



Spring 2021



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Zebra Creative: What's in a Name?

As strategic communication students, we often hear the phrase, “If you could boil down this idea into a few words, what would they be?” For Zebra Creative, that question permeates every part of the creative process for not just our clients, but for ourselves. Our team prides itself on ideas that separate us from the herd—no pun intended. Before we take you on a journey through our semester’s work, we want to emphasize exactly what makes a zebra, well, a zebra.

When we first hear hooves, our minds typically gravitate towards horses. We may fail to consider the possibility of the zebra's presence because of its rarity. Nevertheless, they continue to leave us awe-stricken and intrigued at any given chance. Zebras encompass creativity, uniqueness and a commitment to diverse ideas and groups. This total separation from the norm is an immense strength, showcasing a theme we strive to encompass.

Join us as we take you on a journey to a world of biodiversity and the preservation and protection of many living things.

- The Zebra Creative team

Agency Value Statement

As an agency, Zebra Creative aims to provide unique insights and strategies for our client based on research and their specific needs. First and foremost, we have an obligation to be communicative, honest, cooperative, and inclusive towards each other and the client during the duration of this project. We will hold each other accountable with compassion, and allow our attention to detail and authenticity set us apart from the others. We will hold ourselves to these high standards and encourage the highest tier of quality in all our endeavors. If any group member falls short of our high standards, we will grow to understand how we can best aid them in getting back on track.



The Humans of



Alexa Cash

As the Account Services Lead, Alexa was the manager of Zebra Creative this semester and a real team player. Alexa coordinated internal meetings, external communications with clients and the professor, as well as kept the team on track. In addition to this role, she played an important part of the research insights process by participating in the secondary research, the social media audit and the primary research interviews. From these pieces of research, she assisted the Lead Co-Strategists with creating a great strategy to lead our efforts and joined the joint-effort of creating the tactics.



Alisa Agostinelli

Alisa was our Insight Lead, which means she was a foundational part of the primary and secondary research process. Alisa was the main coordinator of the primary survey and played an important role in the other research areas. Her research findings in the survey led to many key insights for the campaign. Additionally, Alisa assisted with the formation of tactics, strategies and design execution with the Co-Strategists and Lead Creative.



Gabby Agostini

Gabby and Angela shared the role of Lead Co-Strategists, making sure the Agency went above and beyond to help the client reach its goals. Gabby and her co-strategist colleague were heavily-involved with the unearthing of the insights about climate justice. Gabby played a key role in the primary and secondary research process, performing research that led to many key insights. Gabby also helped leading the designing for the plans book.

Zebra Creative



Maddie Ruvin

Maddie was a creative for this semester's work. Additionally, Maddie was involved in the primary and secondary research gathering and contributed to the brainstorming for the tactics ideas. Her smiling face and great ideas added much to the team.



Angela Wright

As Co-Strategist, Angela and her strategy partner, Gabby, were the “idea people” of the group; they united the client’s goals with an overarching message. The co-strategists pinpointed research insights that would create a great message and worked with the creative team to achieve that message. She was heavily-involved in the primary and secondary research process, as well as the gathering of insights from it. She lent her creative skills to the plans book, as well, by leading the copywriting and editing process and sometimes designing. Angela would additionally assist the Account Executive with scheduling meetings and internal Agency communications.



Molly Wiskur

Molly was our primary Media Planner for the semester, which meant she played a huge role in taking our tactics from point A to point B. She was very important to the strategy and tactics discussions. In addition, she was involved with the primary and secondary research insight-gathering and assisted in the overall editing process of the plans book and other steps of the campaign.

Our Campaign: Conservation

The Executive Summary:

The Kansas City Zoo has a mission, and Zebra Creative is ready to tackle it. We are a small, but mighty group of individuals that created a campaign targeting Generation X and Generation Z focusing on how small actions make a big difference in biodiversity, conservation and climate justice—because we believe that conservation begins with you. The Kansas City Zoo is well known for its world class exhibits and programs, and partner with over 20 conservation organizations. Additionally, the Zoo utilizes hands on field and research projects and green initiatives to keep the zoo as sustainable as possible. Key primary and secondary research insights from both target audiences was conducted through a series of personal interviews and survey asking what they know about conservation. These insights show that conservation is not singularly defined and that there is opportunity to grow the awareness, action items and ways to think about conservation. Our campaign is focused on the following 5 objectives:

1. Increase the Kansas City Zoo's Diversity, Equity and Inclusion page to 6,594 views by 2022.
2. Increase agreement that the Kansas City Zoo is committed to diversity, equity and inclusion in its practices by 70% before January 2022.
3. Increase Generation Z Zoo visits from 10% to 20% of all visitors and increase Generation X Zoo visits from 59% to 70%, respectively.
4. See the word "conservation" appear in 30% of survey participants when asked post-campaign what they associate the Kansas City Zoo with, instead of never showing up like in the Heart Agency's Zoo survey.
5. Increase the engagement of conservation actions in Generation Z and X from 40%-60%.

Zebra Creative's values and obligation throughout this campaign is to be communicative, honest, cooperative and inclusive towards each other. These are key pillars we pride ourselves on within our campaign as well as integrity, passion, positivity and having a mission-driven mindset. Our campaign begins with mending the image of the Kansas City Zoo's commitment to social justice to better fit Generation X and Z's values to show the community that the Zoo cares. Through bolstering DEI initiatives that acknowledge past issues and showcase international partners, volunteers, and employees of color, we can show the Zoo's commitment to diversity and inclusion in moving forward.

is You

Next, we will be partnering with local social justice activists from Generation Z over the Kansas City Zoo's Instagram and Facebook to share how young activists can get involved with the Zoo. Zebra Creative can partner with individuals like Justice Horn, a 22 year old from Kansas City, MO, and a leading young voice in the Black Lives Matter movement to reach the Generation Z individuals through their drive for social justice. Other zoos' influence of educating on social media has shown to create a better reach and more audience awareness particularly in Generation Z giving the Kansas City Zoo an opportunity to increase their own education efforts with their already established online presence.

Seeing that both Generation Z and X have a clear understanding and passion for conserving and promoting ethical practices and also positive, nostalgic memories surrounding the Kansas City Zoo and others, our campaign works to allow target audiences to stand by their values of treating animals humanely and enjoy going to the zoo.

Our primary budget for this campaign was \$100,000. We allocate the estimated total over the course of our campaign at the end of 2022 comes to \$24, 650 broken down by cost of our tactic executions. We aim to prioritize the goal of encouraging Kansas City Zoo visits through out of home paid advertisements, revamping the Kansas City Zoo's DEI and donation pages, and offering more. By partnering with environmental science departments at Haskell Indian Nations University, Zebra Creative can tie together mending the Kansas City Zoo's commitment to social justice with equity and inclusion to give instructors a platform to share their knowledge. Once executing the above strategies and tactics, Generation X and Z will see the importance of the Kansas City Zoo's conservation efforts and feel motivated to be part of the change in and outside of the Zoo.



Situation Analysis: A History



The Kansas City Zoo and

The Kansas City Zoo promotes conservation and raises money through ticket sales, beverages, gift shops, memberships, donations etc. to contribute towards conservation efforts. As a zoo, it aims to encourage visitor education about conservation efforts as well as increase donations by 10%. The Zoo has been in service for over 100 years, beginning in 1907 with the simple intention of creating the largest zoological garden in the United States.

The Zoo has served as a staple in Swope Park with an expansion in 1912, the opening of a children's zoo, Touchdown, in 1948 and many conservation partnerships and investments in capital projects. The Zoo has experienced many changes and expansions since those many years ago, but conservation has remained at its core.



of Earning its Stripes

Its Place in the Market:

Many of the changes in the zoo industry have influenced the Kansas City Zoo. For instance, secondary research showed the zoo industry is on a temporary decline due to COVID. The Kansas City Zoo has seen this in its own operations. Luckily, demand for zoos is projected to increase as more vaccinations take place and people venture away from home more. Outdoor venues have become increasingly important during COVID times, so the Kansas City Zoo's expansive facilities are ideal for the COVID-averse who want to leave.

In this unique time, the Kansas City Zoo is in the middle of an era where supporters are more often choosing to give to human-centric causes that alleviate suffering due to the pandemic and social injustice, rather than animals. Especially for Generation Z and X, a commitment to acknowledging human suffering is of utmost importance. Knowing that the Kansas City Zoo is a beacon of hope for suffering animals through conservation, the challenge is taking the Kansas City Zoo from just a family-friendly outing to a powerful advocate of biodiversity for all species.



Key Insights From

Other Fish in the Sea: The Competition

Within the Zoo Industry and the Conservation Industry, as well, the Kansas City Zoo has local and non-local competitors. These other zoos and conservation entities are either frequently compared to the Kansas City Zoo due to region or are leaders in the industry as a whole. For more information about why we chose each entity, you can reference Zebra Creative's Secondary Research Document. To flaunt your own feathers, it sure helps to understand the others' unique feathers, too.

Each organization has its own unique goals and brand image, just like the Kansas City Zoo. While the Kansas City Zoo will have its own differentiated brand, learning from the others can be extremely insightful, especially if target audiences are drawing comparisons to some of those organizations already, which you'll see in the Zebra Creative primary research. The common themes are uniting for the future of the world, promoting the diversity of species, protecting nature and ensuring the health of international and local ecosystems.

