



TIGER, TIGER & TIGER
COMMUNICATION
CONSULTANTS:

BRAND BUILDING

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OVERVIEW

The 80-acre Denver Zoo provides extraordinary experiences every day for animals and visitors. It is the most popular paid attraction in the Denver-metro area, with more than two million visitors in 2017. The Denver Zoo's core values are evident in their work to "Protect, Honor, Innovate, Engage, Empower, Serve."

Zoos and aquariums worldwide have shifted their communication strategies over the last decade to include transparency and audience education. Tiger, Tiger & Tiger Communication Consultants has developed a proposal on how to improve the Denver Zoo's communication structure. Our goal is to facilitate more efficient and effective storytelling utilizing internal systems and consumer-facing platforms.



SWOT ANALYSIS

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STRENGTHS

- It's the zoo! A fun, dynamic learning and amusement attraction
- Countless animal stories and photo opportunities, especially baby animals
- A variety of great events happening year-round
- Media is eager to cover the zoo

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WEAKNESSES

- Small communications staff
- Communication a not priority for some zoo departments
- Conservation and community engagement communication needs more attention
- Public does not understand job duties of professionals who work at the zoo

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OPPORTUNITIES

- Enthusiastic communications team with a new director and new zoo CEO
- Digital communication increases low-cost storytelling possibilities
- \$10,000 budget to improve communication

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THREATS

- Animal rights organizations and other zoo critics
- Saturated digital space



The challenge for the Denver Zoo is that it is a large organization that serves many different audiences in a variety of ways.



THE PROBLEM



ON LOCATION WITH MICHELLE





GOALS

- To maximize capabilities of current media channels to reach audience in more depth
- To eradicate the negative connotations people have against zoos, showcasing Denver Zoo's efforts in animal care and conservation
- To establish an internal culture that aligns more with denver zoo's mission



1. To engage and Inspire more internal storytellers
2. Rethink how the zoo leverages owned channels to maximize the breadth and depth of stories reaching their audience
3. Create an internal system and culture that facilitates more effective, efficient storytelling



OBJECTIVES



GROWTH STRATEGY

HOW WE WILL SCALE IN THE FUTURE

SHORT-TERM 1-3 MONTHS

1. CSU JOURNALISM STUDENTS - ZOO STORIES
2. CAPITALIZE ON CURRENT CONSERVATION EFFORTS

MID-TERM

3. SOCIAL MEDIA
4. DENVER ZOO KEY COMMUNICATORS- THE ZOO PRIDE

LONG-TERM 3-6 MONTHS

5. SHAREPOINT FOR STORYTELLING



CONDUCT THE ANALYSIS

External communications strategy must target a defined audience. Gathering information on audience demographics, attitudes, and beliefs will help us tailor our messaging approach to resonate effectively.

GOOGLE
ANALYTICS

TRACKING KEY
PERFORMANCE
INDICATORS (KPI)



OUR SOLUTION

STRATEGY #1: CSU JOURNALISM STUDENTS - ZOO STORIES

TACTICS

- Work with CSU journalism students using model similar to Denver Startup Week
- Students can visit zoo any day/time for a week
- Zoo external relations staff/CSU partner to create a newsroom for the week
- Staff offers ideas for stories and they generate their own
- Students create content take videos, write stories, etc
- Provide lunches and goodies for the students
- Zoo gets inexpensive content
- Students get professional clips for portfolios

Department of
**JOURNALISM AND
MEDIA COMMUNICATION**





OUR SOLUTION

STRATEGY #1: CSU JOURNALISM STUDENTS - ZOO STORIES

SHORT-TERM

\$3,000 /YEAR

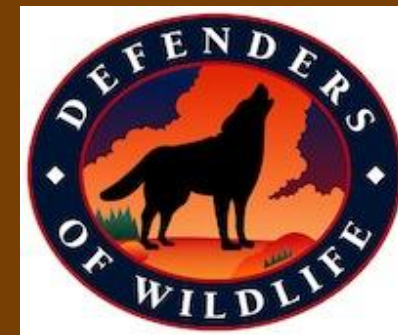


OUR SOLUTION

STRATEGY #2: CAPITALIZE ON CURRENT CONSERVATION EFFORTS

TACTICS

- Model conservation social media efforts of other large conservation organizations
- Use compelling photos that lure in viewers and tie into their informational captions
- Capitalize on the conservation tours already taking place. Make the “take action” portion of the website more prominent
- Include these calls to actions in social media, on zoo map and visitor newsletter





OUR SOLUTION

STRATEGY #2: CAPITALIZE ON CURRENT CONSERVATION EFFORTS

SHORT-TERM

STAFF TIME



OUR SOLUTION

STRATEGY #3: SOCIAL MEDIA

CARE

CONSERVATION

COMMUNITY



DENVER ZOO CARES

- Events, announcements, more general
- Loveable animals pics
- Overall lightweight in content
- #DenverZooCares



CARE



DENVER ZOO CONSERVES

- Scientific voice from researchers and keepers
- High quality photos, showing animal habitat, animals in the wild, and zoo conservation efforts
- #DenverZooConserves



CONSERVATION



DENVER ZOO COMMUNITY

- Primary UGC account
- Themed submission contents
- Zoo memories
- Showcasing Zoo employees
- #DenverZooCommunity



COMMUNITY



OUR SOLUTION

STRATEGY #3: SOCIAL MEDIA

MID-TERM

STAFF TIME



OUR SOLUTION

STRATEGY #4: DENVER ZOO KEY COMMUNICATORS- THE ZOO PRIDE

TACTICS

Recruit from different departments, positions at the zoo

- Periodic communication trainings
- Perks, invites to special events, schwag
- Encourage them to take photos on their phones
- Use Sharepoint system to exchange content
- Communications staff still responsible for posts
- Initial group of 30





OUR SOLUTION

STRATEGY #4: DENVER ZOO KEY COMMUNICATORS- THE ZOO PRIDE

MID LONG-TERM

\$1,500 /YEAR



OUR SOLUTION

STRATEGY #5: SHAREPOINT FOR STORYTELLING

TACTICS

The addition of Sharepoint onto the existing subscription would be a cost-effective solution to allow staff to collaborate.





- Unifies Denver Zoo staff by building a collective team
- Files are stored in the cloud
- Staff can download a mobile app to stay current
- Office.com offers free training videos
- Content could be archived and reused at a later date



BENEFITS



OUR SOLUTION

STRATEGY #5: SHAREPOINT FOR STORYTELLING

LONG-TERM

\$7,000 /YEAR

THANK YOU

