



Marketing & Promotions
Case Study:
**Reaching
a Younger Demo**

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National Parks
Promotion Council

National Parks Promotion Council

- Formed in 2010
- To assist the National Park Service in promoting the national parks
- Membership organization
- Comprised of cooperating associations, state tourism offices, gateway DMOs, businesses and individuals
- Membership opened recently

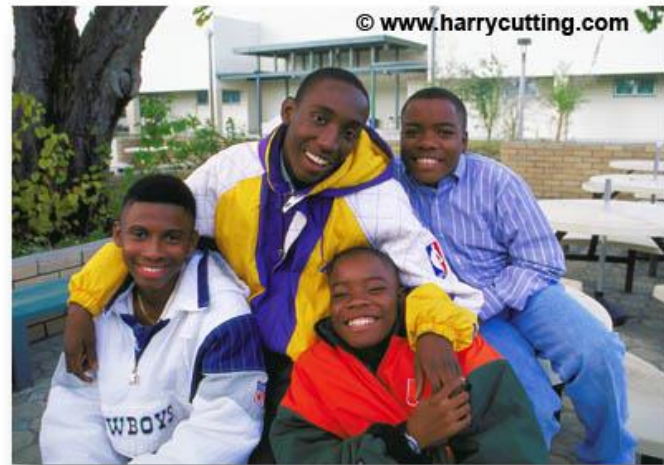
Youth Market

- Tweens - 8-12
- Teen - 13 to 19
- College-Age - 18 to 21
- Young-Adults, over 22



Characteristics

- Suspicious of overt advertising
- Don't use traditional media
- Highly influenced by peers



Marketer's Dilemma

- How to reach an audience that doesn't read newspapers, magazines, radio or watch much TV?



Communications Channels

- Product placement
- Entertainment marketing
- Sports marketing
- Event marketing
- Viral marketing
- Product sampling
- Influencer marketing



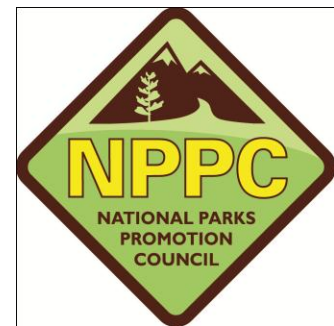
Communications media



- Text messaging
- Social media
 - YouTube (video)
 - Facebook (social networks)
 - Twitter (headlines)
- Video Games
 - 10 to 15% of teen gamers exhibit addictive behavior

Case Study: National Park Adventure

- To reach youth (under 25) and encourage interest in visiting national parks
- Present diverse and inclusive stories
- Immediate impact
- Far-ranging impact
- Low budget for national effort
- Influencer marketing



National Park Adventure

- A crew of YouTube videographers, led by Rich Alvarez and Chris Muller
- All under 22 years old
- 33 million views
- 75,000 viewers
- Parodied video games
- Had not visited national parks