Key Words on Competitors' Websites



Local Competitors

- SEA Life Kansas City
- St. Louis Zoo
- The Topeka Zoo

Non-Local Competitors

- Omaha's Henry Doorly Zoo
- The San Diego Zoo
- The Wildlife Conservation Society
- The Oakland Zoo

Successful Conservation Campaigns from Others in the Industry

- **Omaha's Henry Doorly Zoo's Virtual Conservation Hours** - They explain the behind the scenes of some of its conservation efforts. It worked with Zoom conversations and supplemental items that educated on conservation.
- **European Association of Zoos and Aquaria (EAZA) "Which Fish?"**- The EAZA's campaign educated on the effects of humans on marine life. The campaign had interactive elements, as well as promoted conservation through gift bags and other memorabilia
- **The Oakland Zoo's #NotoPlastic Campaign**- It encouraged zoogoers to take small actions to eliminate plastic use, as well as encouraged freshwater cleanup and other citizen science initiatives.

Secondary Research

The Target Audiences: Generation Z and X

Generation Z is the primary audience for this campaign, while Generation X is the secondary audience. Generation Z are up-and-coming teens and young adults who are on the threshold of their careers and are eager to change the world, while Generation X are their family-oriented parents who still share much of their children's ideals but with a family to raise.

As the target audiences for this campaign, Generation X and Z's personalities and interests play a huge role in the tactic choices. Our secondary research found some key traits for Generation X and Z. First, Generation X and Z are more likely to give more than usual, even during this hard time, which makes them a key audience. However, Generation X and Z are more motivated to give by two things, alleviating pandemic suffering and fighting social injustice. Because compassion is ingrained in these two generations' makeup, it is of utmost importance that brands they support share their values.

In addition, along with millennials, Generation X and Z are the most likely to participate in virtual charity events, which dominate the industry currently, making them a key demographic to reach for fundraising. Generation Z in particular is a key demographic for zoos, as our research found that many younger people are becoming more relaxed about COVID-19 social distancing with more vaccines.



Generation Z

6 - 24 year olds

"The Activist"



Generation X

41-56 year olds

"The Parent"

Generation Z and Generation X are both idealistic. Generation X raised Generation Z to be strongly against injustices. While Generation Z is idealistic, they are also stressed. The pandemic and economic turn have greatly influenced them. Every decision they make is shadowed by their Generation X parents, especially if they are still financially-dependent due to hard times. Reaching these generations should appeal to 1. the fun of it all for stressed out Generation Z and 2. the familial tie, for family-oriented Generation X.

The Challenges for the Kansas City Zoo: Elephants in the Room

- Declining visits from Generation Z as they age out of childhood
- Hesitation about visiting due to risk of contracting COVID-19, despite it being an outdoor venue
- Conceptual misunderstandings of zoos as inhumane and not conservation-oriented entities in target audiences
- Generation X and Z's focus on giving to alleviate human suffering rather than animals' suffering right now
- Making sure the Kansas City Zoo shines brightly against its competition as an organization that cares for preserving and uplifting the diversity of humans and animals alike

Key Insights From

In-Depth Interviews

To better understand the visitors of the Kansas City Zoo and hear specific voices from the primary and secondary target audiences, Generation Z and X, 14 in-depth interviews were conducted. Those interviewed range from 21 to 52 years old with 10 belonging to Generation Z and 4 belonging to Generation X, many inhabiting the Johnson County area. Each interviewee gave a unique perspective and valuable insight on conservation in general, the Kansas City Zoo's conservation efforts, the Zoo's events and overall suggestions for improvement. Let's dive deeper into these interviews and hear from the faces behind the Kansas City Zoo.

Generation Z

Generation Z interviewees expressed an interest and eagerness to learn more about the Kansas City Zoo's conservation efforts and ways they can get involved. They are looking for hands-on ways to support the topics that matter most to them, such as conservation biodiversity, habitat-restoration, climate change, the incorporation of Indigenous people in conservation and BIPOC social justice. This generation is looking to make a difference locally through volunteering and activism to produce social and environmental change. They care a lot about the idea of rescuing animals and providing a good life.

The Kansas City Zoo has a great opportunity here to amplify the voices of both their BIPOC and local partners from the surrounding areas to appeal to this generation. In addition, the large conservation group, the Wildlife Conservation Society, showcases this very idea on their website, so there is already industry support for this ("About Us"). Generation Z has a spark of interest in the zoo and wants to

better understand the events and opportunities it brings, which is exactly what can be shared to turn that spark into a flame.



"I would want to see and be involved in the conservation first-hand, like if they have things they do on-site like **compost, pollinator or monarch butterflies."**

Joseph David



"It is vitally important to center indigenous wisdom and to work with indigenous people in any matter concerning conservation. Doing so would constitute a well rounded approach with **real impacts for marginalized humans, animals, and whole ecosystems."**

Emma Wilhoit



In-Depth Interviews

Generation X

Generation X interviewees showed an appreciation for the memories made at the Kansas City Zoo and a desire for education regarding the Zoo's conservation efforts to continue. The memories this generation has with their children have laid the foundation for Generation Z's childhood. The events attended by this generation and their children are "Friends at the Zoo" picnic and "Boo at the Zoo." They have fostered creativity, activism, passion and altruism in their children and sought to grow these seeds of influence. This generation cares about conservation and preserving the world for their children and grandchildren to come. While less skeptical than Generation Z, they also shared misgivings about how zoos care for animals, which means the challenge of breaking that stigma is still important for this generation, as well.

The Kansas City Zoo can provide this generation with more opportunities to make more long-lasting memories with their children, as well as events to volunteer and learn alongside them. Generation X already sees the value in the Zoo and simply wants more opportunities for them and their children to get involved. They are eager to learn with, from and for their children and the Kansas City Zoo can aid them in this pursuit.



"**Our Zoo is an amazing place for children to learn about wildlife** and open up a whole new world from the suburban life they see everyday."

Anna Koester



"Some (zoos) are awful, sad and unhealthy conditions. **Some are like a prison for animals** (but) as long as they are happy, I think it's okay."

Gary Kerr



"My favorite memory of the Zoo is my mom **taking me when I was little then being able to take my children** to enjoy the same Zoo."

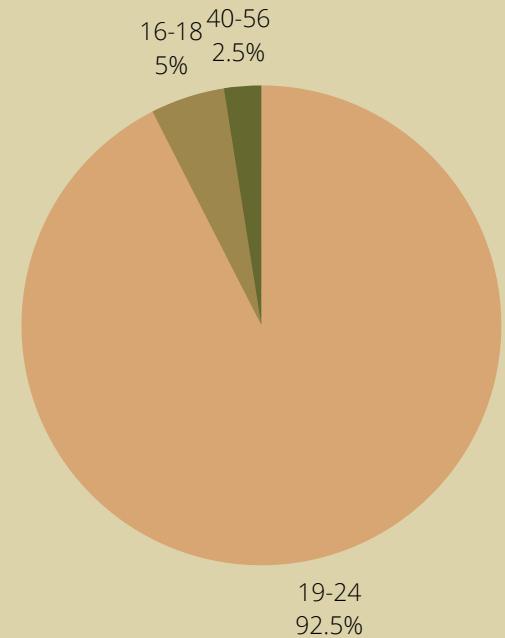
Anna Koester



Key Findings From

Survey Analysis

To further the understanding gained from the in-depth interviews, a survey regarding the Kansas City Zoo and its conservation partners was completed by 40 participants. The participants were identified as male and female of both the target audiences of Generation Z and X. The demographics show 37 out of 40 participants (92.5%) are between the ages 19-24, two between ages 16-18, and one Generation X participant between ages 40-56. The survey data has been coded and analyzed based on four major key findings.



Insights into Mindset

The data shows that among the mindsets of the 40 participants of Generation Z and X the most similar ideals include grave misconception. Each participant highlights the stigma and guilt built on the misconception that animals in cages and captivity are treated inhumanely. The Kansas City Zoo has the opportunity to reverse this incorrect mindset and teach about the conservation efforts taking place at and through the Zoo. While Generation Z is the demographic that this stigma exists in most, it is also the generation that cares about conservation and environment the most and can be appealed to because of this fact.

Feelings Toward the Kansas City Zoo

The participants feelings toward the Kansas City Zoo were mostly uncertain, as was their feelings on where their money is going when donating to the Zoo- 24 participants (60%) responding with very unknowledgeable. Generation Z was this majority that did not feel confident their donations were going towards conservation, however, Generation X participants felt somewhat knowledgeable. This knowledge can be used by the Kansas City Zoo to enhance transparency, while raising awareness and trustworthiness with Zoo goers and especially non-zoo goers.

Insights on Conservation

As previous research has shown, both Generation Z and X support the importance of conservation efforts. 35 of the Generation Z participants agree that the most important entity to protect is endangered and rare species. Additionally, this includes poaching, climate change, habitats and the environment. The Generation X participant highlights the importance of adding food sources. While not all participants addressed if they support conservation efforts, 16 responded that they did.



the Generational Survey

The conservation efforts included are environmental and animal rescues, rhinos and elephants in Africa, rainforests, climate change, recycling and state parks. The specific organizations highlighted were World Wildlife Foundation and Nature Conservancy, contributing to brands conservations like Patagonia and the Lead Program. This data shows that our target audiences have an overall care and moderate knowledge on different conservation efforts, which is an important and key aspect for the Kansas City Zoo.

Insights About the Zoo's Conservation Efforts

The Kansas City Zoo has the opportunity to better inform the Zoo goers and non-Zoo goers of its conservation efforts. Over half of the 40 participants knew little to nothing about the conservation efforts at the Zoo, those who did knew from the signage at the Zoo. All 40 participants indicated that they did not know about the Zoo's conservation partnerships, with many wanting to become more aware. However, now if the participants do know about the efforts, they view the Zoo as "a lot more appealing" than before, showing the Zoo does in fact care about the well-being of animals.

