

# THE CORPORATE ANNIVERSARY FORUM

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National Park Foundation



# National Park Service Centennial Campaign

June 16, 2016

FIND YOUR  
**PARK**

 National  
Park Foundation.

 National  
Park Service.



# Agenda

Campaign  
**Background**

Campaign **Overview**

Campaign  
**Performance**

Key  
**Learnings**



Campaign Background



**411**

parks, monuments, historic properties, symbols of American pride, walkways, trails and programs

**Impacts every county**  
in the United States



**Diverse Areas of Interest**

History, Community, Wellness/Recreation, Education, Environment



**\$13 billion**  
in local annual economic impact

**221,000**  
engaged volunteers



**84 million**  
acres of land



**305 million**  
visits per year



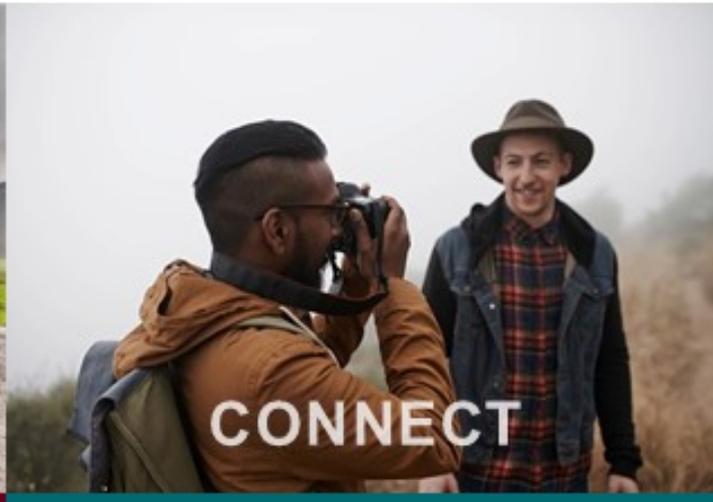
**145 million**  
website visitors per year



**22,000**  
rangers, scientists, environmentalists, educators and others



The official charity of America's national parks, with a mission to:



- Raise private funds (individuals, foundations, corporations)
- Support initiatives in community, education, environment, wellness/recreation, history, and diversity



**ADWEEK** GLOBAL AGENCY OF THE YEAR 2013

**AdvertisingAge** AGENCY OF THE YEAR 2014

**SHOOT** AGENCY OF THE YEAR 2013

**FAST@MPANY** 50 MOST INNOVATIVE  
COMPANIES IN THE WORLD

**campaign** AGENCY NETWORK OF THE YEAR 2014

**AdvertisingAge** CREATIVE STANDOUT 2015

**CANNES LIONS** 113 LIONS AWARDED IN 2015



# Our Challenge

The majority of visitors to our national parks were not reflective of the American population and did not bode well for sustaining the appreciation and support necessary to secure the National Park Service for the next 100 years.

## Percentage of Ethnic Groups that have Visited a National Park Site in the Past Two Years

White, non-Hispanic	53%
Hispanic, any race	<b>32%</b>
Black or African American	<b>28%</b>
Asian	53%

In 2014,  
**less than 14%**  
of park visitors were  
under the age of 30.

*Source: 2014 Visitor Survey Card Data*

## Our Centennial Goal

Much more than just a birthday party, the centennial is an opportunity to enable Americans to **discover and reconnect** with their public lands and with the National Park Service.

The overarching goal for the centennial was to:  
**connect with and create the next generation of park visitors, supporters and advocates.**

This will ensure that these special places and sites can be sustained and enjoyed for the **next 100 years**.

# Our Objectives

## RELEVANCY

Improve perception and understanding of the national parks.

## ENGAGEMENT

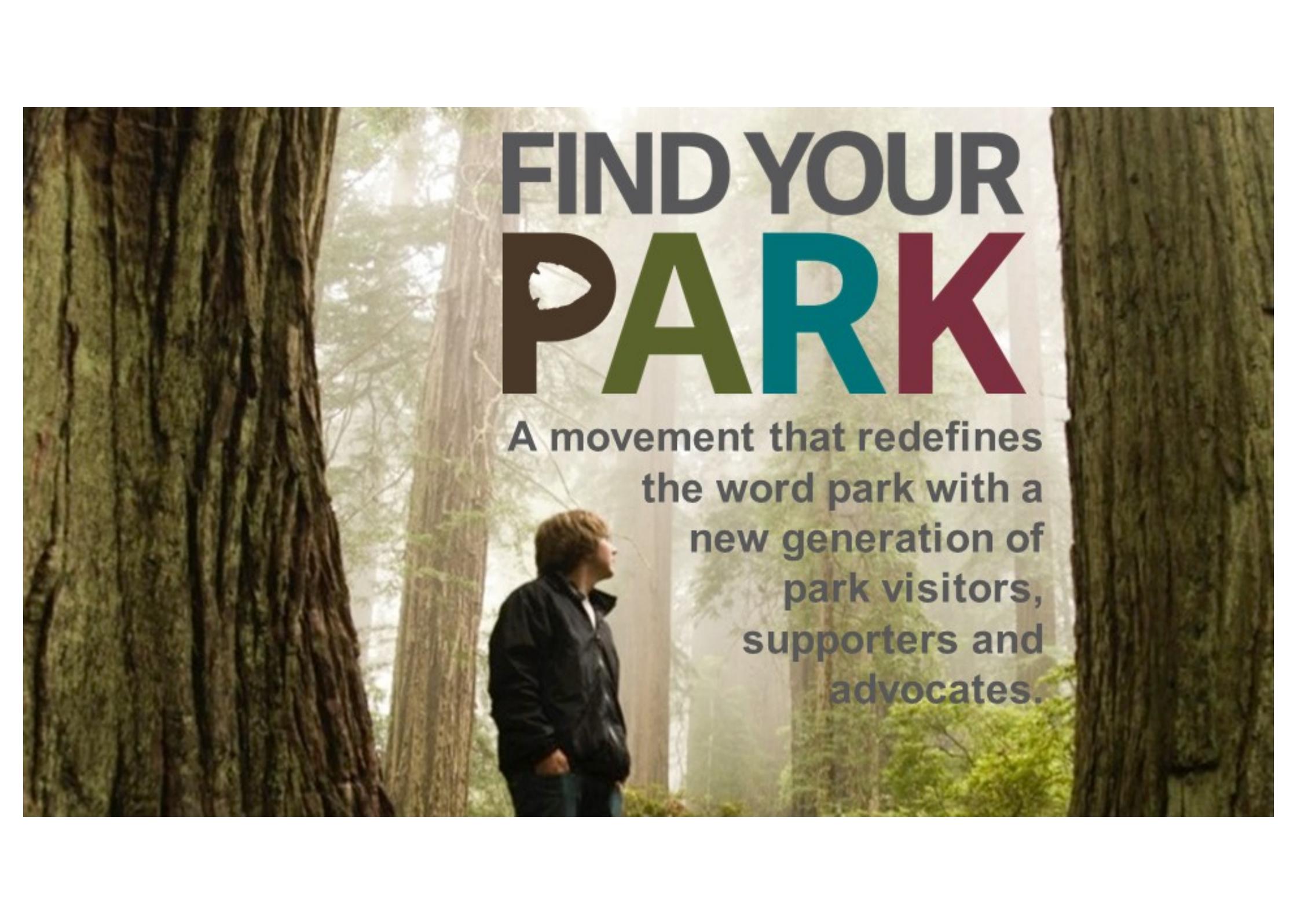
Increase and deepen public connection with the national parks.

## SUPPORT

Increase support and funding of the national parks.



# Campaign Overview



# FIND YOUR PARK

A movement that redefines  
the word park with a  
new generation of  
park visitors,  
supporters and  
advocates.

