



AFRICAN LION SAFARI

Let's Talk About the Elephant in the Room

A Campaign Proposal

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African Lion Safari is a Canadian family-owned attraction that works to provide visitors with unique educational experiences and contributes annually to breeding endangered and threatened species and other research opportunities.

Throughout the years of service, African Lion Safari has obtained memberships within the Conservation Centres for Species Survival, World Association of Zoos and Aquariums (WAZA), Association of Avian Trainers and Educator (IAATE) and the International Elephant Foundation.

Recently, the African Lion Safari image was compromised when it was named the worst zoo in North America to treat elephants by In Defense of Animals (IDA). Since this claim, the park has received harsh criticism from the public. At the present moment, African Lion Safari has remained silent about these allegations.

The opportunity that this campaign proposes is to mend the reputation of African Lion Safari and reiterate its core values to its clientele. By repairing the reputation of African Lion Safari, the park will be able to continue to grow and succeed through the 2021 summer season.

Within this is an impactful opportunity to educate on animal caretaking on the species living at African Lion Safari. Information on this topic is not often discussed in a positive and open light. This occasion brings the potential for informative and engaging conversations.



Background

African Lion Safari has had its reputation damaged by the claim of being the worst zoo in North America for treatment of elephants by In Defense of Animals (IDA). These allegations have led to backlash from the public. The park is Canadian family-owned and relies on the people living in the Hamilton/Cambridge region to produce sales. In the past, African Lion Safari has held a positive image within their community as a fun and family-oriented attraction. It has also been internationally known for its breeding program.

Currently, African Lion Safari has remained silent on these allegations.

Consciences

The consciences associated with this situation could lead to a low number of visitors attending African Lion Safari this season, reduced donations, and annual earnings. The loss of profit has the potential to result in staff layoffs and without the means necessary to provide adequate care to the animals housed at African Lion Safari.

Resolution

This situation can be resolved by providing transparent communication to African Lion Safari's key publics and stakeholders. It is vital to utilize these circumstances to express the values of the park and the work that the employees do to care for the animals, as well as the breeding program and other research opportunities that African Lion Safari contributes to. By demonstrating integrity and accountability, African Lion Safari can appeal to its audience and repair its reputation.



Internal Analysis

African Lion Safari is a home of more than 1000 exotic birds and animals. The park area covers more than 750 acres of land. 250 acres of 750 acres are surrounded by bushes, green grounds, which provide space to animals by which they can interact with each other. 25 to 30 acres have been developed for people to walk. African Lion Safari is currently housing 16 elephants, and 22 of these elephants were born at the zoo.

Niche

A Canadian family-run zoo that contributes to the research of exotic animals and aims to educate its visitors. Large acreage for animals to roam. Opportunity for guests to get close to the animals.

Structure

African Lion Safari is a family business. Founder is Colonel Gordon Debenham Dailley. Levels of staff structure include general and assistant managers, a small marketing department, retail and maintenance staff, animal trainers/caretakers and part-time staff.

Partners in Conservation

- World Association of Zoos and Aquariums
- International Elephant Foundation
- International Association of Avian Trainers and Educators
- Conservation Centers for Species Survival
- Canada's Accredited Zoos and Aquariums

Performance

African Lion Safari is a part of Conservation Centres for Species Survival, World Association of Zoos and Aquariums (WAZA), IAATE and the International Elephant Foundation knowledge for their animals properly. The breeding program helps grow the population of endangered animals, such as the Asian Elephants

Ethical Base

Brand values include family, research, education, protection and accountability to the animals and the community.

Internal Impediments

- Low amount of employees
 - A small marketing team
- 

External Analysis

African Lion Safari is a popular attraction to visit for people in the Hamilton/Cambridge area. However, the safari theme park has competition.

They are following all COVID-19 restrictions; for example, guests have to buy their tickets online. They will not sell on the location, mandatory wearing masks and proper cleaning measures.

Supporters

People who live in the Cambridge/Hamilton region with an interest in animals.

Competitors

Other popular parks in the area include Marineland, Canada's Wonderland, Museums, and the Toronto Zoo.

Opponents

In Defense of Animals (IDA) claims that African Lion Safari is the worst zoo for the treatment of elephants.

External Impediments

COVID-19 restrictions can be changed based on positive cases. Guests' comfortability post lockdowns/shutdowns to be out.

Animal activist groups such as In Defense of Animals can create a narrative to change public's perceptions of African Lion Safari.

Public Perception

African Lion Safari is well known in their region for being a family-run park committed to research opportunities and care of animals. In the past, it has been a hot spot for families to tour in the summers and learn about exotic animals. Recently, they have been named the worst zoo in North America by In Defense of Animals (IDA) for their treatment of elephants and have received harsh criticism from the public.



SWOT ANALYSIS

Strengths

- Website is user-friendly and on-brand.
- Newsletter
- Donation's page
- Offers banquet.
- Employment opportunities
- Information about their breeding programs
- Information about the upcoming season → including COVID-19 response
- 66,615 likes, 66,821 followers and 170,720 people have checked in on Facebook.
- Posts on Facebook about once a week
- Good engagement and post captions on Instagram
- Consistent posting on Instagram
- 4.5/5 rating on Google Reviews
- 9,975 reviews on Google
- 4.5/5 rating on Trip Advisor
- 1,441 ratings on Trip Advisor
- Voted #2 out of 51 Outdoor Activities in Hamilton
- 4/5 rating on Yelp
- 3.5/5 rating on Indeed from past employees
- Youtube channel has 662 followers
- Strong engagement and views on Youtube
- Member of Conservation Centres for Species Survival, World Association of Zoos and Aquariums (WAZA), Association of Avian Trainers and Educator (IAATE) and the International Elephant Foundation
- Social platforms linked on the website.
- Consistent profile pictures across social media platforms

Weaknesses

- Named the worst place in North America for Treatment of elephants
- FAQ Non-existent
- Reviews page is articles, not reviews based on customer experiences
- Only three articles under Reviews
- No reviews from past employees
- Some negative comments on social media posts → , especially ones that include elephants (all platforms)
- No events posted on Facebook
- Weak bio on Instagram
- Only 1 highlight on Instagram
- No link to book tickets on Instagram
- No events posted on Instagram
- No Twitter
- It has not addressed the claim to be the worst treatment of elephants in North America.
- No crisis communication plan
- Youtube videos are short (30s- 1 min)
- Different bios across social media handles