Key Insights From the Social Media Audit

Strong Areas

- There are popular posts on Facebook about local conservation efforts, which is something the primary research indicated a desire for
- The Kansas City Zoo has made good use of peer to peer fundraisers, which dominate right now
- The Kansas City Zoo has made use of Giving Tuesday in the past to encourage donations. It could take it even further this year with a conservation theme for 2021 Giving Tuesday.
- When the Kansas City Zoo posts about citizen science, people ask lots of questions and engage a lot. This is a good sign for the campaign and shows a desire to become involved.
- Certain animals like the orangutans and penguins were very popular in the Facebook audit and the in-depth interviews
- The VolunTEENS were very popular on social media, showing a footing in Generation Z

Areas to Improve

- A majority of posts about the conservation efforts are of a fundraising nature and some social media sites have no conservation posts at all. More informational posts would set up for the fundraising asks better and break the "bad zoo" stigma you can see in the comment below.
- First-hand words from conservationists are not seen on most social media. Seeing the faces of conservation, especially from Generation Z, could help with credibility and show the audiences how to become involved
- There could be more focus on BIPOC voices in the talks about conservation because many of the employees, volunteers and partners are BIPOC
- There were many comments that desired more of a stance on social justice, some with more negative tones. The Kansas City Zoo will need to meet this challenge head-on to reach Generation X and Z, who are very social-justice-minded in their everyday actions and giving.

Key Quotes:

- "I work on the COVID unit in NM and they stream your penguin exhibit on the floor. It's a great way to get away from the stress." Kim Molyneux Chance, 2020. Continuing to highlight the penguins, especially the Humboldt Penguins which have a conservation program, is a great way to bolster conservation understanding.
- (About a wildlife video) "I am glad (the turtles) got the help they needed, but I also hope they get released back to the ocean when it's better... They don't need to be locked up in a zoo." Nicky Erskin, 2021. Continuing to break the stigma by providing more details in conservation messaging in various channels is crucial.
- (On a conservation post about toads) "How large is their natural habitat? What's caused their extinction in the wild?" Jamie Tyroler, 2018. Providing more in-depth understanding of these topics would be welcomed by many people, as shown through comments like these on conservation posts.
- "I want to know the Kansas City Zoo's stance on supporting our communities and African Americans . . . We all have to take a stance to create lasting change." Torrance Jones, 2020.
- "Please know it does not go unnoticed that a series highlighting women for Women's History Month was planned but not done for Black folks during Black History Month, which was just the month prior. This seems a gross oversight, especially since the KC Zoo is nestled in majority-minority neighborhoods," Meghan Newman, 2021. This shows a definite desire for more of a public commitment to social justice.

Combining Research Findings: The SWOT

Strengths

- The zoo is an outdoor venue, making it safer for those risk-averse to COVID & post-vaccine attendees
- The zoo has many partners including people of color
- KC Zoo already established an online presence on social media & up to date fundraising event strategies
- Zoo has an established adult-volunteer program, Volunteer program & caring employees
- The zoo has local conservation efforts Kansas City people can actively join

Weaknesses

- Very few of the target audience are aware of conservation efforts
- Conservation is not a huge focus on social media pages nor education as a whole
- There is concern about where money is going and what zoo does with it
- Zoo has a decrease in visitors per age group in 2020
- Needs personalization in social media voice; inconsistent conservation messaging that lacks educational aspects
- Lack of awareness and acknowledgment of VolunTEENs
- Some negative associations about its stance on racial justice found in comments during the social media audit

Opportunities

- Vaccine roll out will have people eager to get out
- Conservation and animal missions are in the top three most supported causes, according to Classy's "Why America Gives" report (2018-19)
- There are nostalgic childhood memories from community
- Generation Z and X are more likely to give more during this hard time
- Gen Z is less risk-averse to COVID and likely to join in charity hybrid events
- Educating on social media about conservation creates a better reach and audience awareness, particularly in Generation Z

Threats

- The industry is on a short-term decline
- There is an association of zoos as inhumane
- Many are choosing to give to more health, disaster and education causes
- The pandemic negatively impacted conservation missions in volunteering and giving
- Donors may choose to give to social justice organizations, as a human-focus for people of color is on the rise

Personas based

Ayla Kapoor



Ayla is a double major in Psychology and Biology at Saint Louis University. Until college, she has resided in the suburban areas outside of Saint Louis with her Generation X parents and younger Generation Z siblings. She is still financially dependent on her parents, for the most part. She has always been very involved in extra curriculars, and does her best in school to land the job of her dreams. She is a second generation soon-to-be college graduate, and has always been driven and devoted to bettering herself and the people around her. She loves animals; it is her goal as a natural leader deeply motivated in activism to make a difference, even at the smallest level of impact. She is a strong advocate of many social justice from racial injustice to LGBTQIA issues. She is always very encouraging of her family and peers to raise awareness on what she believes can be changed and improved upon. She tends to be an optimist, and values acknowledging growth and accountability as essential tools of self-awareness.

- 22 years old (Gen Z)
- St. Louis
- South Asian
- Cis/LGBT+
- College Senior
- Social Justice Advocate

Ayla is a very family oriented person, and is confident, independent and well-spoken. Some of her weaknesses are struggles in her ability to stay collected when she feels she is alone and facing difficulties. She is attracted to a promising and hopeful attitude toward life and the future, but overwhelmed when others fail to understand the steps needed to be taken to get there. She is a regular and savvy social media user, and realizes the power it has to create powerful messages. In her free time, Ayla likes to read, spend time outside and with her loved ones, as well as explore fun things to do on campus and in the area.

on Research

Nivaan Kapoor



Nivaan has been married to her husband for 22 years. Together, they have three children: a 15-year-old daughter, a 17-year-old son and a 22-year-old daughter, Ayla. She lives with her husband and youngest children in a suburban area outside of St. Louis. Education is very important to Nivaan, as she was a first generation college student and graduate. She currently works in human resources at a national nonprofit and is very career-oriented, but also feels like her best accomplishment was raising three wonderful children. She finds difficulty in balancing life, which includes her career, aspirations, caring for children and being the primary caregiver for her aging parents. She has a deep desire to give back to her community; Nivaan seeks philanthropic endeavors as she volunteers at the local Humane Society. She has a soft spot for animals in need, and has learned a lot from her daughter Ayla, such as the importance of small actions (recycling, reducing plastic consumption, etc.) and their big impact on the world.

Nivaan has no issue being there for her children in any way they need. The pandemic has weighed heavily upon her family, yet she still seeks to instill independence, self-awareness, compassion and altruism in each of her children. She is always looking for experiences that will leave lasting memories with her family. Some of her weaknesses include not asking for help when she is overwhelmed or stressed and saying “yes” even when she knows she has too much on her plate. She is very passionate about social justice, as her experiences as a South Asian woman and second-generation immigrant in America have given her a fire for change and empathy for many issues. Nivaan tries to remain up to date when it comes to social media platforms; she is active on Facebook and Twitter, but is still figuring out Instagram and Tik Tok. She enjoys going on YouTube for step-by-step recipe instruction and cute videos of animals. Nivaan wants to become more active on social media, as her eldest daughter has informed her of the powerful social justice messaging the platforms can provide. In her very little free time, Nivaan enjoys spending time with loved ones, reading and cooking.

- 48 years old
- St. Louis
- South Asian
- Cis/Hetero
- Hr at Nonprofit
- Social Justice Advocate

Campaign Goals, Objectives

Goal 1:

- Mend the image of the Kansas City Zoo's commitment to social justice to better fit Generation X and Z's values.

Objectives:

- **Objective 1:**
Increase Diversity, Equity and Inclusion page to 6,594 page views by 2022.
- **Objective 2:**
Increase agreement that the Kansas City Zoo is committed to diversity, equity and inclusion in its practices by 70% before January 2022.

Strategies:

- **Strategy 1:**
Showing the community the Kansas City Zoo cares for social justice by acknowledging past issues and by showcasing international partners, their volunteers and employees of color.
- **Strategy 2:**
Partnering with local social justice activists, especially from Generation Z.
- **Strategy 3:**
Making conservation personal by showcasing the people who impact the Kansas City Zoo's conservation, especially those from Generation Z and BIPOC voices.

Here's why:

The primary and secondary research indicated there was a strong desire for more content that acknowledged racism and any past wrongdoings, while also lifting up BIPOC voices and highlighting climate justice. We saw in our social media audit that multiple comments viewed the Kansas City Zoo negatively in some areas of highlighting BIPOC voices. While the Kansas City Zoo is working very hard to establish itself as an inclusive place, these efforts would further bolster the Diversity Equity and Inclusion initiatives the Kansas City Zoo is taking to include even more diverse voices. These steps toward diversity will clearly make a statement that a commitment to environmental justice and biodiversity is intertwined with human diversity. This is crucial to reaching new audiences for conservation, as it shows the Kansas City Zoo empathizes with the issues BIPOC communities face, takes accountability for any past wrongs and acknowledges diverse people's contributions to conservation.

and Strategies

Goal 2:

- **Goal 2:**
Increase Generation Z and X's support of the Kansas City Zoo and its conservation efforts.

Objectives:

- **Objective 1:**
Increase Generation Z Zoo visits from 10% to 20% of all visitors and increase Generation X Zoo visits from 59% to 70%, respectively.
- **Objective 2:**
See the word "conservation" appear in 30% of survey participants when asked post-campaign what words they associate the Kansas City Zoo with, instead of never showing up like in the Heart Agency's Zoo Mobile survey.
- **Objective 3:**
Increase the engagement of conservation actions in Generation Z and X from 40% to 60%.

Strategies:

- **Strategy 1:**
Highlighting scientific, but yet fun messaging to encourage even latent-minded Generation Zs to be passionate for the Kansas City Zoo.
- **Strategy 2:**
Energizing Generation Z and X to participate in small citizen science initiatives from their own backyards.
- **Strategy 3:**
Stressing the important role of cross-generational conservation.