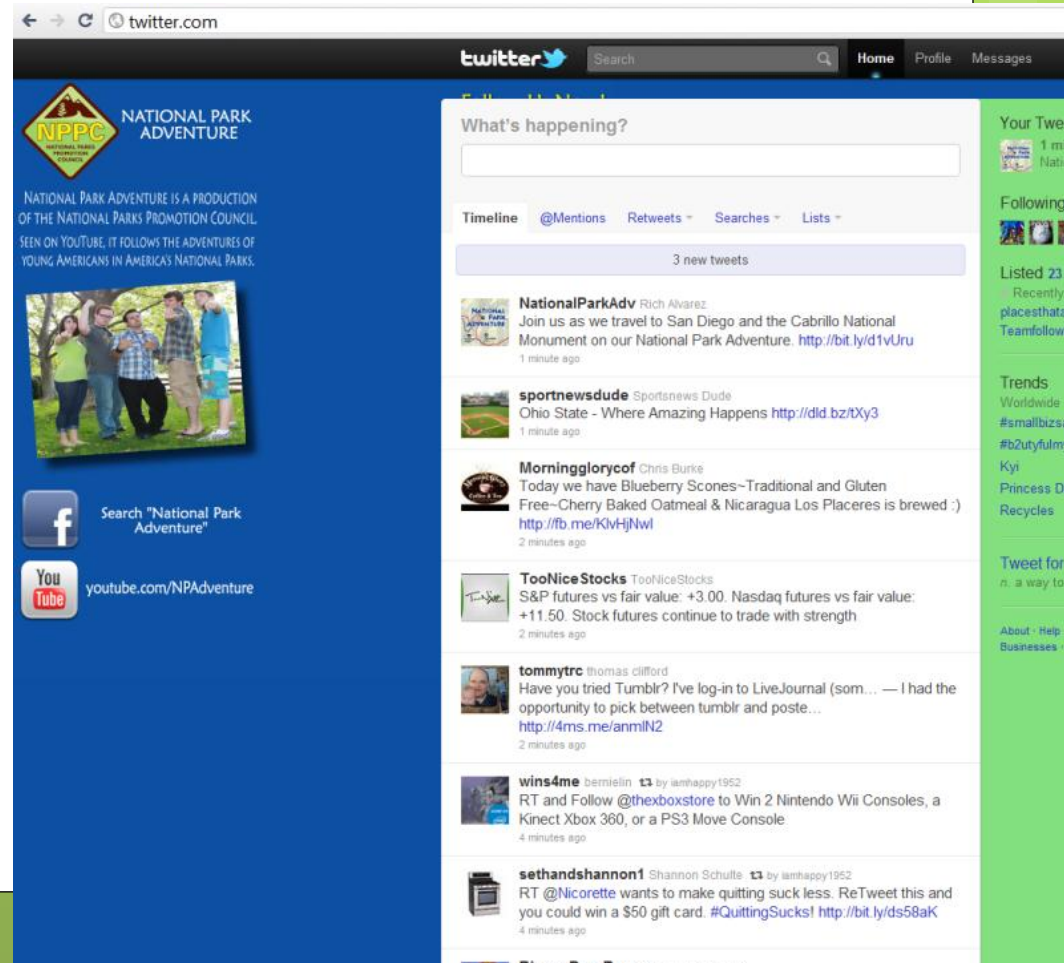


National Park Adventure

- Show the wonder, beauty and fun adventures to be discovered visiting national parks
- Experience 20 national parks as visitors do
- Create 100 videos
- Reach 100,000 views
- Six rules
 - Respect the national park
 - Respect national park rules
 - Respect national park visitors
 - Respect the NPS and its rangers
 - Respect nature (leave no trace)

National Park Adventure

- ◉ Embedded links
- ◉ Facebook page
- ◉ WordPress blog
- ◉ Twitter site
- ◉ Online survey
- ◉ Email capture
- ◉ Video contest



The screenshot shows the Twitter profile page for National Park Adventure. The header includes the Twitter logo, a search bar, and navigation links for Home, Profile, and Messages. The profile banner features the NPPC logo and the text: "NATIONAL PARK ADVENTURE" and "NATIONAL PARK ADVENTURE IS A PRODUCTION OF THE NATIONAL PARKS PROMOTION COUNCIL. SEEN ON YOUTUBE, IT FOLLOWS THE ADVENTURES OF YOUNG AMERICANS IN AMERICA'S NATIONAL PARKS." Below the banner is a photo of five young people outdoors. Social media links for Facebook and YouTube are provided, with the YouTube link being "youtube.com/NPAAdventure". The main content area is titled "What's happening?" and shows a timeline of tweets. The tweets include: a tweet from NationalParkAdv about a trip to San Diego and the Cabrillo National Monument; a tweet from sportnewsdude about Ohio State; a tweet from Morningglorycof about Blueberry Scones; a tweet from TooNiceStocks about S&P futures; a tweet from tommytrc about Tumblr; a tweet from wins4me about a contest; and a tweet from sethandshannon1 about a contest.



