

TIME TO EXPLORE

Cleveland Metroparks

Campaign Launch

Kelly Manderfield
Chief Marketing Officer



The evolution of Cleveland Metroparks brand position



Cleveland Metroparks has a defined purpose, strategy & promise...

Purpose	Cleveland Metroparks will conserve significant natural resources and enhance people's lives by providing safe, high-quality outdoor education, recreation, and zoological opportunities. Further, Cleveland Metroparks Zoo is committed to create compelling experiences that connect people with wildlife.
Business Strategy	Cleveland Metroparks 2020 Strategic Plan: 1) Protection, 2) Connections, 3) Relevancy, 4) Come out and play, 5) Organizational Sustainability
Promise	Cleveland Metroparks provides a lifetime of opportunities to discover, protect and enjoy nature, wildlife and the outdoors.



...and a Differentiated Position for Cleveland Metroparks Park System

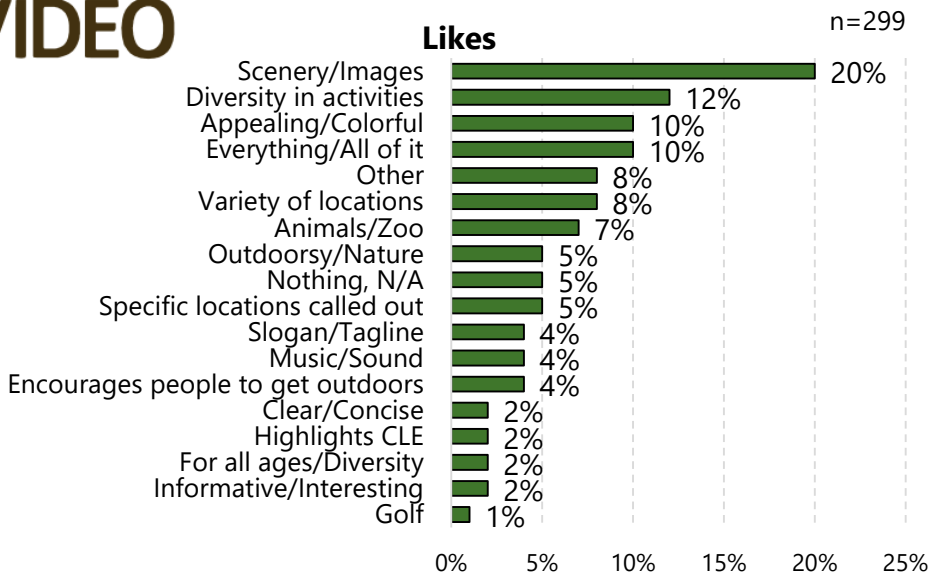
Segments	Park Users	Zoo Users	Golfers Users	Event Users
Positioning / Messaging	18 reservations >23k acres of land "Best Park in the Nation" Countless activities Tobogganing at The Chalet 75+ Rentable facilities	Nationally-acclaimed zoo Securing a future for wildlife Year-round special events, including Boo at the Zoo Free Mondays Education & conservation outreach programs	A course for every golfer Includes, eight courses located throughout Cuyahoga County Varying from a sporting par 3 to championship layouts Plus, 3 driving ranges and private lessons	Programs & activities throughout the year for all ages, interests and ability levels Most events are FREE Mix of annual educational and recreational events from Nature at Night to Standup Paddleboard Festival



Respondents liked the scenery & diversity in activities



Additional Research Study Results:



Time To Explore commercial

'Time to Explore' applied across creative deliverables

Print Ad

TIME TO EXPLORE
Cleveland Metroparks

- Discover over 300 miles of trails to hike, bike or run.
- Play Manakiki or Sleepy Hollow, two of Golfweek's top courses.
- Experience nature hands-on with hundreds of free programs.
- Get nose to nose with an Amur tiger at Cleveland Metroparks Zoo.