Here's why:

There was a clear disconnect between the Kansas City Zoo's conservation efforts and Generation Z and X's awareness of them. While most people were very enthusiastic to support conservation efforts, most did not have any understanding of these programs, even though they were supportive of the conservation work these programs focused on. Generation Z is so motivated to change the world in little and big ways that getting them involved in conservation themselves is extremely crucial to building them up to attend the Zoo or to give with conservation in mind. They aren't as likely as other generations to give to an organization without becoming actively involved in the mission themselves. This is why it's crucial to show them examples of others their age who are important to conservation, who look and think like them and, most importantly, who inspire them to take action themselves, so they can carry the environmental torch to the next generation after them.

Tactic Sample

Diversity, Equity and Inclusion Page

The Kansas City Zoo's Commitment to Diversity, Equity and Inclusion

Preserving species and the world for the future includes standing with and supporting its diversity in all forms, both human and animal.

As an organization that prides itself on a commitment to protecting the biodiversity of species through conservation, we feel it is necessary to speak about our commitment to you, the many diverse people who tirelessly work toward a better future for the inhabitants of our planet, both human and animal.

We have heard your cries for our organization to take a stance against racism in all forms. This is our heartfelt response to you.

Our organization is publicly committing to actively fight against the neglect intertwined within our past. We believe accountability and reconciliation are necessary in order to fully show our commitment to you. To that end, we would like to formally apologize if you or a loved one experienced harmful, racist remarks or any other act of racism while at the Kansas City Zoo. While nothing can take away from that specific pain, we want you to know that we will not tolerate any acts that do not reflect our desire for a diverse, equitable and inclusive world. We encourage you to continue to bring these acts to our attention.

We'd also like to commit to using our platform to speak out against past and present segregation within our community. With our Zoo nestled immediately next to Swope Park, one of Kansas City's most shamefully-battled segregation sites, we know that our predecessors had the opportunity to speak up more against the segregation of the Swope Park Swimming Pool during the legal proceedings in the early 1950s.

Additionally, the Zoo Industry in years' past has repeatedly failed to acknowledge the influential work of BIPOC individuals in zoos and conservation, and especially in regard to the Indigenous communities many zoos partner with. We now understand our duty to center diverse voices more often in our internal and external communications.

Diversity, Equity and Inclusion Page (Contd.)

We know the past of the Zoo Industry and our Kansas City Zoo is far from perfect, but we hope we can all work together to move toward a world where we support and uphold the ideals of diversity, equity and inclusion. Our Zoo's mission of educating about and preserving the world's biodiversity unites us. Our BIPOC friends' roles in this mission cannot be understated. We commit to stand with you against injustices the BIPOC community faces in our city and beyond to enact lasting change.

So, to the many diverse voices of The Kansas City Zoo and its friends, this is our promise to adequately celebrate the beauty of humanity's diversity from this moment on. We commit to listen to and support you in any way we can.

To read more about our Diversity, Equity & Inclusion Plan, click the link below.

The Kansas City Zoo's 2021 Diversity, Equity & Inclusion Plan



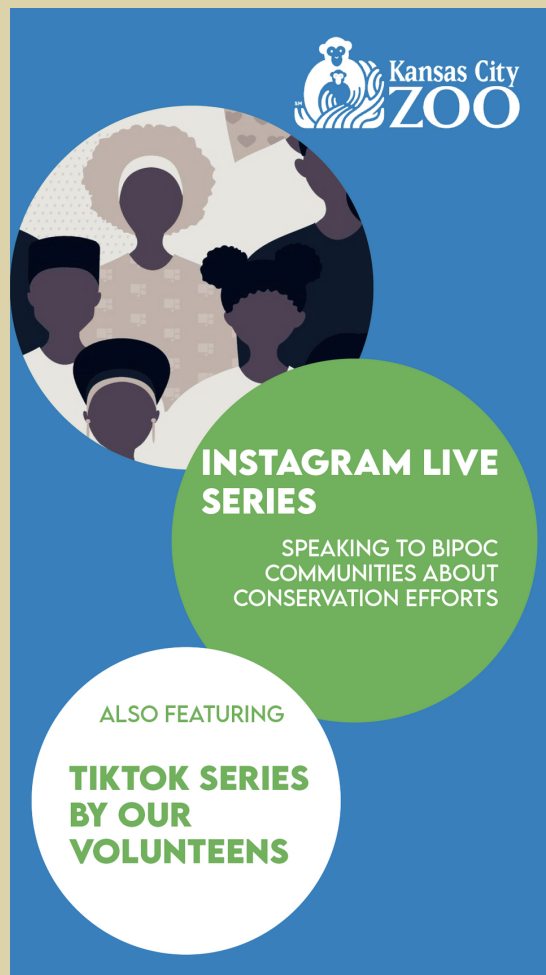
How It Works

As the secondary research showed, the audiences are very invested in social justice issues within their communities. To reach these diverse people, organizations must prove their commitment to the issues these activist-minded individuals care about. With many social media comments misunderstanding the Kansas City Zoo's level of commitment to diversity, equity and inclusion and many insights from primary research highlighting the desire for more BIPOC representation, specifically the Indigenous voices of conservation, our agency realized the need for a Diversity, Equity and Inclusion webpage with a statement on these ideas.

This statement establishes that the Kansas City Zoo is taking a clear stance against racism, as our research showed audiences desired. In addition, it establishes accountability for past actions of the organization and the zoo community before propelling into the future commitments to diversity, equity and inclusion, which follows the example set by the Wildlife Conservation Agency's webpage "Reckoning with our Past, Present and Future." It directly touches on a Facebook comment which talked about past actions of other zoo-goers speaking in racially-insensitive ways to diverse zoo-goers. In addition, it touches on the complacency to segregation in the past, with the area around the Kansas City Zoo being a hot spot for segregation. In addition, it brings the idea of Indigenous voices into the conversation and acknowledges a lack of communication about their efforts. This transparency is important to building a rapport with these audiences, as they appreciate a head-on approach to issues of this nature, as our research showed. This is the first step in reconciliation to work with these diverse voices to be a part of the larger goal of building support for the Kansas City Zoo and conservation as a whole.

Tactic Samples

Facebook Live Promo & IGTV /TikTok for BIPOC Gen Zs



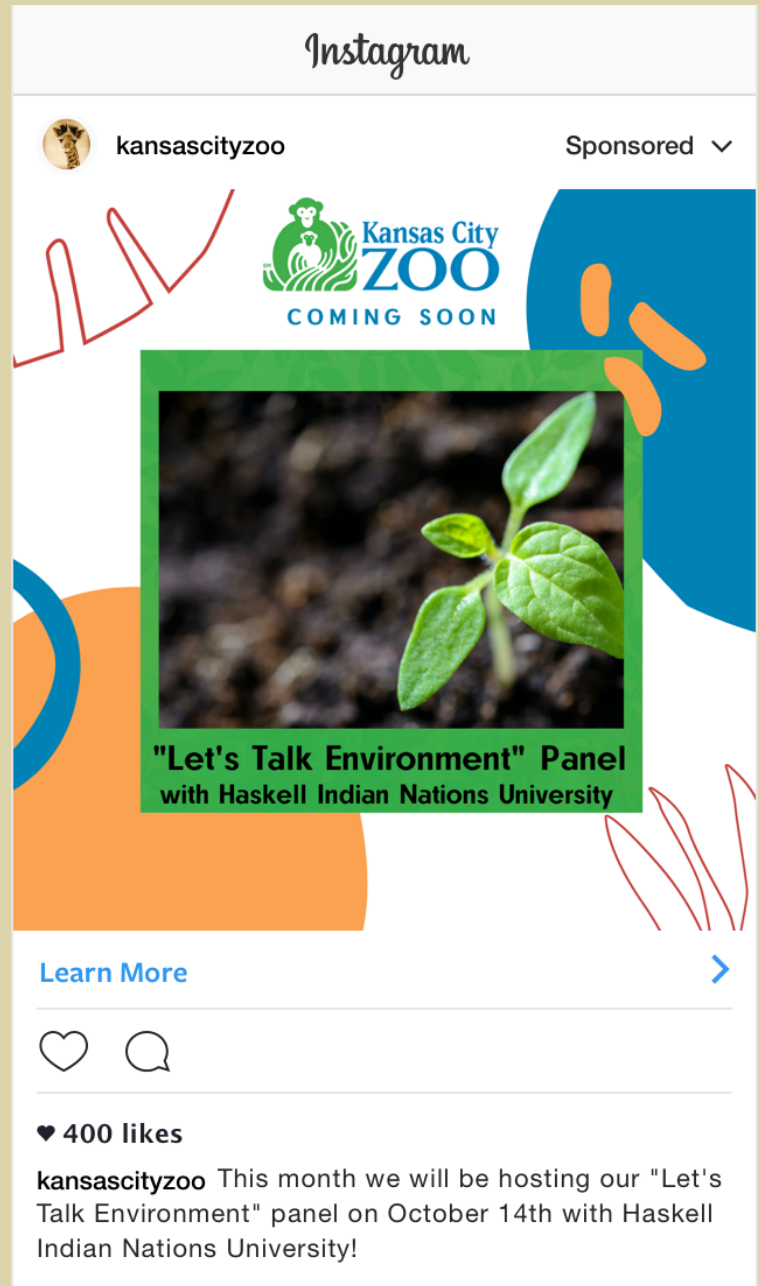
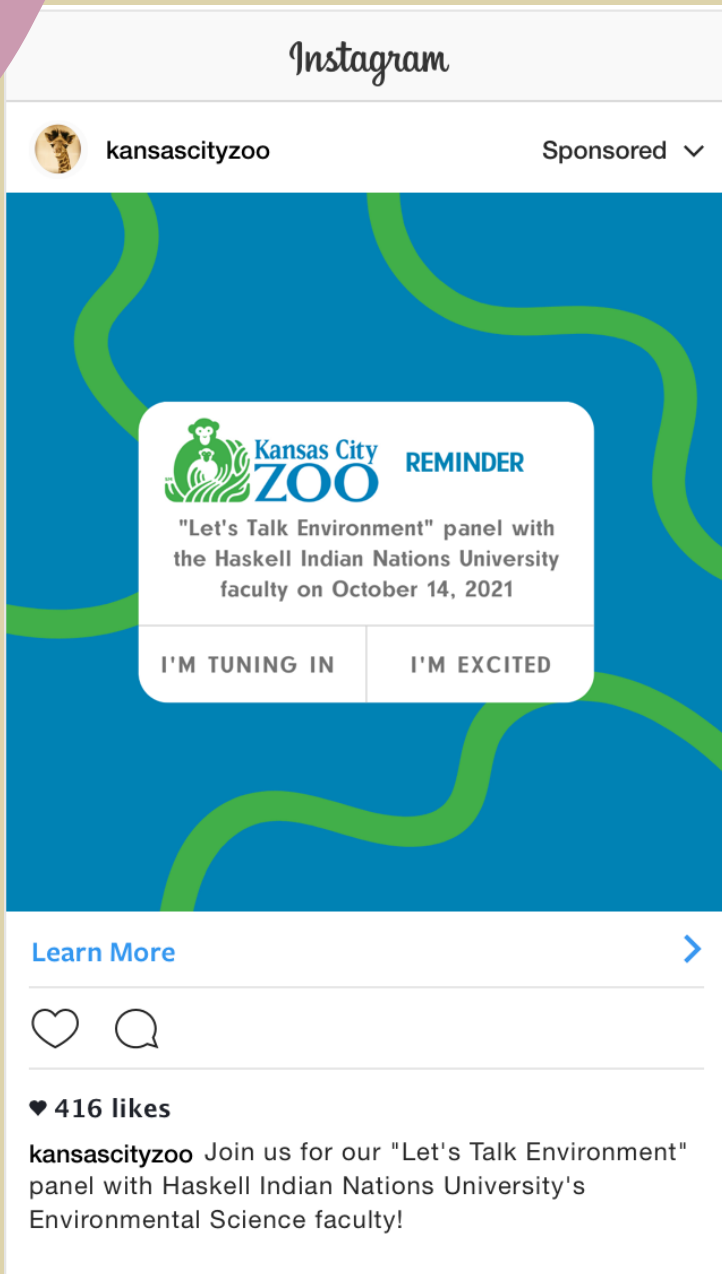


