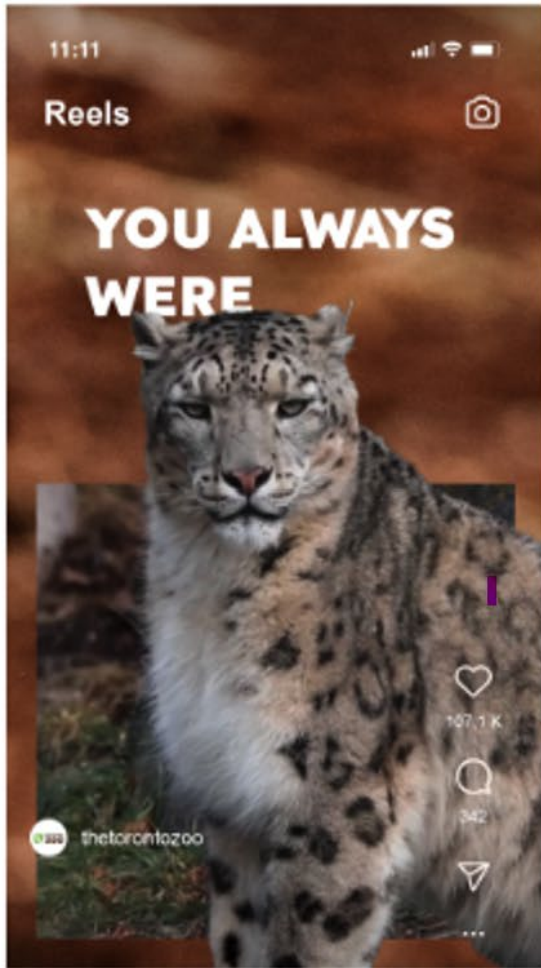
Outcomes

Drove strong engagement with multiple audience segments across the GTA to support bookings

Efficiency		Impact	
CPM	Impressions	Engagements	Engagement Rate
\$5.25	24.4M	1.98M	8.25%