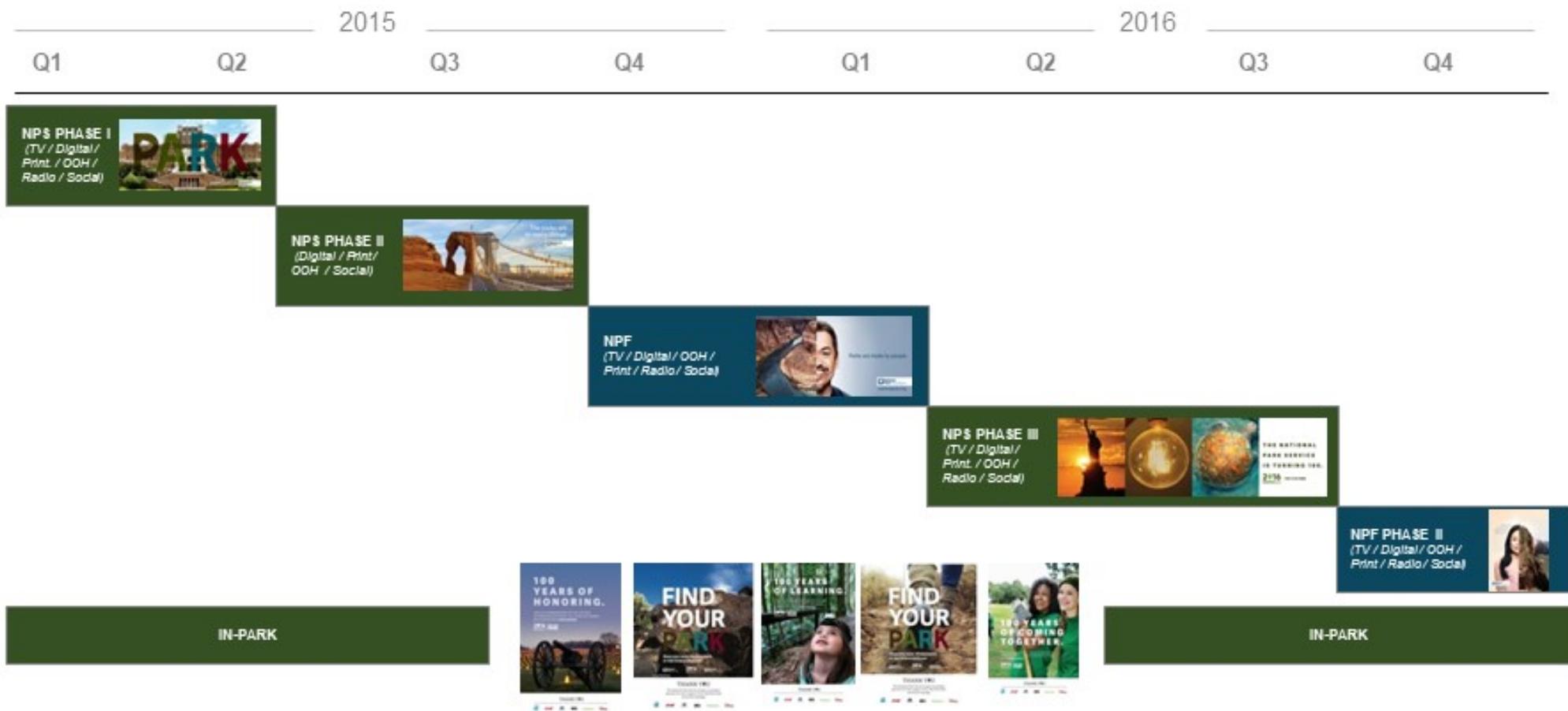
**Video 1 – Sizzle 2.0 V1 No Media Partners**

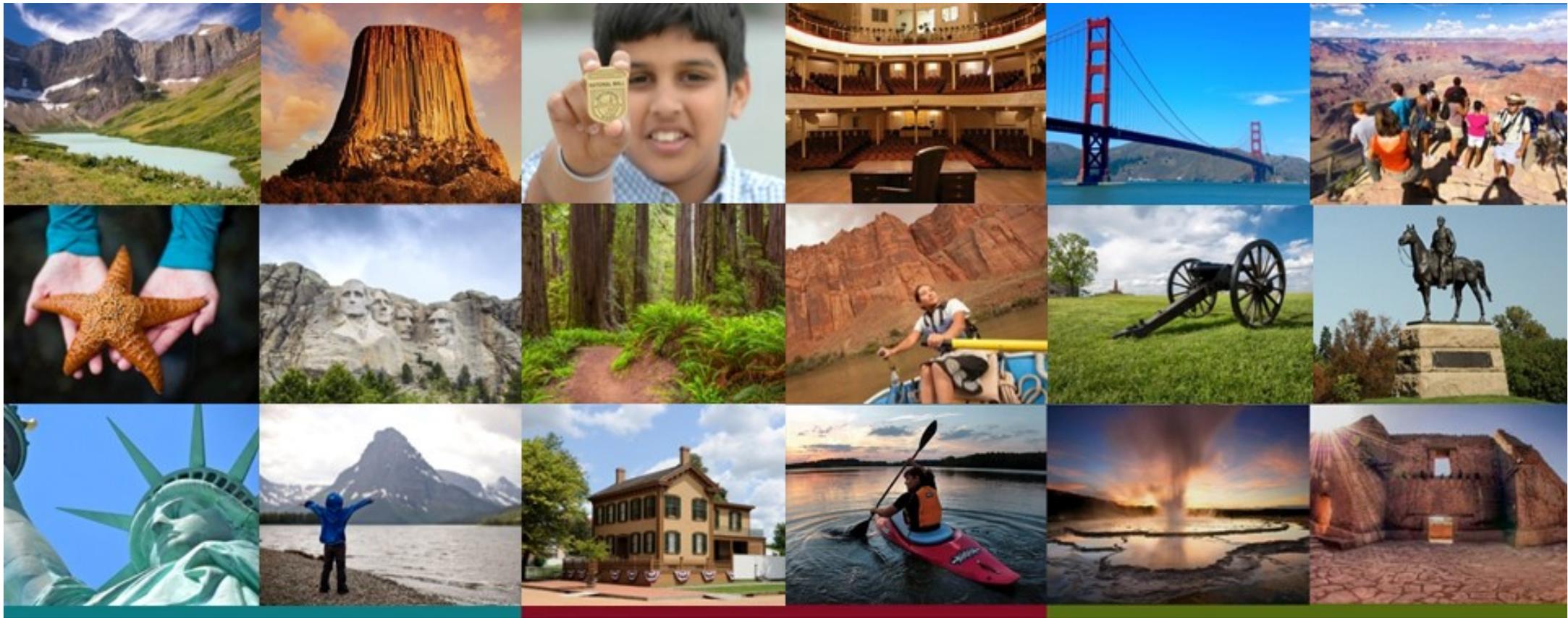
Find Your Park leverages  
**every possible**  
channel to reach a new,  
younger generation of  
Americans.



# Advertising: Building Awareness and Relevancy

Find Your Park PSAs were rolled out in phases to best build up awareness and relevancy of NPS and NPF and to maintain freshness in order to sustain momentum for two years.





Video 2 – Parks PSA :60



# PARK

The Stonewall Inn

[findyourpark.com](http://findyourpark.com)

 National Park Service.

# PARK

LITTLE ROCK CENTRAL HIGH SCHOOL

[findyourpark.com](http://findyourpark.com)

 National  
Park Service.

# PARQUE

[encuentratuparque.com](http://encuentratuparque.com)

 National  
Park Service.



[findyourpark.com](http://findyourpark.com)



# PARK



[findyourpark.com](http://findyourpark.com)





The parks are  
so many things.



[findyourpark.com](http://findyourpark.com)



The parks are  
so many things.



[findyourpark.com](http://findyourpark.com)



The parks are  
so many things.



