



Franklin Park Zoo: Changing Perceptions

OUR TEAM



ALISHA



BRENDAN



ELIZABETH



EMMA



KARLI



LAURA



Agenda

- **The Focus**
- **Research**
- **Plan**
 - **Social Media**
 - **Murals**
 - **QR Codes**
- **Implementation**
- **Next Steps**



THE FOCUS

Starting with the opportunities

TARGET MARKET SEGMENT



- While families are currently the most visible segment at the zoo, we are hoping to target young professionals
- What the zoo is doing right:
 - 21+ events
 - Engaging social media posts about the animals

SWOT ANALYSIS

Strengths

- Variety and large quantity of animals
- Open year round
- Valuable/meaningful discounts
- AZA certification

Weaknesses

- Not central location
- Attendance strongly influenced by weather - many outdoor areas
- Negative perceptions about zoos

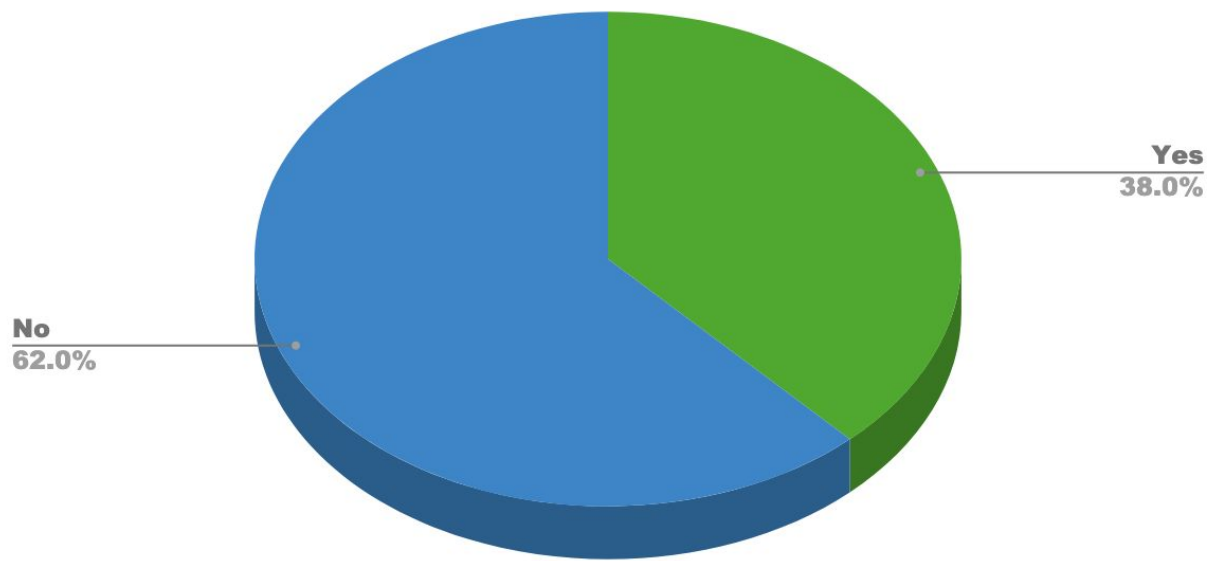
Opportunities

- Educate community about FPZ's mission and positive impact
- Capture young professional market segment
- Utilize technology to share FPZ's work

Threats

- Common belief that zoos are detrimental to animals and wildlife
- Increasing entertainment/activity options for families and tourists in Boston

HAVE YOU BEEN TO THE ZOO?



WHY HAVEN'T PEOPLE BEEN TO THE ZOO?

“Too cold in the winter”

“I have never thought to”

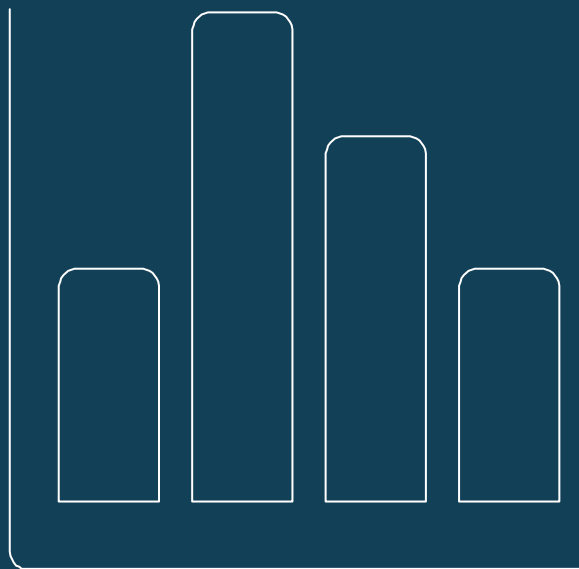
“Zoos are bad for animals”

“The zoo is too far away”

“It's in a bad area”

OUR HYPOTHESIS

- People have **negative perceptions of the zoo** and young professionals specifically are too busy to actively research the zoo to better understand its work and impact.
- There is an **opportunity to educate visitors**, both current and prospective, about the zoo's mission and enable them to become informal ambassadors.
- By **making information more accessible, improving the zoo visually, and developing its social media presence**, the perceptions about the zoo will shift and young professionals will be enticed to attend.

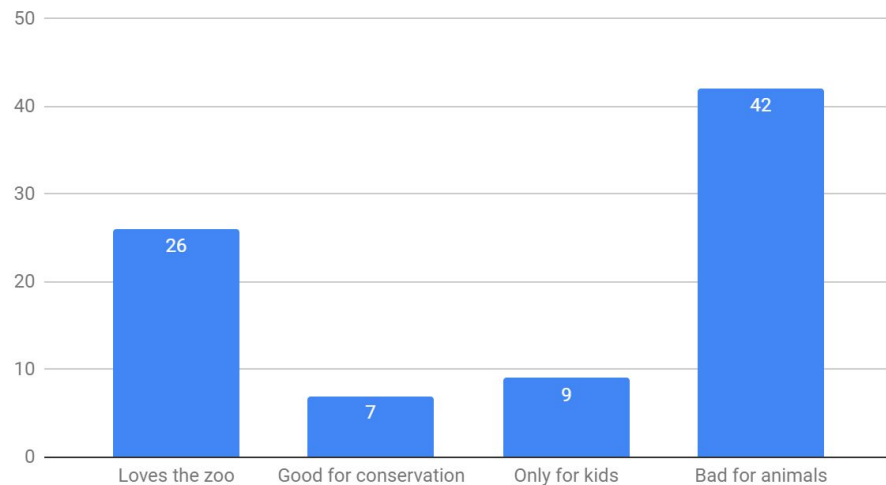


RESEARCH

How we found the opportunities

GENERAL PERCEPTIONS OF ZOOS

Open ended perceptions on Zoos



“It's for little kids”

