

## GRAY ATLANTA CASE STUDY:

# Bringing The Safari to You: How Wild Animal Safari Worked with Gray Atlanta to Increase Their Attendance

### THE PROBLEM:

Founded in 2005, with 550 animals on over 500 acres, Wild Animal Safari attracts visitors of all ages, who love watching animals and interacting with them on their territory. Over the past 15 years, this park has successfully implemented a variety of entertainment programs to help visitors get up close and personal with the resident creatures, including animal feeding, habitat drive throughs, and walking tours in designated areas.

Gray Atlanta has been working with Wild Animal Safari since 2010 through an ongoing marketing campaign for the client. Two years ago, the owners decided to shift their focus slightly to attract clients from the Atlanta DMA and increase the sales of their family packages. They asked for assistance from Gray Atlanta to tweak their existing marketing campaign to encompass a larger target audience.

### The Goals:

- Increase visitors from Atlanta DMA
- Increase sales revenue with family packages
- Improve retention rates for visitors from Atlanta DMA



## THE PROCESS:

After evaluating the current needs of Wild Animal Safari, Gray Atlanta embarked on a year-long TV campaign with the goal of attracting visitors from the Atlanta DMA. Since the partnership began 10 years ago, Gray Atlanta's main goal was to establish a strong branding and call-to-action campaign for the park through focused TV schedules on CBS46 and Peachtree TV.

The TV advertising campaign centered around vignettes with Wild Animal Safari's head zookeeper. A credible expert in her field, the zookeeper introduced the viewing audience to some of the park's amazing animals, and with the help of a professional Gray Atlanta host, created an alluring and engaging air that appealed to the audience. By airing these segments, they have seen an impressive increase in attendance.

"Gray Atlanta has always put together great spots. It's just a better value for our money. It always feels like we spent more than we did after we're done," said Tammy Vietti of Vietti Marketing.

With the year-round campaign, Wild Animal Safari had an opportunity to introduce a number of animals to cover a large target audience. Each week, there was a different interview and a new demonstration of animals from different areas of the park. Different than in past years, Wild Animal Safari put a special emphasis on baby animals to attract visitors with children with the goal of increasing family package sales

"We do Wild Animal Wednesdays and this

year we had a newborn baby giraffe that we highlighted, and the fainting goats are always fun. These are 3-5 minute in-news interviews. They come out and talk about whatever is happening at the park that week and any specials that we have," explained Tammy Vietti.

The toughest challenge of this marketing campaign was to pack the visual appeal of the sizeable safari park into short videos. The overall positive impression inspired visitors to travel over 70 miles with their families to enjoy what Wild Animal Safari has to offer. Allowing the audience to get close to the park's inhabitants and hear the workers talk affectionately about their wards went a long way.

Wild Animal Safari staff works with Gray Atlanta's marketing and creative departments to fit a vast amount of information and video footage into small vignettes that air every week.

They focused on telling a story of each animal and sprinkling it with the love and dedication exhibited by the zookeeper and the staff. Even though the vignettes were short, they managed to generate a powerful message to the audience.

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- Tammy Vietti of Vietti Marketing

**THE RESULTS:**

The focus on highly informational vignettes brought impressive results. Wild Animal Safari achieved record attendance for the second year in a row.

“Our favorite part of working with Gray Atlanta was our account executive, Kenny. They make everything easy and are very customer-centric. We’ve also seen great results from the ongoing partnership,” Tammy Vietti expressed.

Wild Animal Safari achieved a substantial flow of new visitors from the Atlanta DMA. By sharing new information and increasing brand awareness, Gray Atlanta managed to help Wild Animal Safari with increasing attendance from those in Atlanta and around the state.

“We’ve never seen double-digit growth before. After advertising with Gray Atlanta for a year, we came back and saw great results and now we’ve never looked back,” said Tammy Vietti of the marketing efforts.

By focusing on baby animals and family values in the vignettes, Gray Atlanta managed to boost the number of visitors who buy family packages, thus increasing the revenue and creating new growth opportunities for Wild Animal Safari. What started as 3-5 minute in-news interviews, have now switched to 2-minute long-form spots.

“We have seen continued growth every year since we started advertising on CBS46. Because of the way that they put our buy together, they put together the creative with the most added value and the best schedule. We’re happy and don’t see ourselves changing things any time soon,” said Tammy Vietti of the marketing materials.

In the end, Wild Animal Safari added a highly useful new tool to its local marketing strategy. They saw an increase in ticket sales and enjoyed new customers from the target area. Through the efforts of Gray Atlanta, Wild Animal Safari was able to cultivate a relationship with the CBS46 viewers and attract more visitors to the park.



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