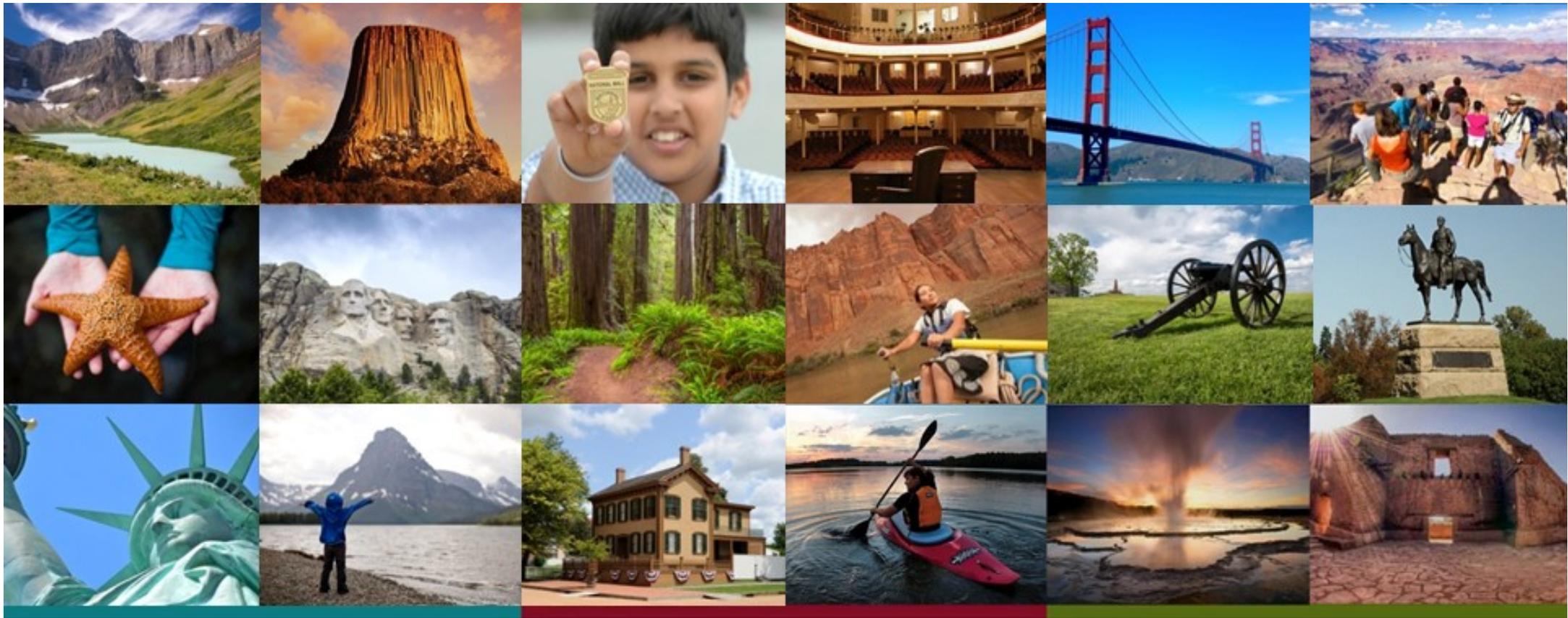
[findyourpark.com](http://findyourpark.com)



The parks are  
so many things.



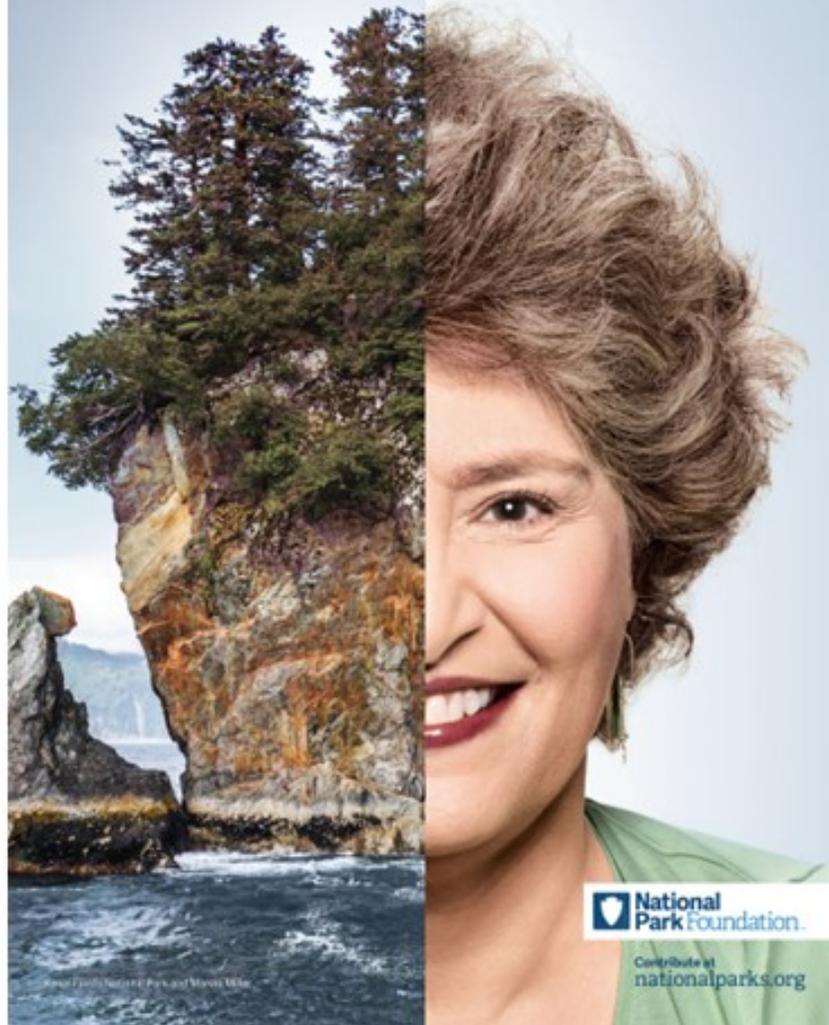
[findyourpark.com](http://findyourpark.com)



## Video 3 – You are the Parks :30 PSA



Behind every great park is you.



 National  
Park Foundation.  
Contribute at  
[nationalparks.org](http://nationalparks.org)

Be a part of the parks.

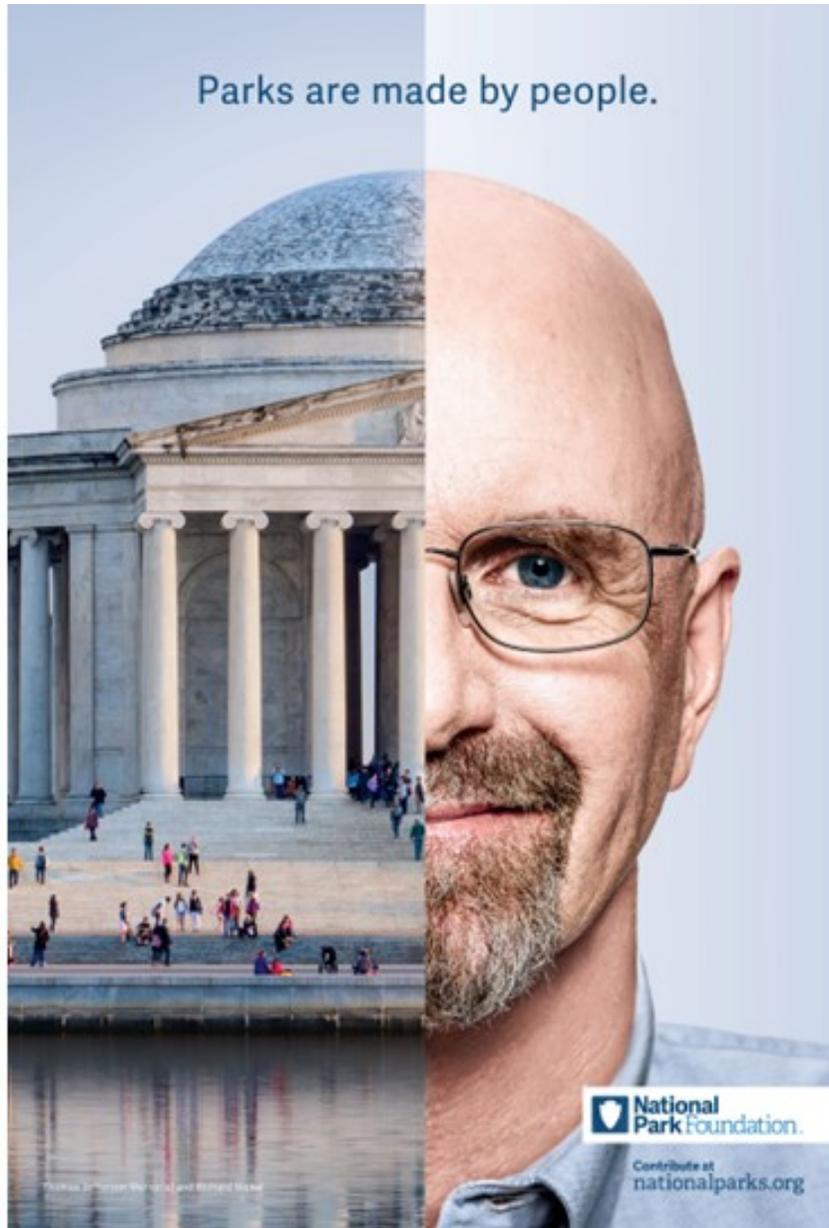


 National  
Park Foundation.

