

The Memphis Zoo

The Memphis Zoo was an exercise of translating research into a plan that made the turnstile turn. There was a 98% latent demand to go to the Zoo. This called for reminder advertising rather than the “warm and fuzzy.” So we devised a highly visible graphic approach using street banners, billboards, and transit advertising alongside more conventional newspaper, magazines, television and radio. We also found out that almost 50% came from outside the Memphis area. That told us two things. One, the previous marketing efforts inside Memphis were a dismal failure compared to national statistics. Two, there was a surprisingly large audience that came from outside the Memphis area. Therefore we put billboards on every major artery coming into Memphis.

