



Creative Brief: The Bug Bungalow



Why are we communicating?

The Lincoln Children's Zoo is growing with the new "Bug Bungalow" exhibit to attract more local and out-of-town families. Our goal is to increase visitation during the 2024 Summer season by spotlighting the unique and interactive features of this exhibit. ([Lincoln Children's Zoo](#))

Who is our target audience?

The target audience for the Bug Bungalow campaign is families with children aged 3-12 living within a 150-mile radius of Lincoln, Nebraska. Demographically, this group primarily consists of middle-income households, with parents or caregivers aged 25-45 who are likely married or cohabiting. They are often working professionals who prioritize spending quality time with their children on weekends and holidays. Psychographically, this audience values experiences that are both fun and educational, seeking opportunities to create lasting memories for their families. Many parents in this group are health-conscious, environmentally aware, and interested in activities that promote learning and curiosity about nature and science. They are active social media users, particularly on Facebook and Instagram, where they search for family-friendly events and share their experiences with others. This audience is also highly motivated by affordable, local entertainment options that fit into their family budget while offering unique, hands-on experiences for their children. ([Pew Research](#))

What's the single most important thing we know about our target audience?

The most important thing we know about our target audience is that they love activities that are both fun and educational for their kids. Parents want unique experiences that let their children learn and explore, especially ones where they can interact with nature or animals. Hands-on exhibits like the Bug Bungalow are exactly what they're looking for to create those memorable family moments.

What does our target audience currently think about our product?

Currently, families see the Lincoln Children's Zoo as a fun place for younger kids, but not necessarily as a must-visit destination—especially for those outside Lincoln.

What do we want our audience to think about our product?

We want families to see the Bug Bungalow as an exciting, one-of-a-kind exhibit that's worth the trip. It should feel like an experience they can't miss, especially because it's interactive and educational for their kids.

What basic promise addressing the target's self-interests can we make?

The Bug Bungalow is a fun, hands-on adventure that brings kids closer to nature and helps families create lasting memories together.

What evidence supports our basic promise?

- The Bug Bungalow has unique features like the Tarantula Tree and Cockroach Cave that kids will find exciting.
- Families can interact with butterflies up close in the Butterfly Booth, making it a memorable experience.
- The exhibit combines fun and learning, teaching kids about insects and their role in the ecosystem.
- It's affordable and accessible for families looking for a budget-friendly day out.

- The Bug Bungalow is part of a trusted zoo that's known for offering family-friendly activities.
([AZA on Conservation Education](#))
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What tactics and media should we use?

- **Social Media (Facebook, Instagram, TikTok):** Use short videos showcasing kids interacting with the exhibits to catch parents' attention.
 - **Local TV & Radio Ads:** Promote the Bug Bungalow as a must-visit summer attraction.
 - **Email Campaigns:** Special discounts and family packages sent to the zoo's subscriber list.
 - **School Partnerships:** Flyers and field trip packages to reinforce the educational value.
([Security.org Report on Parents & Social Media](#))
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Author's Note

For this final draft, I made several key revisions based on peer feedback. First, I improved formatting consistency by ensuring uniform spacing, font style, and proper indentation throughout the document. I also shortened some responses to better align with the 1-2 sentence structure recommended in the assignment instructions. Additionally, I clarified the wording in certain sections, such as the current perception of the zoo, to make it more concise and polished.

Overall, I believe this final draft effectively communicates the campaign's goals, target audience, and strategic approach. The research-backed insights strengthen the proposal, and I made sure to properly integrate sources in a clear and professional manner.

For final feedback, I'd appreciate a double-check on formatting consistency and any suggestions to further refine clarity or conciseness.