

A silhouette of a rhinoceros, facing right, rendered in a gradient of blue and purple. The background is a light gray with numerous blue and purple paint splatters and dots of varying sizes. The rhino's skin texture is visible within the silhouette.

FORT WORTH ZOO

A Wilder Vision

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The Fort Worth Zoo, one of the top 5 zoos in the country, is undertaking a massive expansion campaign, with the goal of raising \$100 million dollars to expand the park.





GOALS

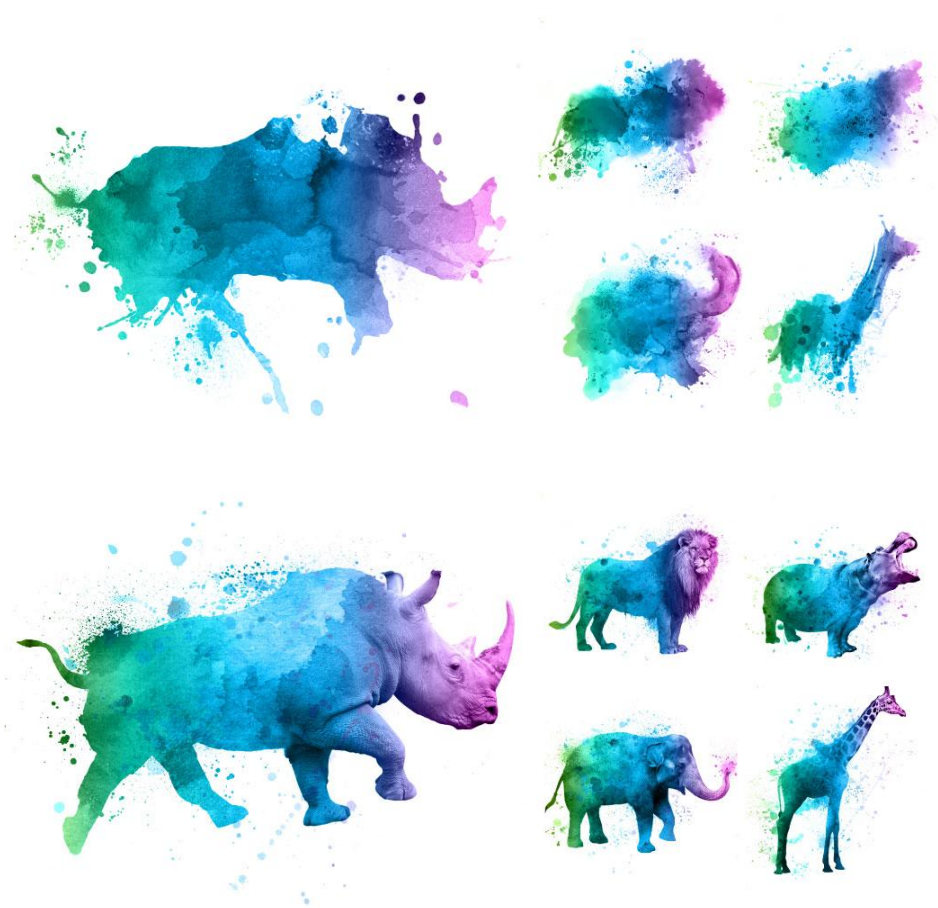
- Generate awareness of “A Wilder Vision,” the Fort Worth Zoo’s plans for significant expansion over the next 8 years.
- Cultivate donations from the Dallas-Fort Worth Community.
- Drive web traffic to the Zoo’s giving site in order to generate excitement and process donations.

ROLES

- Strategy
- Creative
- Web & Interactive
- Media
- Client Services

Strategy

On September 12, Fort Worth got water-colored. The Fort Worth Zoo kicked off the public phase of its \$100 million capital campaign by promoting splashes of color all over the city. For 5 weeks, the creative slowly evolved to reveal the animals, and the community chattered with speculation on what this “advertising as art” represented.



Results

- 98% display engagement rates above industry benchmarks.
- 164% increase in traffic from phase I to phase II.
- 41% increase in web sign-ups from phase I to phase II.
- 84% lift in impressions from phase I to phase II.
- 15% above industry performance benchmark for email open rates.