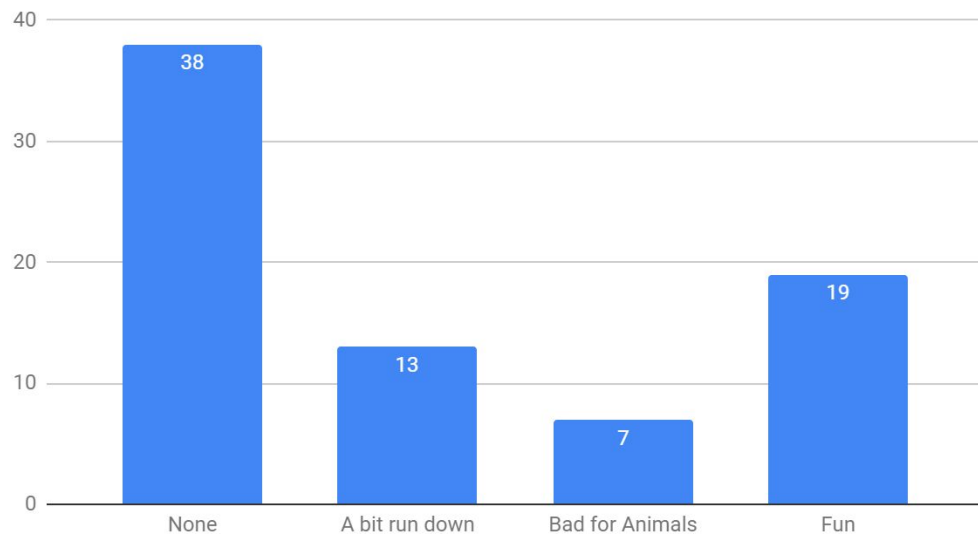
“Zoos are bad for the animals
in captivity”

“I love the zoo”

“Zoos do good stuff for animals
but this isn't communicated to
the public”

PERCEPTIONS OF FRANKLIN PARK ZOO

Open Ended Perceptions on the Franklin Park Zoo



"I have none."

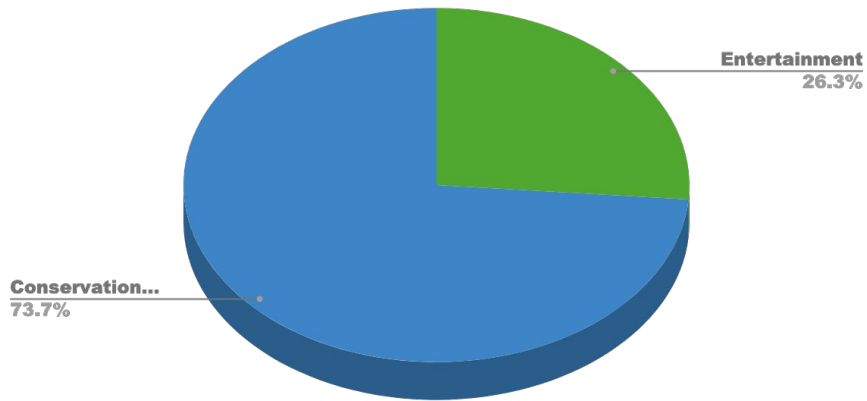
"Run-down"

"Kind of a forgotten-about
attraction in Boston"

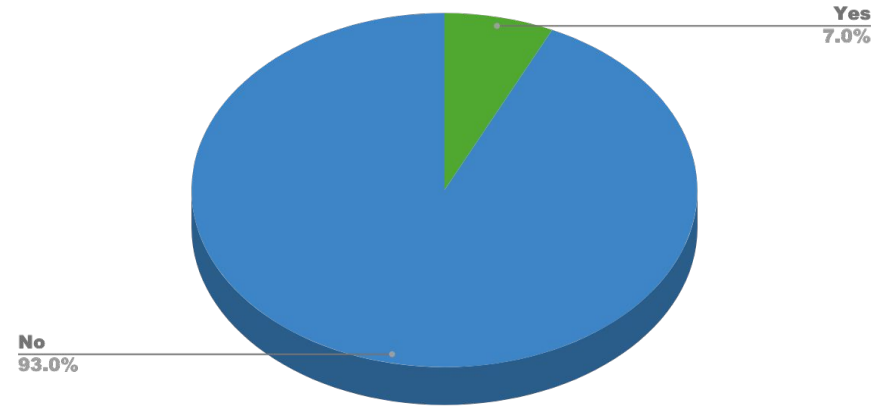
"Love it"

AN OPPORTUNITY TO EDUCATE ON CONSERVATION

Is the priority of a zoo entertainment or the conservation of animal life?



Did you know that the Franklin Park Zoo has an AZA certification?





TESTING OUR HYPOTHESIS

Fun in the Tropics
(21+ Event)

WHAT WE LEARNED

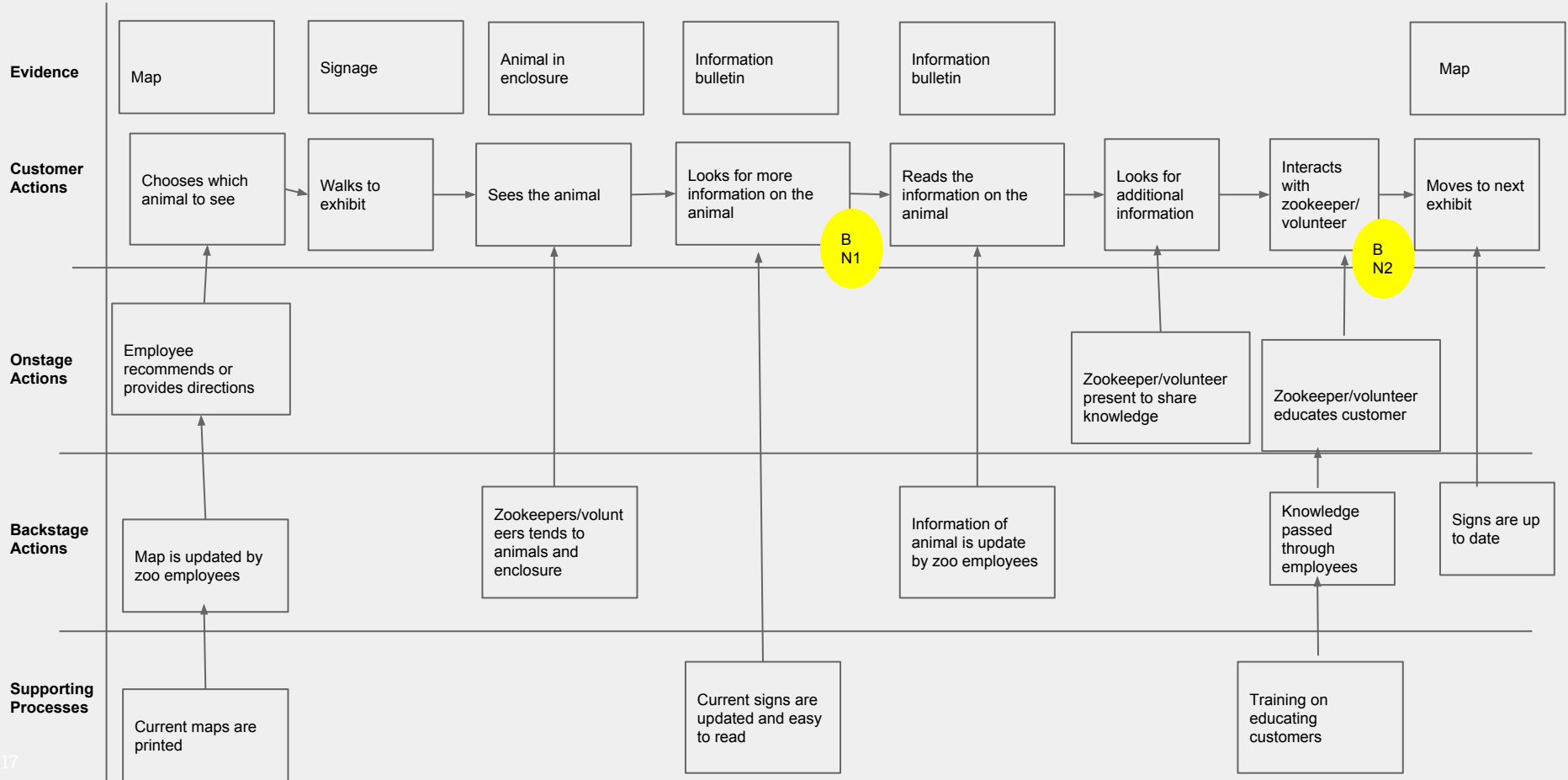
- Young professionals love coming to the 21+ events
- Event lovers often do not know about conservation efforts
- Conversation with summer intern, Brooke