Sample Videos

www.youtube.com/npadventure

Santa Monica Mountains NRA



Channel Islands NP



Redwood National & State Parks



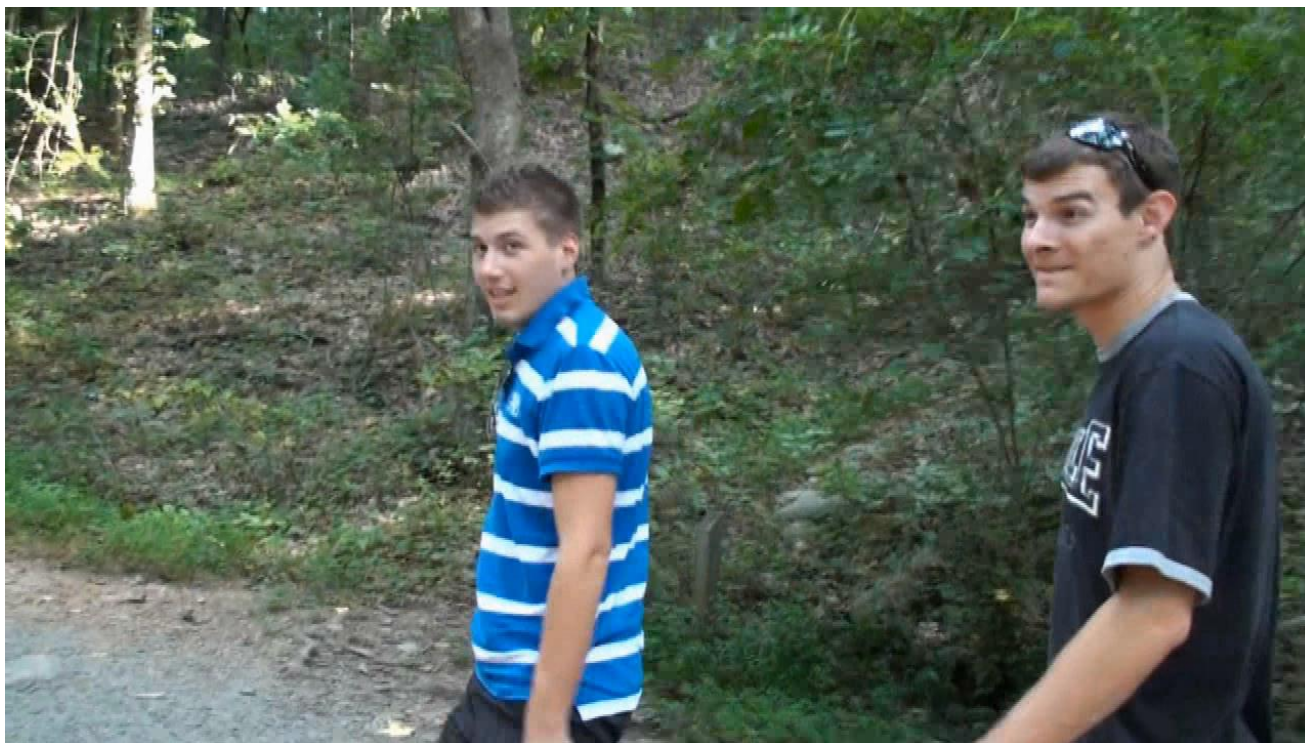
Governor's Island NM



National Mall & Memorial Parks



Martin Luther King NHS



Valley Forge NHP



Valley Forge NHP



Yosemite NP



Results

- Over 100 videos
- Over 200,000 views
- 45.1% never visited a national park
- 84% now want to visit a national park
- 29% visited www.nps.gov
- 97% under 25 years old
- 98.8% want to see more national park videos
- 97.3% rated the videos good to very good

Comments

- Can't wait 'til I can drive, I'm gonna go to all these places.
- wow the places you guys go are so cool, it makes me wanna take a huge vacation and go to all these places xD
- NPA is awesome!
- this is pretty cool, the natural beauty and resources should get more press than it does, it's astounding.
- Whoa. That's so amazing!
- harbor seals are cute. good kayaking info
- i never knew any of that
- bad ass channel
- Man when I get out of school, I've always been planning some sort of adventure, and THIS is it!
- These National Park Adventure videos are great.
- You know, I really love these NP Adventure videos. They're short but they're so much fun. They make me want to get out and see the world so much more. You guys are doing a fabulous job encouraging people to explore America. There is so much beauty and adventure in nature and too many people just miss it. Highfives all around.

National Parks Promotion Council

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