



Marketing & Brand Evolution

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Marketing Overview

- Over the past decade, Cleveland Metroparks marketing team has significantly expanded the resources and tools utilized to elevate awareness of the park district's mission, drive community usage and support, and maximize cost recovery.
- Now, the team is developing park user personas to enhance engagement through tailored communications and experiences based on specific guest preferences.

Park Visitation
19.3 million
 visits to
 Cleveland Metroparks annually

Website
 Over
10 million
 views annually

eNewsletters
 Over
170,000
 subscribers



Social Media
 Nearly **1 million**
 followers across



Earned Media
3,530 broadcast and digital
 stories valued at
\$77.7 million
 advertising equivalency in 2023

Featured on Netflix
260 million
 subscribers worldwide

Paid Media
 approximately
\$900,000
 annual advertising campaign
 fully funded by
 Corporate Partnerships



Mobile App
 More than
49,000 users

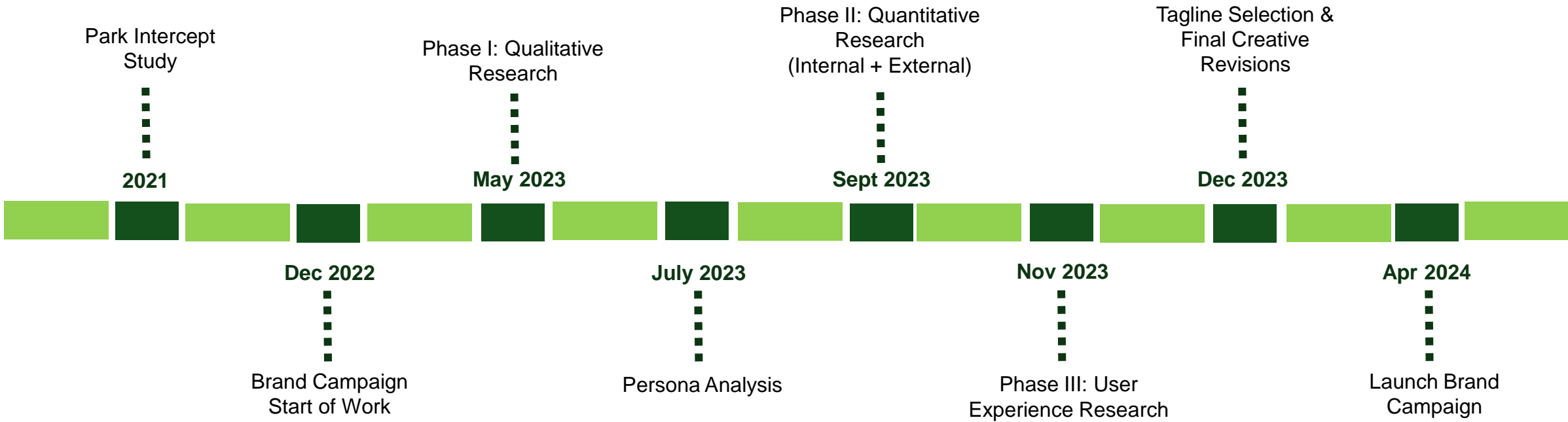
Special Events & Race Series
 offer guests more than 150 event dates

Expanded Retail Offerings
 Drove **30%** increase
 in branded merchandise sales

Marketing Aligned with System Plan

- Cleveland Metroparks new brand campaign *Your Time. Your Place.* aligns with the Second Century of Stewardship Plan and is designed to welcome all by prioritizing inclusivity with significant input from focus groups, surveys, and internal and external user testing.

Research and Creative Timeline



A Decade of Brand Evolution

- The brand campaign tells a comprehensive story of the depth and breadth of Cleveland Metroparks to help the community navigate and explore the vast array of offerings.



2013 – 2016 ----- 2017 ----- 2018 – 2020 ----- 2021 - 2023 ----- 2024 - 2026 -----

Cleveland Metroparks Strategic Framework

Mission

Protecting nature, connecting communities and inspiring conservation of our world.

System Plan

Second Century of Stewardship
 Innovate – Conserve – Connect – Welcome – Engage – Sustain




Differentiated Market Position

Your Time. Your Place.
Welcome all by prioritizing inclusivity and appreciation for finding yourself, your park and your place within Cleveland Metroparks Emerald Necklace.

