



November 17, 2016

Arts, Parks, and River Committee
c/o Eric Villanueva, Office of the City Clerk
Room 395, City Hall
Los Angeles, CA 90012

*"Nurturing
wildlife
and enriching
the human
experience"*

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Zoo Director

REPORT BACK REGARDING ZOO MARKETING PROGRAM

This report is provided in response to various questions that arose at the February 1, 2016 Arts, Parks, and River Committee regarding the Zoo's marketing program. At this meeting, the Zoo presented the Biannual Report on the Memorandum of Understanding between the Zoo Department and the Greater Los Angeles Zoo Association (GLAZA) on marketing, public relations, site rentals and catered events. As a result of the report and discussion that ensued, the Committee members had additional questions and instructed the Zoo to address these questions through a report back to the Committee (C.F. 15-0414-S1). Attached to this transmittal is a response prepared by GLAZA regarding the various questions about the Zoo's marketing program.

Respectfully submitted,

John R. Lewis, General Manager
Zoo Department

cc: Barbara Romero, Office of the Mayor
Miguel Santana, Office of the CAO
Sharon Tso, Office of the CLA
Dov Lesel, Office of the City Attorney
Connie Morgan, Greater Los Angeles Zoo Association



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Attachment

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Q.: How to increase the diversity of visitors?

A.: Visitation to the L.A. Zoo is racially and economically diverse, reflective of the diversity of the City. This assessment is based on surveys of our visitors conducted by a professional research company on behalf of the Zoo and independent research conducted by Scarborough, to which GLAZA subscribes.

L.A. Zoo data from Spring and Fall 2015 Visitor Survey, Nielsen data, City of Los Angeles Data from census.gov 2014

Ethnicity	L.A. Zoo (Spring/Fall 2015)	L.A. Zoo (Nielsen)	City of L.A. (2014 census)
Caucasian	32%/43%	27.2%	28.7%
Hispanic/Latino	34%/36%	55.2%	48.5%
Asian/Pacific Islander	11%/11%	7.7%	11.3%
African-American	18%/7%	7.3%	9.6%
Other	6%/6%	3.7%	4.6%
American Indian/Alaska Native	3%/0%	0%	.7%

Annual Household Income	L.A. Zoo (Spring/Fall 2015)	L.A. Zoo (Nielsen)	L.A. DMA (Nielsen)
\$0K-24,999	17%/16%	15.2%	16.1%
\$25K-34,999	29%/11%	13%	13.2%
\$35K-49,999	30%/13%	20.8%	20.1%
\$50K-74,999	15%/16%	15.0%	13.9%
\$75K-99,999	4%/13%	9.8%	12.2%
\$100K-149,999	2%/18%	11.6%	12.2%
\$150K-or more	4%/12%	14.6%	12.3%

Opportunities for increasing diversity are geographic: attracting more local visitors from within a 30-mile radius from the Zoo and in the travel and tourism market.

Q.: Interaction with Ethnic Press

A.: We maintain an extensive list of media contacts, which receive our press communications. This includes Spanish-, Japanese-, Korean-, Filipino- and Chinese-language media outlets, as well as African-American, Jewish and LGBT outlets. In addition, we maintain lists of French and Italian-language press contacts. Among our extensive list of bloggers includes all the categories already mentioned and more.

For paid media, we have focused on broad reach communication platforms. These frequently include promotions on Spanish-language TV.

Q.: How social media was utilized?

A.: GLAZA has added a full-time social media manager and maintains daily activity on Facebook, Twitter and Instagram, with more occasional posting on Vine, YouTube, and Periscope. Since GLAZA took over responsibility for social media in the second half of 2013, the account growth has been as follows:

Facebook: Started account in 2011. Currently 80,000 followers; 281,000 have been to the Facebook page

Twitter: No posts prior to 2013; currently 21,000 followers

Instagram: Opened account in July, 2013; currently 24,400 followers

Social media is utilized in a number of different ways:

- To promote and sell tickets to upcoming events
- To promote our education programs
- To develop awareness of the breadth of our animal collection and educate with bite-size factoids
- To generate awareness of our conservation efforts, both on-grounds and work in the field
- To remain top of mind among our followers with frequent and engaging content
- User generated content contests
- Customers frequently reach out through social media to engage us to answer their customer service needs.

