SERENGETI SPRINGS

AT THE

HATTIESBURG ZOO

The Serengeti Adventure Pass

A Campaign Plan Developed by Caroline Abney

Outline & Overview

This campaign centers on showcasing the value of the season pass beyond admission by rebranding it as the Serengeti Adventure Pass. Aimed at families and single/married adults, it features engaging, thematic content and special events/benefits that add minimal cost to the park while greatly enhancing the pass's appeal.

1. Goals and Metrics

- Primary Goals

- Key Metrics

- Monitoring and Adjustments

2. Campaign Elements

- Serengeti Family Adventure Days

- Exclusive Meet and Greet Events

- Early Access to Events

- Facebook Ads Targeting

3. Execution Plan

- Digital Marketing Strategy

- In-Park Promotions

Goals and Metrics

Goals

- Sell out season passes at increased price point.
- Increase follower count by 20% on Facebook and Instagram.
- Enhance visitor loyalty and satisfaction through offering unique, memorable experiences.

Key Metrics

- Number of season passes sold.
- Engagement rates on social media.

Monitoring and Adjustments

- **Analytics Tools**
  - Google Analytics: Track website traffic, user behavior, and conversion rates to measure the effectiveness of digital marketing efforts.
  - Facebook/Instagram Insights: Monitor engagement metrics such as likes, shares, comments, and ad performance to evaluate the success of social media campaigns.
- **Engagement Metrics:**
  - Number of Season Passes Sold: Track sales data to measure the impact of the campaign and identify trends.
  - Social Media Engagement Rates: Analyze engagement rates on social media posts to determine which types of content are most effective.

Campaign Elements

Overview:

- **Overall Idea:** Serengeti Family Adventure Days are designed to provide season pass holders with unique, engaging, and educational experiences each month. These events encourage family bonding and exploration within the waterpark and add value to the Adventure Pass.
- **Frequency:** Proposed Monthly Event
- **Access:** Exclusive to Serengeti Adventure Pass holders (potential add on for non-Serengeti Adventure Pass holders)

Examples:

Safari Scavenger Hunt
- Description: A park-wide treasure hunt with clues and small prizes, encouraging families to explore every corner of the waterpark.
- Details:
  - Clue Stations: Set up multiple stations around the park with clues leading to the next location.
  - Prizes: Offer small rewards like stickers, badges, tokens, or candy for completing the scavenger hunt.

Splash and Learn (Could break this into multiple)
- Description: Water-themed educational activities and games that are both fun and informative.
- Details:
  Water-Based Science Experiments:
  - Ex. Density Demonstrations: Use objects of different densities to show how some float while others sink.
  - Water-Themed Trivia: Host trivia games with questions about water facts, marine life, and conservation, rewarding correct answers with small prizes.

Campaign Elements

Overview:

Schedule meet-and-greet events with well-known local influencers/personalities. These can be simple photo opportunities. Events can then be marketed via social media in advance to inspire season pass sales.

Examples:

- **Local Athletes:**
  Invite athletes from the University of Southern Mississippi to engage with fans and sign autographs.

- **Local Influencers:**
  Examples include Mississippi Memaw, Curt the Cat (Abram Engle)

Campaign Elements

Overview:

Break this audience into segments and tweak text/imaging: parents with early school-age children, parents with preschoolers, parents with preteens, parents with teenagers, stay-at-home moms

Highlight family-friendly activities and exclusive events. Emphasize the safety, educational value, and fun of the Serengeti Adventure Pass.

Content Example:

Image: A family participating in a Safari Scavenger Hunt with smiling children holding up their found items. (This will need to be staged given that event would be scheduled for Summer 2025).

Text: "Unlock adventure for your family with the Serengeti Adventure Pass! Enjoy exclusive events only available to Adventure Pass holders like the Safari Scavenger Hunt. Safe, educational, and fun-filled experiences await your family all season long."

Campaign Elements

Overview:

Early access to events like Habari Nights, with priority sales and special early access codes via email. If I have access to Adventure Pass holder emails, I can code a function to use in Google Sheets that will automate this process.

Benefits:

- Pass holders feel valued and special with exclusive privileges, enhancing their overall experience.
- Early access encourages more pass holders to attend events, boosting overall participation rates.
- Targeted emails create a more personalized connection with pass holders, increasing engagement.
- Exclusive benefits lead to higher customer satisfaction and increased likelihood of pass renewals.