SWOT ANALYSIS

Opportunities

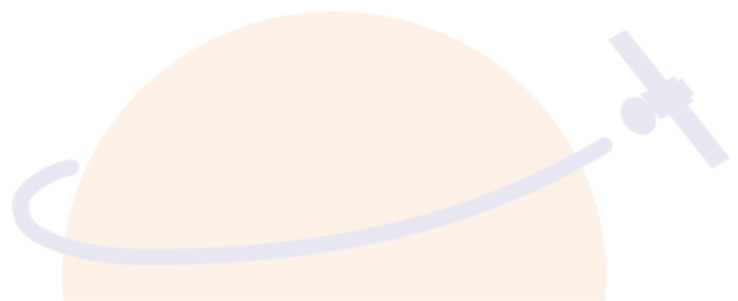
- More feedback from clients
- More articles → earned media
- Make a public comment about animal treatment at the safari
- Create a Twitter account
- Create a crisis communication plan
- Ask followers more questions in posts on social media
- Create polls or “this or that” posts on Instagram to find out more about what clients want to see from the safari.
- Utilize Instagram Reels → to increase the amount of multimedia content shared
- Increase public relations and marketing to raise awareness of the GO WILD event
- Produce longer videos on YouTube → about care for animals, education on animals and the park, upkeep of habitats, the breeding program and benefits, history of how the park came to be, digital bio, day in the life of an employee
- Increase public relations opportunities to help rebuild a damaged reputation
- Include more highlights on Instagram → about the care of the animals, breeding program, things to do at the park
- Achievements could be their separate tab on the website
- Expand target audience

Threats

- The inadequate public reputation of treatment to elephants → trafficking claims
- Difficult to control the number of people coming to the GO WILD event
- Difficult to sway public opinion
- Difficult to control reviews
- Current economy with COVID-19 → people not having money to spend on entertainment
- Limited funds

Key Public

The key public will be Millennial and younger Generation X parents in Southwestern Ontario. These are families with children 0-16 years of age. This public is looking for opportunities for their children. They want to present them with memorable experiences as well as entertain them. The age group of the children are called the “Glass Generation.” This means they group up in the digital age and have more access than any generation to be in front of screens.



The key public will be former customers. This public had attended the safari theme park before it had to close due to the COVID-19 pandemic. These former customers have an interest in animals. They enjoyed elements of the safari theme park and may come back again when COVID-19 restrictions lessen. Families will be looking for things to do once restrictions allow. This campaign will focus on local families highlighting the great things to do at ALS post-COVID-19 shutdown. This public is part of ALS followership on social media. They make up social engagement on ALS's social pages. They give reviews on Google and to their friends and family (word of mouth). They also may have season passes. This public is looking for things to do with their children. They are excited to come out of COVID-19 shutdowns and make memories and experiences for their children. They can be looking for outdoor over indoor activities with concerns of the COVID-19 virus. They also may be members of organizations (Costco, Better Benefits) that offer discounts for ALS. This public is likely to be signed up for ALS's email list (30,000 receivers). Former customers are large enough to make an impact with this campaign.

STAGES OF DEVELOPMENT

Active

These people are aware of African Lion Safari. They can be customers of ALS. They may be aware of the elephant issue found in the media and have taken some form of action to share the accusations. There is an opportunity to educate and influence this public to better understand and support understand better transparent communication and strategic response.

Personality Preferences

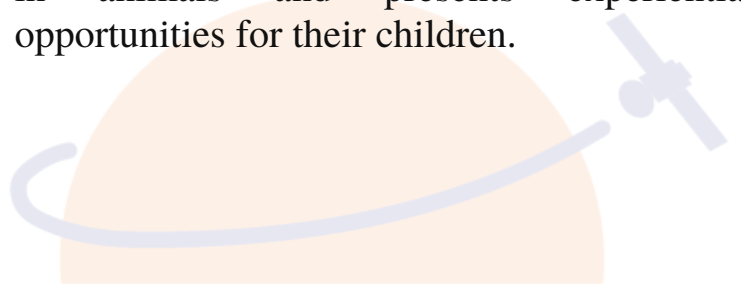
This key public has an interest in animals. They are respectful of animals. They could be described as outgoing, adventurous, energetic, and compassionate people. For this issue, the active public may be angry, perplexed, and concerned about the elephant's wellbeing at ALS.

Apathetic

These people are aware of African Lion Safari and may be aware of the accusations found in the media but choose to do nothing about it. They do not negatively perceive the African Lion Safari and likely enjoy visiting the safari theme park. This stage of the public will be monitored.

Demographics/Psychographics

Men and women (25-40 years old) with children ages 0-16, middle class, with interest in animals and presents experiential opportunities for their children.



CHARACTERISTICS OF KEY PUBLICS

Situation

The public needs to see what care is being done at African Lion Safari. The active public may be sharing posts and communication on the issue. They have expectations for African Lion Safari to meet with treatment methods. This campaign will be implemented to protect and maintain the reputation of African Lion Safari within their target audience and provide their families with safe and enjoyable entertainment while not at the cost of the animals.

Communication

This key public is on many social media channels. Channels include Facebook, Instagram, Youtube, Website, Newsletter, Brochure, earned media.

Millennials split their time with two screens. Millennials spend 10-18 hours per day consuming content. Facebook and Youtube are the leading social networks among Millennials with Instagram, Snapchat, and Twitter following after.

(Content Science Review, 2020).

Social media culture has a significant influence on people. It is essential to utilize these platforms into a tool to show how ALS benefits animals and communities.

Organization

African Lion Safari has an excellent social media following with excellent reviews.

African Lion Safari has:

- 66,615 likes, 66,821 followers and 170,720 people have checked in on Facebook.
- 9,205 followers on Instagram
- 4.5/5 rating on Google Reviews/9,975 reviews on Google
- 4.5/5 rating on Tripadvisor/1,441 ratings on Trip Advisor
- Voted #2 out of 51 Outdoor Activities in Hamilton
- 4/5 rating on Yelp
- 3.5/5 rating on Indeed from past employees
- Youtube channel has 662 followers.

African Lion Safari has been highlighted in 10 news articles about the treatment of elephants. Animal rights organizations and media have claimed African Lion Safari as one of the worst zoos in North America. This may have influenced the active public.



The goal of this campaign is to improve the reputation of African Lion Safari by 20% in Hamilton/Cambridge area in response to In Defense of Animals claims of mistreatment of elephants through awareness and understanding. Juno PR Consulting aims to raise awareness of African Lion Safari's ability to take proper care of their animals by utilizing transparent communication on social media platforms and earned media.