Segments/
 Personas*



Guest Focused Personas

Persona	Park Enthusiasts	Family Fun Finders	Relaxers
Description	 <p data-bbox="428 715 924 901">Enjoy visiting the parks for independent and social activities, including programs and events.</p>	 <p data-bbox="1141 729 1625 915">Enjoy visiting the parks to create memorable experiences with loved ones.</p>	 <p data-bbox="1829 729 2326 872">Enjoy visiting the parks to relax and unwind amongst scenic, green spaces.</p>
Sub-personas	<ul data-bbox="397 1008 919 1193" style="list-style-type: none"> • Fitness Regulars • Social Activity Cravers • Independent Regulars • Event Seekers 	<ul data-bbox="1141 1008 1607 1100" style="list-style-type: none"> • Memory Makers • Connection Cravers 	<ul data-bbox="1849 1008 2372 1150" style="list-style-type: none"> • Mental Relaxers • Activity Relaxers • Green Space Indulgers



Creative Concept Testing



Key Insights – Research Findings

Focus Groups

2 groups
17 participants

- Simpler billboard and print ad designs with locations identified within photos
- Slower paced commercials encompassing all activities offered as well as scenic beauty
- High awareness and favorability of “Leafman” symbol stronger than ever before

Online Survey

404 external respondents
113 internal respondents

- *Your Time. Your Place.* was considered the most inclusive campaign by all external respondent demographics; age, gender identity, race/ethnicity and user type (light, moderate, heavy users)
- Both internal and external respondents prefer *Your Time. Your Place.* for the feeling of community, connection and inclusivity

