



ANDERSON HUMPHREYS LLC
ADVERTISING. PERSPECTIVE.

The Memphis Zoo

The Memphis Zoo was an exercise of translating research into a plan that made the turnstile turn. There was a 98% latent demand to go to the Zoo. This called for reminder advertising rather than the “warm and fuzzy.” So we devised a highly visible graphic approach using street banners, billboards, and transit advertising alongside more conventional newspaper, magazines, television and radio. We also found out that almost 50% came from outside the Memphis area. That told us two things. One, the previous marketing efforts inside Memphis were a dismal failure compared to national statistics. Two, there was a surprisingly large audience that came from outside the Memphis area. Therefore we put billboards on every major artery coming into Memphis.



Logo



Transit Ad



Banners



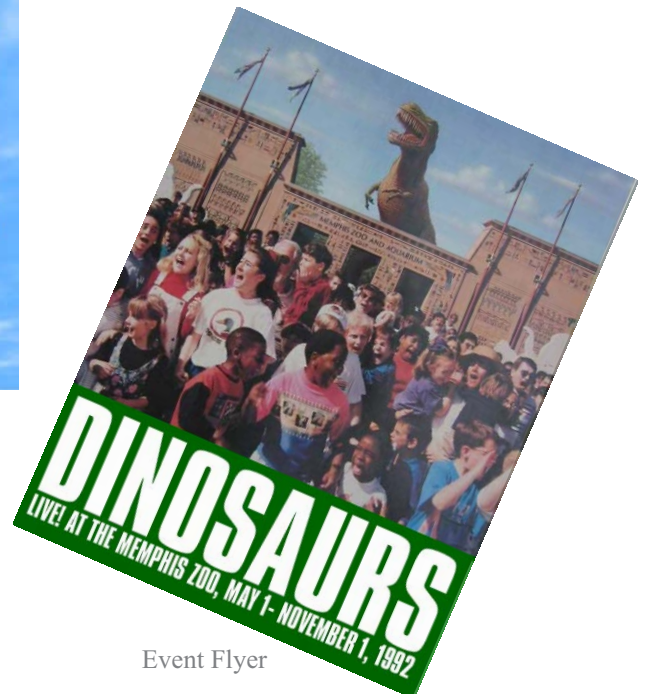
Bumper sticker



Billboard



Magazine Ad



Event Flyer