Improvement in the reputation to be made in three months. This is measurable through positive engagement on social media, number of website visits and google searches, new reviews on Google and Yelp, earned media, number of brochures that get taken at the parks or downloaded online, and increased newsletter signups.

Objective #1

To have an effect of awareness on families in the Hamilton/Cambridge region, African Lion Safari is educated on caring for their animals properly (an increase of 20 percent within three months).

Objective #2

To have an effect of acceptance on families in the Hamilton/Cambridge region to increase positive attitudes towards African Lion Safari. (increase of 20 percent within three months).

Objective #3

To have an effect of action from families in the Hamilton/Cambridge region, specifically, to increase the number of visitors during the 2021 summer season at African Lion Safari (an increase of 40 percent within three months).



Reactive Strategy

This campaign implements two strategies. The first being a reactive strategy. A reactive strategy is a response strategy to address issues to maintain and restore trust and reputation. This campaign's reactive strategy will be used to deliver crisis communication management. Based on media coverage and public opinions forming, African Lion Safari needs to approach the issue of the treatment of elephants at the safari theme park.

There are ten articles found online with speculation on African Lion Safari's treatment of elephants. All articles have moderate to high levels of the negative connotation of the park. These articles are being shared on Facebook, Twitter, and Instagram platforms with significant levels of engagement (reactions, shares, and comments). The media coverage and commentary are a cause for concern. With reliable, transparent communication and directive, this concern will lessen. Therefore, action must be taken promptly.

Standing Firm

This reactive strategy includes an offensive response and standing firm. African Lion Safari's dedication to providing the best care for the resident elephants. As a family-run organization, the animals are part of this family. Nurturing care and respect is what makes up African Lion Safari.

ALS is focused on protecting the endangered species of Asian elephants. With a 'spaces NOT cages' approach to providing broad natural areas for the elephants to explore. ALS is looking to professional research and reports for best practices and protocols when caring for Asian elephants.

This reactive, offensive response is necessary to maintain and restore trust with current customers, followers, and supporters and community and international perception. The reality is African Lion Safari is not one of the worst places in North America for elephants. It's one of the most hardworking for Asian elephant care. The active public may be aware of the issue and taking action against ALS. It is essential to let these people know they are heard.

African Lion Safari is not flashy. It is down-to-earth, hardworking, and learning constantly. It is essential to address a potential lack of understanding in the care of the animals at ALS. Within this, there is an excellent opportunity to present knowledge to the public. The complete allegiance and commitment to proper animal treatment will be communicated.



Proactive Strategy

The second strategy is a proactive strategy. A proactive strategy is used to engage with the public. This proactive strategy will take a communication response. As stated in the reactive strategy, the Asian elephant issue will be addressed with an important opportunity to educate. This campaign will acknowledge the concerns of the active public and highlight the measures ALS takes to protect and care for all animals at the safari theme park. It will present information on operations of caring for large animals such as Asian elephants and the significance of this work. There are facts to contribute to the public on these endangered species. With transparent communication, a logical and logistical approach can be delivered. Juno PR Consulting recommends this type of communication to create, build, restore, and maintain trust with the public.

This proactive strategy will maintain African Lion Safari's reputation post efforts from the reactive strategy. It includes an extra yet necessary commitment to African Lion Safari's past and current supporters and patrons. This commitment to telling the truth and sincerity will bring knowledge and valuable stories about the lives of the animals at African Lion Safari.

Education and awareness will be at the forefront of this campaign. With media relations, social media corresponding, and educational tools, the key messages outlined in this campaign will be expressed. These two strategies are pipelines for the campaign goals and objectives, messaging, tactics, and evaluation found in this report.

Transparent Communication

Transparent communication is a strategy typically used to connect with the public. It opens an opportunity to present the real story, build understanding, and showcase African Lions Safari's ethical compass. This approach addresses concerns of the active public while also bringing engaging and entertaining communication to the apathetic public.



Company Spokesperson

Spokespeople can be the face and the voice of an organization. To address concerns about how the elephants are being cared for by an accredited senior elephant trainer from African Lion Safari should showcase what a day in their lives looks like and what methods are used for caretaking. They will be asked to be quoted in media articles and shown in content created for African Lion Safari's purposes. They will showcase educational material at presentations.

Credibility: The Power to Inspire

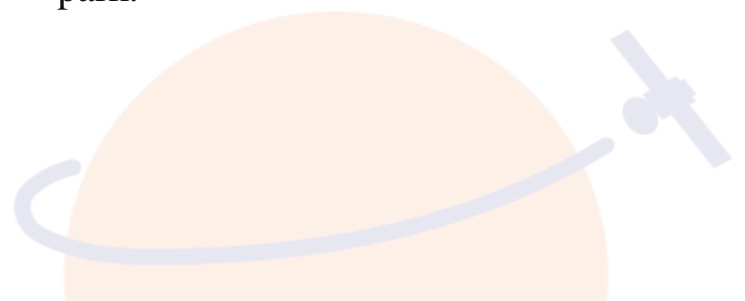
It will be important to show the credibility of African Lion Safari. With justification by an experienced and certified spokesperson, the narrative can be altered. This messaging will entice confidence in the efforts at ALS. With honest informational and direct communication, the public can build trust to show their support then.

Logos: Appealing to Reason/Verbal & Visual Evidence

With the offensive response strategy this campaign will take, it is important when standing firm to present facts and information as evidence-- verbal and visual evidence. Within this emotional situation, there are logical explanations that need to be communicated. Information on elephant caretakers will be distributed to share what African Lion Safari is doing to protect the animals. It is an educational opportunity for African Lion Safari to want to present actively. It is important to present the facts with messaging of love for the animals.

Attempt to Influence

This campaign will focus on sharing the methods used at African Lion Safari to take care of the animals. The plan includes persuasion to influence perspectives to bring their families to learn about elephants at the safari theme park.



Message Appeals

Virtue Appeal

By African Lion Safari presenting its virtues, the guesswork does not have to be done for the viewer. Messaging of showing fairness, respect and compassion to the animals will be key. African Lion Safari is dedicated to having ‘spaces not cages’ for the animals. African Lion Safari brings education and enjoyment to the guests at no cost to the animals. Communicating the steps to hold these virtues will be impactful.

Verbal Communication

Clarity

With media and IDA directing specific messaging, it is important to have clear communication. The efforts at African Lion Safari should be easy to understand and communicate accurately and effectively. Terminology on zookeeping should be expressed as if a 12-year-old could understand. The public targeted in this campaign may want answers fast, do not have a lot of time, and are parents who wish to educate their children.