Campaign Elements

Overview:

Break this audience into segments and tweak text/imaging: singles, married

Content Example:

- **Single Adults:** Focus on group activities and the swim-up bar, using images of friends having fun together.
    - Image: A group of friends laughing and enjoying drinks at the swim-up bar.
    - Video: Highlights from the Habari Nights event
    - Text: "Waterparks aren't just for kids! Dive into fun with the Serengeti Adventure Pass, enjoy early access to exclusive events like Habari Nights and unwind with friends at our swim-up bar. Plus, get discounts on food and drinks for the perfect summer hangout!"

- **Married Adults:** Use waterpark-related imagery to highlight couple-friendly activities.
    - **Image:** A couple enjoying a lazy river ride together.
    - **Video:** A clip of couples enjoying a sunset splash at the wave pool.
    - **Text:** "Create unforgettable moments with the Serengeti Adventure Pass. Enjoy romantic experiences at our waterpark, from lazy river rides to sunset splashes, with exclusive event access and food and beverage discounts."

Broad Execution Plan

Event Planning

Serengeti Family Adventure Days:

- Collaborate with local vendors and partners to provide supplies and support for the events, ensuring they run smoothly and offer high-quality experiences.
- Develop a detailed event schedule/curriculum and communicate it to pass holders through email newsletters, social media posts, and in-park signage.
- Train park staff to assist with event setup, execution, and engagement, ensuring a seamless experience for attendees.

Meet-and-Greet Events:

- Coordinate with local influencers and celebrities to schedule meet-and-greet sessions.
- Promote these events through targeted social media campaigns, email newsletters, and in-park announcements.
- Set up designated areas for the meet-and-greet sessions, with themed decorations and photo opportunities to enhance the experience.

Broad Execution Plan

Marketing Strategy:	Social Media and Physical

Utilize Audience Insights and Specific Ad Targeting

- **Parents with Early School-Age Children:** Target parents aged 25-40, living within a 50-mile radius of the park, interested in family activities, education, and local events.
- **Parents with Preschoolers:** Focus on parents aged 25-35, with interests in early childhood education and and family outings.
- **Parents with Preteens:** Target parents aged 30-45, interested in school activities, family vacations, and sports.
- **Parents with Teenagers:** Aim at parents aged 35-50, interested in teen activities, adventure parks, and community events.
- **Motherhood (Children and Parenting):** Engage mothers aged 25-45, interested in parenting groups, educational content, and local family events.
- **Single Adults:** Focus on individuals aged 21-35, interested in nightlife, social events, and live entertainment.
- **Married Adults:** Target couples aged 25-45, interested in romantic getaways, date ideas, and couple activities.

Create targeted ad campaigns for Facebook and Instagram for each audience segment (Facebook for older age groups and instagram for younger), using detailed audience insights to refine targeting and maximize reach.

Broad Execution Plan

In-Park Promotions

- **Signage and Posters:**

  Place strategically located signage and posters throughout the park, highlighting the benefits of the Serengeti Adventure Pass and promoting upcoming events.

- **Brochures:**

  Create visually appealing brochures that outline the benefits of the Serengeti Adventure Pass. Include sections on exclusive events, discounts, and how to purchase or renew the pass.

- **Flyers:**

  Distribute quick-reference flyers for staff to hand out at entry points, ticket booths, and food stations within the park.

Conclusion

The Serengeti Adventure Pass campaign is a strategic initiative designed to enhance the waterpark experience through a compelling rebranding effort. By transforming the current season pass into the Serengeti Adventure Pass, this campaign aims to attract both families and single/married adults with exclusive benefits and thematic content.

Key Elements Recap:

1. **Themed Season Pass:**
   - Rebranded to evoke the excitement of a safari adventure.
   - Includes exclusive events and perks like early access.
2. **Serengeti Family Adventure Day Events:**
   - Monthly themed events such as Safari Scavenger Hunts, Animal Encounters, and Splash and Learn activities.
   - Focus on educational and entertaining experiences.
3. **Exclusive Meet-and-Greet Events:**
   - Interaction opportunities with local influencers, celebrities, and park mascots.
4. **Targeted Digital Marketing Strategy:**
   - Customized Facebook ads segmented by audience insights.
   - Engaging content highlighting the pass's unique benefits.