

LET'S VISIT THE

TORONTO ZOO

Victoria Vasey



TORONTO ZOO



2000 Meadowvale Rd.
Toronto, ON M1B 5K7



Open 365 days a
year



Home to over 3000
animals

ADVENTURES

- Conservation Carousel \$ Daily
- Animal Hospital Daily
- Wild Encounters \$
- Ontario Bat Educational Exhibit
- Greenhouse Daily
- Tundra Air Ride \$ Closed for the Season
- Zoomobile Station \$ Daily
- Zoomobile Path
- Gorilla Ropes Course \$ Closed for the Season
- Splash Island Closed for the Season
- Face Painting Closed for the Season
- Wild Explorer - VR Theatre \$ Closed for the Season
- Kids Zoo Closed for the Season

FOOD

Tundra Trek

- Caribou Café & Grill - LLBO Weekends & Holidays
- Pizza Pizza - LLBO Weekends & Holidays

Africa

- Africa Restaurant - LLBO Daily
- Pizza Pizza - LLBO Daily

Front Courtyard

- Peacock Café / Tim Hortons Daily
- Beavertails Weekends & Holidays
- Smoke's Poutineerie Weekends

GIFT SHOPS

- Zootique Gift Shop Daily

Find Your Way

Download the app here!

Can't spot an animal in its habitat?

Animals have evolved to blend into their surroundings and might be tough to spot. Also, for optimal comfort and well-being, animals are provided access to climate-controlled behind-the-scenes habitats and may not always be visible.

PROGRAM & EVENT SITES

- Learning & Engagement Auditorium (Welcome Area)
- Special Events Centre (Discovery Zone)

DEFIBRILLATOR

- Emergency Intercom
- Drinking Fountain
- First Aid Centre/Family Centre*
- Gift Shop
- Information
- Lockers \$
- Wheelchairs

PICNIC AREA

- Ticket Booth
- Wagons / Strollers \$
- Washrooms
- Water Filling Station Seasonal

PLEASE NOTE THAT SOME ANIMALS MAY NOT BE VISIBLE IN COLDER WEATHER.

PLEASE NOTE THAT ANIMALS IN THE AFRICA SAVANNA MAY NOT BE VISIBLE DURING THE COLDER WEATHER.

NO SMOKING

NO VAPING

THIS IS A SMOKE-FREE & VAPORIZER-FREE PROPERTY. THANK YOU FOR NOT SMOKING.

*The Centre is located between the African Rainforest Pavilion and Africa Restaurant. Lost children are brought to the Family Centre. The First Aid and Family Centre is available for baby changing and feeding (along with priority for nursing mothers).

We appreciate your assistance and vigilance while you're visiting your Zoo. Should you notice unusual activity around any of the animal habitats, please call the Zoo's Emergency Telephone Number at 416-392-5902.

TARGET AUDIENCE



**Families with
young children**



Young Adults



**Elementary
Students**

TARGET AUDIENCE

CONTINUED

Families with young children

- Parents are in their late 30s/early 40s
- Have small children
- Have zoo passes and visit multiple times throughout the year

Young Adults

- In their mid-20s
- Interested in animals and conservation efforts
- Lives in the city
- Visits multiple times per year & interested in after hours events

Elementary Students

- Elementary students
- Young and curious
- Visit once or twice per year
- Visit during school trips or summer camp opportunities

