

Door hanger promotion boosts summer admission for Tulsa Zoo by 7,352 despite 2 hour drive.

Challenge

The Tulsa Zoo and Living Museum is the third largest municipal park in the United States and hosts nearly 600,000 visitors each year.

The Tulsa Zoo marketing team approached Varga Media Solutions, Inc., looking for new ideas to help drive summer traffic from distant but commutable cities.

Solution

Varga distributed three different door hangers at three different times during the summer of 2009.

Each door hanger drop featured a different creative design and an increasingly tempting offer of free admission to the zoo. These door hangers were distributed two hours away from the zoo in Bentonville, AR.

Results

Using the client’s campaign goal and criteria, Varga tailor-made a campaign to meet their unique needs of targeting “zoo-goers” in a neighboring city, and increasing summer admission rates.

7,352 Bentonville residents drove 2 hours to visit the Tulsa Zoo as a direct result of the door hanger campaign Varga’s account team expertly executed.



Campaign Metric	Redemption
Admission Coupon	2.95% *3.32 visitors admitted per coupon redeemed
Concession Coupon	\$20,000+ in reported revenue

"All departments associated with this program—admissions, marketing, membership, food and gift were highly pleased [with the door hanger campaign] and are looking forward to working with Varga again. This medium is a marketing manager’s dream!"

*Marketing and Public Relations Director
Tulsa Zoo Friends*