Power Words

Throughout this campaign, grabber language will be used to attract the attention of the reader.

Some content will include informational messaging on the state of endangered Asian elephants. ALS is protecting the largest land mammal from extinction, and it is essential to express how dire that is.

Salience

African Lion Safari offers a unique opportunity for guests to get closer to the animals. The animals can roam in much wider spaces than competitor zoos. These experiences provide a unique selling point. It puts ALS as a more cohesive and peaceful interaction of humans and animals.

Language of Branding

The language of branding will include “#ProtectingOurHerds,” “Spaces NOT Cages”, and “Let’s Talk about Elephant Care.” Communication of information about ALS and its animals will help build awareness of ALS’s efforts. Using deliberate honest words and phrases will help with the purpose of the campaign.



MEDIA KIT

A Media Kit containing background on the African Lion Safari news release, fact sheet, and an e-invite for the opening will be distributed to local journalists and press houses in the Hamilton and Cambridge area that will support all the facts and information regarding this campaign. In accordance with the goals, this tactic will help improve the reputation and goodwill of ALS. The exclusive invitation given to the journalists before opening to the general public will help us present our case through earned media and support our strategies of crisis communications messaging, newsworthy information, and clarifying doubts in the crowd. A media kit helps in controlling the message and your story, avoiding the public making wrong assumptions. It is a considerable asset for journalists as it saves their time and gathers all the information about ALS in one place. The information in this media kit will help ALS in reading the public through credible and trusted sources. It will aim to change the narrative of the situation.

Local media will be invited to come to visit the safari theme park on the day before the re-opening if COVID-19 restrictions allow. This will be an opportunity for staff (trainers, general manager, veterinarian, and supports of ALS) to talk to media members one-on-one. We will set up refreshments for the media to enjoy. The animals will be available to take pictures of, as well as the adjustments of the park for COVID-19 requirements.

MEDIA KIT CONTENTS



**Media Release
Fact Sheet
Biography
Invite
Graphic**

JUNO

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NEWS RELEASE
For Immediate Release

AFRICAN LION SAFARI OPENING JUNE 1ST WITH NEW ELEPHANT EXHIBIT

Safari theme park makes adjustments to elephant area

(May 17, 2021/Hamilton) – June 1st will be the re-opening of African Lion Safari (ALS). The Hamilton safari theme park has been closed for 15 months due to COVID-19. With doors closed, ALS worked on improving animal amenities and exhibits. ALS General Manager, Kim Matthews, highlighted the changes made to the elephant area, “We have a whole interactive area for families to learn about of Asian elephants.” She says they are severely endangered species, with their population declining by 50% in the past 75 years. African Lion Safari has 16 Asian elephants that roam the grounds. “We know how meaningful these animals are to people. They are amazing creatures that we are lucky to witness.” You can see the elephants up close by the 100 acres they have to roam. African Lion Safari is committed to bringing quality and respectable care to Asian elephants.

“We have many partners we confer with,” Matthews says. ALS partners of conservation include the World Association of Zoos and Aquariums, International Elephant Foundation, International Association of Avian Trainers and Educators Conservation Centers for Species Survival Canada’s Accredited Zoos and Aquariums. These partnerships allow for research and conversation to be thoroughly conducted. At African Lion Safari, the elephants are not asked to join in on any show routine. Elephants have a playful spirit and will pass around balls and toys for their enjoyment and often-- the viewers. Superintendent of Elephants, Charlie Gray at African Lion Safari expresses, “The elephants are well looked after. They enjoy rolling in the mud and snacking on peanuts. We have a lot of fun.” When asked if elephant rides will be offered during the re-opening, Gray replied, “Oh no, we don’t do that anymore; it’s not necessary.”

At African Lion Safari, veterinarians and animal psychologists are on call. Gray explains the veterinarians come in for weekly check-ups and are regularly consulted with. Animal psychologists also monitor the herds to evaluate their mental levels and group interaction skills. Gray shares, “These elephants are so incredibly important to us. They are a part of our family. We look after our family”.

African Lion Safari opens its gates on June 1st at a 25% lower capacity rate than previous years. Purchase tickets online at lionsafari.com. ALS has created this exhibit on Asian elephants with an opportunity for families to learn about the endangered species. “We want our guests to ask questions,” African Lion Safari Founder Colonel Gordon Debenham Dailley says. “There are always things to learn as a human species about our fellow cohabiters on this earth.”

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ABOUT AFRICAN LION SAFARI

African Lion Safari was founded in 1969 by Colonel Gordon Debenham Dailley. It is home to more than 1000 exotic birds and animals. The park area covers more than 750 acres of land. Two hundred fifty acres are bush and green land. The safari park includes play structures, splash park, food amenities, bus rides, toddler area, and more. African Lion Safari is a leading tourist destination in Canada. Visit lionsafari.com for more information.



Mission: African Lion Safari's mission is to provide the best quality care to the animals they house. The park has an exclusive approach where the animals roam the land freely and the guests are caged in their cars or on tour busses for viewing. African Lion Safari believes in its commitment to the animals and is internationally known for its successful breeding program that has worked to grow the population of 30 endangered species and 20 species that are considered threatened. African Lion Safari is a proud member of Conservation Centres for Species Survival, World Association of Zoos and Aquariums (WAZA), the International Association of Avian Trainers and Educators (IAATE) and the International Elephant Foundation.

Quick Facts

- Founded on August 22, 1969 by Colonel G.D. Dailley
- Opened with 40 lions on three reserves
- Now houses 1,000 animals and 100 different species
- The breeding program created by African Lion Safari has successfully helped grow 30 endangered species and 20 species that are considered threatened
- African Lion Safari has an international reputation of contributing the survival of endangered and threatened species
- Has assisted in numerous research projects
- African Lion Safari is a member of Conservation Centres for Species Survival, World Association of Zoos and Aquariums (WAZA), Association of Avian Trainers and Educator (IAATE) and the International Elephant Foundation
- Located 1386 Cooper Rd, Cambridge, ON N1R 5S2
- Canadian family owned
- Drive through wildlife park
- The park is comprised of 750 acres



Biography



Michele Feeser (Client Experience Director): Michele has been a part of the African Lion Safari team for 10 years. She graduated with an MBA in marketing and works to ensure guest's leave with unique experiences they can only receive at African Lion Safari. Her favourite thing about the park is that the animals are not in cages and can roam freely around the land. Michele believes in honesty and accountability towards the animals and community.



