

THE ANIMAL AS PUBLIC RELATIONS "MAN"

Along with pretty girls and babies, animals are the number one appeal in advertising, publicity, and promotions. Parks are becoming increasingly publicity and promotion conscious, for good reasons.

All special animal exhibits are themselves intrinsic sources of good publicity and promotion. By tying their appearance to various special occasions and events, extra promotional zip can be achieved. Given an animal presented in a novel light, as obviously these will be, you are assured of newspaper, wire service, TV and major magazine coverage. All the park executive need do is spread the word.

In addition, animals can be used as special promotional agents -- for example, how about "The Animal of the Week" (or of the month, perhaps). Here each week or month a new animal is featured in the park's publicity and advertising. Not only would unusual animals be featured and put on display to acquaint the public with their natural history and appearance, but each would display some feature of its natural behavior. Such a promotion could be worked as a "mystery animal" on each occasion, or the animal could be named and intriguing puzzles suggested as to what it might be able to do.