How It Works

The Facebook Live event and Instagram Live/TikToks are meant to connect on a deeper level with BIPOC communities within the Generation Z age group. We found that this group has a lot of knowledge, specifically with Instagram and TikTok. Using the VolunTEENS to create then post content will allow for more knowledge on conservation and environmental health to be pushed out in an effective way. The use of Facebook Live event will bring light to BIPOC communities, by highlighting people of color in the field of conservation. Having guest speakers will allow for a personal connection to all of our target audience members and shows much more inclusivity and representation of people within BIPOC communities surrounding the Kansas City Zoo. Hosting a Facebook Live weekly, if not bi/tri-weekly will create much more engagement and voice. Pushing out daily Instagram stories and the TikTok series will provoke inspiration in the Generation Zs.

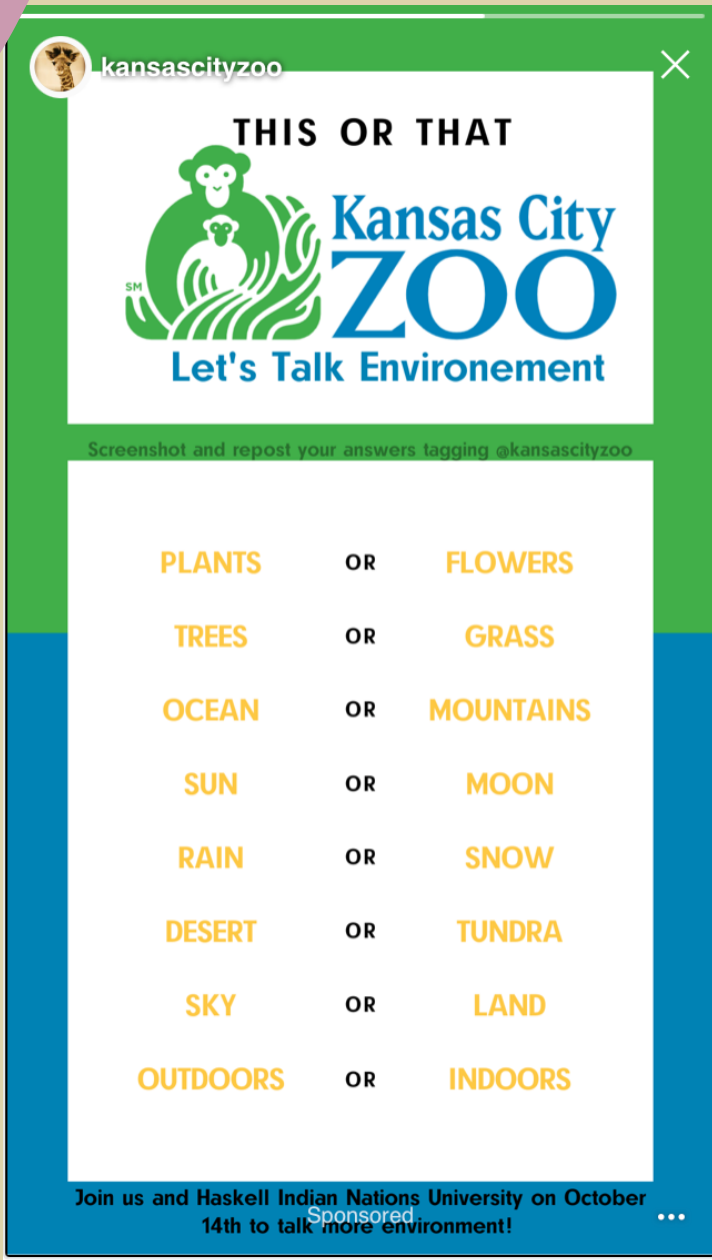
Tactic Samples

Haskell Indian Nations University Instagram Posts



Tactic Samples

Haskell Indian Nations University Instagram Stories



Tactic Samples

Haskell Indian Nations University Facebook Posts

**kansascityzoo**
Sponsored

Like Page

On October 14, the Kansas City Zoo will be partnering with Haskell Indian Nations University's Environmental Science faculty to discuss environmental conservation. We hope to see you all at our "Let's Talk Environment" panel!



 20

562 Comments 311 Shares

 Like  Comment  Share

**kansascityzoo**
Sponsored

Like Page

Our "Let's Talk Environment" panel with Haskell Indian Nations University will be this Thursday, October 14th from 6:00 to 7:00 p.m. Tune in!