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Billboards

TIME TO EXPLORE
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Bedford Reservation

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West Creek Reservation

Full Bus Wrap

2652

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Gems of the Emerald Necklace

Garfield Park Reservation

Lakefront Reservation

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On-site signage throughout the park system

Pole Banners



On-site banners promoting nearby parks

Fiber Frame Banners



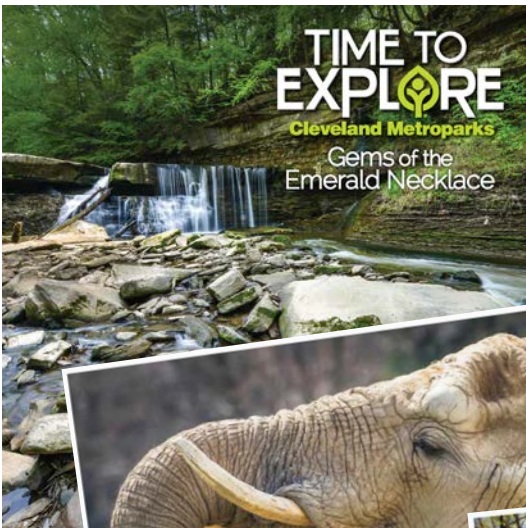
Golf campaign to extend 'Time to Explore' message

Billboards



'Time to Explore' photo book

Free Booklet



African Elephant, Cleveland Metroparks Zoo



Smile Vail Falls, Bedford Reservation



Mill Creek Falls, Garfield Park Reservation

Full year advertising campaign: mass media & geo-targeted tactics

Advertising Campaign

Medium	Media Deliverables	Apr				May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		9	16	23	30								
TV	:30/:15 second commercials	X	X	X									
Radio	:30/:15 second commercials	X	X	X									
Digital	Search, Display, Pre-Roll, Native Content	X	X	X	X	X	X	X	X	X	X	X	X
Print	Various Publications	X	X	X	X	X	X	X	X	X	X	X	X
OOH	Transit, Billboards, Kiosks	X	X	X	X	X	X	X					
Other	Pole Banners	X	X	X	X	X	X	X	X	X	X	X	X
Other	Printed Collateral, On-site Banners	X	X	X	X	X	X	X	X	X	X	X	X