Join the community at  
[nationalparks.org](http://nationalparks.org)

Reproduction credit to Grand Canyon National Recreation Area and Grand Canyon

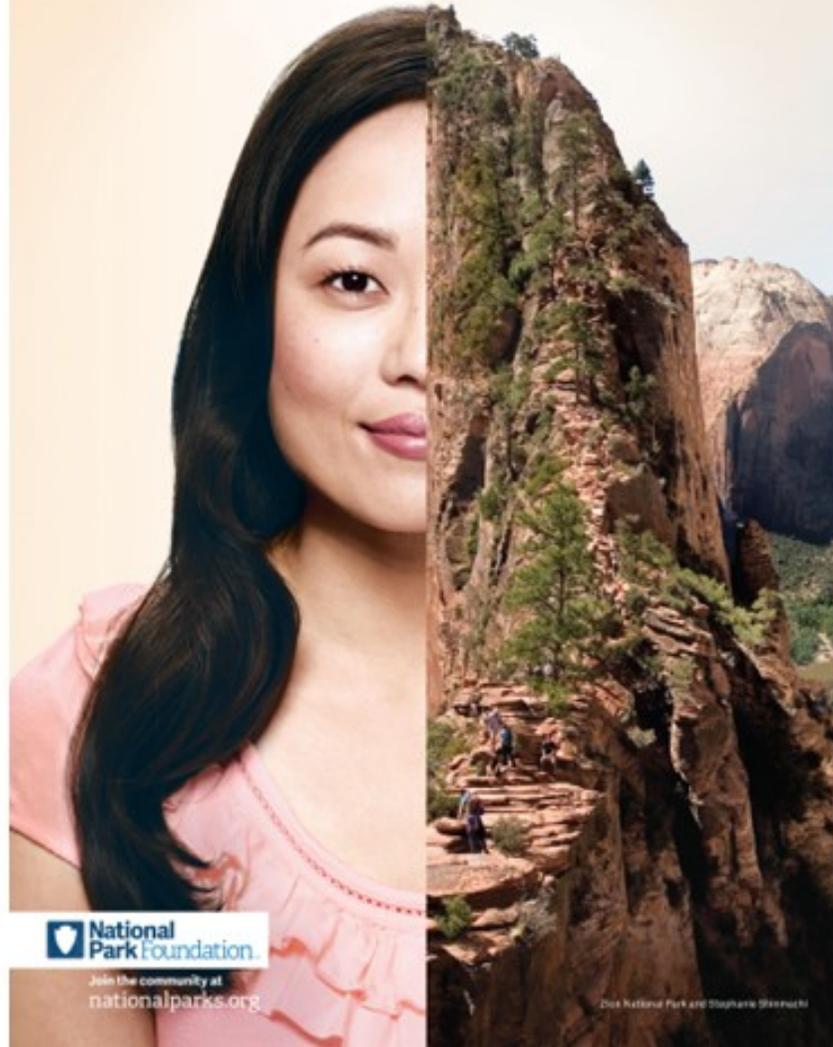
Parks are made by people.



 National  
Park Foundation.

Contribute at  
[nationalparks.org](http://nationalparks.org)

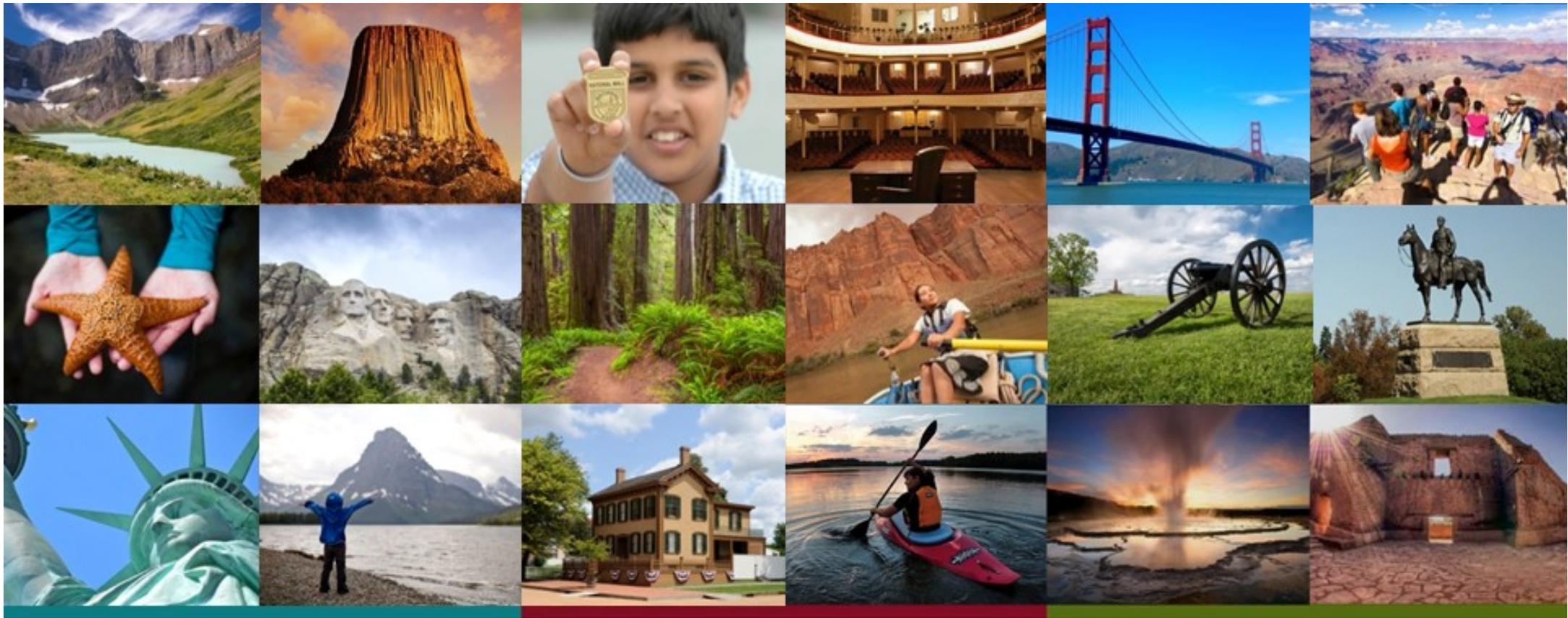
Behind every great park is you.



 National  
Park foundation.

Join the community at  
[nationalparks.org](http://nationalparks.org)