 24

430 Comments 200 Shares

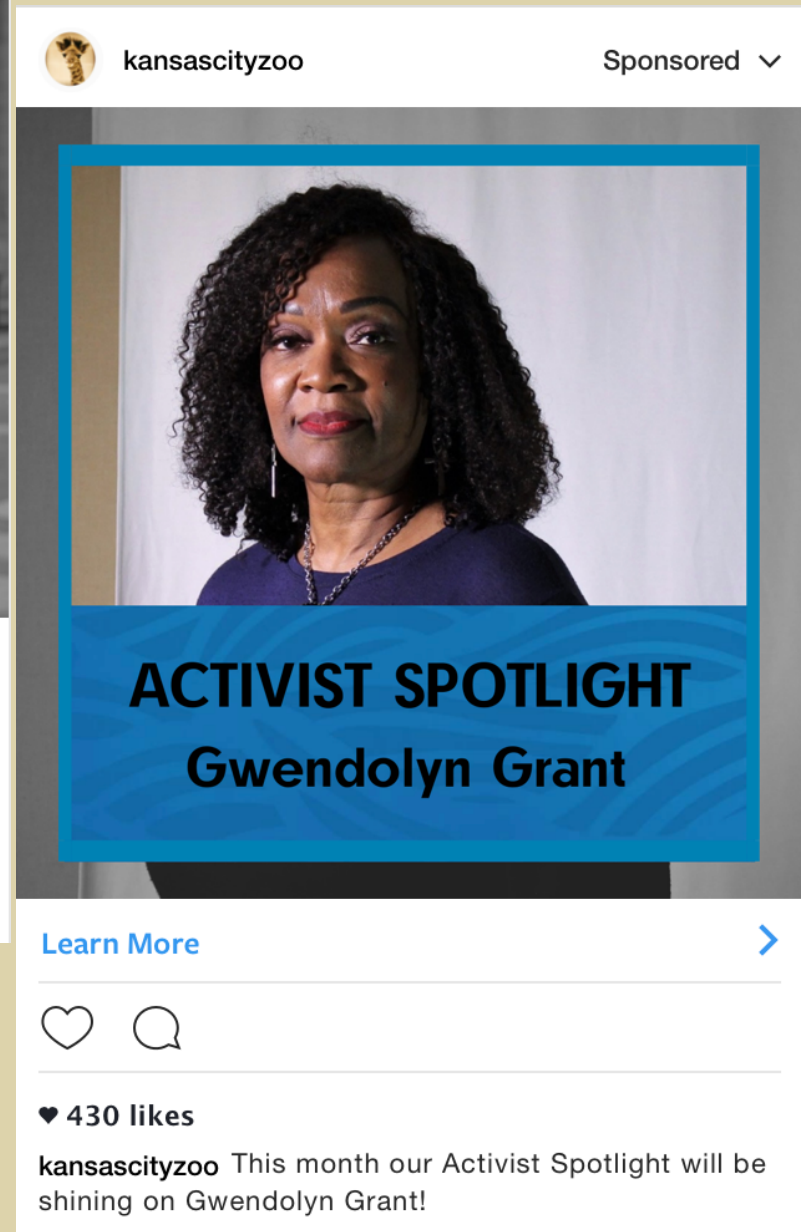
 Like  Comment  Share

How It Works

The Kansas City Zoo will partner with Haskell Indian Nations University's environmental science department to discuss biodiversity and indigenous peoples' roles in conservation history. The faculty consists of Dr. Carole A. Bonga Tomlinson, Dr. Bridgett Chapin, Dr. Charles E. Haines Jr. and Professor Bill Welton. Each instructor will be given a platform to share their expertise and knowledge through a "Let's Talk Environment" panel on YouTube Live that centers on Indigenous contributions to conservation and environmentalism. The Youtube Live will be promoted and shared on the Kansas City Zoo's Facebook and Instagram via photo posts and stories. Through this partnership with the Haskell Indian Nations University, the Kansas City Zoo will be continuing the important conversation of environmental justice and how that relates to wildlife. The conversation will be with Generation X instructors, but open to both Generation X and Z listeners. As shown in our primary research, both generations care about sustainability, and are interested in a greater discussion of biodiversity and the relationship between Indigenous people and conservation. This partnership provides the Kansas City Zoo with the opportunity to listen, learn and educate their followers. The Kansas City Zoo has the chance to build a greater connection with Indigenous people and include their history and ideas in conservation efforts to come.

Tactic Samples

Local Generation Z and X Activists Instagram Posts



Tactic Samples

Local Generation Z and X Activists Facebook Posts

 **kansascityzoo**
Sponsored

Like Page

This month our Activist Spotlight will be shining on Justice Horn, a 22 year old residing in Kansas City, Missouri- a leading young voice in the Black Lives Matter movement. Horn will be taking over our Facebook and Instagram to share more about himself and his activism.



ACTIVIST
SPOTLIGHT

Get to know the people behind the activism

24 430 Comments 200 Shares

Like Comment Share

 **kansascityzoo**
Sponsored

Like Page

This month our Activist Spotlight will be shining on Gwendolyn Grant, president of the Urban League Greater Kansas City. Grant will be taking over our Facebook and Instagram to share more about herself and her activism.



ACTIVIST
SPOTLIGHT

Get to know the people behind the activism

24 430 Comments 200 Shares

Like Comment Share



How It Works

The Kansas City Zoo will partner with local Generation Z and X activists to highlight the activism happening in the community. Each month the Zoo will be partnering with either a Generation Z or X activist, as they "take over" the Zoo's Instagram and Facebook. These monthly "activist takeovers" allow for 12 voices to be heard and 12 activists to be seen. Additionally, the Kansas City Zoo will be featured and highlighted on 12 additional Instagram and Facebook accounts. The two activists highlighted above are Generation Z activist Justice Horn and Generation X activist Gwendolyn Grant. The Kansas City Zoo can gain great credibility, while continuing to educate themselves, the local community and Zoo goers on important conversations. The goal is to reach the individuals of Generation Z through their drive for social and environmental justice, while also educating those of Generation X. The Zoo has an amazing opportunity to highlight their own conservation efforts, while also giving their platform and reach to others. The Zoo will have the opportunity to reach new faces by "taking over" the social media platforms of a local activist.



Tactic Samples

Conservation Blog

[VISIT](#)[ACTIVITIES & EVENTS](#)[CAMPS & TOURS](#)[RENT THE ZOO](#)[BLOG](#)[Members](#)

CONSERVATION. EDUCATION.

Keeping Up With the Kansas City Zoo

Visit from Conservationist Maria Azhunova

7/18/2021

On July 17th, the Kansas City Zoo was delighted by a visit from the incredible Indigenous Conservationist Maria Azhunova. Maria is a winner of the 2020 Bright environmental award for her work at the Baikal Buryat Center for Indigenous Cultures.

She hosted a workshop today for local Kansas City children and parents to learn more about the importance on conservation and how it can impact our own communities, and communities that we may not be a part of. Maria expanded upon how the state of our environment affects especially BIPOC (Black, Indigenous, People of Color) communities.

To the right is a photo of Maria reading out the definition of conservation.

More about Maria and her experience below!





How It Works

This blog would help showcase the conservation efforts that the Kansas City Zoo is constantly working on at a local and global scale. In addition, this blog would increase site traffic and search engine optimization by making use of keywords. This would then potentially increase conservation-minded people seeing the conservation blog while searching for things within the keywords and make them more likely to choose the Kansas City Zoo. This blog has the ability to showcase efforts in a more personal and in depth way, while also driving traffic to support the revamping of certain parts of the website, as well as the visits idea by enticing people to see what the Kansas City Zoo has to offer that is shown on the website. Tying the blog or linking to other platforms like Facebook, Instagram and Twitter, even the official website, will allow for a lot of traction to be brought to the blog and allow for some “evergreen” content, which takes some of the stress off of a social media manager to come up with themselves for each social media platform. The blog’s primary duties will be to inform the readers about what is happening real-time with conservation efforts and to build site traffic. Something similar to a press release delivery, yet bright and fun like the official website, will allow readers to get direct, factual information regarding the efforts and updates on their favorite animals. There would be a special emphasis on stories from BIPOC conservationists and partners, as well, to further highlight BIPOC communities.

Tactic Sample

Revamping of the Donation Landing Page Tagline

Before

Donations

As a non-profit organization, the Zoo depends on the generosity of individuals in our community to feed and care for our more than 1,700 animals. Thank you for supporting the Kansas City Zoo!



GENERAL DONATIONS

The Kansas City Zoo needs you so that we can continue to make a real difference for the natural world. You have the opportunity to permanently change the future of the world for you, your children, and grandchildren.

[Donate Now](#)

[Feedback](#)

After

Donations

Your generous gift to the Kansas City Zoo provides care and enrichment to more than 1,700 animals, while simultaneously protecting thousands more in global conservation. Thank you for committing to provide a safe space for thousands of species in Kansas City and throughout the world.



GENERAL DONATIONS

The Kansas City Zoo needs you so that we can continue to make a real difference for the natural world. You have the opportunity to permanently change the future of the world for you, your children, and grandchildren.

[Donate Now](#)



How It Works

When someone gives to a mission, it is crucial that they feel they can trust the page. If someone sees a page that seems older or doesn't grab their attention, it only takes a second to bounce from the page. This revamping of the giving page would utilize storytelling to show the conservation and zoo mission and would establish credibility through design. The more visual the design, the more it looks modern and more trustworthy to give your credit card to.

With the proposed revision, the Kansas City Zoo's landing page itself would have more specific language illustrating the mission, including conservation, while also expressing gratitude. In addition, the donation page would be made more visual and would show one of the more popular conservation animals we found in our social media audit, such as the humboldt penguins. The tagline language would speak directly to the conservation efforts, as well as the zoo aspects of a zoo mission to encompass both. It would say something along the lines of, "Your generous gift to the Kansas City Zoo provides care and enrichment to more than 1,700 animals, while simultaneously protecting thousands more in global conservation. Thank you for committing to provide a safe space for thousands of animals in the Kansas City Zoo and throughout the world." This would remind donors of the hope they are giving to animals, even after the page changes to the donation page. It also would play into the care people have for the wellbeing of animals and showing them the impact they can have on that idea in both conservation and how the Kansas City Zoo cares for its animals with lots of enrichment opportunities.

Tactic Sample

Revamping of the Donation Landing Page Tagline

Before

Donate to the KC Zoo

With more than 1,700 animals in our care, it costs approximately \$50,000 each day to operate the Kansas City Zoo. Your gift to the general fund supports ongoing education, conservation, animal care programs, and meets the Zoo's most urgent needs.

DONATION INFORMATION

Donation Amount

☐ \$25.00

☐ \$50.00

☐ \$100.00

☐ Other

BILLING INFORMATION

Name *

First

Last

Address *

Address Line 1

Address Line 2

City

State

Zip Code

Phone *

Email *

KEEP UP WITH THE ZOO!

Would you like to sign up for weekly Zoo News email?

☐ Yes ☒ No

Donation Comments

Complete Donation

After

Donate to the KC Zoo

Endangered animals have a home because of the Kansas City Zoo



Deforestation is destroying the trees on the only islands they call home, so Bornean Orangutan numbers are dwindling. The Kansas City Zoo supports animals like these in any way we can. Right now, seven sweet Bornean Orangutans are part of our Zoo family, but we serve more than just our own Zoo friends. The Kansas City Zoo and its partners are actively preserving thousands of Bornean Orangutans and many other animals through conservation projects. Your gift to the Kansas City Zoo ensures future generations see the great diversity of our natural world. Thank you for your commitment to animals in our Zoo and beyond!

Thank you for your commitment to animals in our Zoo and beyond!

Please choose your donation amount below.

\$25

\$50

\$100

Other

Want to give back even more? [Learn how to give monthly!](#)

* First Name

* Last Name

* Email Address

* Phone Number

* Billing Address

Address Line 1

Address Line 2

City

State

Zipcode

Keep up with the Zoo!

Would you like to sign up for our weekly Zoo News email?

Yes

No

Have any comments?

Donation comments:

Please enter payment below.