Media & Supporters Invite

Lions and Tigers and Elephants, Oh My!

AT AFRICAN LION SAFARI

Soft Reopening

AN OUTDOOR INFORMATIONAL GET-TOGETHER

MAY 31 2021 • 10:30 A.M.

*You may view the program schedule at
lionsafari.com/reopening*

You're cordially invited to join us May 31st, from 10:30 AM to 12 PM at African Lion Safari, 1386 Cooper Rd, Cambridge, ON N1R 5S2. This soft reopening takes place before our guests from the public are able to enter the grounds on June 1st. African Lion Safari has been working hard behind the scenes to bring you MORE. Bring your best camera for great shots of these amazing animals. View our NEW elephant exhibit for information on these endangered species and how they are cared for at this safari. GO WILD with African Wild Safari and ask ALS animal trainers and managers about safari happenings. Media, ALS staff and management, and African Lion Safari supporters will be in attendance. We hope you join us for an educational and unique experience!



Contact

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African Lion Safari:

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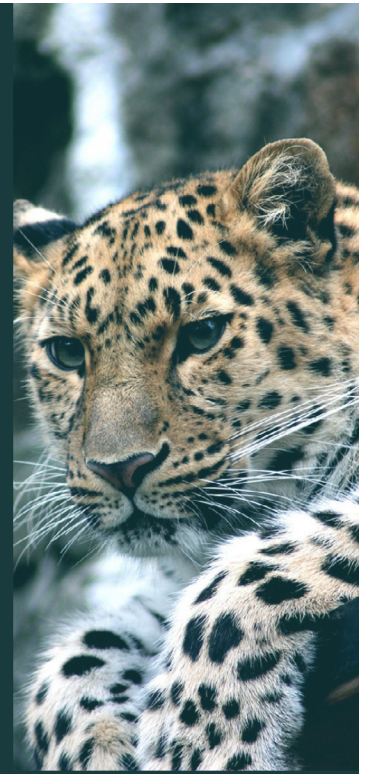
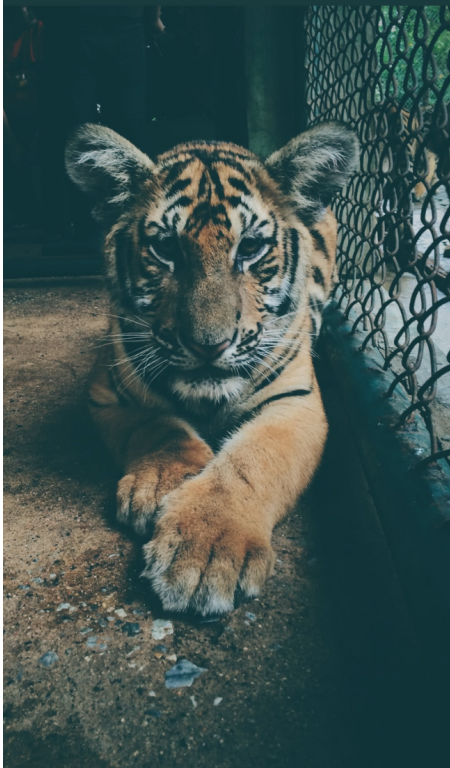
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MONTHLY E-NEWSLETTER

To bring back our long-time fans, followers, and families, we'll distribute well-crafted e-newsletters to our 30,000 subscribers every month, resulting in standing out and driving new leads to African Lion Safari's webpage. This newsletter will contain important dates and details regarding the opening of the park, new initiatives, merchandise pictures and promotions, Covid-19 guidelines and measures. Newsletters help in connecting with our visitors and increase African Lion Safari's authority. A well-written, informative newsletter containing valuable and relevant information leads subscribers to believe in and rely on us. Our subscribers are the people who have already expressed interest in us, so they'll be more receptive to our newsletter, and it can be distributed in a relatively low-cost way. A personalized E-Newsletter will prove to enhance other content that we publish, e.g. links to websites, social media channels and news articles.

African Lion Safari



Travelling is seeing. We have heard stories of African Lion Safari having a life-changing impact on our guests. Here at The African Lion Safari, we are dedicated to bringing the best care to our animals and our guests. It is with research that we can make improvements for our animals and our guests. We started as a grassroots family business to now being a top attraction in Canada. This wildlife center now has more than 1000 species and has had hundreds of thousands of guests come through.

MONTHLY E-NEWSLETTER CONT'D

CANADA'S
ORIGINAL SAFARI
ADVENTURE



Did you we are a family-run business operating since the year 1969? We have been bringing families together to make their dreams come true for 52 years! WOW!

This safari theme park is planning to have a big comeback on June 1st. You are all invited to GO WILD at the African Lion Safari. Don't miss out on human-animal interactions to be remembered for a lifetime. African Lion Safari takes excellent caution and significant measures so you and your family can have fun. Talk with our animal trainers and gardeners to learn more about our safari. From big cats to small insects, there is so much beauty and uniqueness to be found.

*African
Lion
safari*



On top of all the AMAZING animals you can spot, did you know you can also come to discover various plants and herbs in our garden? Show your kids the brilliance of Mother Nature and all it has to offer!

Book your tickets online today to get in for the re-opening!
[BOOK HERE](#)

There shall be historical talks and exploration around the safari to discover how the African Lion Safari came into existence and how it operates. Check out our NEW and IMPROVED elephant exhibit. Did you know African Lion Safari has the most Asian elephants in North America? We are protecting these endangered species by doing extensive research on how to best care for them. There is SO much to learn about these beautiful creatures. Come learn!
[LEARN MORE](#)



Did you we are a family-run business operating since the year 1969? We have been bringing families together to make their dreams come true for 52 years! WOW!
This safari theme park is planning to have a big comeback on June 1st. You are all invited to GO WILD at the African Lion Safari. Don't miss out on human-animal interactions to be remembered for a lifetime. African Lion Safari takes excellent caution and significant measures so you and your family can have fun.

WE CANNOT WAIT TO SEE OUR GUESTS COME BACK ON JUNE 1ST AND ONWARDS! STAY SAFE, AND DON'T FORGET TO GO WILD AT AFRICAN LION SAFARI.