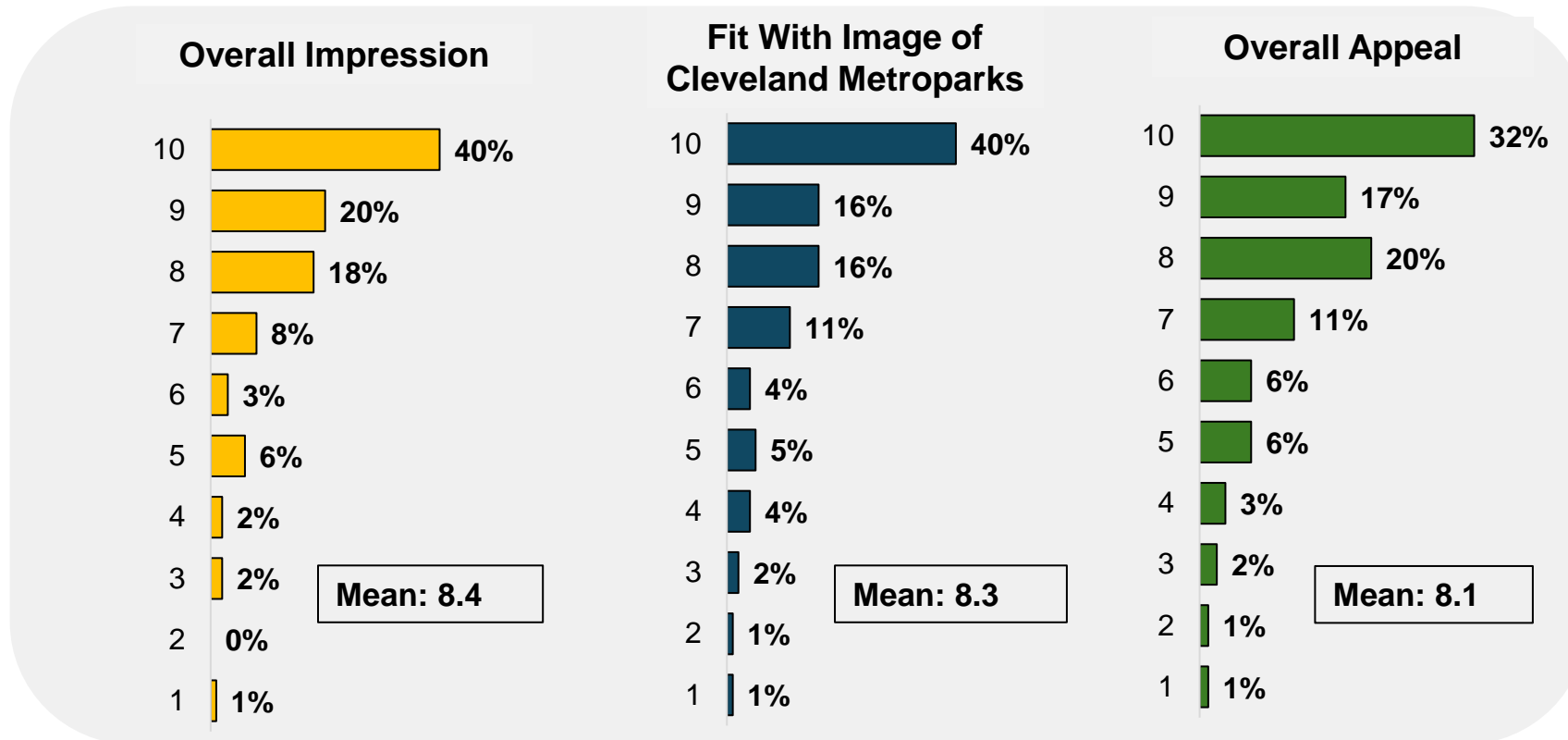
User Testing

6 participants

- Validated the final revisions for the *Your Time. Your Place.* campaign based on the quantitative findings
- *Your Time. Your Place.* was understandable, relatable and it motivates respondents to explore Cleveland Metroparks

Key Insights – Your Time. Your Place.

Your Time. Your Place. had a mean score of over 8 for overall impression, fit with the image of Cleveland Metroparks and overall appeal. Results did not vary by age, race/ethnicity or gender identity.



Your Time. Your Place. – LIKES

...the photographer did a really good job. The pictures are dynamic and appealing. I also like the Your Time Your Zoo slogan.

I like that it shows the diverse community being active in the different types of natural environments available.



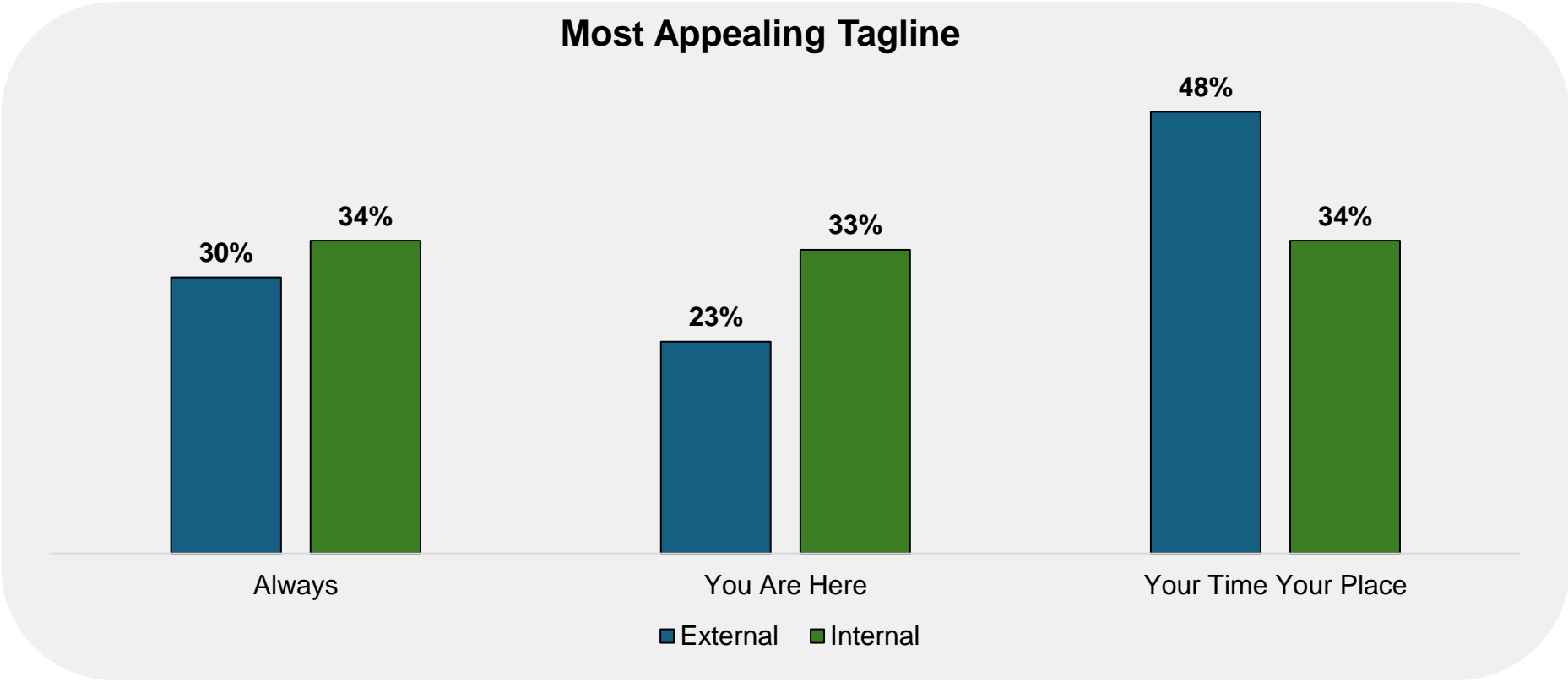
The idea this can be YOUR experience. Animals, scenery, and green focus color.

