

## **Radio Advertising**

### **Entry: Cute and Ugly**

#### **TARGET AUDIENCE**

Our primary target for this radio spot 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 Bay area.

#### **OBJECTIVE**

The objective of this 30-second radio spot was to promote the Aquarium's new Journey to Madagascar exhibit and all its exotic new animals in an interesting way that would cut through the clutter and make more people want to visit the Aquarium to experience it for themselves. Additionally, we tried to cater the spot to our target audience of families with the main focus being moms (age 25 to 44). So we purposely used a female voice over talent, who we thought moms could associate with and would find appealing.

Since our brand advertising for the Aquarium is all about the over 20,000 sea creatures there and how close you can get to them, we stuck to this formula with Madagascar and kept the focus of this radio spot on the exotic new species that were coming to the Aquarium. But what really stood out to us about the animals of Madagascar was how different they were, ranging from the adorable Ring-tailed Lemurs to horrifyingly ugly oversized hissing cockroaches. So that's the golden creative nugget we focused on to grab people's attention, create excitement and help increase attendance.

#### **IMPLEMENTATION**

We ran this spot on Cox Media Group radio stations that reached our target audience and also supported it with billboards, print and online advertising that all promoted the new Journey to Madagascar exhibit. We thought radio was a great place to connect with our primary target audience of moms who had young children. But we knew that our real challenge was to come up with a creative way to stand out from the cluttered crowd of typical radio spots and really get mom and her whole family's attention.

We believe that the key thing that separates the Aquarium from other attractions is their goal to educate people on their creature's truly unique features and also emphasize how close you could get to them. In many cases, you can actually come within inches of them. So we carried this focus on the animals over to radio – only now played up the many exotic, endangered creatures coming to the Aquarium from the island of Madagascar.

When you see all the unusual animals that are part of the Journey to Madagascar exhibit, what really strikes you is how different they are. From super cute Ring-Tailed Lemurs to beautifully colored tropical fish to the exact opposite spectrum, featuring really ugly hissing cockroaches, slimy snakes and

unbelievably strange looking Panther Chameleons. Hence, the cute and ugly creative comparison for this radio spot was born and implemented. Since kids often like weird, creepy, unusual things, we had no problem promoting these “ugly” features.

Lastly, as one more added bit of strategy to further appeal to our target audience of families (especially moms with kids), we used a woman voice over in the spot.

## **RESULTS**

The radio spot was very well received by our target audience as indicated by the strong attendance numbers while the spot was in rotation, including six straight months of increased attendance from January through May. Of course, we can't attribute all the success to the radio spot though, since it was paired with supporting billboards, print and digital advertising which promoted the new Journey to Madagascar exhibit.

The Florida Aquarium felt this spot (using a female voice over) to share her feelings about some of the cutest and ugliest creatures on earth, was the perfect way to reach and stimulate interest among their primary target audience of families (especially moms and kids) prior to the opening of the Journey to Madagascar exhibit. Once the exhibit opened, they continued to run the “Cute and Ugly” radio spot, along with other supporting advertising. Which just goes to prove that cute and adorable creatures aren't the only things that attract people to come to The Florida Aquarium. Here, even the strangest and ugliest of creatures can get some much needed attention, love and affection.

## **BUDGET/COSTS**

This 30-second radio spot cost \$XXX to produce, excluding our agency retainer. Media support was approximately \$XXX and it ran on several different Cox Media Group radio stations (that best fit our target audience) through an exclusive partnership that the Aquarium has with them. 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.