PAST ADVERTISING CAMPAIGNS

NOT A ZOO



- Comparing chaotic places to the zoo
- Funny way to connect with parents

GO BEHIND THE SCENES



- Promoting behind-the-scenes zoo experience
- New way to experience the zoo

FIND THEM HERE



- Can only see the animals at the zoo
- Encourages consumers to visit the zoo

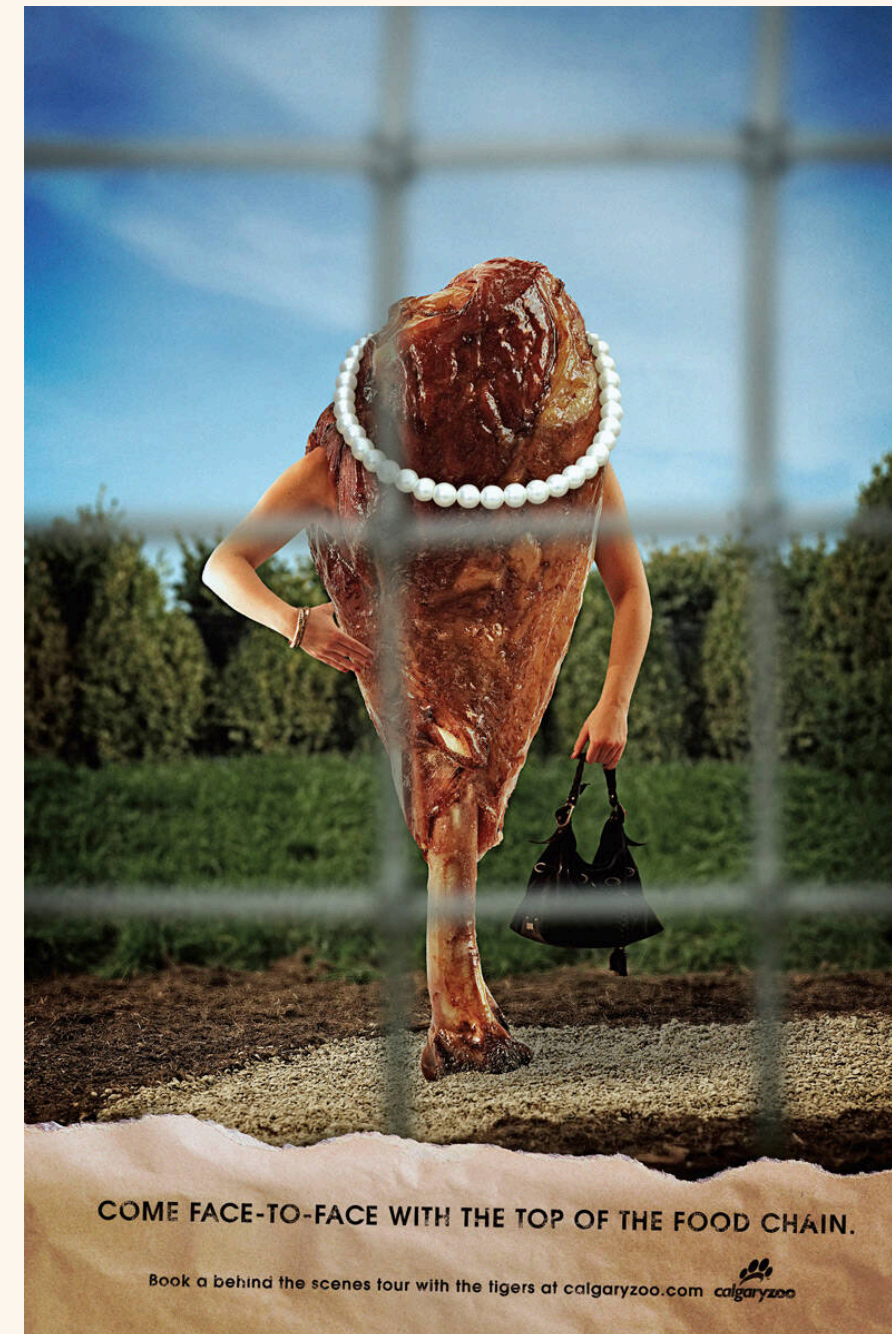
BRONX ZOO

- 🌿 **Open all year**
- 🌿 **Home to 11,000+ animals**
- 🌿 **Located in a large city**
- 🌿 **Past Campaign: Come Back to Wildlife**
 - Connect with wildlife
 - Escape from city life & technology



CALGARY ZOO

- 🌿 **Open 364 days a year**
- 🌿 **Home to 4,000+ animals**
- 🌿 **Located in a large city**
- 🌿 **Past Campaign: Come Face-to-Face with the Top of the Food Chain**
 - Shows how the animals view humans in humourous way



