

AGENCY BRIEF

CLIENT Bronx Zoo
PRODUCT Segmentation Campaign
DATE May 19, 2021
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BACKGROUND

The Bronx Zoo has a long history both in New York and around the world. It began in 1898, when the City of New York set aside 250 acres for preserving native animals and promoting zoology (NYCgovparks.org). Since then, animal protection and conservation have been main focuses of the zoo, which has been at the forefront of taking animals out of cages and has sent animals around the world to allow them to breed and evade extinction (NYCgovparks.org). One of the zoo's first successes was saving the American bison from extinction in 1908, which inspired the idea behind this brief.

The zoo mainly competes with other zoo/animal parks in the northeast, though the Wildlife Conservation Society also operates the Central Park Zoo, New York Aquarium, Prospect Park Zoo, and Queens Zoo. The zoo is most popular during warmer months and on weekends, which allows for an opportunity to create an exhibit in the winter that will draw more visitors during the off-season. Additionally, Jennifer Lopez has a strong connection to the Bronx, her hometown, which makes this collaboration a strong fit.

OBJECTIVE

Awareness: Few people seem to be aware of the Bronx Zoo's history with saving the American bison, but even fewer are probably familiar with the importance of this animal to Native Americans. In fact, largely with support from native tribe members, the American Bison Society was able to succeed in its campaign to name the American bison as the national mammal of the U.S. (nationalmammal.org). This collaboration provides a unique opportunity to bring awareness to native history and showcase the conservation efforts of the Bronx Zoo.

TARGET

This initiative will target low-income families in the five boroughs of New York City with children 18 and under. According to a 2016 Statista study, only 20% of families with an annual of \$50,000 or less had been to a zoo in the past year. So, families making less than \$50,000, with a focus on families of color, and native families in particular, will be the target audience.

STRATEGY

This exhibit will create a walking history of the American bison and Native American contributions to society. It will offer a perspective on U.S. history that is so often missing from the narrative of U.S. education. Additionally, it will give children of color, many of whom do not feel a strong connection to their home country, a connection to the land and its history. Current enrolled tribal members will be invited to show families how Native Americans use all parts of bison and children will be able to try on buffalo hide robes. Native-made goods will also be for sale to support the community that helped the Bronx Zoo save the American bison. The exhibit will be kicked off by a concert headlined by Jennifer Lopez, reenacting her performance of "This land is my land" from the Superbowl, followed by other artists of color. Any child that receives free lunch in New York City will be able to enter a lottery to attend the concert and any family that attends a NYC public school will be able to attend the exhibit for free throughout the winter. Anyone living on a reservation will also receive free admission. This will offer a unique opportunity to

showcase the generosity of Ms. Lopez while bringing awareness to the conservational successes the Bronx Zoo has had, all while educating young children on the history of the U.S. and native contributions.

REFERENCES:

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