Credit Card Number

MM/YY

CVV

Complete Donation

A Closer Look at the Messaging

Donate to the KC Zoo

Endangered animals have a home because of the Kansas City Zoo



Deforestation is destroying the trees on the only islands they call home, so Bornean Orangutan numbers are dwindling. The Kansas City Zoo supports animals like these in any way we can. Right now, seven sweet Bornean Orangutans are part of our Zoo family, but we serve more than just our own Zoo friends. The Kansas City Zoo and its partners are actively preserving thousands of Bornean Orangutans and many other animals through conservation projects. Your gift to the Kansas City Zoo ensures future generations see the great diversity of our natural world. Thank you for your commitment to animals in our Zoo and beyond!



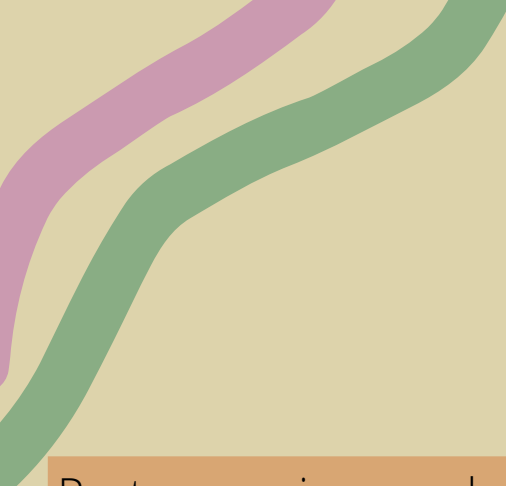
How It Works

This is a much more visual and colorful donation page, which not only looks new and updated, but contains enough storytelling to illustrate both the entertainment and conservation missions. This is an important step to take, so potential donors do not feel the organization is less trustworthy because of a less-updated donation site that is harder to use. In addition, the more storytelling that tugs on the heart strings, the higher the likelihood of giving and the more awareness of the conservation efforts grows. This will ensure more donors become aware of the programming, so they may become even more supportive of the Kansas City Zoo. It also means these donors will have a baseline understanding of the conservation efforts and why they are important so that when the Kansas City Zoo posts about campaigns like Giving Tuesday or the social media challenges, people are more readily-willing to give their time and dollars to a cause they already feel the Kansas City Zoo handles well. This could take one-time donors to more regular donors and so on.

Tactic Samples

Conservation Project Reusable Gift Bags





How It Works

Past campaigns such as The Oakland Zoo's #NoToPlastic involved similar tactics that included fervent steps to cut out non-environmentally friendly items within the zoo. Among these, are removing single-use plastics of food items for a paper alternative, using sustainable containers, and eliminating plastic use in the gift-shop—methods the Kansas City Zoo is yet to start implementing. This tactic, as a way to encourage by example, includes creating biodegradable and reusable bags in the gift shop with a description of the Zoos current conservation projects on them. Each conservation project including Monarch Butterflies, Trumpeter Swans, Polar Bears, River Otters, Orangutans and more will be featured on baggage with descriptions of the project, the Kansas City Zoo's mission to help, as well as information on visitors to help from home.

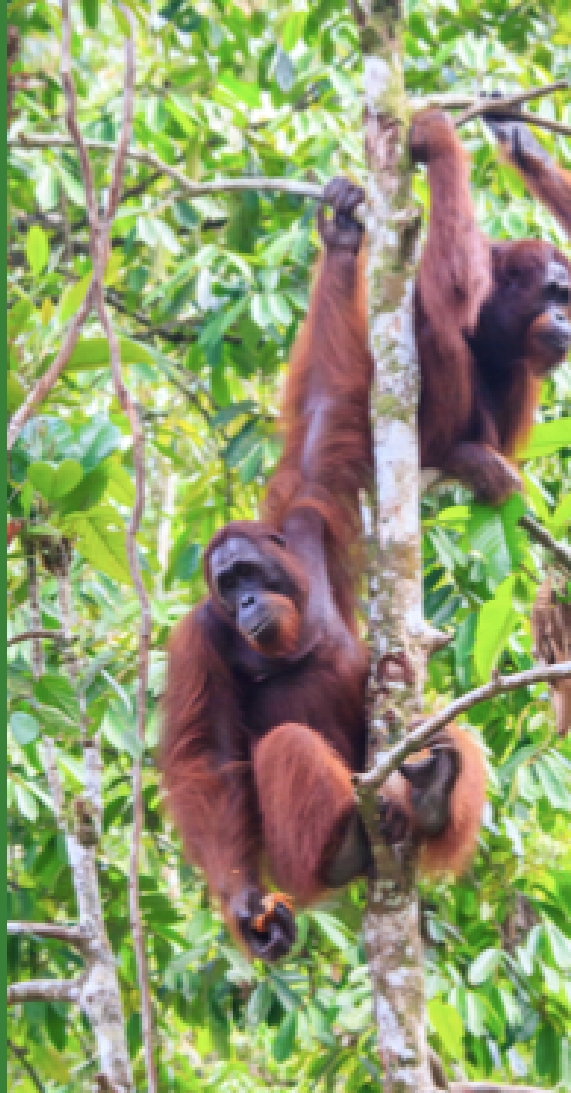
The Kansas City Zoo wants to increase its visitors and their awareness of its dedication to preserving wildlife and their conservation missions, and maintaining that goal should continue to be instilled when people get to the Zoo. Since it is not guaranteed visitors have an understanding of the conservation projects, even as frequent zoo-goers, informing of these projects on gift bags as well as on items visitors will pick up is an easy way of ensuring and keeping an active awareness.

Tactic Samples

Out of Home Signage

**Deforestation
has taken
many of the
trees I live in.**

***But I'm still
hanging on.***



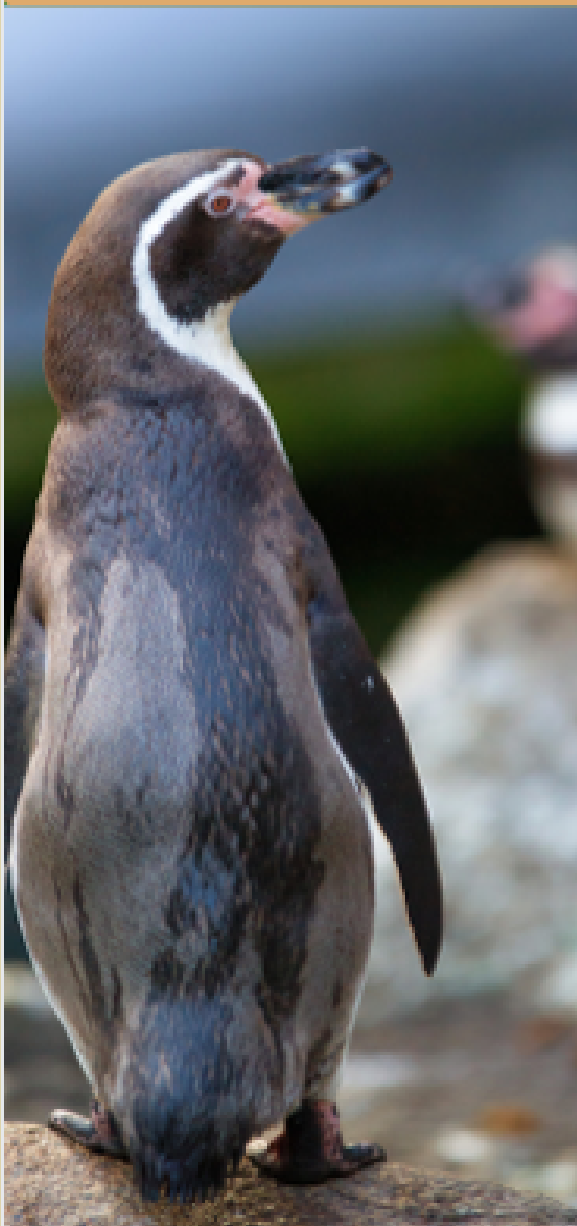
***Join the Kansas City Zoo in
protecting Bornean Orangutans.***



Learn more about how your everyday choices could make a difference for this species at <https://www.kansascityzoo.org/conservation-project/palm-oil-policy>

Tactic Samples

I can't prevent el Niños from taking my fish... but **you** can help to **save me from extinction.**



Join the Kansas City Zoo in protecting Humboldt Penguins.

Learn more about how your visit to the Kansas City Zoo directly feeds its Conservation Programs at www.kansascityzoo.org/conservation



Execution





How It Works

In order to create an awareness of the Kansas City Zoo's conservation efforts, this tactic includes out of home signage targeted to Generation Z near colleges and universities or on major thoroughfares that lead to colleges in the metro. This involves signage of the Zoos endangered animals: cheetahs, elephants, penguins, orangutans and more, as well as the animals featured in their local conservation efforts. Signage will be included in places from the exterior sides and interior of the JO/KC buses and bus shelters, campus banners, benches and more elsewhere within and outside of University buildings. The messaging would focus on the audience's role in saving these animals by purchasing a ticket to the Kansas City Zoo's fun attraction.

As our primary research showed, many Generation Zs know little to nothing about conservation within the Kansas City Zoo and feel encouraged to know and understand more in order to feel better about visiting the zoo. Signage showing these efforts and steps being taken around large and local-based college campuses not only increases awareness, but also serves as a call of action to the individual students that are looking to be more involved. The messaging on the signs is catchy, informational in nature and places the audience members as potential heroes in conservation, which would play on their desires to have a larger role in conservation.

OOH signage is an easy, cost effective and highly impressionable tactic to increase campaign visibility and exposure.

Tactic Samples

Giving Tuesday Facebook Banner Ads



GI♥INGTUESDAY



Animals like the Cheetah need your help to survive.
You can be a ripple of change in their lives.

