

CASE STUDY - HALLS GAP ZOO

**CAMPAIGN
LENGTH:**

5 Years

**NUMBER OF
SITES:**

1 Site

**TOTAL CAMPAIGN
AUDIENCE:**

6,552,000 cars



Ararat 33771-A: Western Hwy, Ararat, VIC 3377

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ABOUT THE CLIENT:

- Halls Gap Zoo is the largest regional zoo in Victoria, with over 160 native and exotic species featured
- Located adjacent to the well known Grampians National Park, making it a part of the Grampians experience

RELEVANCE OF AUDIENCE:

AUDIENCE: Local Traffic

- Due to the billboard being located on route to the Grampians, Halls Gap Zoo's location found our Ararat site to be useful in guiding passing traffic
- Using the site to remind those on route of their nearby attraction

CAMPAIGN OBJECTIVES:

- Their campaign artwork was very effective, using a brightly coloured print incorporating their logo
- Their billboard provided the distance from their location as well as travel suggestions, helping their goal of directing passing traffic to them

TESTIMONIAL:



We were delighted when this space became available as this direct type of advertising was something we had realized for several years would be helpful. The resultant increase in trade has more than paid for the expense, and the billboard has been identified by several visitors as the sole reason they came to our zoo." **Greg Culell (Owner)**