



## Expand your branding strategy to include:

- Presentation Folders
- Badges/Credentials
- Lanyards
- Banners & Signs
- Wall/Floor/Elevator Graphics
- Window/Mirror Clings
- Mini Maps
- Table Tents
- Doorhangers
- Parking Passes
- Membership and VIP Cards
- Direct Mail
- Hotel Key Cards

## A Branding Strategy that Patrons are *Wild* About

With 195 million visitors a year, it is imperative that zoos and aquariums execute a marketing strategy that builds brand awareness and not only retains existing patrons, but attracts new ones. On average, ***it requires 5 to 7 impressions before someone will remember your brand.*** PLI works directly with your marketing team to arm you with the tools you will need to stand out from the crowd.

### Occasions and Events Worth Promoting

Making your patrons aware of your venue's upcoming attractions and events is crucial to your success. PLI knows that the realization of a robust ROI can make or break a campaign.

*Consider promoting -*

- New and upcoming exhibits
- Membership drives
- Seasonal and holiday-related events
- Career fairs
- Social media awareness and brand hashtags
- Gift shop sales and promotions
- Exclusive guided tours
- Availability for parties and catering
- Group packages



### What are People Saying?

*PLI has been very easy to work with, always very accommodating and flexible with timelines/deadlines, which is appreciated. We've produced 2 batches of hotel key cards for 8 of our partnering properties. This year we've noticed a significant increase in ticket sales with each of the hotels that use our key cards that promote the availability of Shedd VIP tickets at their front desk. As for ticket sales, 5 of our top 7 sales leaders use the Shedd key cards produced by PLI. After speaking with several of those hotels they do feel that the key cards are an excellent tool for promoting the availability of tickets and that the keys do impact an increase in Shedd VIP ticket sales.*

**Brad Martin - Tourism and VIP Sales Manager, Shedd Aquarium**

**To learn how PLI can help elevate your brand and promote patronage to your venue, call 1-800-752-1017 or visit us at [www.plicards.com](http://www.plicards.com) today!**