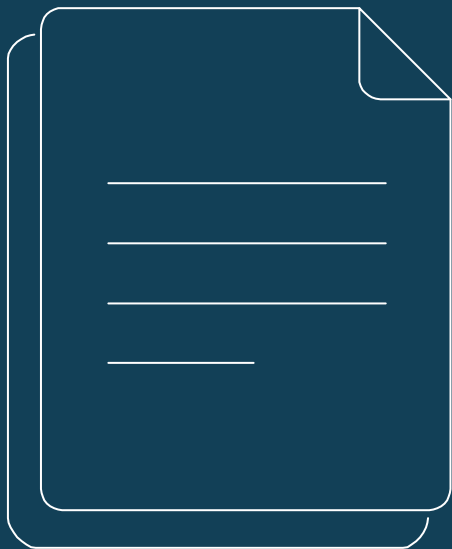


THE COMMUNICATIONS GAP



Service Blueprint - Learning About the Tiger at the Exhibit





RECOMMENDATIONS

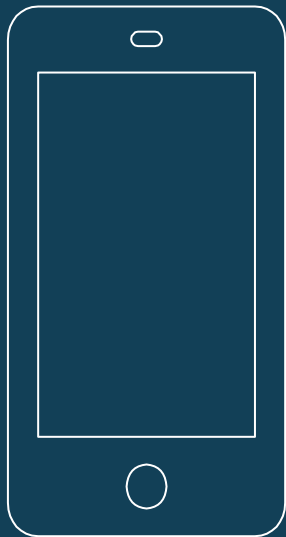


OUR RECOMMENDATIONS

**GENERATE AN INTEREST IN
YOUNG PROFESSIONALS TO
ATTEND THE ZOO
THROUGH SOCIAL MEDIA**

**ENGAGE THE
PUBLIC IN ALL
EFFORTS OF
CONSERVATION
THROUGH
STORYTELLING**

**LEVERAGE USER
GENERATED
CONTENT TO
PROMOTE
CONSERVATION
EFFORTS**

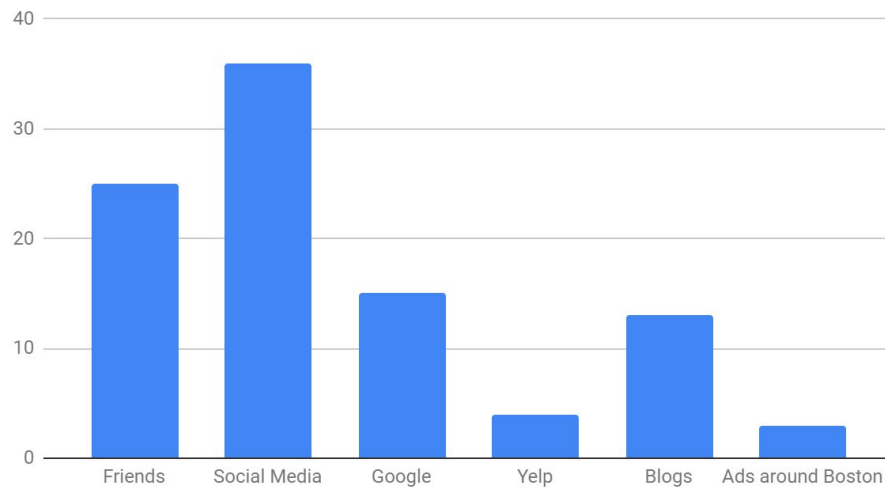


PART I

STORYTELLING THROUGH SOCIAL
MEDIA

HOW PEOPLE HEAR ABOUT THINGS TO DO IN BOSTON

How have you heard of events around Boston?



RECOMMENDATION

What:

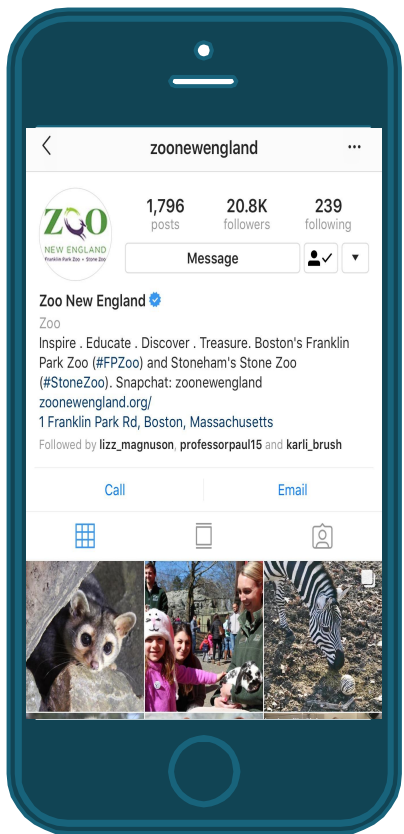
- 1) Increase sponsored ads on Facebook and Instagram that highlight the conservation efforts and promote the zoo as a “Wildlife Sanctuary”
- 2) Modify the organic social strategy to reflect the conservation efforts of the zoo

Why:

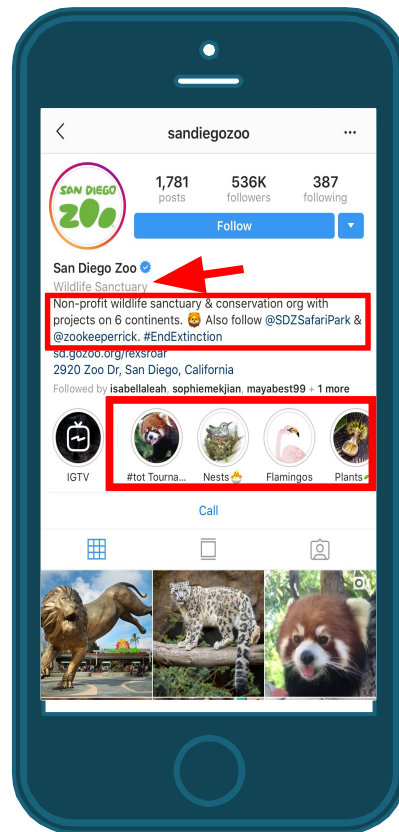
Help the public (people who do not currently follow the zoo) better understand the zoo’s mission and purpose and challenge their current perception, turning them into mission driven supporters

How:

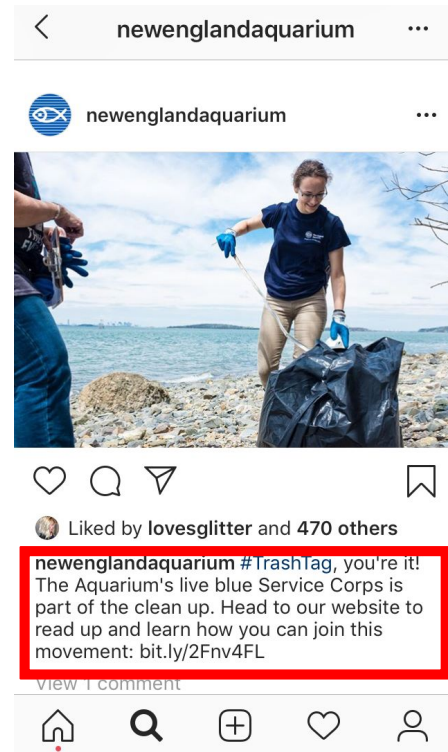
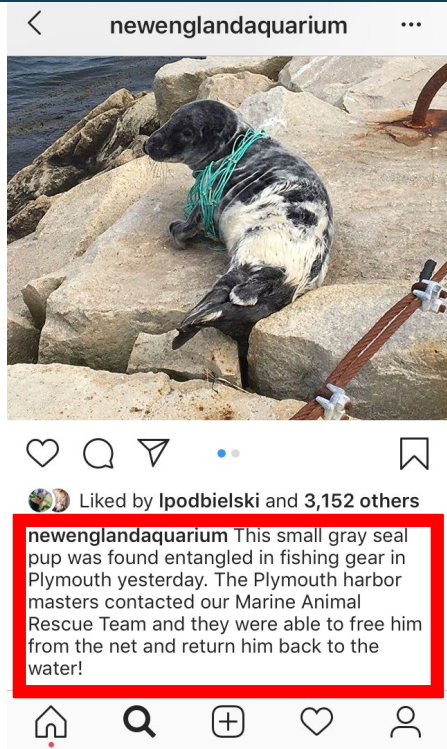
- 1) An honest and transparent campaign showcasing the zoo’s mission, role in animals lives, and encourages conservation from the public
- 2) Highlight the AZA and it’s meaning



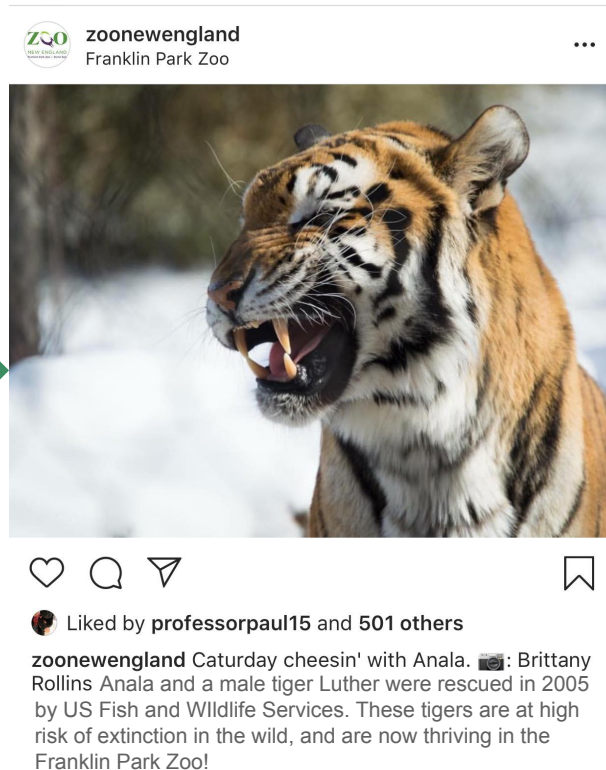
VS.



WHAT THE NEW ENGLAND AQUARIUM IS DOING...



HOW THEY COULD UPDATE THEIR POSTS





PART II

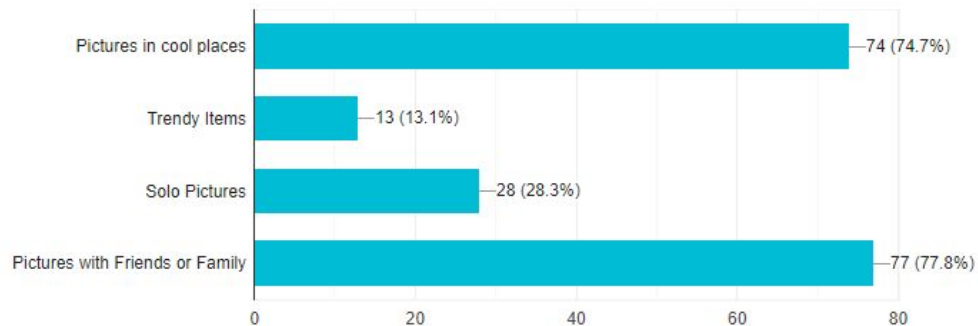
STORYTELLING THROUGH MURALS

WHY CONSUMERS WOULD POST ABOUT THE ZOO



When you post on social media what types of photos do you post?

99 responses

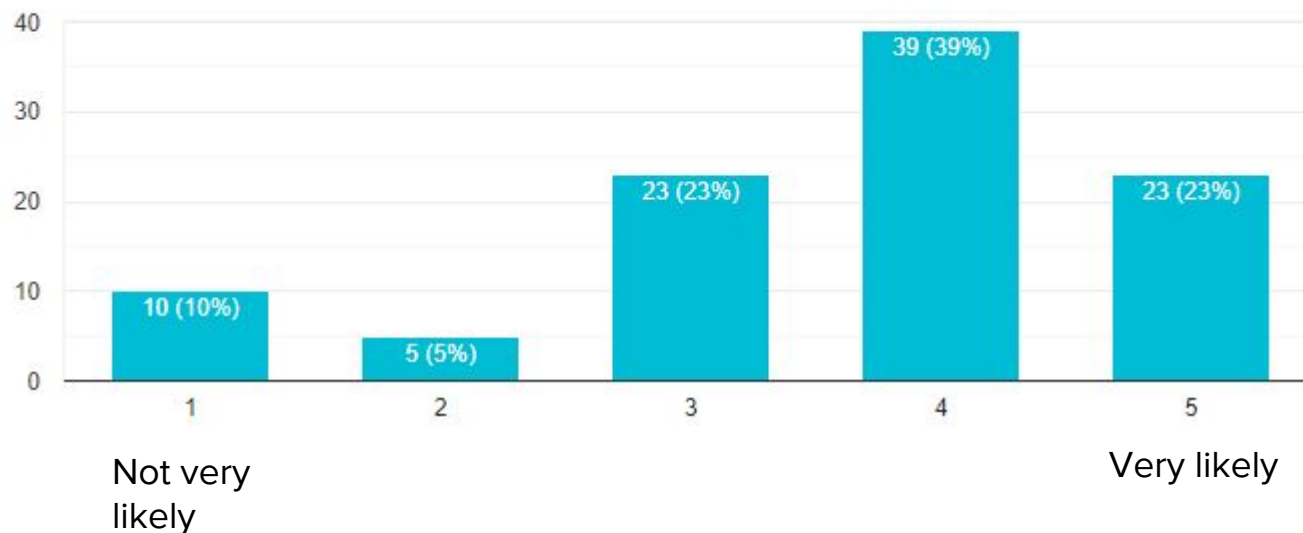


HOW LIKELY OUR CONSUMERS ARE TO POST ABOUT THE ZOO

How likely are you to post a photo if you go to a new attraction?