LAUNCHING TWITTER ACCOUNT

Twitter has over 335 million active users. On this platform, we can reach most of our audience by regularly tweeting and responding to trends. Two of African Lion Safari's competitors, Canada's Wonderland and Toronto Zoo, have thousands of followers. This is reason enough to create a presence on Twitter and capture our audience's attention. For this campaign, we will create a content calendar describing the date, tweets, tags and photos that go along with it. Twitter will help us deliver new news and updates about ALS within minutes and react to sensitive situations quickly. ALS can also gather feedback from visitors on Twitter to improve customer experience. The most significant advantage is that it's free of charge and organic reach is a great feature. Twitter also has its analytics tool and paid ads to improve the account's performance.

See Appendix I for full tweet copy,

MAY						
S	M	T	W	T	F	S
						01 02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



TASKS

- ## TWITTER LAUNCH
- First Tweet
 - World Migratory Bird Day
 - International KangarooCare Awareness Day
 - Opening Alert
 - Pink Flamingo Day

TWEETS #SAFARIVISIT

- May 04**
 Joining the social version of "Chirps from birds," The journey starts here!
- May 08**
 Let put more spaces and say no to cages. World Migratory Bird Day
- May 15**
 You don't have to go to Australia to meet a Kangaroo; just visit African Lion Safari.
- May 25**
 Canada's Original Safari Adventure re-opens on June 1st. Tickets for sale available now!
- May 29**
 It takes two to tango, Come see an American Flamingo.



*Tags in the document

TWITTER CONT'D

JUNE

S	M	T	W	T	F	S
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



TASKS

WORLD ENVIRONMENT DAY

- Opening
- World Env. Day
- Feature Tweet
- World Giraffe Day

TWEETS

Your favourite Safari Park is finally open for visitation. Come say hi to more than 1000 species!

June 01

June 05

On this World Environment Day let's create a home where every species is welcomed and celebrated!

Which animal/bird did you find in African Lion Safari? Comment with a picture to be featured on our Instagram account.

June 12

June 21

Fun Fact: Giraffes only sleep for 5 to 30 minutes a day! Share a fun fact with us that you know on Giraffes.

*Tags in the document

JULY

S	M	T	W	T	F	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



TASKS

INTERNATIONAL TIGER DAY

- Final Tweets
- Coupons Closed
- Wrapping-up the Campaign

TWEETS

As an appreciation to our COVID-19 Warriors, we will be giving discounted family passes to all essential and health care workers in Canada.

July 02

Click the link to get yours today!

July 14

This summer experience wildlife in its natural habitat. Book your visit to African Lion Safari today!

Fun fact: Tigers rarely roar and are humble towards their group. Come to African Lion Safari and find out!

July 29

* Tags in the document

TICKETS GIVEAWAY

One of the main highlights of our tactics is ticket giveaways on Instagram and Facebook. This giveaway will generate more followers for us on both the channels and then the traffic will be redirected towards our website. The rules of this giveaway are as follows:

To win free tickets to African Lion Safari for your family (4 tickets), enter our giveaway. African Lion Safari is home to 1,000 plus exotic birds and animals. Get a chance to watch them in their natural habitat. To enter this contest, follow the rules below:

- **You must be following @africanlionsafari**
- **Tag a friend or family member you'd like to visit the safari with (each comment counts as a separate entry, unlimited entries allowed!)**
- **Bonus! Share this post on your story for five extra entries. Be sure to tag us in the story.**
- **You can enter both our giveaways on Facebook and Instagram to increase your chances of winning.**

Visit our website for the reopening of @africanlionsafari on June 1st, and visit us with your friends and family for an authentic African safari adventure. Link in bio.

*Winner will be selected at random and announced on May 23rd at 1:00 pm EST.

Good luck and Stay Safe!



AFRICAN LION SAFARI

GIVEAWAY

Win Family
Tickets



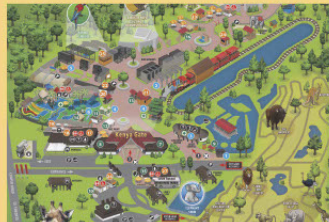
NEW BROCHURE

Juno PR Consulting will create a brochure with updated information on safari theme park happenings. This brochure will replace the brochure that gets handed out to attendees upon entering the park. This updated brochure will provide facts and messaging to support this campaign's efforts.

Things to do at the park:

- Take a tour through the park to view our animals up close and personal
- Tour Bus available or visitors can use their own vehicle (exclusions apply)
- Visit our waterpark
- Enjoy our delicious food options
- Meet some of our animals and birds at our petting area

For more information check out our website, lionsafari.com



Book Tickets:

Tickets must be booked online in advance at lionsafari.com. No tickets will be sold at the gate.



Keep up with the adventure online by following us on social media!

Facebook: @africanlionsafari
Instagram: @africanlionsafari
Youtube: @africanlionsafari

GO WILD
SUMMER 2021

History of African Lion Safari:

African Lion Safari is a Canadian family owned business, founded in 1969 by Colonel G.D. Dailey. When first opening, the park only held 40 lions in three reserves, since then we have grown and now house 1,000 animals and 100 different species. Throughout the years, the park has continued our unique approach to have the animals roam freely while having visitors caged for viewing. The park has been successful in breeding endangered species and has assisted in numerous research opportunities.



Commitment to animals:

At African Lion Safari, we work hard to ensure that all of our animals are receiving the best possible care. We are members of Conservation Centres for Species Survival, World Association of Zoos and Aquariums (WAZA), Association of Avian Trainers and Educator (IAATE) and the International Elephant Foundation. Through these organizations, we develop strategies to meet each of the animals' needs. At African Lion Safari we pride ourselves on upholding accountability to the animals we home.

Breeding Programs and Research Opportunities:



Since the opening of African Lion Safari in 1969, research and development have been our passion. Throughout years of dedication, we have developed an international reputation for breeding some of the world's most endangered species. Our breeding program has successfully increased the population of 30 endangered species and 20 species that are considered threatened. Through our efforts, these animals and birds can continue to thrive and flourish.

For more information about our breeding programs check out our website at lionsafari.com/breeding-programmes.



Customer Google Reviews:

"Great for kids and families. The place is huge and very well kept. The animals have plenty of space unlike the zoo which is great. They have a wide variety of animals too. This is a drive through Safari and there is also a section where you park your car and can take a boat ride and explore some birds etc. Highly recommend this for kids and families."
-Mudassir Shaikh



"Great place to see wild animals up close. It gives a better experience rather than seeing them in a tight enclosure (which has always made me a bit sad). The place is really good for kids as I believe it is a one of a kind experience which will let them enjoy nature and learn to love and respect it. It is equally enjoyable for adults. Even though the animals get really close it is really safe as long as you follow the safety guidelines. Moreover, there are many staff at the main points watching over. A good place to visit right now as social distancing is really easy as everyone is sitting in their own cars."
-Thadiyan Vlogs

See Appendix II for a larger view.