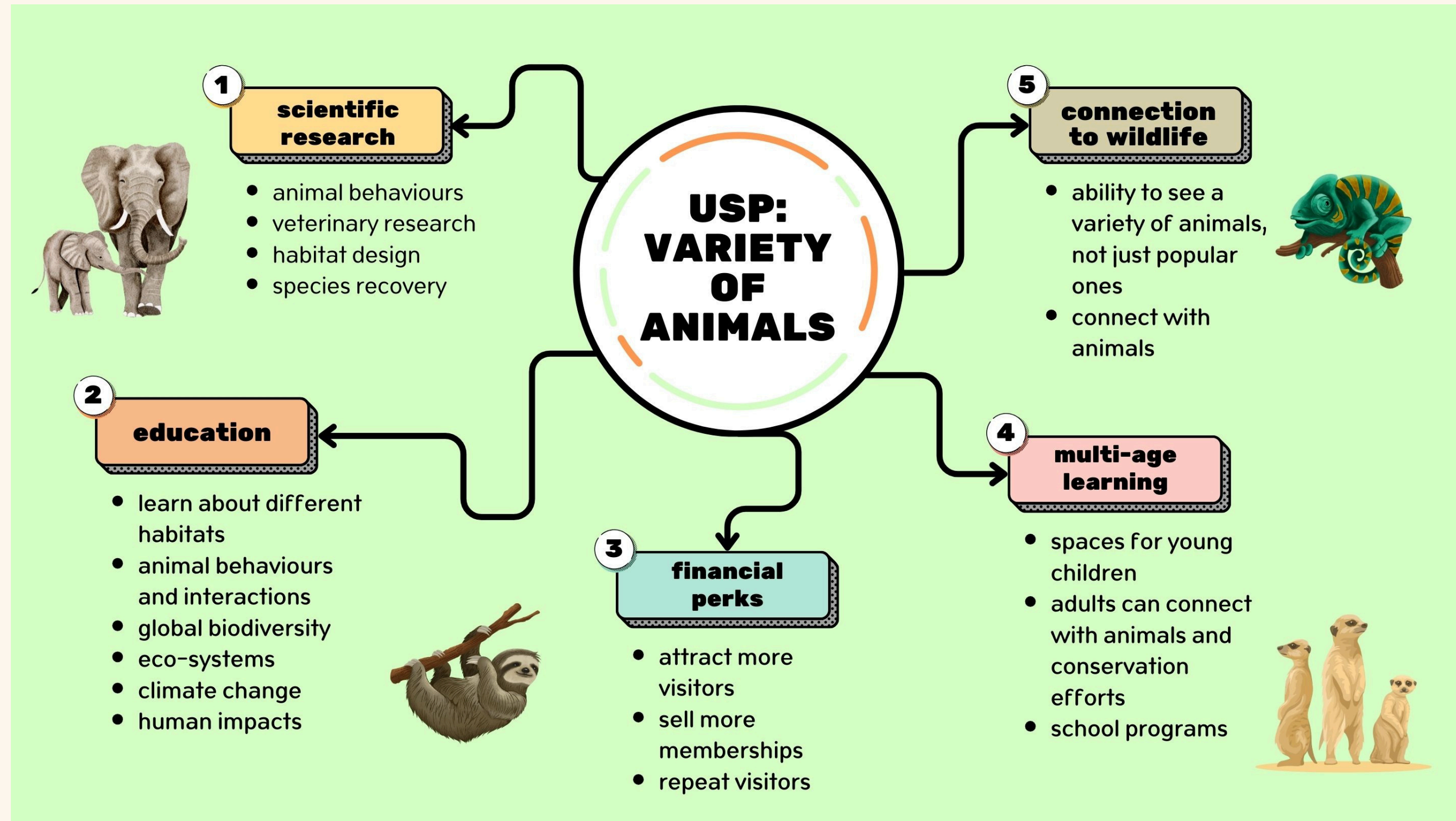
FEATURES

- The largest zoo in Canada
- Designed to give animals more natural environments and group them by where they live in the world
- Over 3000+ animals
- Educational programs & ability to host your own events
- Zoo tours and behind-the-scenes experiences available




BENEFITS

- Conservation Efforts - Conservation Action Team
- Climate Action & Learning Leadership program
- Open all year
- A large variety of animals
- Wildlife conservancy
- Adopt an animal program
- Strategic Plan - Guardians of Wild

