

## Creative Brief: Bug Bungalow

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Please use this as a template for the creative briefs you complete in this class. The black font should remain in the document. The gray font is meant to help guide you and should be deleted as you complete the creative brief.

While creative briefs commonly do not include a reference list or hyperlinks to supporting information, for this class, you are **required to provide hyperlinks to sources that back up your information in the creative brief.** I need to be able to see 1) that your creative brief is based on information obtained through research and 2) exactly where the information is coming from.

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### Why are we communicating?

1-2 sentences: Give an overview of the situation and clearly explain what you hope to achieve with your advertisement/campaign.

The Lincoln Children’s Zoo will release a new insect exhibit named “Bug Bungalow” that opens in Fall of 2025. Our campaign will draw in both local and that are out-of-town families, while also highlighting the appeal of the interactive and educational destination.

### Who is our target audience?

1 information-packed paragraph: Identify a specific audience for the advertisement/campaign (not the entire product) and tell us everything you can about them — making sure to include both [demographic](#) and [psychographic characteristics](#).

Our primary audience for the “Bug Bungalow” campaign is families with younger children between the ages 3-10, who prioritize experiences that are interactive and educational. Looking at demographics, they are mostly millennial parents (ages 28-42) who are middle to upper-middle-class incomes, within a two-hour-drive to the zoo and live in urban and suburban areas. These households are likely **duel**-income looking for weekend activities that are engaging, fun and beneficial to their child’s learning. According to a [OnePoll](#) who worked with Crayola, surveyed 2,000 parents. In this survey, 44% of parents admit their kids have wanted to spend more time together as a family. The parents exclaimed that 75% of the time they were the happiest was when they were playing games with their kids.

Psychographically, the parents value hands-on learning and STEM-related experiences [STEM-related experiences](#). They tend to be active on social media, frequently looking for family-friendly events and specifically want attractions that combine entertainment and education. The audience is highly influenced by online reviews and digital content that shows real experiences, influencer partnerships and interactive engagement.

### Given our reasoning for communicating, what’s the single most important thing we know about our target audience?

1-2 sentences: Identify the single most important, interesting, entertaining, useful, or unusual fact that you learned about your audience that you believe can help guide your message strategy.

The most important thing about our target audience is that they actively seek hands-on experience that make learning fun for their children. This insight will guide our message by emphasizing the “Bug

Bungalow” as an interactive adventure where kids can explore by touching and learn in a way that feels like they are playing while at the same time it is education.

## **What does our target audience currently think about our product?**

1-2 sentences: Identify the target audience’s current perceptions of the product/service you are offering.

Our target audience **sees the Lincoln Children’s Zoo as a family-friendly destination** that encourages fun, but is not yet viewed as the top choice for the interactive educational experiences that we provide.

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

1-2 sentences: State what you want the target audience to think about the product/service you are offering.

We want our audience to see the “Bug Bungalow” as an exciting, must-visit attraction where kids can explore the insects. It should be perceived as a hands-on educational adventure that gives curiosity to the children making the Zoo a top choice for family outings.

## **What basic promise addressing the target’s self-interests can we make to guide our target to that new understanding of our product?**

1 sentence: Clearly, concisely state the big, clear idea that you are going to communicate through your advertising/campaign. The “promise” you make should be based on all the questions you answered up to this point — especially the single most important thing you discovered about the audience.

The “Bug Bungalow” promises a place where kids can explore, **touch, hands-on adventure,** where kids are able to explore, touch and discover the world of insects in a fun and interactive way.

## **What evidence supports our basic promise?**

3-5 bullet points: Provide evidence (i.e., selling points) that supports your strategic message.

- Hands-On Interaction: The “Bug Bungalow” allows children to engage kids in a safe environment where they can get close to insects.
- Immersive Experiences: Kids can walk through the Butterfly Booth while watching bees make honey, and see ants work in the Ant Farm.
- Educational Value: This exhibit is designed to spark curiosity about nature, supporting STEM while having hands-on real-world experience.
- Unique Attractions: There are features such as Cockroach Cave and Tarantula Tree that provide experiences that can’t be found anywhere else in the region.
- Perfect for Family Outings: The exhibit offers both fun and learning making it a perfect destination for parents that want meaningful activities with their children.

## **What tactics and media should we use to communicate this information? Why?**

1 bullet point per tactic/media choice: Concisely describe the tactic or tactics and media you’ll use to deliver your basic promise and the supporting evidence to your target audience. In doing so, briefly explain why those are the best tactics and media.

- [Social Media Campaigns \(Facebook, Instagram, TikTok\)](#): Creating content that includes videos, interactive polls, and behind the scenes glimpses of “Bug Bungalow” that will showcase the hands-on experiences. Many parents will use social media as a tool to discover family-friendly activities, making these the best platforms for the target audience
- [Influencer Partnerships](#): Collaborate with local family influencers and STEM educators to create authentic content that highlights the education and entertainment value.
- Newsletters through Email: Use the zoo’s **already existing subscriber base** to send more targeted emails that include special offers, exclusive previews and educational insights. This will allow direct communication with families that are interested that will give them more incentives.

**Educational Partnerships: Partner** with local schools to offer field trips, workshops, or other educational materials that relate to the exhibit. The educational institutions reinforces the exhibit’s STEM value