©2014 National Park and Stephenie Sherman



Video 4 – Happy Birthday:30 sec Final





**THE NATIONAL  
PARK SERVICE  
IS TURNING 100.**

**2016**  
National Park Service  
CENTENNIAL

FIND YOUR PARK



**THE NATIONAL  
PARK SERVICE  
IS TURNING 100.**

**2016**  
National Park Service  
CENTENNIAL

FIND YOUR PARK



**EL NATIONAL  
PARK SERVICE  
CUMPLE 100.**

**2016** ENCUENTRA TU PARQUE  
National Park Service  
CENTENNIAL



**THE NATIONAL  
PARK SERVICE  
IS TURNING 100.**

**2016** FIND YOUR PARK  
National Park Service  
CENTENNIAL

## Media Partnerships: Securing Donated Media Space

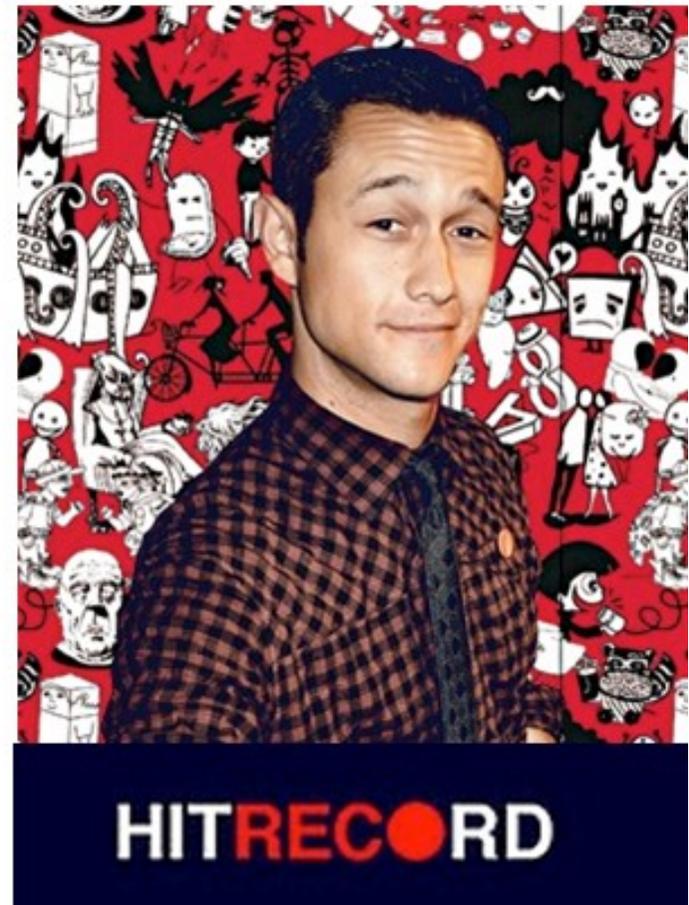
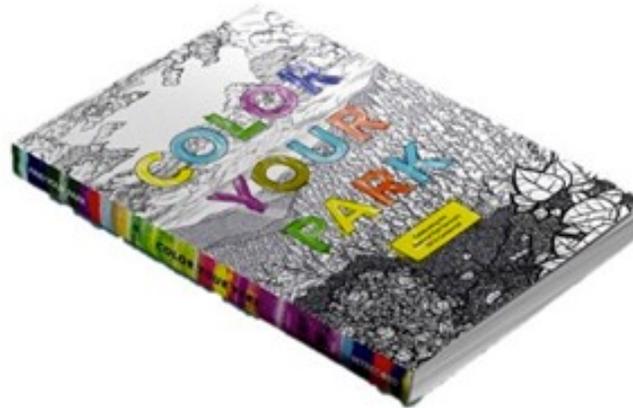
Media partners committed to providing valuable media opportunities throughout the course of the campaign and have activated in big ways to amplify the Find Your Park movement.





# Media Partnerships: Creating Innovative Content

A unique partnership with Joseph Gordon Levitt's online collaborative production company led to the creation of 60+ pieces of millennial-oriented Find Your Park content.



# Talent Partnerships: Reaching New Audiences

A diverse set of celebrities serve as ambassadors to the movement, reaching and engaging multicultural millennials in an authentic and impactful way.



**Roselyn Sanchez**  
*Actress, Singer*



**Bill Nye**  
*Science Educator, TV Host, Actor, Writer*



**Terrence J**  
*TV Personality*



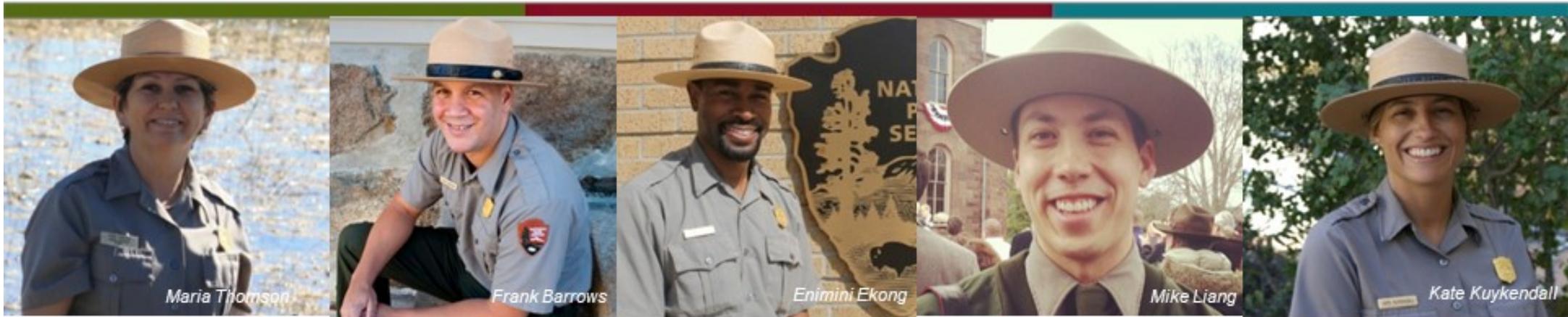
**Bella Thorne**  
*Actress, Singer, Model, Dancer*



**Mary Lambert**  
*Singer, Songwriter, Poet*

# Brand Ambassadors: Broadening Perceptions of NPS

We identified and media trained a select group of NPS employees able to represent the diversity of the organization and reach our target in relevant and genuine ways.



**Bloomberg Businessweek**



ARKANSAS **LIFE**



**OUT**



**curve**



# Digital: Engaging With Our Audience

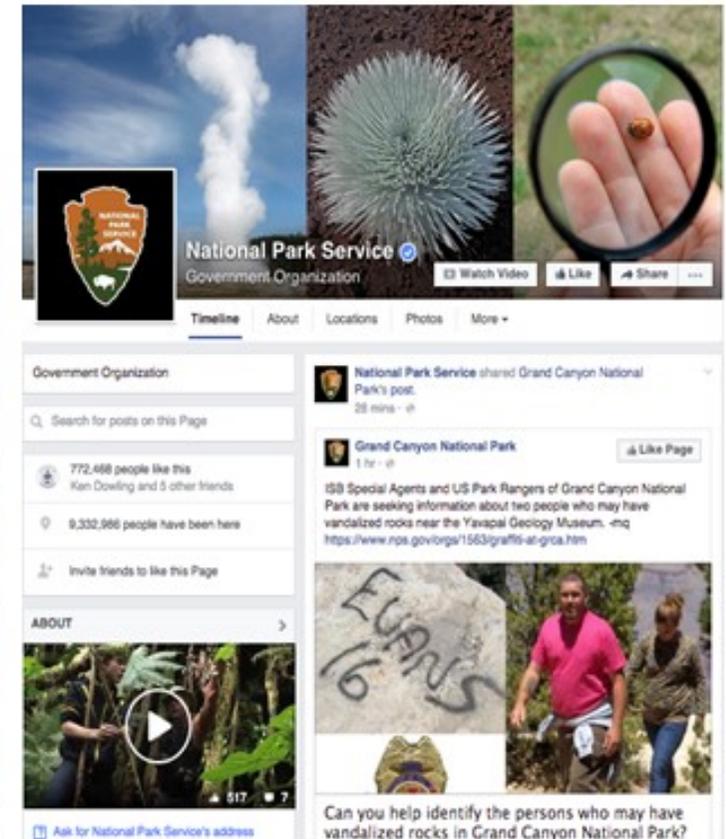
FindYourPark.com is the central hub of the campaign. The microsite inspires and educates the public on how to **find** their park, provides the opportunity to **share** their park once found, and offers up ways to support the parks.

The screenshot shows the 'FIND A PARK EXPERIENCE' section of the website. At the top, there is a navigation bar with 'FIND YOUR PARK' logo, 'Español' link, and 'FIND SHARE SUPPORT' buttons. Below the navigation, there are tabs for 'Experiences', 'Parks Near You', 'Centennial Events', 'Featured Stories', and 'Plan Your Visit'. The main heading is 'FIND A PARK EXPERIENCE' with a sub-heading 'There are many ways to find your park, and many places you can find it. Want to know where to start your journey?'. Below this are 'BROWSE BY STATE' and 'SEARCH' buttons. A section titled 'Featured Experiences' includes the text 'From walls of fresh snow to the walls of a thousand year-old pueblo, these hand-picked park experiences can take you places you would have never dreamed.' and three featured experiences: 'SCA Find Your Park Day of Service - National Trails Day in NYC' (with a 'READ MORE' button), 'Be a Bioblitz Citizen Scientist' (with a location pin icon and 'Any Park' text, and a 'READ MORE' button), and 'Hike 100 Challenge on the North Country National Scenic Trail in WI' (with a location pin icon and 'North Country National Scenic Trail (WI)' text, and a 'READ MORE' button). At the bottom, there is a 'PARKS NEAR YOU' section with a 'Show' dropdown menu set to 'National Parks' and an 'Other Public Lands' option.

