



BRISTOL ZOO

Bristol Zoo Gardens is the fifth oldest zoo in the world. Run by [conservation and education charity Bristol Zoological Society](#), it has had more than 90 million visitors. The Society's nearby wildlife conservation park Wild Place Project additionally boasts an impressive focus on protecting threatened habitats worldwide and makes for an equally great [family day out](#).



Bristol Zoological Society is continually [updating and evolving its promotions and marketing content](#), to ensure that its sites receive the visitors it requires, in order to be able to continue the valuable work on defending biodiversity.

As part of the charity's marketing strategy, it has employed us for many years to run campaigns around the Bristol area.

After all, what better way to promote a zoo than have a giant reindeer drive by?!

We are frequently provided with a budget from the Society to promote its activities to the local public in ways that are most appropriate and beneficial to them. They provide the creative, we provide the advertising methods. From Sunset Specials to Dinomania and Gerry the Giraffe, we have helped out with dozens of marketing campaigns through various advertising mediums.



To accompany longer Postavan campaigns around north Bristol, Bristol Zoological Society often requests that we appeal to the heart of Bristol by getting in amongst the pedestrians in the central Broadmead area, by use of one of our famous Postabikes.

Bristol Zoological Society has recognised the power of our Postabikes appealing to a high concentration of pedestrians in an environment where they have time to check out the message being promoted.

Operating local attractions, the Society's main focus is on drawing the interest of those may shop and work in Bristol, and therefore will live close enough to consider visiting the Bristol Zoo and Wild Place sites. Therefore, by using our Postabike they can really get the word out to the right people.



At no extra cost, our Postabike rider hand outs leaflets supplied from the charity, so that members of the public can take the promotional message home with them as a reminder to consider a visit.

The Society regularly opts for the additional push of a Postabike campaign over [school holiday periods](#), to give that extra reminder to parents that Bristol Zoo and Wild Place are both attractions on their doorstep where they can take their children for an enjoyable educational experience.

We have also provided [audio effects](#) upon request, to accompany the Postabikes!

With the provision of [Photographic Reports](#) after their campaigns, they can see for themselves the [value of the Postabike](#) and how it brings the visitors in, which is why our relationship only grows stronger each year!