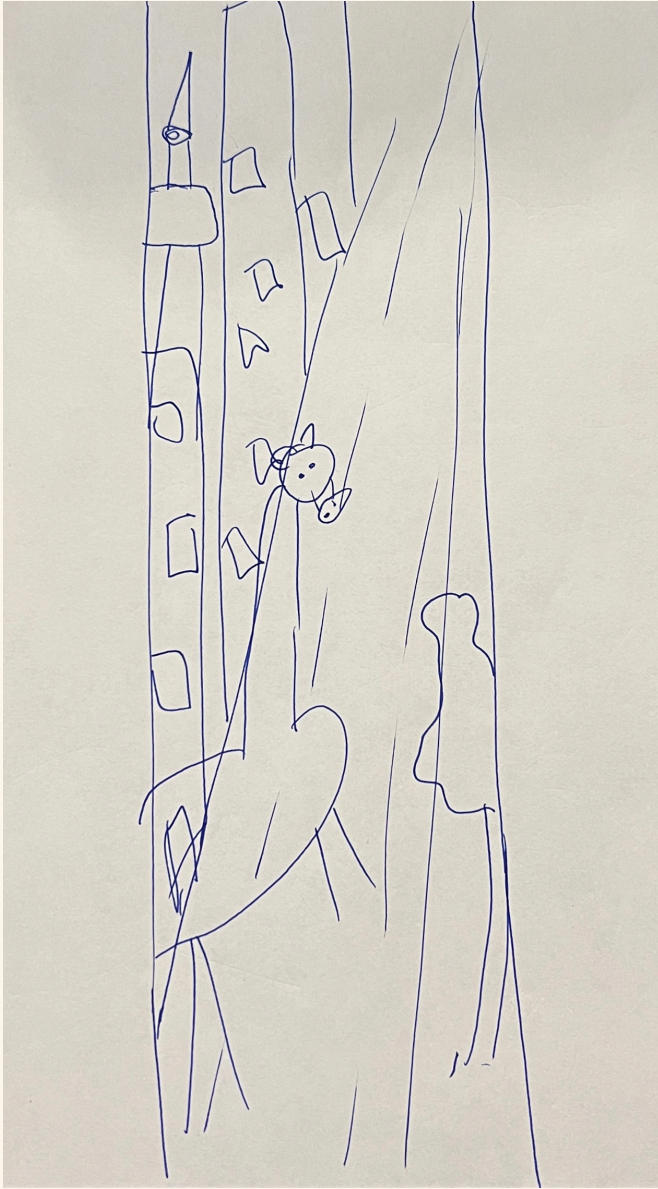
MIND MAP



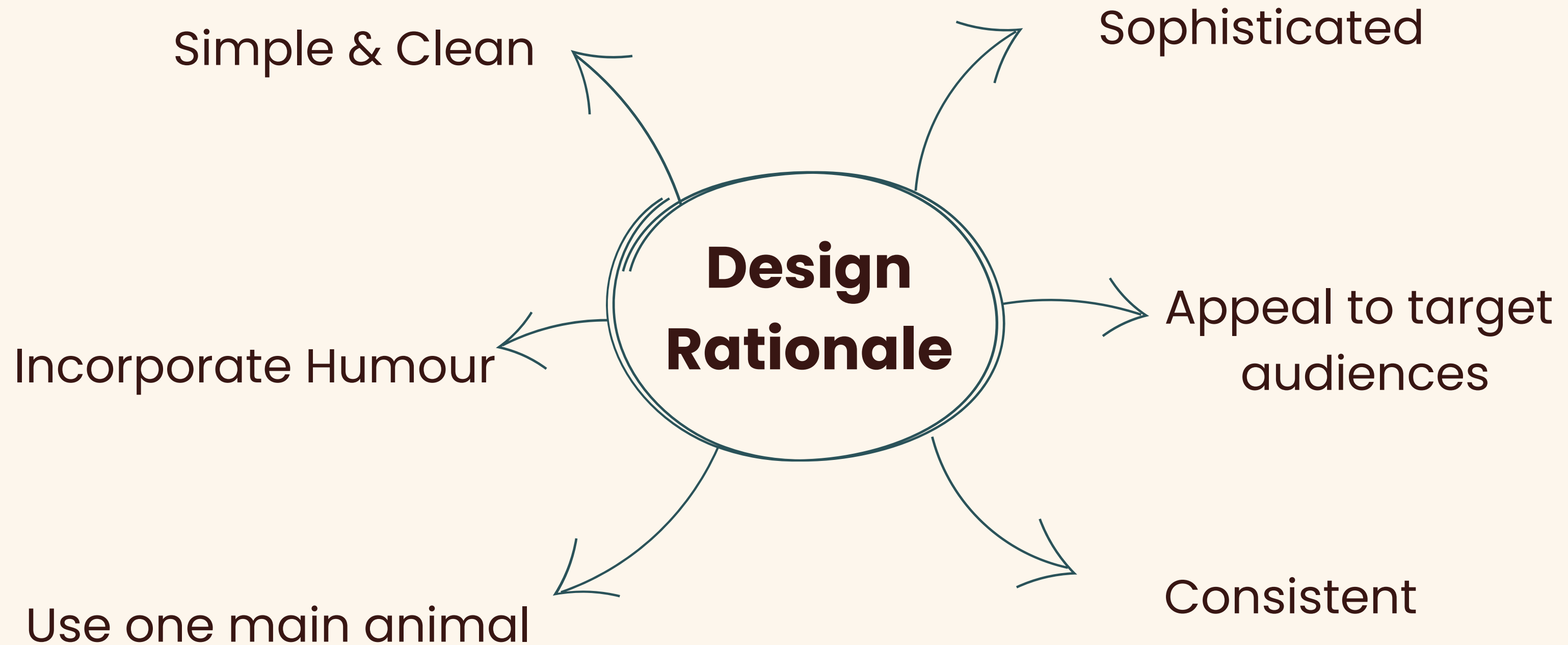
CAMPAIGN CONCEPTS

-  **Having such a large space in a city where you can experience wildlife from around the world**
-  **Marketing through the zoo as another tourist attraction, similar to the CN Tower & Ripley's, even though it isn't downtown**
-  **Portray a second "side" to Toronto (from city to safari)**

DESIGN SKETCHES



DESIGN RATIONALE



DISCOVER TORONTO'S WILD SIDE.



FROM CITY TO SAFARI

OPEN 365 DAYS A YEAR!

Contact Us!
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Info@torontozoo.ca

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**DISCOVER
TORONTO'S
WILD SIDE.**



"OoH" Transit Shelter

**DISCOVER
TORONTO'S
WILD
SIDE.**



Digital Banner



Promo Card