100 responses



WHY MURALS?

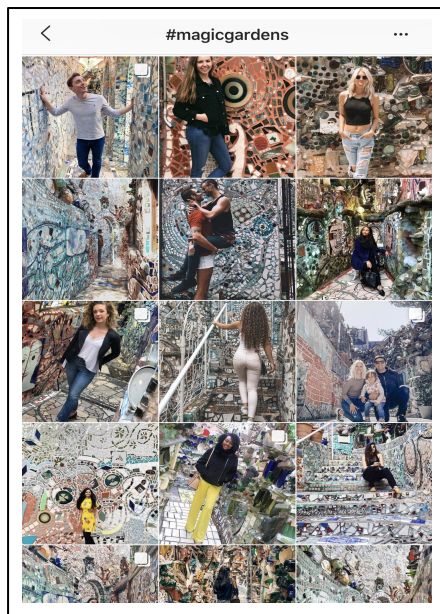
- Educate through a combination of pictures and word
- Visuals increase memorability of content
- Promote the mission, perceived image of the zoo through an improved physical servicescape
- Provide more photograph ready areas that encourage user generated content through sharing on social media



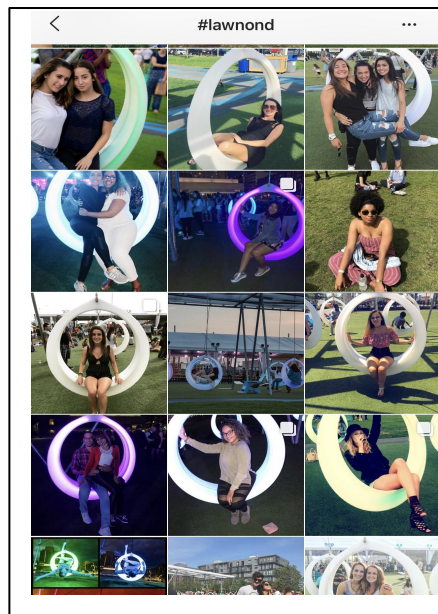
60X FASTER

the rate at which the
brain processes images
in comparison to words

LEVERAGING ICONIC ART FOR UGC



36,420 Posts on
Instagram



16,530 Posts on
Instagram



ANIMAL DIRECTORY

1 Serengeti Crossing

African crested porcupine
Plains zebra
Ostrich
Warthog
Wildebeest

2 Children's Zoo

Blanding's turtle
Cabot's tragopan
Hooded crane
Muntjac
Prairie dog
Red breasted goose
Red panda
Scaly-sided morganer
Spotted turtle

3 Franklin Farm

Barn owl
Chicken
Contact corral (weather permitting)
Goat
Llama
Politou donkey

4 Kalahari Kingdom/ Tiger Tales

Bongo
Lion
Red river hog
Tiger

5 Giraffe Savannah

Grevy's zebra
Masai giraffe

6 Tropical Forest

Baird's tapir
Giant anteater
Gorilla
Green anaconda
Pygmy hippopotamus
Ring-tailed lemur
Ruwenzori fruit bat
Siberian crane
Spotted hyena
Two-toed sloth

7 Outback Trail

Aussie Aviary (seasonal)
Emu
Kiwi
Red kangaroo

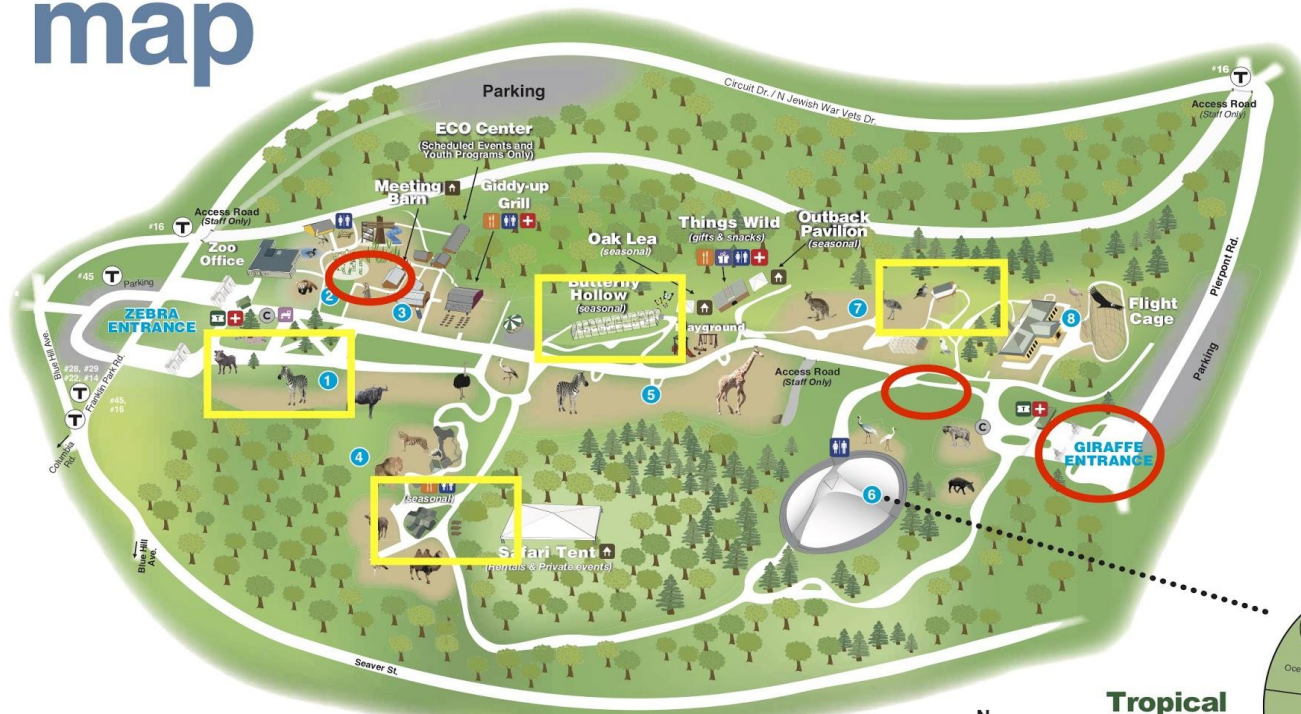
8 Bird's World

Andean condor (Flight Cage)
Flamingo
Kea

Exhibits Inside Building:

• Swamp • Rainforest
• Scrubland • Riverbank

map



VISITOR INFORMATION:

- Children must always be in the company of adults.
- Shirts and shoes must be worn at all times.
- The Zoo is not responsible for items left unattended and will dispose of abandoned items when necessary.
- Visitors are permitted to bring their own lunches and food into the Zoo. If you do choose to bring your own food, please do not bring in glass containers or alcohol.
- Please help to keep the Zoo neat by depositing refuse in the proper containers. To help with our conservation efforts, please deposit plastic and aluminum cans in the Zoo's recycling receptacles.
- These items are not permitted on Zoo grounds: bicycles, scooters, balls, kites, balloons, alcohol, Frisbees, squirt guns, rollerblades/skates, skateboards, radios and beepers.
- Smoking is prohibited within the Zoo.
- Don't throw objects, including coins, in the water.
- To help us maintain a healthy, positive environment, please do not feed or tease the animals.
- Please Note: During inclement weather take shelter in one of the Zoo's indoor areas.
- The Zoo is for all to enjoy so please be considerate of others and have a great time!