The screenshot shows the 'SHARE YOUR STORY' section of the website. At the top, there is a navigation bar with 'FIND YOUR PARK' logo, 'Español' link, and 'FIND SHARE SUPPORT' buttons. Below the navigation, there are tabs for 'Experiences', 'Parks Near You', 'Centennial Events', 'Featured Stories', and 'Plan Your Visit'. The main heading is 'SHARE YOUR STORY' with a sub-heading 'Browse the gallery below for inspiration, then share what a park is to you in whatever way you think best: a song, a photo, a painting, a poem, a dance, a video - anything you want.' Below this is an 'UPLOAD YOUR STORY' button and the text 'or use #FindYourPark on Twitter or Facebook'. There are links for 'Review Terms and Conditions or File Requirements'. Below the text are search fields for 'Search by Instagram or Twitter username' (with a placeholder '@username'), 'Search by hashtag' (with a placeholder '#hashtag'), and 'Social Network' (with a dropdown menu set to 'All'). Below the search fields is a gallery of user-generated content. The gallery includes: 'Nathalie @nathalek' (a photo of a person on a trail), 'Ashley Nicole @ascott518' (a photo of a group of people), 'Macala Elliott @mackalu22' (a photo of a person on a beach), 'Sally Jewell @SallyJewell' (a photo of a group of people), 'rprewra' (a photo of a person on a beach), and 'girja sankar' (a photo of a group of people). Each gallery item has a 'SHARE' button.

# Social: Creating A Two-Way Conversation

NPS and NPF leverage Find Your Park in social media to spark a two-way conversation with our target.



# Public Relations: Creating Buzz for Find Your Park

A multi-faceted public relations strategy leverages timely news hooks, key campaign moments, talent interviews, and executive leadership in NPS and NPF to continually create buzz around Find Your Park across a diverse mix of media.



*"It's time for GMA's epic campout because we're celebrating 100 years of the country's amazing national parks"*



## Mashable

Celebrate 100 years of adventure with the National Park Service

4.9k

Share on Facebook Share on Twitter



*"All week we are celebrating the National Park Service's centennial anniversary"*

# Events: Creating Excitement and Direct Engagement

To launch this movement, we embarked on a 3-city event tour over the summer of 2015 that took the idea of Find Your Park and brought it to “your own backyard” through an immersive, interactive experience.

April 2 & 3, 2015

New York City



April 9 & 10, 2015

Los Angeles



April 16 & 17, 2015

Washington, DC



**Video 5 – Austin Event Sizzle Final**

## Corporate Partnerships: Funding the Campaign

We secured corporate sponsors to fund the two-year campaign by recognizing shared values and leveraging the unique opportunity of affiliation with the national parks during a once in a lifetime moment in history.



# Corporate Partnerships: Amplifying the Movement

Our corporate partners continue to provide marketing support by activating in big, nation-wide ways that spread and promote the Find Your Park movement.



**Video 6 – Humana**



# Campaign Performance

# How Are We Measuring Success?

## RELEVANCY

Objective:

*Improve perception and understanding*

KPIs:

- **Increase of familiarity**
- **Improve brand perceptions**
  - Impressions

## ENGAGEMENT

Objective:

*Increase and deepen public connection*

KPIs:

- **Digital and social engagement**
  - Intent to visit
- Increases in park visitation

## SUPPORT

Objective:

*Increase support and funding*

KPIs:

- **Donations and volunteer requests**
  - Intent to donate/volunteer
- Increases in volunteer hours, constituents, new donors, revenue



## Find Your Park Campaign Recognition & Response

**1 in 3** young millennials recall seeing Find Your Park ads, compared to an average of **1 in 7** who recall ads from other limited budget campaigns.

**79%** of Americans found our advertising **more appealing**, and **74%** think it really **stands out** – compared to a norm of **57%** for other brands.

*"it reminded me of how huge this country is and the variety of landscapes we have; also the diversity of our history."  
- Female, 31 years old*

*"National parks are related to national monuments and there are places all over to see and enjoy."  
- Male, 26 years old*

**RELEVANCY**

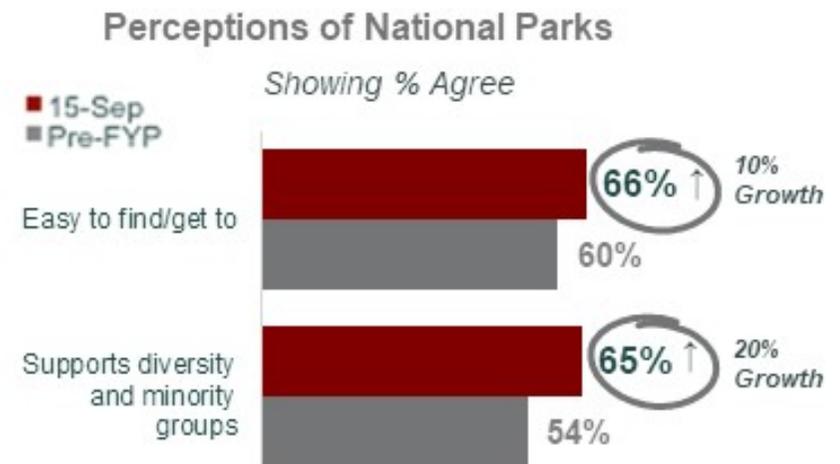
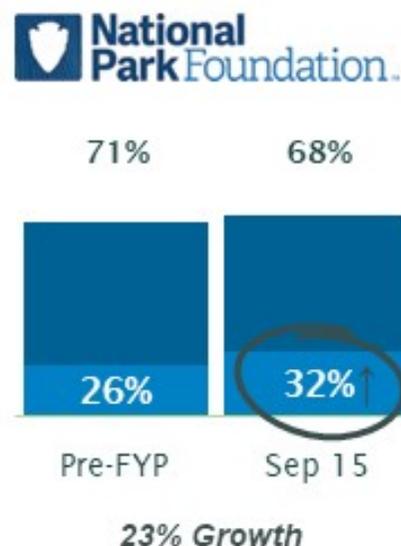
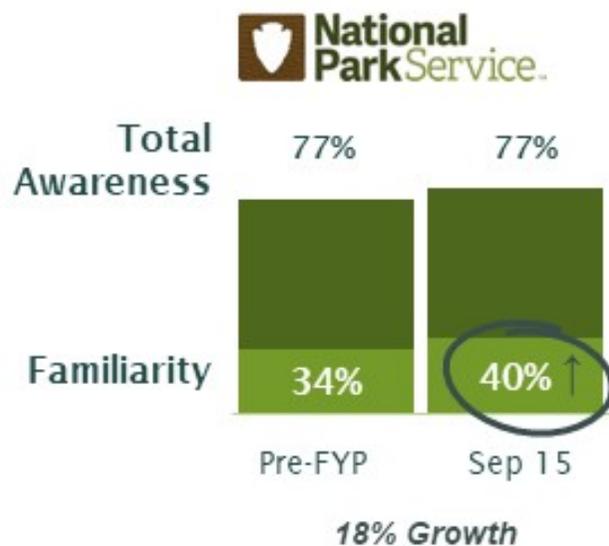
*Brand Tracking Study, September 2015*

## Increasing Relevancy of NPS and NPF

Find Your Park has increased our target's understanding and perceptions of the national parks - which are key steps in getting multicultural millennials to realize the parks can be relevant to them.

The campaign has **increased familiarity of NPS and NPF** amongst millennials.

Find Your Park is **changing perceptions** to better attract multicultural millennials.



**RELEVANCY**

America is buzzing about

# # FINDYOURPARK

TOTAL  
CAMPAIGN IMPRESSIONS  
**8.75 BILLION**

(as of May 2016)

RELEVANCY

**6.2 BILLION** Impressions from PR  
(\$121.6 million estimated ad value)



**2.3 BILLION** Trackable Impressions from Advertising via Donated Media  
(\$23.7 million estimated ad value)



**255 MILLION** Impressions from Influencers' Social Media



# 307,247,252

Recreation visits to national parks

More people visited America's national park sites in 2015 than ever before.



