

# A Regional Zoo

## Client & Challenge

A world-renowned zoo, located in a growing city with a large population of young families, was eager to drive membership.

Direct mail and email blasts had been used for membership drives, but the client was receptive to testing a digital-first campaign after successfully executing an awareness campaign with MNI.

## Strategy & Solution

- MNI provided insights and rationale proving that a strategic digital campaign would reach their membership and drive KPIs.
  - › Client re-directed budget from a direct mail campaign for a digital test campaign
- A seasonal campaign was secured to reach lapsed members and parents with young children.

## Campaign Success

- MNI successfully drove memberships.
- 2018: The client added budget for two digital membership drive flights (spring and fall), and MNI exceeded expectations even when the zoo faced substantial renovations.
- 2019: Third year renewal for three campaigns: two membership drives and one awareness campaign.