RIDES

THE TRAIN AND THE CAROUSEL are seasonal rides, open April through October.

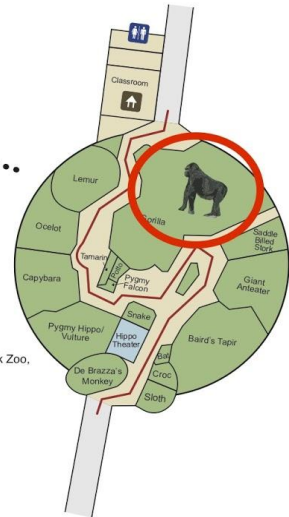
FIRST AID KITS

FIRST AID KITS are available at both admissions booths, in Things Wild gift shop, in the Giddy-up Grill and the Community Resource Center (Zoo office).

Legend

- Tickets & Information
- Restrooms
- Rental Area
- Concessions
- Train Ride (seasonal S)
- Gift Shop
- Conservation Kiosk

Tropical Forest



To learn more about Franklin Park Zoo, visit www.franklinparkzoo.org, 617-541-LION

GO GREEN!
Look for the recycling bins throughout the Zoo.

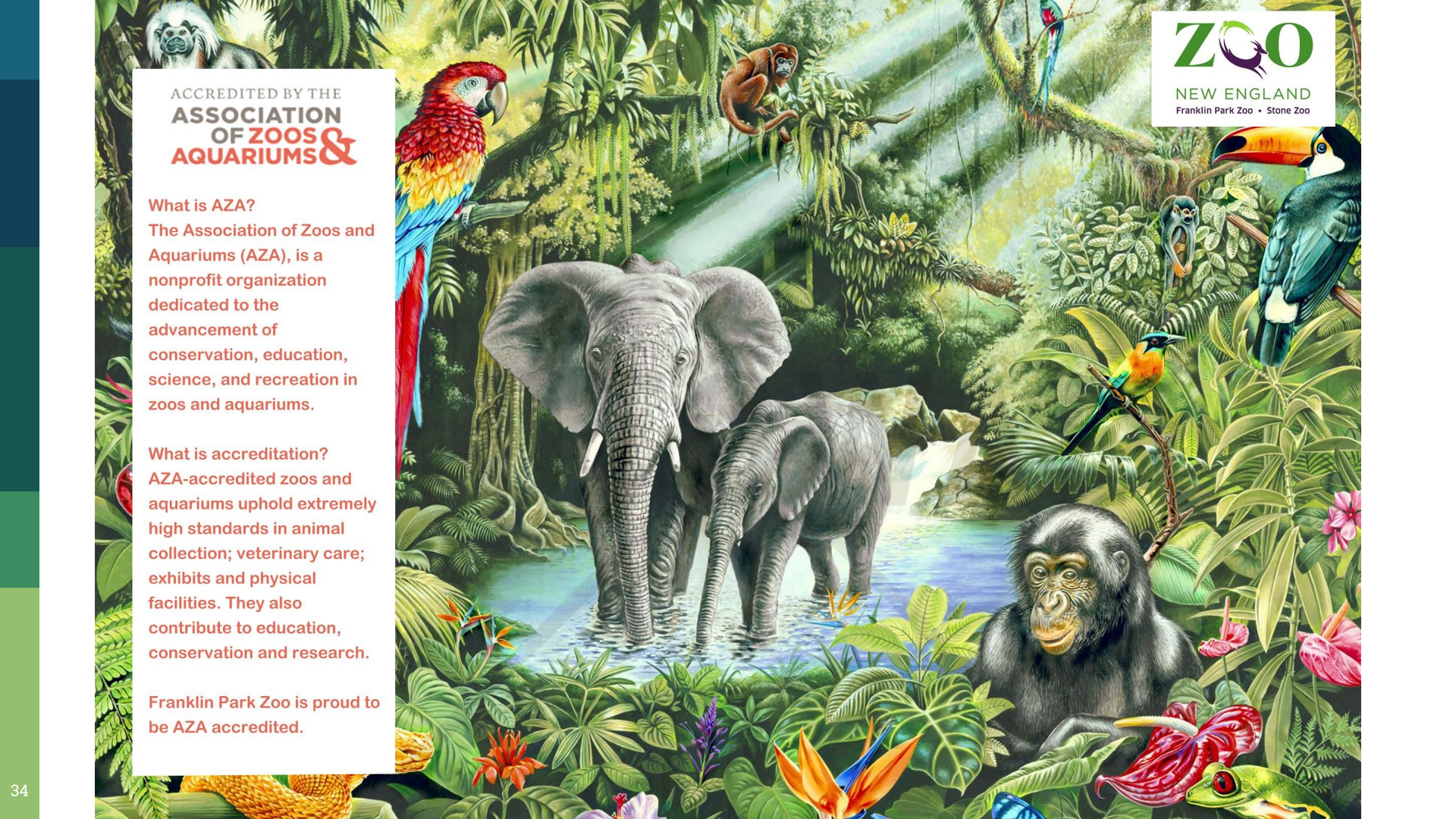
:Existing photo ops :Suggested mural sites

BUILDING THE MURALS

- Utilize art students to paint murals
 - Students have done this in the past to fulfill the service learning aspect of class, i.e. Latinx Cultural Center
- Zoo would be responsible for providing paint and supplies
- Potential themes for the murals to represent:
 - Conservation Efforts
 - Showing Animals in Different Landscapes (Oceans, Skies and Land)
 - Boston, Abstract, Historic, Geometric, etc.
 - Interactive Murals ex: butterfly wings

LATINX CULTURAL CENTER MURAL





ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

What is AZA?

The Association of Zoos and Aquariums (AZA), is a nonprofit organization dedicated to the advancement of conservation, education, science, and recreation in zoos and aquariums.

What is accreditation?

AZA-accredited zoos and aquariums uphold extremely high standards in animal collection; veterinary care; exhibits and physical facilities. They also contribute to education, conservation and research.

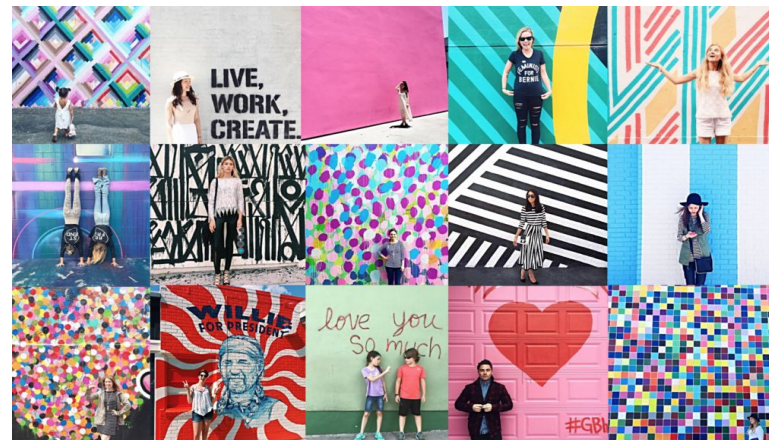
Franklin Park Zoo is proud to be AZA accredited.

