Oakland Zoo: Walk in the Wild – Event Media - Marketing Recap – June 27, 2013

Television: **(all television promo spots began running early June)**
VALUE: $33,400.

- KPIX 5: :90 sec Vignette, Animal Talk on WIW with Liam Mayclem, ran throughout June
- KPIX 5: :15 sec PSA ran on CBS 5 for month of June
- KPIX 5: Eye on the Bay show promoted WIW on June 15
- KOFY TV: 2 / :90 second segments, airdate 6/19
- Comcast: :30 second spot, ran on Food Network, Bravo, and food in the Alameda County Zone programming two weeks prior to event., 40 spots

Online:
VALUE: $291,798.

- SFGate.com, banner ran in June
- Press release posted on numerous websites, including SFGate.com
- Youtube banners and WIW vignette video ran in May and June in online campaign
- Walk in the Wild vignette received more than 12,400 views on YouTube
- Oaklandzoo.org (11 weeks)
- KOFY TV – 4 weeks on event calendar
- VisitOakland.org
- Hollywood Industry
- WXIX-TV
- WWTV-TV
- WTVG-TV
- WTOL-TV
- WSLS-TV
- WSHM-TV
- WSET-TV
- WRIC-TV
- WRCB-TV
- WOLF-TV
- WOIO-TV
- WNEM-TV
- WMDT-TV
- WMC-TV
- WMBB-TV
- WLTZ-TV
- StreetInsider.com
- KXVO-TV
- KWTV-TV
- KWES-TV
- KVVU-TV
- KUSI-TV
- KUAM-TV
- KTXD-TV
- KSTC-TV
- KSLA-TV
- KPTM-TV
- KPHO-TV
- KOTV-TV
- KLJB-TV
- KIII-TV
- KHGI-TV
- KFMB-AM Talk Radio

Radio: **(all radio promo spots run 4 weeks prior to the event)**
VALUE: $7,500.

- 99.7 30/:30 second promotional announcements

Print:
VALUE: $25,554.

- Tri-City Voice (Fremont newspaper), coverage of event and Montclair Town Crier/Contra Costa Times
- Oakland Zoo & Oakland Magazine Partnership (Print Ads) - Oakland Magazine June, Alameda Magazine June, Parents' Press June, Oakland Magazine August (recapped event)

Print – Bay Area **Community Calendar Listings**
VALUE: $2,300.

- Listings in top Bay Area Community Calendars : Zvents , Craigslist

Print - Oakland Zoo:
VALUE: $15,000.

- 580 billboard , Street lamp banner, New event info signs, Save the Date Card, Event Invitation, Commemorative Poster, Event Program Book

EMAIL Blasts:
VALUE:$2,800.

- Oakland Zoo member blast (six blasts leading up to the event), Parents' Press blast (week before event), Diablo blast (week before event), Marin Magazine blast

Blogs/Community/Social:
VALUE: $14,150.

- SFGate.com, Tri-City Voice, Diablo Magazine Top Tickets, Examiner.com
- All News No Blues: http://allnewsnoblues.com/index.php?option=com_content&view=article&id=468:oakland-zoo-not-just-for-kids&catid=37:around-town&Itemid=56
- http://www.foodhoe.com/2013/07/a-walk-in-the-wild-at-the-oakland-zoo/
- http://www.diablomag.com/Diablo-Magazine/Faces/Faces-2013/Oakland-Zoos-Walk-in-the-Wild/
- http://www.mercywines.com/events/item.jsp?itemid=430&catid=34
- Facebook, Twitter, Flickr, Yelp.com, Youtube

TOTAL MEDIA VALUE: $392,502.