

CAMPAIGN A – SAVE THE DINOS

Campaign message needs to be skewed in a more positive light:

Vote Yes to Save the Dinos. They've already been extinct here and now they are in Jax. Come out to the Zoo and show your support of these majestic creatures. I think we also need to solidify the campaign message. What are we supporting? What are we voting Yes to? Also might want to refrain from saying "we're in an election year" during the meeting because this launch is for 2013, which is after the election year.

Creative

Billboards/Print say Vote No on 6 but the no is crossed out and given a graffiti treatment to say Yes. I think billboards definitely need to have a dinosaur and be popping off the billboard, especially for the kid attraction. We develop stickers, ads, facebook, all creative around the campaign. Patriotic, but contemporary feel. Can get more edgy and graphic with it.

Campaign Pamphlets

We just had the idea to create campaign pamphlets to hand out at events. Why to support and Why not to support. They will be colorful and be funny. Play more to the kids. Maybe even incorporate coloring book aspect.

Anti reasons: Dinos have really large, smelly poop. It's hard to take them places because they're so big (drawings of dinos cramped in a car). Just funny silly things. We can back 2 sample bifolds, one for each. Might need Eric's help on this one to draw them out. This could help with the fun aspect for kids.

Teaser

Campaign starts early with egg shell installations around town. Campaign rally's take place at strategic events around town.

Weekend Rallies

The Zoo host Rally's ever Saturday. This can be used as the call to action to get people to go to the Zoo. The zoo doesn't have to actually put together a "rally" but it's used to get people out to the exhibit to "show their support"

Election Day

Choose a date either opening day of the exhibit or mid-way through the exhibit, which will create a big to-do around the dinos. Maybe do a "Campaign Kick-Off" on opening day of the exhibit. On this day,

we will want to be incorporating some of the promotions and community staging around town, like Rally's with support signs. And then have everything lead up to an election day, which will be on the date/same number as the amendment (ie Vote Yes on 16. Election Day is March 16 or whatever date we pick.)

Promotions/Community Staging

- Egg shell installations around town (At the beach in the sand, in front of MOSH, Cummer and Moca-Hemming Plaza, in Parks, etc.). The launched early during the teaser period. Send out press releases-Dino eggs hatched in the Zoo and now they've escaped into the City and are hatching around Town. Are dinos a menace or welcomed addition to the community? You decide. Do you support saving the dinos? Vote online or on Saturday at the Zoo during this weeks Rally.
 1. We will need to research an artist or someone to build the egg shells and cost.
 2. Permits and city requirements for Art Installations (Like the manatees, Jaguars, etc.)
 3. Potential collaboration with art non profits to build and construct these. I think we should have them keep it under wraps until we can do the PR stunt of "finding dino eggs".
- Have a "traveling" dinosaur that goes to events (statue, not person) where you get your photo taken with the dino to show your support.
- Set up sign holders, picketing events and polling stations. The polling stations could have the "traveling" dino where you would go, get your photo taken, get a sticker that says I support the dinos. Maybe an opportunity to print up promo items to be handed out. "I support the dinos" or something like that.
- Host "fundraising events" at MOSH, Cummer, MOCA, etc. where people come out and show their support for the Dinosaurs.

CAMPAIGN B – DINO MIKE

Creative

Primary creative and marketing efforts are built around the bone hunter, Dino Mike. Dino Mike is featured in print, radio, tv, billboards. Dino Mike's "image" is reminiscent of Crocodile Dundee or the Crocodile Hunter. His primary role is to track the dinosaurs and be the spokesperson for the Dino event.

Teaser

Dino Mike will find dino bones and egg shells around town as a PR stunt leading up to opening. See below for more details. Dino statues are erected, as well as foot prints, projections and other stunts occur before the exhibit launches, leading up to Dino Mike finding the Dino's at the Zoo. During the teaser period, Dino Mike is tracking the dinos. We execute the select promotions that will drive interest in the campaign at select times that make sense on his tracking quest. We launch 1 a week or 1 every 2 weeks leading up to the launch date. He appears on camera, on TV and radio, saying "We had

another lead. A new set of Dino eggs was found in riverside.” Closer to the launch date we can install the footprints that he will track and discover they’re at the Zoo. Billboards could feature Dino Mike, a dino and say something like “Be prepared for your encounter”.