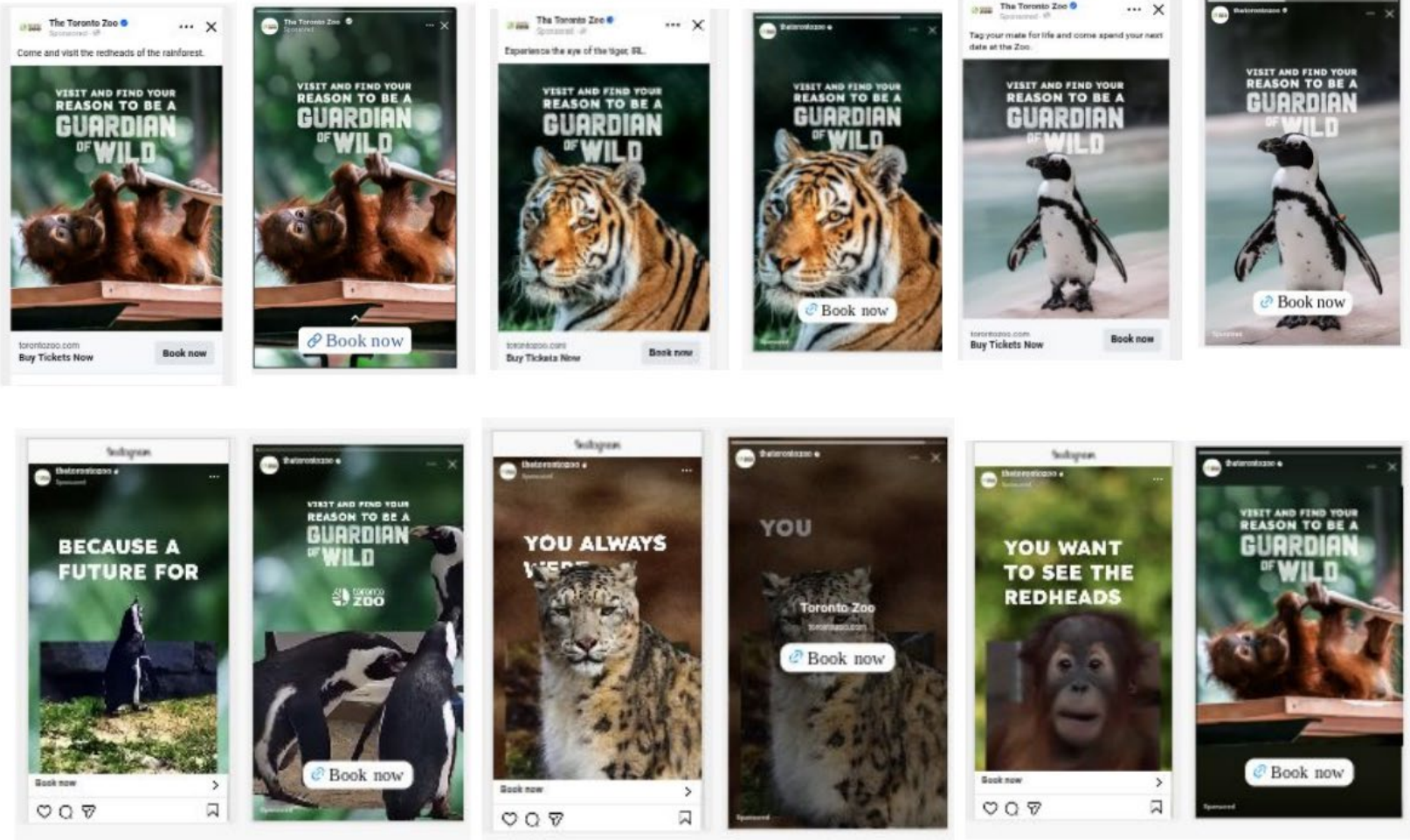


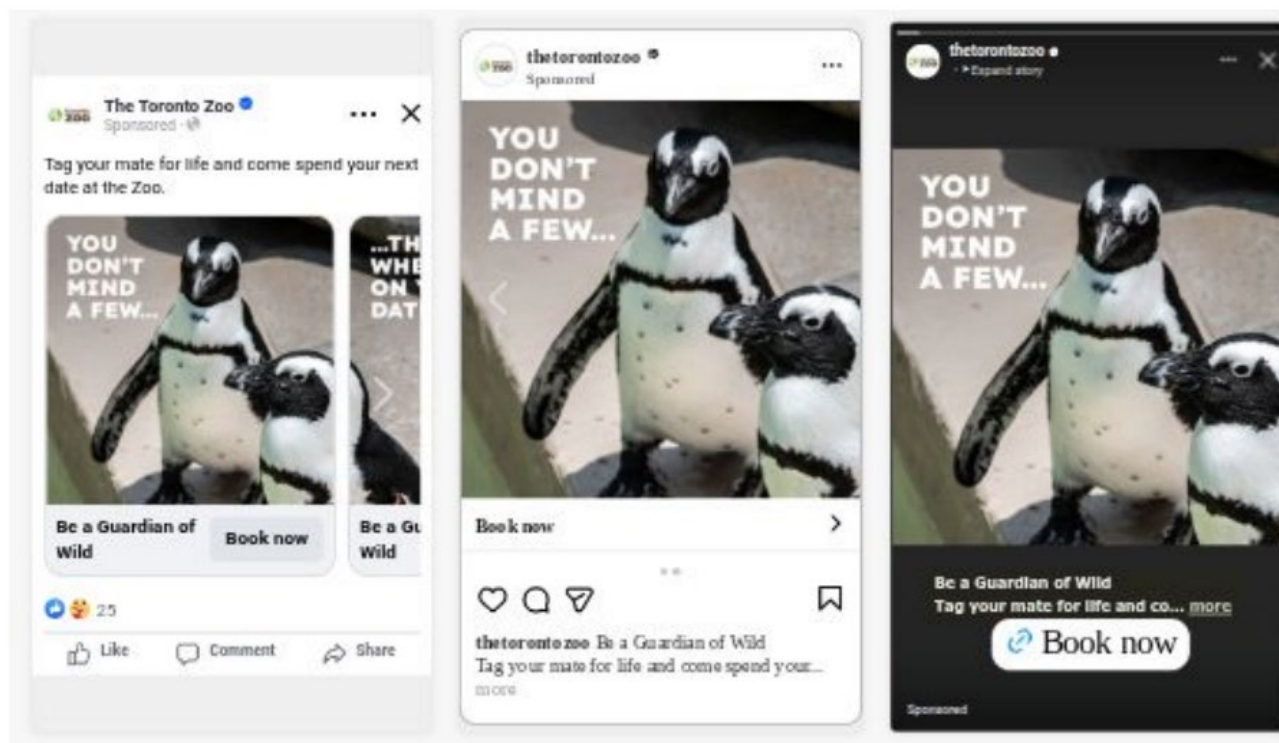
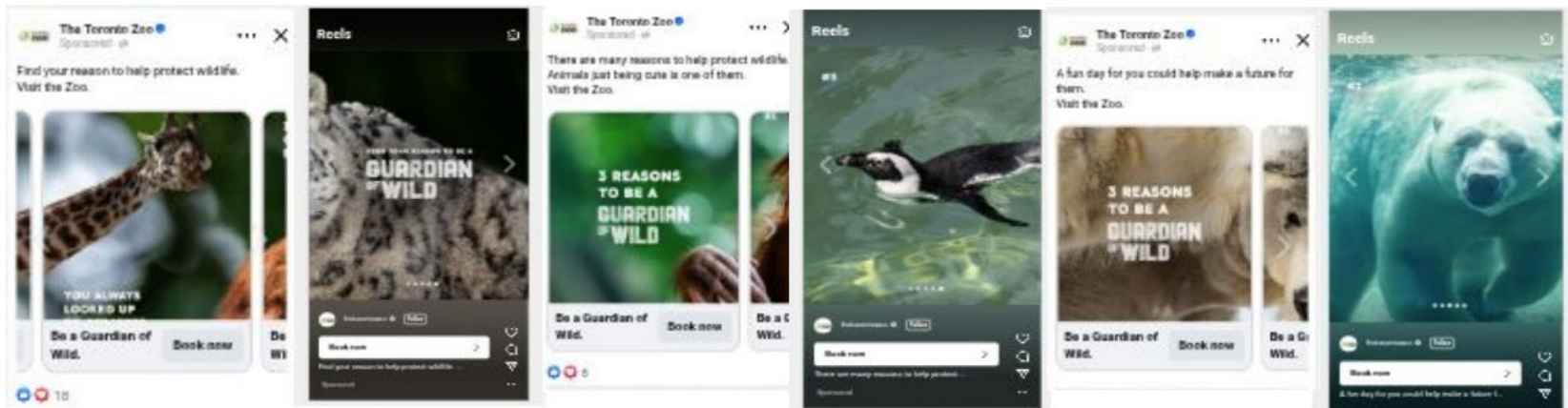




