



## Bristol Zoo Gardens - Marketing communications Creative solution and implementation 'Go Mad for Madagascar' campaign for Conservation and Education Charity.



### Objective

- Support Bristol Zoo Gardens' vision to be the best city zoo in the world for fun, for families and for young people to build the foundations of wildlife and conservation awareness.
- Develop a brand 'look & feel' to advertise their new themed visitor attractions at the Zoo.

### Solution

- We developed a complete communications campaign to market the notion of 'fun for all' at the Zoo, supporting the EAZA campaign for conservation programmes in Madagascar.
- Communication materials consisted of all creative direction, illustration, bus backs vinyls, billboard advertising across the South West region, press advertising, magazine covers, leaflets, signage and postcards.

### Results

- During the summer, the 'M.A.D. for Madagascar' activities were extremely popular. Over 2,500 fake fur ring-tailed lemur tails were sold (made by the inmates of Leyhill Prison) and thousands of people took part in the 'learn the lemur lingo' trail, and in activities in the Conservation Education Centre foyer and a M.A.D. marquee on the west lawn.
- The programme of evening and other special events also attracted large numbers; these included, in December, the Christmas carol concerts and an ice rink, both of which helped to bring in a record number of visitors, 18,852 skaters during the month and underline the role of the Zoo Gardens as a year-round attraction.

### We are Open™

For more information or to arrange a meeting,  
please call Al Kennedy on +44 (0)117 300 5200