Many more visitors are expected to explore the parks in the agency's centennial year, **partially the result the #FindYourPark campaign.**



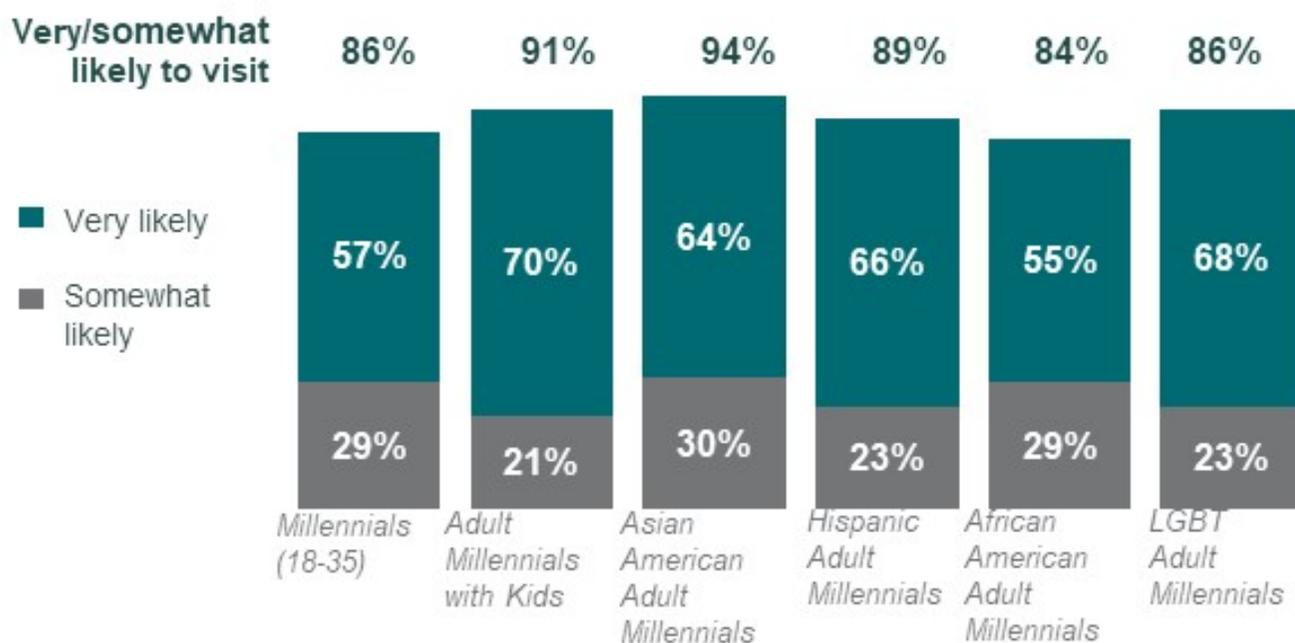
Yellowstone spokeswoman Amy Bartlett says **the increase in visitors can be attributed to the "Find Your Park" campaign**

## Rome Sentinel

Fort Stanwix had 86,678 visitors last year. That's up dramatically. **"We can attribute much of the increase to the 'Find Your Park' campaign,"** said Superintendent Frank Barrows.

The campaign has reinforced the high level of intent to visit a national park among multicultural millennials.

### Likelihood to Visit National Parks



As of September 2015

Of those who saw Find Your Park ads,

# 97%

said it made them **more** interested in visiting a national park.

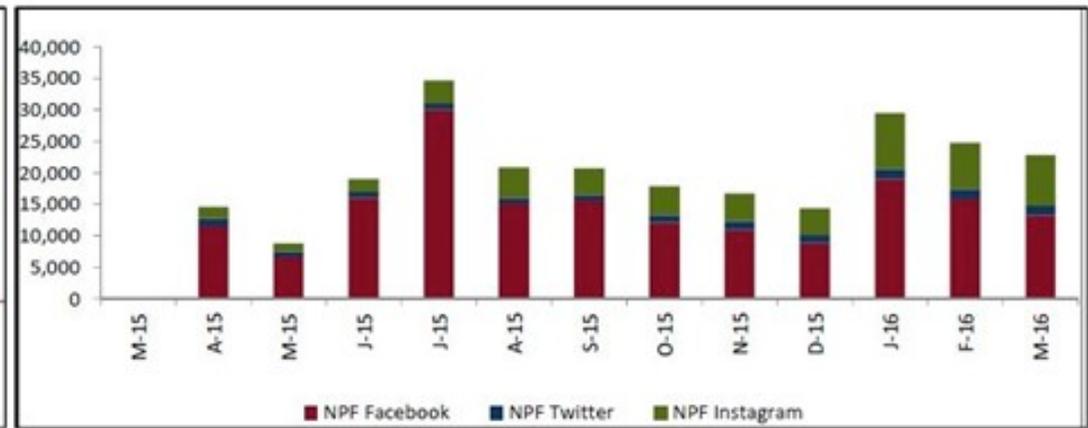
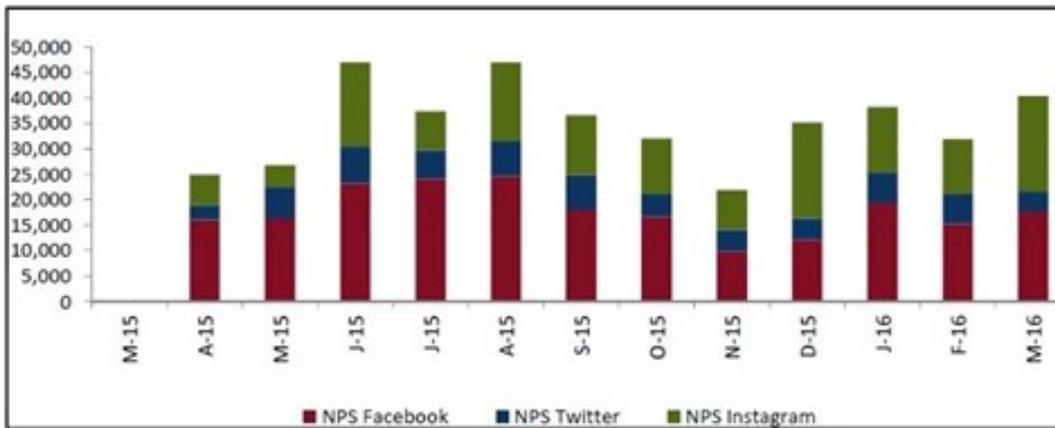
**ENGAGEMENT**

Brand Tracking Study, September 2015



# Significant Increase in Social Media Engagement

Month after month, NPS and NPF handles gained new fans and followers.



Find Your Park  
Campaign Launch

**742,400+** total new followers for NPS and NPF  
national social accounts since campaign launch

ENGAGEMENT

More young millennials are authentically promoting NPS/NPF...



### Park Promoters

- Would go out of my way to recommend
- Would tell people positive things



### NPF Promoters

- Would go out of my way to recommend
- Would tell people positive things



and they are more interesting in supporting.

### Interest in Volunteering

(Never volunteered but would be interested in it)



### Intent to Donate

(Very/ somewhat likely)