It feels homely. It's inviting and intriguing and it allows me to feel like I can enjoy Cleveland on my time, wherever I want.

Most Appealing Tagline

The Your Time Your Place tagline was the most appealing to external respondents.

- Internal respondents showed an equal liking to all taglines.



Regardless of the billboards and TV commercials you have seen, please select which tagline or phrase was most appealing to you.



Campaign
Execution





**Your Time
Your Place**
CLEVELAND METROPARKS



**Your Time
Your Place**
CLEVELAND METROPARKS GOLF

**Sleepy Hollow • Big Met • Little Met • Manakiki • Ironwood
Mastick Woods • Seneca • Shawnee Hills • Washington**

Campaign Executions

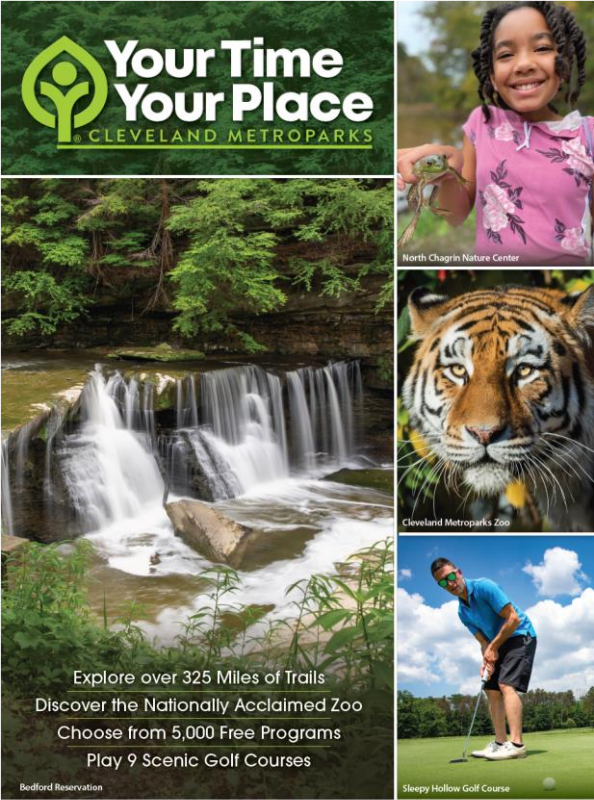
Static Billboards



Digital Billboards



Print Ad



Download the mobile app at clevelandmetroparks.com/app



Advertising Campaign

Medium	Media Deliverables	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TV	:60/:30/:15 commercial	X	X							
Digital/Social	Search, Display, Pre-roll, OTT, Native content, social	X	X							
Print	Various weekly, monthly and annual publications	X	X	X	X	X	X	X	X	X
OOH	Static build out billboards and digital billboards	X	X	X						
Other	Pole banners	X	X	X	X	X	X	X	X	X
Other	Printed collateral, on-site banners	X	X	X	X	X	X	X	X	X



