

# STUDENT RESEARCH WEEK

POSTERS · TALKS CREATIVE WORK

## **The Effect of Traditional Media On Young Adults: The Case of the Edmonton Valley Zoo Development Society**

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### **Abstract**

The Valley Zoo Development Society (VZDS) is a non-profit organization currently working with The Edmonton Valley Zoo in hopes to re-build and develop the zoo, and ultimately gain awareness from the Edmonton public. VZDS fundraises through seasonal events, in particular, The Festival Of Light. The current market VZDS is targeting consists primarily of families with young children. Although this is a large segment, it is not currently creating enough revenue to sustain The Valley Zoo and They Valley Zoo Development Society. Therefore, the VZDS has inquired about reaching a new target demographic, specifically young adults aged 19-25. The Valley Zoo Development Society has questioned how one might go about reaching this demographic with a relatively inexpensive marketing campaign. This problem is largely based on the lack of information and awareness of this group about the activities of The Edmonton Valley Zoo. With the lack of marketing strategies directed to young adults, they remain vastly unaware of the events hosted by the zoo, or that the zoo is currently involved in major renovations. Therefore the research conducted analyzes six key research questions involved in how VZDS can gain this awareness, and what channels of media would yield the best result of reaching this segment. Through data analysis it can be concluded that this age group would give a worthy contribution to The Valley Zoo if they were able to incorporate a social experience, such as a romantic outing. As well, these individuals can be reached with many media alternatives, however, through statistical analysis, it has been evaluated that radio advertising will have the greatest potential in reaching individuals who would be willing to attend The Edmonton Valley Zoo again.

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