ZOO
NEW ENGLAND
Franklin Park Zoo • Stone Zoo

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

ZOO
NEW ENGLAND
Franklin Park Zoo • Stone Zoo

From 2011-2015, AZA-accredited facilities, including Zoo New England, spent nearly \$4 million on butterfly conservation and research. Activities include tagging, population monitoring, habitat restoration and reintroduction.





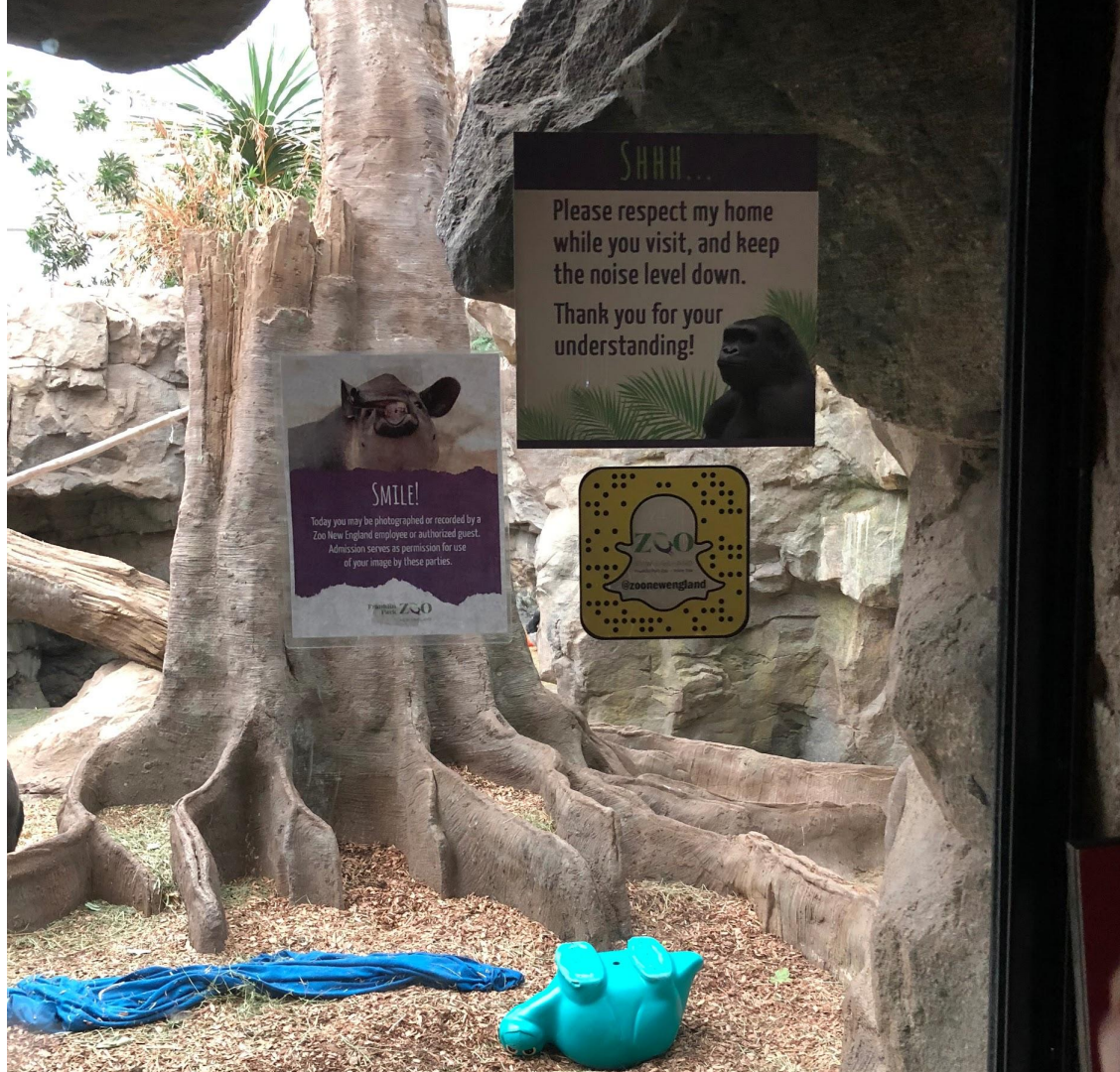
PART III

STORYTELLING THROUGH QR CODES



WHY QR CODES

- Promote interactive and engaging content through mobile devices
- Making additional information easily accessible
- “As a volunteer I loved sharing stories with the customers, however there was not always enough time to talk to everyone at one exhibit” -Brooke
- Helps zookeepers and volunteers in educating customers about exhibits



SMILE!

Today you may be photographed or recorded by a Zoo New England employee or authorized guest. Admission serves as permission for use of your image by these parties.

ZOO

SHHH...

Please respect my home while you visit, and keep the noise level down.

Thank you for your understanding!

ZOO

zooneewengland

MOCK UP

Scan the QR codes below to learn more about our...

RED PANDAS

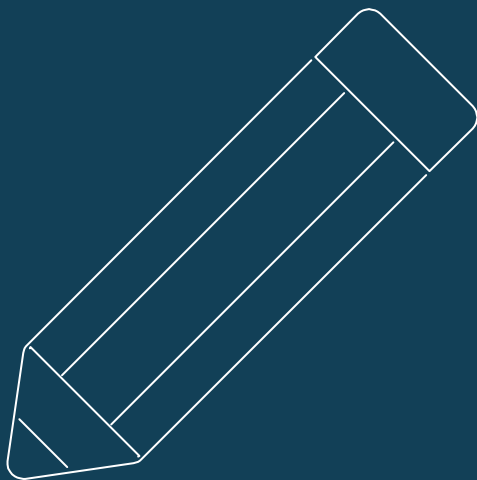


AZA ACCREDITATION



CONSERVATION EFFORTS





IMPLEMENTATION

BUDGET + NEXT STEPS

BUDGET ESTIMATES

- Part 1: Social Media
 - Increase social media advertising budget by about **\$500** per month (additional 1200 to 4700 people per day)
- Part 2: Murals
 - Location and footage - Free
 - Cost of materials - Depends on size/surface painted on
 - Intricacy of design - Free
 - Working conditions - Free
- Part 3: QR Codes
 - **Current salary expenses** for Marketing and IT employees
 - QR code generator is **free online**
 - Waterproof custom stickers - **\$90** for 200 stickers

NEXT STEPS

- **Part 1: Social Media**
 - Develop AZA-focused content that is engaging and shareable
 - Distribute campaign across all paid and organic social media channels
 - Incentivize sharing of content through contests or giveaways
- **Part 2: Murals**
 - Contact local artist Jamal Thorne - j.thorne@northeastern.edu
 - Develop mural themes and concepts with key stakeholders
- **Part 3: QR Codes**
 - Document all known unique stories about current animals in zoo
 - Add all stories to FPZ website
 - Create unique QR codes for each page and order stickers with custom codes
 - Place QR code stickers by appropriate exhibits