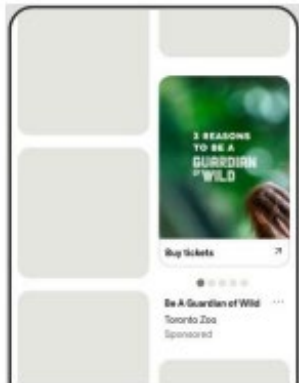
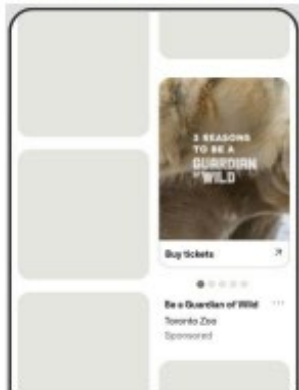
SOCIAL

Meta Posts





Pinterest Posts



Pin description

Find your reason to help protect wildlife. Visit the Zoo and be a Guardian of Wild.

SOCIAL

Insights

Plan

Meta strategy was to build a funnel through broad awareness and traffic campaigns, and test direct conversion campaign.

Key audience segment:

Parents, Local Parents, Women, Singles and Lookalikes.

Pinterest Test Campaign:

Focused on Awareness within Parent segments.

Key Optimization:

Based on GA4 data showing significant user activity and conversion outside the Zoo local area as far as Hamilton, extended Geo target to broader GTA market



Results

- **Platforms:** Overall Meta delivered effectively on awareness goals, with a much larger impression base as well as lower CPM. Pinterest delivered a higher CTR, but limits to the potential audience meant Meta delivered more website traffic overall.
- **Efficiency:** Side by side, the broader Meta GTA audience performed most efficiently against spend with a \$2.19 CPM, but Traffic campaigns drove a higher CTR as expected.
- **Audiences:** Surprisingly similar CTR between GTA parents and Local Parents. Overall best performing audience (CPC, CPM and second highest CTR) was our secondary Women 18-54.
- **Creatives:** Bold static images drove the most impact on Pinterest and Meta Traffic ads - demonstrating wide unaided awareness of brand.