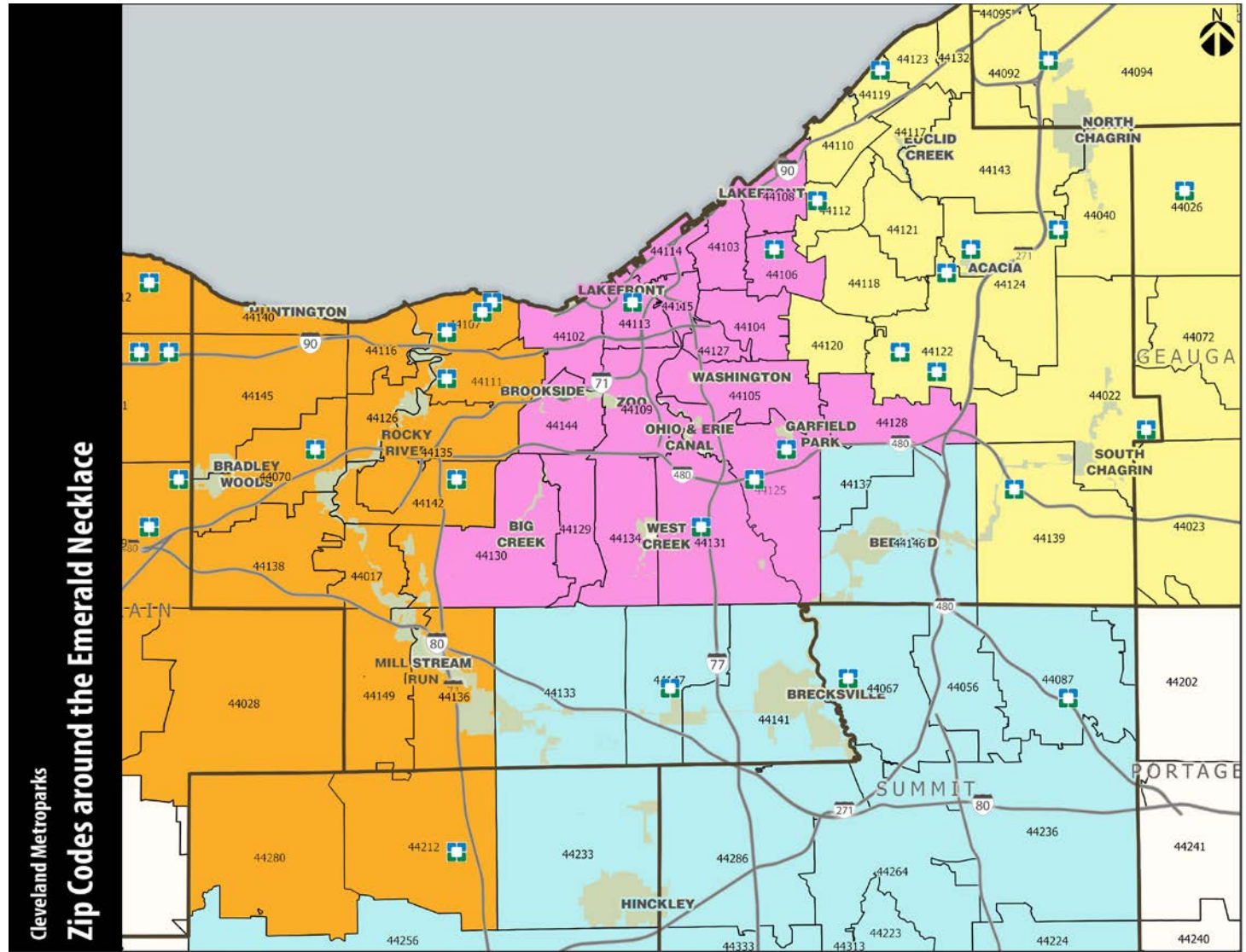
Partnership Activation

- Cleveland Metroparks and Cleveland Clinic Launch 'Explore Your Park' Wellness Campaign
- Driving awareness to thousands of free recreation and education programs to help residents get outdoors
- Challenges guests to share their experience using the hashtag #GetActiveCLE



Tactics geo-targeted into four zones based on zip code

- Each zone will feature local park events, attractions & trails
- Customized collateral, web pages and targeted paid advertising will drive awareness
- 28 Cleveland Clinic Family Health Centers & Hospital Locations will also help support the program



Collateral distributed at Cleveland Metroparks & Cleveland Clinic

Reservation Trails Guide

West Creek Reservation:
This reservation in the city of Parma preserves a valley of rocky gorges, forest-draped hillsides and creeks. It invites cyclists, hikers, and picnickers to enjoy upland and wetland landscapes. Watershed stewardship techniques have been used to help restore degraded areas, and the reservation is a natural living laboratory. Discover stormwater management features throughout the park and at the Watershed Stewardship Center at West Creek, which is dedicated to protecting and enhancing the health of urban watersheds.


Park Rules:
A complete set of Cleveland Metroparks rules and regulations can be found at clevelandmetroparks.com.

- Respect the fragile nature of the environment by staying on the trails.
- Enjoy the natural environment, but do not disturb, destroy, deface, injure, or remove any part of the Park District including plants, animals, rocks, buildings, signs, equipment or property.
- Put litter in trash containers even if it's not your own.
- Cats and dogs must be on a leash not more than 3-feet long and are the only pets permitted in the Park District. Clean up after your pet.
- Keep to the right, pass on the left. Signal with bell or voice when passing.
- Bicycles permitted on roadways and designated trails.
- Reservation hours 6 a.m. - 11 p.m.
- Feeding wildlife is prohibited (505.04).
- Fishing is permitted with an Ohio fishing license, except in posted areas.
- The use of alcohol and drugs is not permitted.