RECOGNIZING THE COVID-19 HEROES

Healthcare workers have endured difficult times through the COVID-19 pandemic. To thank these heroes ALS could offer health care workers 10% off admission to the safari theme park. This will be communicated on the ALS website and through social media posts. In addition to this, ALS will give up to 1500 coupons to the Hamilton Health Services Foundation (once connections have been made) to be distributed within the hospital. This is to show support for their outstanding efforts through the pandemic.

ELEPHANT EXHIBIT

Simple and educational signage will be marked outside of the elephant area. These will be bright coloured boards with facts on Asian elephants. It will include information on the endangered aspect of the species and how breeding efforts at African Lion Safari help build the population. This exhibit will consist of elephant trainers to ask questions about elephants. They will have a button on them that says, "Ask me about Elephants." This tactic is used to educate parents and children on the importance of ALS's efforts to protect the Asian elephant species.

UTILIZING SEO

To have positive content appear for search results, search engine optimization tools and methods will be implemented. This includes an update to the ALS website, alt tags, and work on Local SEO.

Media Kit

- Copywriting completed by May 2, 2021
- Send to journalists and media outlets by May 3, 2021

Monthly Newsletter

May:

- Begin newsletter May 5, 2021
- Newsletter completed and ready to be sent to email list May 15, 2021

June:

- Begin newsletter June 5, 2021
- Newsletter completed and ready to be sent to email list June 15, 2021

July:

- Begin newsletter July 5, 2021
- Newsletter completed and ready to be sent to email list July 15, 2021

Brochure:

- Begin copywriting May 3, 2021, and complete by May 4, 2021
- Begin design outline May 4, 2021, and finished by May 5, 2021
- Review brochure on May 6, 2021
- Post on social media platforms and to website May 7, 2021
- Have printed brochure available June 1, 2021 (approximate opening day)

Recognizing COVID-19 Heroes:

- Coupons for essential & health care workers
- Begin design for coupons June 16, 2021 and complete June 22, 2021
- Copy for posts and announcement on social media June 28, 2021
- Prepare coupons to be available July 1, 2021

Launch Twitter Account:

- Prepare to launch Twitter account May 1, 2021
- Copywriting tweets, bio, display and cover photo to prep account
- Launch Twitter on May 04, 2021 (mention launch in the newsletter)

Social Media Posts:

- Copywrite posts ahead of time for Facebook, Instagram and Twitter May 1, 2021
- Prepare approx. 2 posts a week for each social media platform May-July

Tickets Giveaway:

- Begin copywriting posts to announce giveaway May 1, 2021
- Post the announcement May 2, 2021
- Continue to post about giveaway throughout May
- Pick winners from Facebook and Instagram May 23, 2021

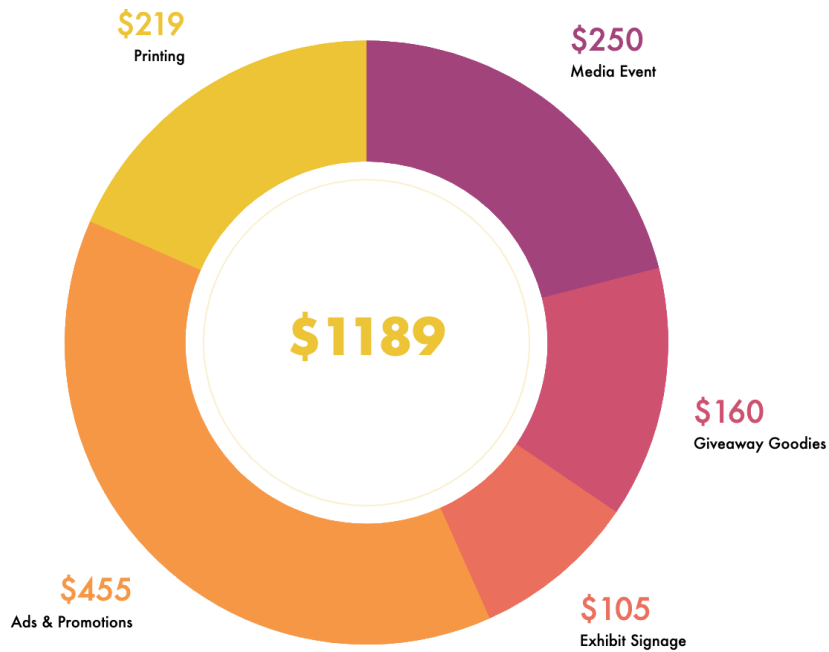
Elephant Exhibit:

- Prepare copy for information holders at exhibit May 10, 2021, and complete by May 15, 2021
- Have the information stands placed and ready May 29, 2021

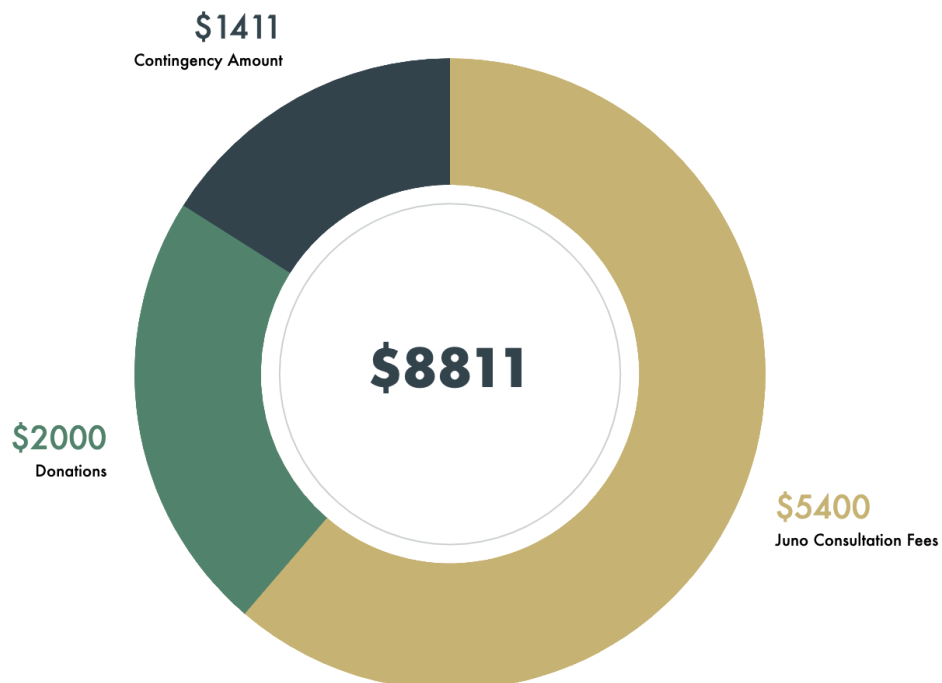
Utilizing SEO:

- Updates to the website starting on May 5, 2021

Campaign Budget



Campaign Budget II



Items	\$	Notes	Source
Refreshments for media event	250		
Giveaway Goodies	158.2	2 families, 1 holiday package each	https://safari-outfitters.ca/product/holiday-gift-basket/
Elephant exhibit signage	105	6 posters, 12" / 18"	Staples Print & Marketing (staplescopyandprint.ca)
Instagram Ads May	81.36	12 posts, 4 weeks	How Much Does It Cost to Advertise on Instagram? WebFX
Instagram Ads June	40.48	6 posts, 4 weeks	
Instagram Ads July	40.48	6 posts, 4 weeks	
Facebook Ads May	130	16 posts, 4 weeks	How Much Does it Cost to Advertise on Facebook? (webfx.com)
Facebook Ads June	81	10 posts, 4 weeks	
Facebook Ads July	81	10 posts, 4 weeks	
Printing costs of coupons	219	One time print for Hamilton Health Science Foundation-healthcare workers	https://www.staples.com/services/printing/sales-marketing/custom-postcards/
Donation	2000		
Consultation Fees	5,400	45/hour, 10hrs/week, 12 weeks	
	10%		
Total:	8586.76		

Salience

Auditing and analyzing social channels and posts will be done from the beginning of the campaign. Checking regularly what is working and what's not working builds up the recipe to success. Following criteria would be used in quantity evaluation during and after the campaign:

- Metrix of social media posts, including engagement
- Organic and promoted posts views
- African Lion Safari's Website traffic
- Tickets sold till the end of the campaign
- Articles published following the media kit and media visit
- Traffic generated from monthly E-newsletters
- Weekly followers count on Twitter after the launch
- Posts shared for the giveaway
- Discounted tickets purchased by essential workers
- Number of attended at the elephant exhibit

Quality Measurement of Success

As important it is to count the success of our campaign, it is also essential to look at the effect we left in the community and amongst our target audience. Analyzing what changed our audience's perspective towards us and restore their faith into understanding our business better speaks volumes. Following criteria would be used in quality evaluation after the campaign:

- Number of hours, money and effort spent on the campaign
- Positive comments and feedback on social channels
- Reduction in number of opposers
- Increase supporters for African Lion Safari
- Conversations in media resulting from the campaign
- Reviews on Google and Yelp
- Quality of searches after SEO improvisations

04 May, Launching Twitter

Tweet I: Joining the social version of “Chirps from birds,” The journey starts here!

Tags: #SafariJoinsTwitter

08 May, World Migratory Bird Day

Tweet II: Let put more spaces and say no to cages. World Migratory Bird Day

Tags: #SafariBirds

15 May, International Kangaroo Care Awareness Day

Tweet III: You don’t have to go to Australia to meet a Kangaroo; just visit African Lion Safari

Tags: #SafariAnimals #KangarooCareAwarenessDay

25 May, Alert about the Opening day

Tweet IV: Canada’s Original Safari Adventure re-opens on June 1st. Tickets for sale available now!

Note: Review our COVID FAQ’s beforehand for a safe visit.

Tags: #SafariOpeningDay

29 May, Pink Flamingo Day

Tweet V: It takes two to tango, Come see an American Flamingo.

Tags: #PinkFlamingoDay #SafariBirds

01 June, Opening Day ALS

Tweet VI: Your favorite Safari Park is finally open for visitation. Come say hi to more than 1000 species!

Tags: #SafariOpeningDay #SafariVisit

05 June, World Environment Day

Tweet VIII: On this World Environment Day let’s create a home where every species is welcomed and celebrated!

Tags: #WorldEnvironmentDay #SafariFamily

12 June, Opening Day Sightseeing Polls

Tweet VII: Which animal/bird did you find in African Lion Safari? Comment with a picture to be featured on our Instagram account.

Tags: #SpottedinSafari #SafariVisit

Poll: Rothschild Giraffe, Red Kangaroo, Fallow Deer, Bald Eagle.

21 June, World Giraffe Day

Tweet IX: Fun Fact: Giraffes only sleep for 5 to 30 minutes in a day! Share a fun fact with us that you know on Giraffes.

Tags: #WorldGiraffeDay

02 July, Coupons Tweet

Tweet X: As an appreciation to our COVID-19 Warriors, we will be giving discounted family passes to all essential and health care workers in Canada. Click the link to get yours today!

Tags: #SafariVisit #FamilyQualityTime #COVID19RealHeroes

14 July, Summer Tweet

Tweet XI: This summer experience wildlife in its natural habitat. Book your visit to African Lion Safari today!

Tags: #SafariVisit

Things to do at the park:

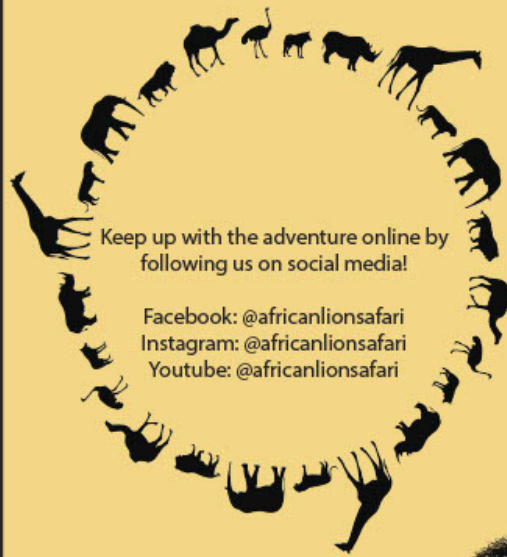
- Take a tour through the park to view our animals up close and personal
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GO WILD
SUMMER 2021



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-Mudassir Shaikh



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-Thadiyan Vlogs

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AFRICAN LION SAFARI

Let's Talk About the Elephant in the Room

A Campaign Proposal

Reported by Juno PR Consulting