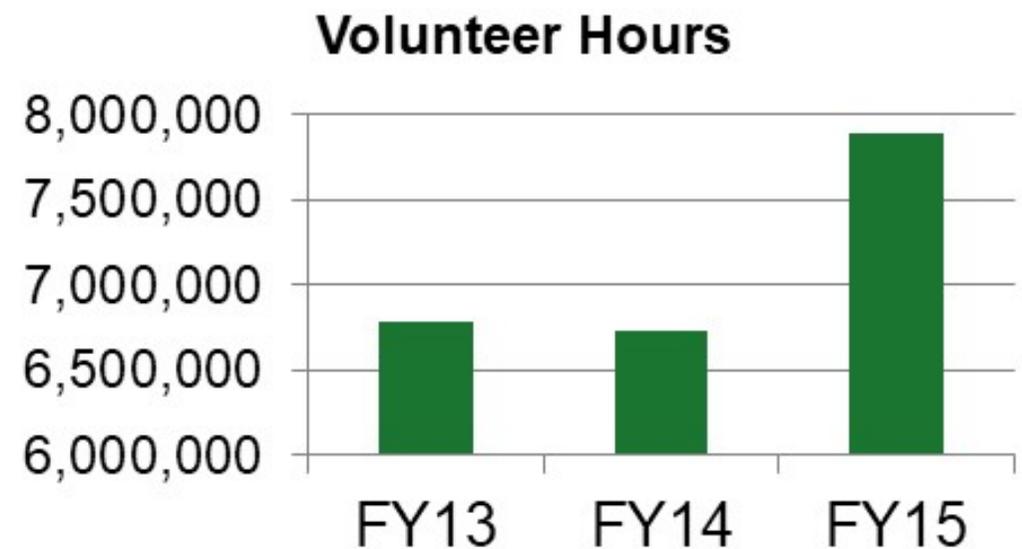
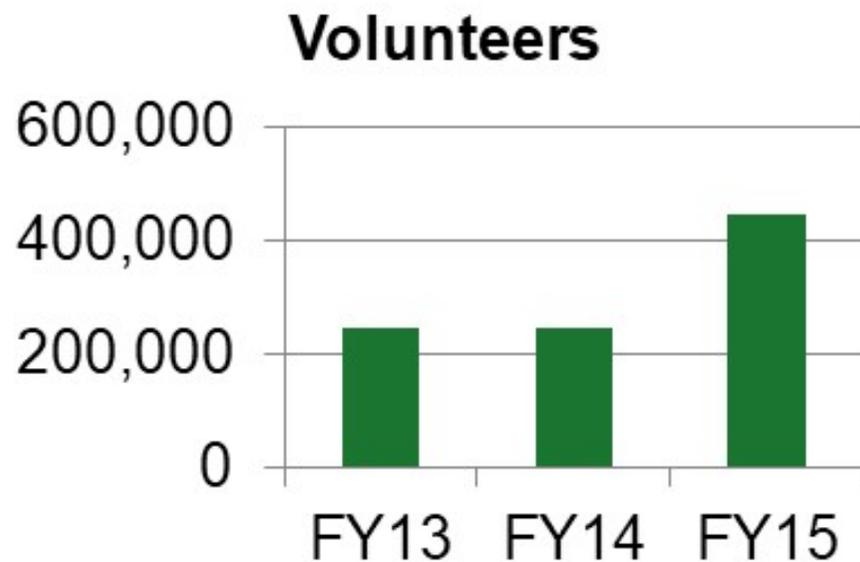
Of Americans who saw Find Your Park ads,

# 92%

said it made them **more** interested in donating to national parks.

**SUPPORT**

## Centennial Efforts Are Helping to Increase the Number of NPS Volunteers



**SUPPORT**



Join us at [nationalparks.org](http://nationalparks.org)

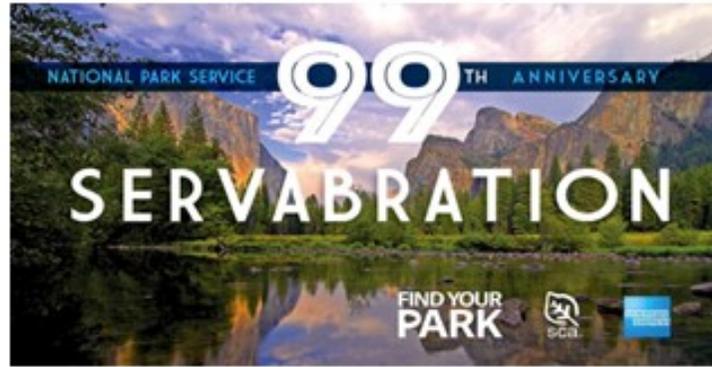


**333k**  
New NPF Community Members

**3,361**  
New Donors  
(from [nationalparks.org](http://nationalparks.org) and [findyourpark.com](http://findyourpark.com))

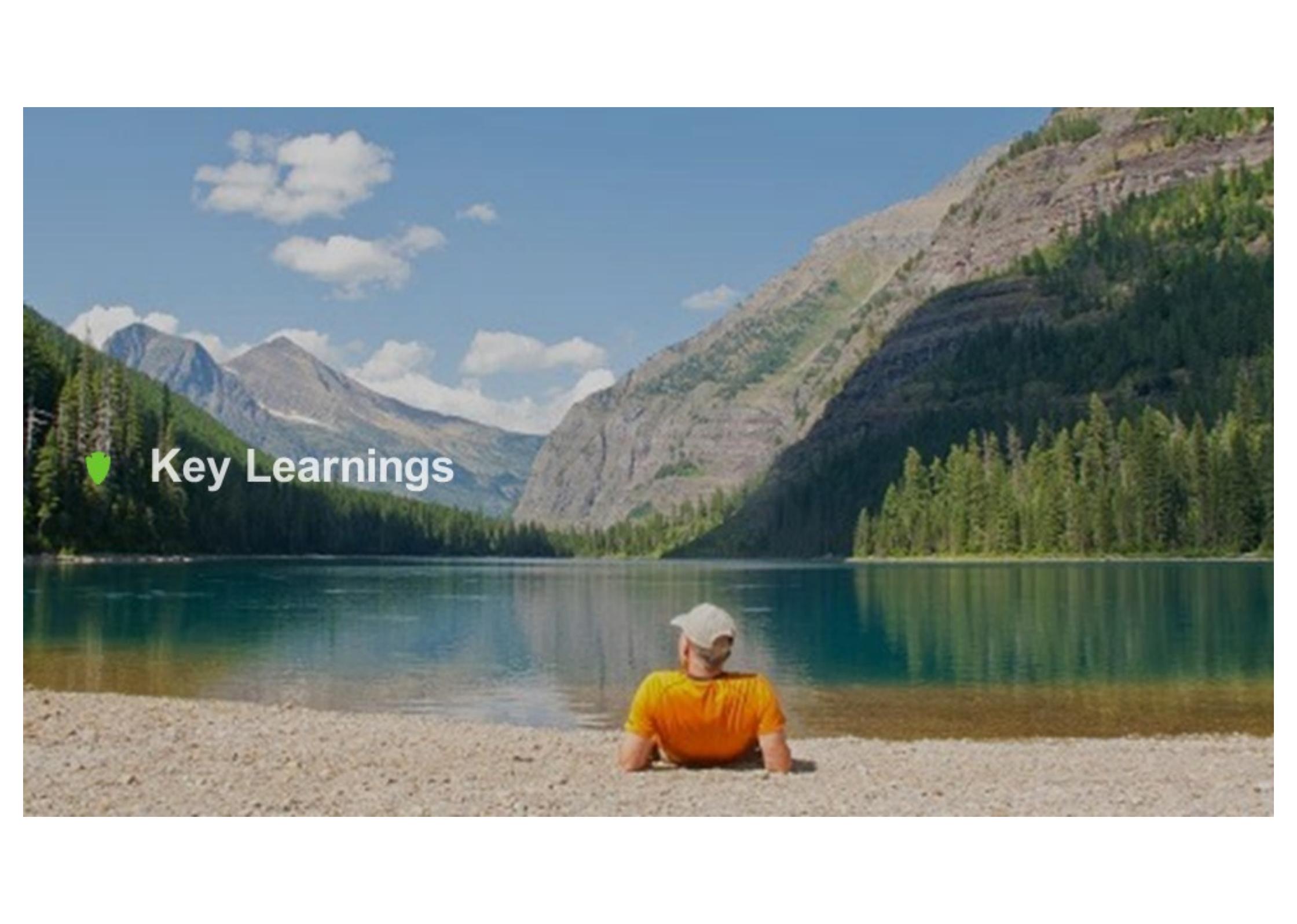


**\$69.50**  
Average Donation of New Donor from [findyourpark.com](http://findyourpark.com)



**3+**  
Corporate Partner Volunteer Events

**SUPPORT**

A person wearing a yellow t-shirt and a light-colored cap is sitting on a rocky shore, looking out at a large, calm lake. The lake reflects the surrounding green forest and the rugged, rocky mountains in the background. The sky is blue with scattered white clouds. The overall scene is peaceful and scenic.

## Key Learnings

# FIND YOUR PARK

## Key Learnings for 2016

### **Partnership Power:**

Find Your Park is a movement built on partnerships with parks, partners, friends, media, corporations and many others.

### **Call To Action:**

Find Your Park is an invitation. It was built for engagement and active participation.

### **Media Mix:**

Earned media, social media, donated media, celebrity, events and more. The key to success is in the mix.

### **Content King:**

Compelling content is invaluable! By generating powerful content we organically attract new fans/followers.



Appendix

# THE CORPORATE ANNIVERSARY FORUM

Presented by  MILESTONE  
MARKETING  #annivforum