Trail Etiquette:

- Control your speed and maintain a safe distance.
- Stay out of ski tracks when walking.
- Faster trail users yield to slower trail users.


clevelandmetroparks.com




Watershed Stewardship Center



Conservation Wetlands




Keystone Shelter



Grassroots Gorge Overlook

Emerald Necklace®



Ranger Emergency Number: 440-333-4911
Cleveland Metroparks Administrative Offices:
4101 Fulton Parkway, Cleveland OH 44144-1923 • 216-635-3200


ExploreYourPark with
Cleveland Clinic | Cleveland Clinic Children's

Cleveland Clinic Locations Near You

- Cleveland Clinic Main Campus
- Independence Family Health Center
- Lutheran Hospital
- Marymount Hospital

Visit clevelandclinic.org/locations

West Creek Reservation Trails Guide



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Cleveland Metroparks

Inside Trails Map



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West Creek Reservation

Legend:

- Blue diamond: Watershed Stewardship Center (0.5 mile)
- Green line: Greenway Trail (0.25 mile)
- Black line: Adventure Loop (0.4 mile)
- Purple line: Lakeside Ridge Loop (0.2 mile)
- Red line: 48 Turnpike Trail (1.8 miles)
- Blue square: Picnic Area
- Blue circle: Picnic Pavilion
- Blue square: Restrooms
- Black circle: Parking
- Black line: Concrete Path
- Black line: 20 Foot Concrete
- Black line: 2 Foot Concrete
- Black line: Foothold Bridge
- Black line: Seclusion Deck
- Black line: Wetland

clevelandmetroparks.com/GetActiveCLE | #GetActiveCLE

Collateral distributed at Cleveland Metroparks & Cleveland Clinic

Double-sided Rack Card

Explore Your Park
with
Cleveland Clinic | **Cleveland Clinic Children's**

#GetActiveCLE

Featured Events

Ride the Emerald Rim May 19 Mill Stream Run Reservation
Photo Blitz May 30 Huntington Reservation
Stinchcomb Concerts July 11, 18, 25 Rocky River Reservation Stinchcomb Memorial
Steelhead Expo September 22 Rocky River Reservation Rocky River Nature Center
Royalview Rumble October 6 Mill Stream Run Reservation
First People Day November 17 Rocky River Reservation Rocky River Nature Center

Cleveland Metroparks
clevelandmetroparks.com/GetActiveCLE

Healthy Benefits of an Outdoor Lifestyle

- Decreased stress
- Increased energy
- Increased immunity
- Reduced anxiety
- Increased weight loss

Convenient Cleveland Clinic Locations Near You

- Avon Hospital
- Avon Lake Family Health Center
- Avon Pointe Family Health Center
- Fairview Hospital
- Lakewood Family Health Center (opening summer 2018)
- North Olmsted Medical Office Building
- Richard E. Jacobs Family Health Center
- Westlake Medical Campus

clevelandclinic.org/locations

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Social media activation to include Facebook Live series

Instagram Post

Ten Ways To #GetActiveCLE

- 🧗 Climb the Fort Hill Stairs
- 🏄 Stand-Up Paddleboard at Hinckley
- 🏊 Swim at Huntington Beach
- 🏌 Golf at Manakiki Golf Course
- 🏐 Play Volleyball at e55 on the Lake
- 🧑‍🌿 Hike Bridal Veil Falls in Bedford
- 🚴 Mountain Bike at Mill Stream Run
- 🐕 Explore Aukerman Dog Park in Brecksville
- 🧑‍🌿 Hike Sulpher Springs in South Chagrin
- 🎣 Fish at Ohio and Erie Canal

ExploreYourPark
with

Cleveland Clinic | Cleveland Clinic Children's

Promo Tee




#GetActiveCLE


Bundling earned, owned and paid media is maximizing reach

- TV and digital media coverage generated an estimated total reach of 5.4MM+ with a total value of \$300k+
- Social media generated an estimated 500k+ impressions and 49k engagements

Facebook LIVE

 **Cleveland Metroparks** was live.
Published by Danielle Marie [?] · 20 hrs · 🌐

Explore Your Park Facebook Live Series: Episode 1 "Owls"



10,486 people reached

4.6K Views

Like Comment Share

Darlene Olesinski, Matthew Verish and 191 others

63 Shares

Boost Post

Twitter

 **Hollie Strano** ✓
@holliesmiles

Following

Warmer weather's coming! Support your park! ❤️ @wkyc @johnWKYC @DaniWKYC @maureenkyle @ClevelandClinic #getactiveCLE 🏃👧👦



4:22 AM - 11 Apr 2018

12 Retweets 59 Likes

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