Give today and join the Kansas City Zoo and its conservation partners in saving endangered species like the cheetah on Giving Tuesday.



Be the ripple of change for thousands of
endangered animals locally and worldwide.

Make your gift to the Kansas City Zoo
Conservation Fund today!



GI♥INGTUESDAY





How It Works

The Kansas City Zoo's 2021 Giving Tuesday campaign would be themed "Be the Ripple of Change" and would raise funds for the conservation fund solely. This focus is based on research that showed Giving Tuesdays are an excellent way to bring more attention to a niche mission within an organization's mission, which could serve conservation. Not only would these Facebook banner ads like the ones sampled above encourage conservation donation on Giving Tuesday, the Giving Tuesday conservation focus would provide future metrics on how which conservation calls to action are most successful. Both images play on the idea of audiences being involved in the conservation mission. Both Generation X and Z interviewees said they supported big cat rescues, so the visualization of the cheetah made use of this.

Tactic Samples

Citizen Science Signs for the Grounds



Want to make a difference in conservation?
Here's how you can save local animal species
wherever you are!



1

Buy and plant milkweed to support monarch butterfly habitat. As pollinators, monarchs are important to our world. You can help them survive by providing their only food source and breeding ground, the native milkweed plant. Milkweeds have been declining due to human involvement. With your help, we can combat the decline of butterflies by planting more milkweed. See our gift shop to buy your seeds today.

2

Help the local conservation eastern spotted skunk and trumpeter swan initiatives by keeping an eye out for them on your next hike! The Zoo is studying both species, as they are in decline. The Kansas City Zoo is breeding trumpeter swans, so they can be reintegrated into the wild and studying the eastern spotted skunk to see why their numbers are declining. For more information about what to look for and how to report your wildlife sightings, see the Kansas City Zoo's "Conservation is You" app today.

3

Support the conservation of many aquatic species like the freshwater mussels by committing to switch to manure fertilizer instead of harmful chemical fertilizers. Many aquatic species in our area depend on fresh water as their home. When our water systems are polluted, these animals suffer and have trouble surviving. To buy manure for your garden, head to our gift shop today.

4

Choose sustainable actions while you're at home. There are so many ways to live a sustainable lifestyle and you can take your part. Visit our website's "How You Can Help" tab for more ideas on this. <https://www.kansascityzoo.org/conservation/how-you-can-help>





How It Works

This tactic involves promoting community members to take part in citizen science initiatives that are themed around the local conservation efforts the Kansas City Zoo has. The tactics would be signs around the ground promoting joining these efforts, as well as strategic social media posts encouraging these actions. In addition, there could be language on the conservation tab “How You Can Help” to further encourage these actions. Audience members want to become active in conservation themselves, as shown by the primary research, but the challenge is, how can the Kansas City Zoo encourage involvement in the conservation efforts while still socially-distant? This brought about the citizen science element, which could be done from home. These citizen science initiatives would get people involved in conservation, bring awareness through firsthand work and bring people a special feeling of involvement in the conservation mission.

Tactic Samples

VolunTEEN TikTok Challenge Storyboard Example

TIK TOK CAMPAIGN EXAMPLE- VOLUNTEENS

SHOTS- 1 CONTINUOUS VIDEO

Introduction to the challenge



FIRST (3-4 SECONDS)

Volunteen is pointing to the name of a simple conservation project; fun upbeat song in the background

tone: hopeful

Simple steps to complete challenge



SECOND (4-5 SECONDS)

Volunteen is pointing out the basic steps of the conservation project; song is still playing

tone: hopeful

Photos of finished product & where to send in photos



THIRD (3-4 SECONDS)

Volunteen is pointing to an example of finished project and where to send in participants' photos; song is still playing

tone: hopeful



How It Works

This tactic asks people who are already involved in the Kansas City Zoo's conservation effort (volunTEENS) to spread their knowledge via the TikTok social media platform as a way to make up their volunteering hours for the Kansas City Zoo online and not on-site. Incorporation of Generation Z volunTEENS in our content will help target our Generation Z audience because they will be able to see themselves reflected in our content (people of similar age) and feel like the activities are doable/plausible.

This campaign could include a social media takeover by the VolunTEENS, personal volunTEEN "story times" with conservation, and what volunTEENS do for conservation and environmentalism even at home, using the actions listed before. This content would also include fun facts, ideas for simple conservation efforts, and the instructions to execute these conservation challenges. Examples of the challenges are listed above, but additional challenges not related to conservation could include composting, reducing plastic use, making a grocery bag out of old clothes, upcycling, making reusable bags instead of plastic ziplock bags, etc. These challenges are small yet effective ways of leading our community's involvement with conservation into an international platform. With each challenge, we'll develop a hashtag or ask participants to tag us in their posts so that we can see their results. An incentive to participate in our challenges could include raffling off a free day pass to our zoo (if they're local), or perhaps a donation in their name.

Tactic Samples

Celebrating "Mama Bear's Day at the Kansas City Zoo"





How It Works

For Mother's Day, the Kansas City Zoo could provide incentives to spend the day at the Zoo such as "Mama Bears are admitted for free" or a concept that if you brought your mom to the zoo you can get a free ride on the safari chair lift or a free limited edition "Mama Bear's Day" mug designed by the Kansas City Zoo. The messaging could revolve around the Kansas City Zoo's breeding programs, which allow many animals to become mothers and reintroduce the species back into the wild. In addition, it would focus a lot on the polar bears. The event would give information about the mothers and young the Kansas City Zoo houses for its breeding programs and would play into the idea that just like the Kansas City Zoo is raising the next generation of an endangered species, these mothers are raising the next generation of conservationists and people who care.

Tactic Samples

Photo Recreation Day

Feeling nostalgic? We are too! Let's recreate your families favorite photos at the Zoo!



Sunday, June 20th, 2021

All proceeds benefit the Kansas City Zoo Conservation Fund, which helps save animals who never set foot in our Zoo. Winner of the best photo recreation wins 4 FREE tickets to the Kansas City Zoo redeemable any weekday of 2021!



THE KANSAS CITY ZOO
**BEST RECREATION
WINNER**

FREE TICKET REDEEMABLE ANY WEEKDAY OF 2021

TICKET NO. 00002

**ADMIT
ONE**



How It Works

This tactic involves creativity for Kansas City Zoo goers embracing their nostalgia and their favorite times at the Kansas City Zoo. Families will come to the Kansas City Zoo with photos of their family visits to the Kansas City Zoo way back when and recreate a 2021 version of their favorite family photos. Incentives for people to come would be contests for items from the gift shop, 4 free tickets to the Kansas City Zoo, a feature of the family with the most creative side by side photo recreation on the Kansas City Zoo social media platforms or a new family portrait we could try to secure as a sponsorship from a local photography business.

Success Measurements for Goals 1 and 2

Goal 1 KPIs:

- **Objective 1:**
Increase Diversity, Equity and Inclusion page to 6,594 page views by 2022.
 - **Measured via:** Google Analytics and website metrics.
- **Objective 2:**
Increase agreement that the Kansas City Zoo is committed to diversity, equity and inclusion in its practices by 70% before January 2022.
 - **Measured via:** A pre-campaign survey and post campaign survey to random samples of people in the Kansas City Area.

Goal 2 KPIs:

- **Objective 1:**
Increase Generation Z Zoo visits from 10% to 20% of all visitors and increase Generation X Zoo visits from 59% to 70%, respectively.
 - **Measured via:** Attendance visits annually in 2021.
- **Objective 2:**
See the word “conservation” appear in 30% of survey participants when asked post-campaign what words they associate the Kansas City Zoo with, instead of never showing up like in the Heart Agency's Zoo Mobile survey.
 - **Measured via:** A pre-campaign survey and post campaign survey to random samples of people in the Kansas City Area.
- **Objective 3:**
Increase the engagement of conservation actions in Generation Z and X from 40 to 60%.
 - **Measured via:** submissions to the conservation challenges, engagements with the social media posts and reports of conservation actions taken in post-campaign surveys for Generation Z and X participants.

Budgeting Breakdown for the Goals

Budget Breakdown:

Timeline - A little over a year: Ending in 2022

- Budget: \$100,000
- 24.65% of our budget is accounted for:
 - 5%: \$5,000 for bus system signage
 - 1.5%: \$1,500 for the gift bags and challenge supplies, with the estimation of 100 participants
 - .9%: \$900 for the Kansas City Zoo website and social media platforms- graphic software
 - 8.25%: Approximately \$750 for each partnership and sponsorships, with the partnership of the Haskell Indian Nations University and approximately ten sponsors - the total being \$8,250
 - 9%: \$9,000 for the Mother's Day event, this is including custom non-medical grade masks (\$2 per mask) and covering the admittance fee (\$16 per ticket) for mothers with the estimation of 500 guests
- Summary:
 - Zebra Creative strives to understand our audience's needs before distributing our budget. It is crucial to address which objectives need the most support and increase. Our budget redefines our goals with the \$100,000 provided for the success of our campaign. We have been strategic with how we allocate this money and distribute the funds. While only 24.65% of the total budget spent, Zebra Creative will still be able to efficiently promote signage, distribute gift bags for 100 participants, revamp the official website/social platforms, provide for each partnership/sponsor and host a Mother's Day event all before the end of 2022. The rest of the budget can then be redirected. As an agency, it is important to Zebra Creative to provide our client with unique insight and strategies.



References

The Kansas City Zoo Facebook.

The Kansas City Zoo Website.

Zebra Creative Secondary Research Document, 2021.

Zebra Creative Primary Research Document, 2021.

Zebra Creative SWOT Document, 2021.