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**DISCOVER
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CALL TO ACTION

DISCOVER TORONTO'S WILD SIDE



Encourage Visitors



Memorable



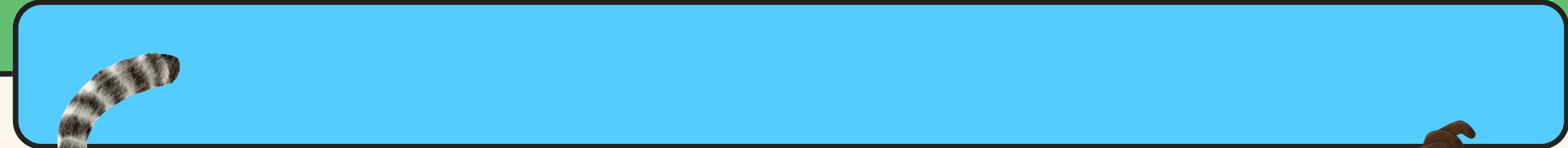
Short & Effective

SUCCESSSES

- Creating a slogan for the campaign
- Finalizing all designs for each deliverable
- Creating the design concepts for the campaign
- Adding humor into the design elements

CHALLENGES

- Finding the perfect photos to use for each of the deliverables
- Picking one unique selling proposition to focus on
- Organizing all the required files and folders
- Working alone, not having someone to brainstorm ideas with



THANK YOU

**FOR VISITING THE
TORONTO ZOO**



REFERENCES

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