Q.: Efforts on geographic outreach

A.: At the time GLAZA took over marketing, paid advertising was focused on maximizing the audience within a 10-mile radius of the Zoo. Since then we have expanded that criteria to reach between 30 and 50 miles, depending on the advertising medium and offer. As three-quarters of the target market live within 30 miles, many targeted efforts are occurring in this “sweet spot”; beyond 30 miles, travel time begins to be a barrier. We have used a number of different tactics to accomplish this expansion: paid efforts including outdoor, targeted digital media, newspaper, etc.; and promotional efforts with newspapers in Orange County and radio in Santa Clarita. Development of blogger relationships has expanded the reach of our message into geographically diverse audience groups.

We have implemented a group sales program which significantly expands the reach. Tactics include year-round advertising in-room at hotels in Where Magazine and Travelhost Beach Cities and individualized outreach to the concierge community. Group sales staff also works with Discover LA to participate in tourism initiatives and promotion in Discover LA social media. Southern California AAA will soon offer our tickets through their website. Corporate, military, brokers throughout Southern California are being enrolled in our aggressive expansion of this

program. We even executed a program to reach people from Iowa attending the Rose Bowl game. In this May's issue of Delta's in-flight magazine, the Zoo will be profiled in editorial and accompanied by an ad. Zoo advertising was included in a special advertising supplement focused on summer travel in Westways Magazine.

Q.: Metrics used to measure awareness

A.: Awareness is measured through a variety of visitor exit and online surveys. In the past 12 months we have conducted two visitor exit surveys (spring and fall 2015), one Los Angeles Cultural Attraction Positioning Survey (January 2016) and a Brand Research study (December 2015). The initial L.A. Zoo visitor exit survey conducted in **September 2013 measured advertising awareness at 30%** of those surveyed (*Q. Have you recently seen or heard any advertising for the L.A. Zoo?*), with 26% visiting the Zoo's website prior to visiting. As of **spring 2015, advertising awareness had increased to 74%**, with 43% visiting the website prior to visiting the Zoo.

General Awareness (*Q. Which of the following attractions have you heard of?*) has increased from 79% in 2013 to 84% in 2016, as measured by the Los Angeles Positioning Study (survey of visitors and non-visitors conducted online by Morey Group). A separate survey measured unaided awareness at 61% and aided awareness at 100% (*Unaided: When you think of zoos, aquariums, or animal parks within driving distance of where you live, which come to mind? List all you can think of. Aided: Please indicate your familiarity with each of the following.* Brand Research Study, December 2015, Integrated Insights)

Q.: Plan to reach goal of five percent increase in paid admission, Programmatic changes to try to hit the goal.

A.: Starting April 15, the L.A. Zoo will be hosting a temporary exhibit: ***Dinosaurs: Unextinct at the L.A. Zoo***. There will be 17 life-size and life-like dinosaurs, many of which are animatronic and roar, spit and do other dinosaur things. This exhibit has a proven track record of increasing attendance at Zoos around the country and will assist in achieving spring attendance figures and bridging gaps. The exhibit will continue into October, 2016 to assist with the first months of the 2017 fiscal year.

Special events drive immediacy in visitation. In light of that, the marketing plan for FY16 eliminated many weekend-only events which can easily be negatively impacted by extreme temperatures or competing events. In their place, month-long celebrations have been executed or planned. For example, Boo at the Zoo was expanded from two weekends to the full month of October and Earth Day and Endangered Species Day weekend have been combined and expanded into a new concept called "Wild for the Planet" starting April 23 and continuing through May 22 with special activities every weekend day.

Q.: Free or low cost marketing opportunities within the City Family.

A.: Starting in March, the L.A. Zoo now has 3 placements in Terminal 1 at LAX and 2 placements at the Tom Bradley International Terminal. We were granted 25 bus Kings and 40 bus tails on Metro to promote the Dinosaur exhibit. And, we have city street pole banners for the exhibit,

another free opportunity. We regularly supply social media toolkits to the Mayor's office and other representatives to promote L.A. Zoo events. We will continue to request these opportunities for future marketing programs.

Additional free and in-kind media placements outside of the city family are cultivated and are too numerous to mention.