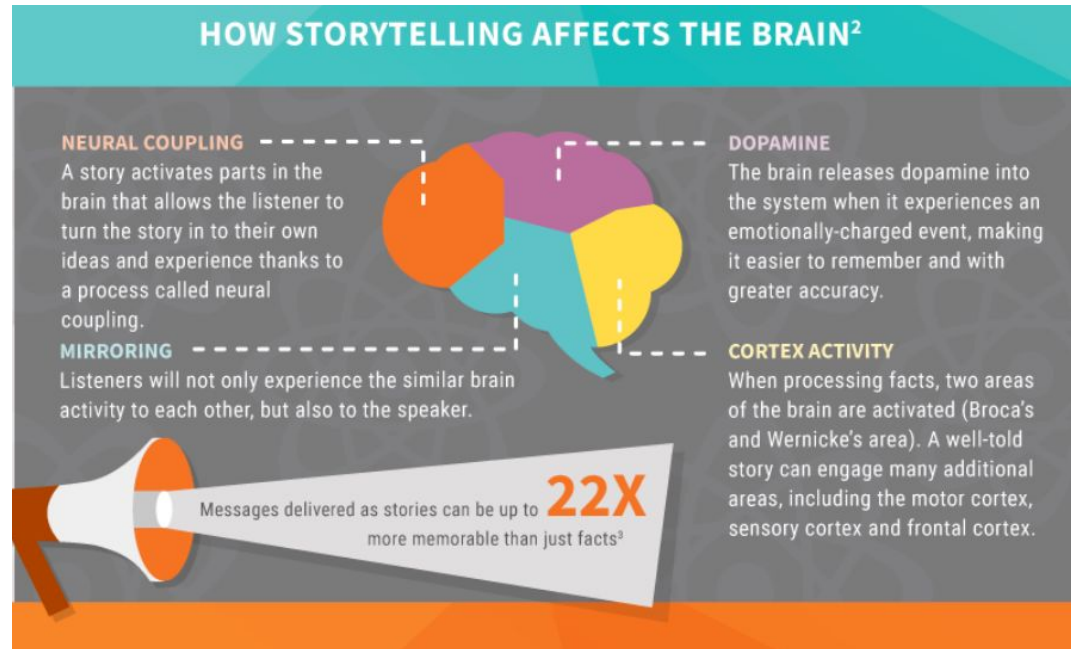
THANKS!

ANY QUESTIONS?

APPENDIX

STORYTELLING

- 22 times more memorable
- Stories evoke emotion providing greater connection between customer and zoo
- Interactive information increases customer engagement



SEVEN P'S

- Product
 - Access to the zoo
- Price
 - Year membership
 - Individual: \$85, dual: \$100, family \$125
 - One day
 - Adult: \$16.95, Seniors: \$14.95, child \$11.95, kids free
- Promotion
 - Online advertising
 - Website
 - Social Media
 - Events
- Place
 - Located in West Roxbury
- People
 - Zookeepers, staff, administration, maintenance workers
 - Volunteers
- Physical Evidence
 - Animals
 - Zoo grounds
 - Signage
 - Fences
 - Staff uniforms
- Process
 - How people interact with animals
 - How employees share information with guests
 - How employees maintain zoo



EXAMPLE COPY FOR SOCIAL POSTS

- “Zoo New England takes our animal welfare seriously, as a member of the AZA we hold our animal care, facilities, and staff to the highest possible standard”
- “We challenge you to learn about our conservation efforts and animal care practices here at Zoo New England”
- “Our Biodiversity conservation project is one you can be a part of in your own backyard”
- “Ask our zookeepers about one of our 80+ Species Survival Plans”
- “Much of our work protective plans take place after hours or underground to better protect our animals ____”
- “Learn how YOU can help our conservation efforts by doing these small things every day” (Link to what you can do page)

Budget

Facebook Ads

Location - Living In United States: Massachusetts
Age 18 - 40

☐ People who like your Page

☐ People who like your Page and their friends

Create New Audience

Automatic Placements (Recommended) ☒ ON
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

DURATION AND BUDGET

Duration ⓘ

Days

End date

Total budget ⓘ

Estimated People Reached ⓘ

1,200 - 4,700 people per day of 1,600,000

Mural Cost

DIMENSIONS	Square Footage	\$10.00 PRICE	\$20.00 PRICE	\$30.00 PRICE
3ft. x 4ft.	12ft.	\$120.00	\$240.00	\$360.00
3ft. x 5ft.	15ft.	\$150.00	\$300.00	\$450.00
3ft. x 6ft.	18ft.	\$180.00	\$360.00	\$540.00
4ft. x 5ft.	20ft.	\$200.00	\$400.00	\$600.00
4ft. x 6ft.	24ft.	\$240.00	\$480.00	\$720.00
4ft. x 7ft.	28ft.	\$280.00	\$560.00	\$840.00
5ft. x 7ft.	35ft.	\$350.00	\$700.00	\$1050.00
5ft. x 8ft.	40ft.	\$400.00	\$800.00	\$1200.00
5ft. x 9ft.	45ft.	\$450.00	\$900.00	\$1350.00
6ft. x 9ft.	54ft.	\$540.00	\$1080.00	\$1620.00
6ft. x 10ft.	60ft.	\$600.00	\$1200.00	\$1800.00
6ft. x 11ft.	66ft.	\$660.00	\$1320.00	\$1980.00
7ft. x 10ft.	70ft.	\$700.00	\$1400.00	\$2100.00
7ft. x 11ft.	77ft.	\$770.00	\$1540.00	\$2310.00
7ft. x 12ft.	84ft.	\$840.00	\$1680.00	\$2520.00
8ft. x 11ft.	88ft.	\$880.00	\$1760.00	\$2640.00
8ft. x 12ft.	96ft.	\$960.00	\$1920.00	\$2880.00
8ft. x 13ft.	104ft.	\$1040.00	\$2080.00	\$3120.00
9ft. x 13ft.	117ft.	\$1170.00	\$2340.00	\$3510.00
9ft. x 14ft.	126ft.	\$1260.00	\$2520.00	\$3780.00
9ft. x 15ft.	135ft.	\$1350.00	\$2700.00	\$4050.00
10ft. x 15ft.	150ft.	\$1500.00	\$3000.00	\$4500.00
10ft. x 16ft.	160ft.	\$1600.00	\$3200.00	\$4800.00
10ft. x 17ft.	170ft.	\$1700.00	\$3400.00	\$5100.00
11ft. x 16ft.	176ft.	\$1760.00	\$3520.00	\$5280.00
11ft. x 17ft.	187ft.	\$1870.00	\$3740.00	\$5610.00
11ft. x 18ft.	198ft.	\$1980.00	\$3960.00	\$5940.00
12ft. x 18ft.	216ft.	\$2160.00	\$4320.00	\$6480.00
12ft. x 19ft.	228ft.	\$2280.00	\$4560.00	\$6840.00
12ft. x 20ft.	240ft.	\$2400.00	\$4800.00	\$7200.00
13ft. x 20ft.	260ft.	\$2600.00	\$5200.00	\$7800.00
13ft. x 21ft.	273ft.	\$2730.00	\$5460.00	\$8190.00
13ft. x 22ft.	286ft.	\$2860.00	\$5720.00	\$8580.00
14ft. x 21ft.	294ft.	\$2940.00	\$5880.00	\$8820.00
14ft. x 22ft.	308ft.	\$3080.00	\$6160.00	\$9240.00
14ft. x 23ft.	322ft.	\$3220.00	\$6440.00	\$9660.00
15ft. x 23ft.	345ft.	\$3450.00	\$6900.00	\$10,350.00
15ft. x 24ft.	360ft.	\$3600.00	\$7200.00	\$10,800.00