

Out of Home

Entry: Python Takeover Teaser

TARGET AUDIENCE

Our primary target was local families with the main focus on moms (age 25 to 44) with children (age 2 to 11) and a house-hold income of \$50,000+. Additionally, we wanted to reach leisure travelers (families) visiting the Tampa area.

OBJECTIVE

The Florida Aquarium was expanding their Wetlands Trail and introducing a "Pythons - Florida Invaders Exhibit," featuring two massive Burmese Pythons. They wanted to do something equally "big" in advance in order to purposely arouse local resident's curiosity and get them talking.

So together with the Aquarium's marketing team, we decided to create a teaser billboard that would run for a week prior to the opening of the exhibit to warn people of the coming of some very powerful and invasive Burmese Pythons. We purposely made the billboard a blind teaser to further increase people's curiosity, so they had no idea who was behind this message or exactly where this python invasion would take place. To stimulate awareness, we showed a very dramatic image of a python squeezing in the billboard and warning Tampa Bay that pythons would be invading on March 6th.

IMPLEMENTATION

Currently, thousands of pythons have invaded the Florida Everglades and are creating havoc with the fragile ecosystem there as their population continues to thrive and multiply without any natural predators to stop them. Since The Florida Aquarium was going to be getting a new exhibit called "Pythons -Florida Invaders Exhibit," they wanted us to not only introduce the new exhibit but to also educate local residents on this very real and nearby problem.

We practically salivated at this opportunity to do something really captivating. Something that would hopefully create fear, excitement and a genuine buzz, while at the same time informing people of this critical local issue within the state.

So we came up with the idea of emphasizing the python's invasiveness on a teaser billboard to draw attention to the problem and get people talking. We started by showing a massive python literally taking over and squeezing apart an available billboard space. We ran this billboard for a week, arousing the public's curiosity and anticipation with a caption announcing that pythons would be invading on March 6th. On that date, we added a Florida Aquarium logo and revealed that the pythons would be a new addition to their expanded Wetlands Trail.

Since the Florida Aquarium is a nonprofit, educational facility that prides itself on making people aware of their creatures' unique attributes and effects on the environment, this provided a perfect opportunity for us to educate the public on this critical local problem in a truly "huge" and highly impactful way.

RESULTS

This dramatic billboard, complete with the larger-than-life python squeezing it apart, could not be missed and certainly raised a great deal of curiosity among the local public. With 674,000 impressions in one week, it helped get a lot of people in Tampa Bay talking and wondering about where these pythons would be invading and who was behind this intriguing billboard and message.

After a week passed, we revealed who was behind the teaser by adding a Florida Aquarium logo to the billboard. Apparently it was quite successful in attracting the public's attention, as people clamored to see the opening of the Aquarium's expanded Wetlands Trail and to view these mammoth pythons up close and in person. This was evidenced by a big increase in traffic at the Aquarium. In fact, traffic was up nearly 15% from the previous March. The billboard itself was also selected to be in the prestigious Graphis Advertising International Annual, which honors what they judge to be the best advertisements in the world.

The momentum started by this teaser billboard continued to grow as other billboards, print, radio and television advertising promoted the Aquarium's Python Exhibit and expanded Wetlands Trail. This resulted in record setting attendance numbers throughout the spring and summer months. For example, at the end of the summer, the Aquarium's attendance numbers were up 19% over the previous year.

BUDGET/COSTS

The creative cost to produce this vinyl outdoor billboard was covered in our Agency retainer. Media costs were approximately \$XXX for its week-long run. As an agency, we always keep in mind that our client is a nonprofit and try to do everything as reasonably as we can and offer as much added value as possible.