

Creative brief: The Bug Bungalow

Why are we communicating?

To let local and out-of-town families know that the Bug Bungalow is a newly opened exhibit at the Lincoln Children's Zoo that provides a new and fun experience for both children and their caregivers.

Who is our target audience?

Our target audience is families who enjoy visiting zoos and want a meaningful, fun experience for them and their children.

Given our reason for communicating, what's the single most important thing we know about our target audience?

The single most important thing we know about our target audience is that they enjoy spending time with their family, creating lasting memories for every family member.

What does our target audience currently think about our product?

They may have a good idea of what the Lincoln Children's Zoo is like, but due to the newness of the Bug Bungalow they don't know exactly what it is like and how they will feel about it. If they have read the zoo's message regarding the new exhibit's features, they may have an idea of what to expect, but without visual components they don't know what it will exactly be like. Families who have visited the zoo before have expressed their enjoyment with their visit on the [zoo's Facebook page](#).

What do we want our audience to think about our product?

We want the audience to think that this exhibit is exciting, fun, and nothing like they've seen before. We want families to leave the zoo knowing that this experience was money well spent, and that they made lasting memories for themselves.

What basic promise addressing the target's self-interests can we make to guide our target to that new understanding of our product?

We can promise that this experience is affordable, fun-packed for all ages, educational and guaranteed to create lasting family memories.

What evidence supports our basic promise?

- Affordable admission prices. Adult tickets are \$15.95 and children's are \$13.95. ([Lincoln Children's Zoo admission page](#))
- Free and interactive animal encounters scheduled throughout the day, providing fun experiences for any member of the family. ([Lincoln Children's Zoo animal encounters page](#))

- Numerous events throughout the year that heightens the zoo experience for any visitor. ([Lincoln Children's Zoo events page](#))
- Fun activities for adults only that proves that the zoo is meant for any age. ([Lincoln Children's Zoo Facebook](#))
- The zoo utilizes visitors' feedback to better their exhibits. ([Lincoln Children's Zoo Instagram](#))
- Many bloggers and family researchers have shared their findings on zoo trips being a great experience for all sorts of families
- Other research has indicated that family time is beneficial in many ways

What tactics and media should we use to communicate this information? Why?

- Newsletter — This could alert Lincoln Children's Zoo members about this new exhibit and even cause them to spread the word.
- Social media — Young parents, and maybe even some children, are on social media. It would be a smart decision to advertise this exhibit in a place where people are already present.
- Commercials — Running local commercials to promote this new exhibit would reach the Lincoln community and especially Lincoln children if we are purposeful of what programs the commercials run during.
- Billboard — This could be an effective strategy for both local and out-of-town families. Using a catchy line and vibrant colors/images could catch the attention of children, causing them to ask their parents if they can go.

Radio Commercial

Client/sponsor: Lincoln Children's Zoo

Length: 30 seconds

Air dates: Feb. 18-May 31

SFX: sounds of zoo noises	
ANNOUNCER:	Are you looking for an activity that is both fun and educational for your kids?
SFX: children laughing/playing	
MUSIC: Light, fun beat (plays almost at the same time as above SFX)	
ANNOUNCER:	Then your next family outing should be to the Lincoln Children's Zoo!
ANNOUNCER:	The zoo's newly opened exhibit, the Bug Bungalow, is the perfect place for kids to <i>bug out</i> and learn more about insects.
SFX: insect chirping noises	
MUSIC: resume earlier fun beat	
ANNOUNCER:	You and your family will be able to watch honey being made at the Honeybee Hive, get creeped out in the Cockroach Cave, observe the ants in the Ant Farm, feel the flutters of butterfly wings and more!
ANNOUNCER: (while music is playing softly in background)	So, grab your kids and head straight down to the Lincoln Children's Zoo, located on the corner of South 27th and A streets.
ANNOUNCER:	This event will have you <i>buzzing</i> – don't let it <i>crawl</i> away!