After the opening

Now that the dinos have been found, Dino Mike educates the community on “How2Dino”. He attends events and hands out the How 2 Guide, continuing to push How2Dino, which are funny and clever tips to handle dinosaur encounters. At this point, billboards could change to feature funny tips saying Be Prepared for Your Encounter at How2Dino.com. Or plan your strategy now at....And of course big dinosaurs popping off the billboard. He stays in character saying you could have your encounter at any minute, so if so...here’s what you do.

How 2 Guide

A How2Dino guide will be developed and be handed out in the Zoo at the exhibit and also during marketing efforts and at events attended by Dino Mike. The How2Dino guide will be clever and funny ways to survive a dino encounter.

- How 2 avoid a T-Rex attack: Step 1 Turn Around. Step 2 Run for your life.
- What to do while hiding from a dino: Play solitaire on your phone to pass the time – make sure to turn the sound off.
- How to cover your tracks to avoid being followed by a dinosaur: Get your husband to walk behind you.

Potential tags and ad headlines: Don’t come unprepared. Be prepared for your Encounter. Plan Your Strategy Now. How2Dino

Promotions/Community Staging

- Giant bones and dino eggs are strategically placed around town to be “found” by Dino Mike as a PR stunt. A huge bone sticking out of the beach by the pier, downtown at Metro Park, in front of MOSH, In hemming plaza, etc. Dino Mike “finds” these giant remnants and the media comes out to cover this amazing story. Dino bones found in Jacksonville. They can interview Dino Mike. He tapes off the area as he’s tracking the dinos. We send out a press release about this amazing find.
 1. We will need to research an artist or someone to build the egg shells and cost.
 2. Permits and city requirements for Art Installations (Like the manatees, Jaguars, etc.)
 3. Potential collaboration with art non profits to build and construct these. I think we should have them keep it under wraps until we can do the PR stunt(s) of “finding dino eggs”. Once

these are found at MOSH, MOCA, etc. They can develop exhibits around them and do their own promotions with the Dino eggs and bones.

- Art Walk and other events, across from Hemming Plaza where the giant bone or egg is, is a dino statue nestled in a corner where all you might see is a bit of his head poking out and speakers blasting dinosaur roars playing over head.
- Dino footprints on the highway and streets in downtown leading to the Zoo. Possibly even other areas of town.
- Project images on Dinosaurs creeping around downtown (avoiding the hunter) up on buildings at night.
- Can we do something to the entrance of the Zoo that looks like the ground has been broken by Dino stopping through it? Like an artists who paints those awesome perspective pieces?

CAMPAIGN C – THERE’S A NEW KING IN TOWN

Creative

Creative features scenarios of a Lion being scared and hints or full views of dinosaurs. Lion is hiding behind trees or in bushes. Billboards feature dinosaurs coming off of the board and lion running from it. TV ads feature a man or woman running through downtown in slow motion, followed by a lion, followed by a dinosaur with Lion King style music playing in the background. Tag, there’s a new king in town – possibly good “movie” sounding voice doing the voiceover. See <http://www.istockphoto.com/stock-video-20343023-business-men-running-in-city-slow-motion.php?st=c2d5e5d>. Possible TV ad shows a person dressed in a king costume – to resemble the Burger King spokesman. A dinosaur pushes him out of the way and voice over comes in, there’s a new king in town.

Teaser

Execute select promotions that will drive interest in the campaign like the Zoo statues, foot prints and possibly sidewalk artistry.

Radio

Features a lion roar. Voice over says “That’s not a roar”. Play a dino roar. Voice over: “That’ a Roar”. There’s a New King in Town at the Jacksonville Zoo.

Potential ad headlines: Numero Uno No Mas

Promotions/Community Staging

- Statues of Zoo animals are placed strategically around town “hiding” from the dinosaurs.
 1. Potential collaboration with art non profits to build and construct these.
- Dino footprints on the highway and streets in downtown leading to the Zoo. Possibly even other areas of town.
- Project images of dinosaurs chasing lions on images downtown at night.
- Can we do something to the entrance of the Zoo that looks like the ground has been broken by Dino stopping through it? Like an artists who paints those awesome perspective pieces?