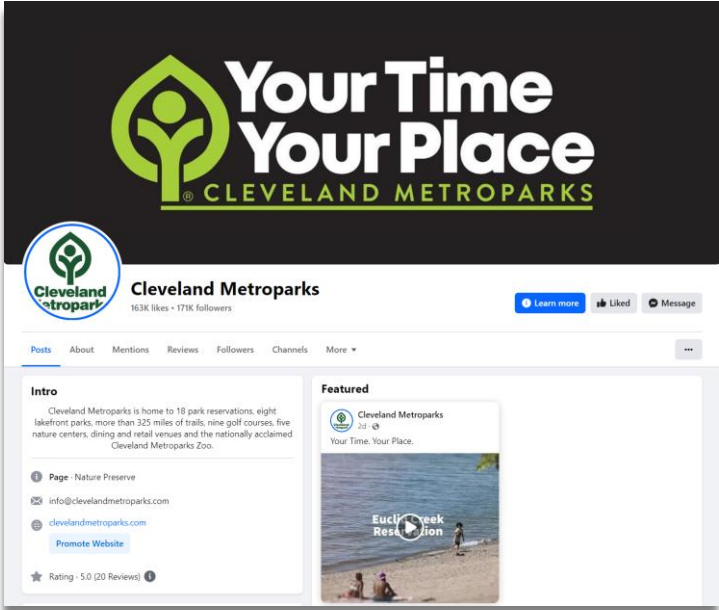
Doing More with Partnerships

- The sponsorship program within Cleveland Metroparks serves as cost-recovery for the organization, helping fund marketing operational expenses, including paid advertising.
- Partnerships have evolved by focusing on longer term, more meaningful commitments driving an increase of 2.5 times more cost recovery as compared to the program results in 2019.

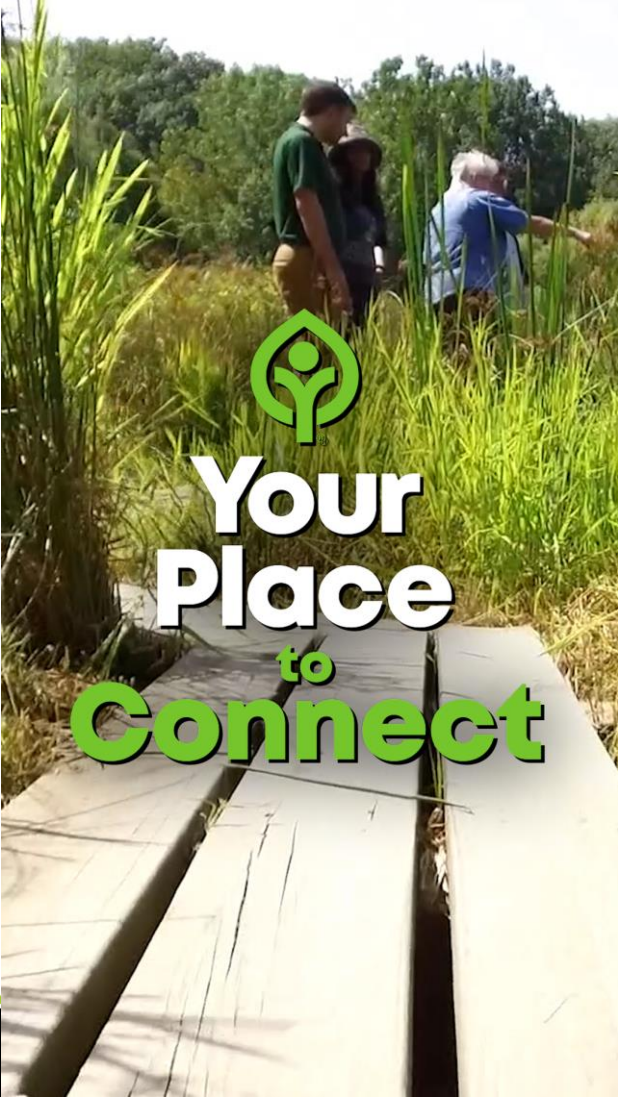


Communicating “Your place to...”

Social Media



Persona Video Vignettes



“Your Place” Retail Collection



Your Place to Celebrate

- Special Events and Experiences continue to enhance and expand special events across the park system to drive increased usage.
 - Nearly 40% of guests that attend Asian Lantern festival and Wild Winter Lights have not visited the zoo in the past 12 months.
- The team hosted more than 325 zoo events annually attracting more than 370,000 guests.
- Additionally, more than 5,500 events are permitted at a Cleveland Metroparks locations, annually.





Questions?

