WE DROVE OVER 14,000 VISITS FOR WILD FLORIDA

BACKGROUND/OBJECTIVES

Wild Florida is an adventure park in Central Florida that offers a variety of animal encounters and experiences such as a drive-thru safari, petting zoo and animal encounters, as well as airboat tours and alligator shows. Visitors of Wild Florida can Ride, Walk, or Drive-Thru the advernture of their choice. To continue to grow the park's brand and increase local audience attendance, Wild Florida uses the power of OOH + Mobile advertising.

STRATEGY

OUTFRONT Studios designed visually impactful OOH and Mobile creative for Wild Florida's campaign. Reporting data from previous Wild Florida Mobile campaigns is used to establish an OOH footprint targeting areas in an effort to to draw repeat customers.

RESULTS

Success! Not only have their Mobile campaigns been extremely successful, driving thousands of visits to the park, the valuable Mobile reporting data has allowed Wild Florida to refine and grow their OOH footprint to increase their local brand presence.

"This is awesome! That CTR and the repeat visitors are killer! What do you recommend we do going forward?"

Sam Haught
 Co-Owner, Wild Florida



DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

16,116 clicks 14,094

Greg Grunberg and Tom Plumley on 'Max Reload and the Nether Blasters' Catching Up With Bear Grylls 'Saved by the Bell' Pop-Up Heading to NYC - With a Socially Distanced Twist CLICK BANNER AD TO SEE ANIMATION --> Succession' Star Nicholas Braun Writes a Virus Dating Song National Rum Day: Best Rums, According Chrissy Teigen Reveals the Truly Wild Way She Found Out About Her Pregnancy

ashville airport debuts uchless ID tech WALK DRIVE <-- CLICK BANNER AD TO SEE ANIMATION FIND YOUR ADVENTURE ISPS needs an overhaul, but ot during 2020 campaign

OUTFRONT

RIDE • WALK • DRIVE