

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 adventure 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 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.

RESULTS

16,116

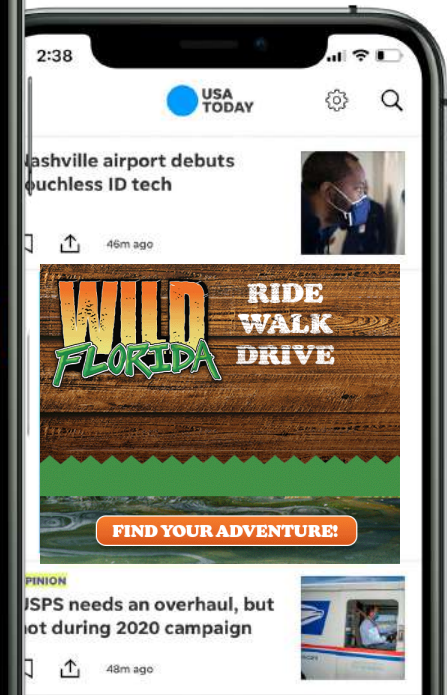
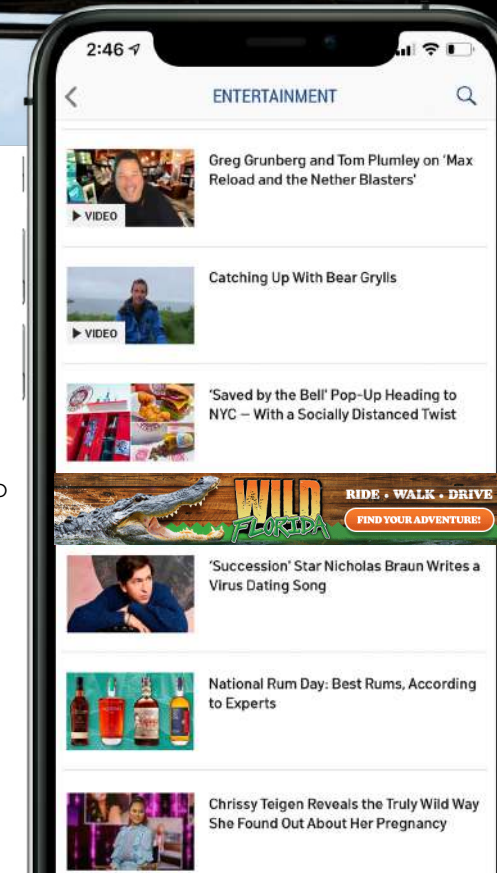
CLICKS

14,094

PARK VISITS

CLICK BANNER AD TO
SEE ANIMATION -->

OUTFRONT



<-- CLICK BANNER AD TO
SEE ANIMATION