THE BIRMINGHAM ZOO

Celebrating 70 years of Wild

The Birmingham Zoo came to us with a simple ask—create a logo mark for their 70th anniversary. What they ended up getting was a year-long integrated campaign celebrating the biggest birthday in Birmingham.

70TH ANNIVERSARY LOGOMARK

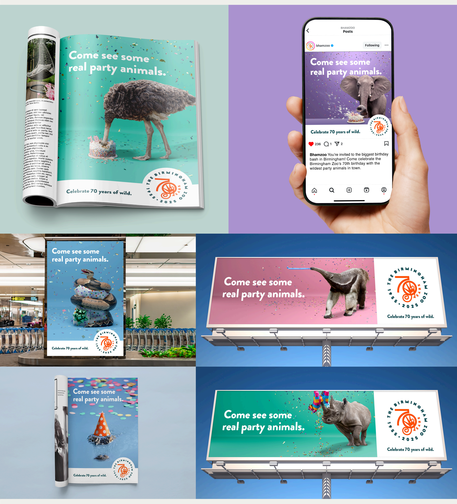
To celebrate the zoo's 70th birthday and the amazing diversity of animal species found there, we created a flexible logo that featured four of the most popular animals in a clean, modern, and most importantly, fun design.

PARK SIGNAGE

New park signage was created showcasing the stars of the zoo in bright, bold colors to reflect the fun and vibrancy experienced with every zoo visit.

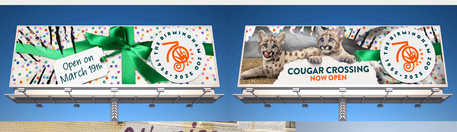
CAMPAIGN ADS

To help promote the zoo's 70th birthday, we created an ad campaign that let the animals show everyone how they each like to party in their own particular way. The ads served as birthday invitations to zoo lovers across the region.



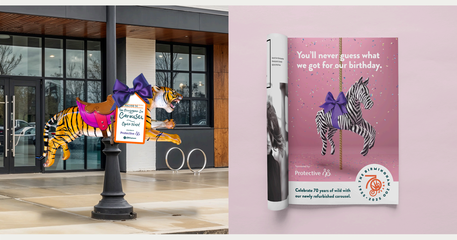
CAMPAIGN EVENT: COUGAR CROSSING GRAND OPENING

To promote the zoo's new Cougar Crossing exhibit, we teased a giant present arriving soon. We even had artwork in a Birmingham art gallery defaced by mysterious claws. Then we took our larger-than-life gift around town, where it growled at passersby before the big reveal.



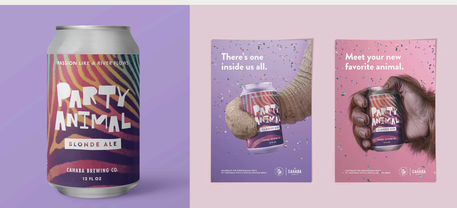
CAMPAIGN EVENT: REFURBISHED CAROUSEL GRAND OPENING

When the newly refurbished carousel was about to reopen, we placed life-size carousel animals on already existing lamp poles to let everyone know another gift was headed back to the zoo.



CAMPAIGN EVENT: REFURBISHED CAROUSEL GRAND OPENING

The party continued all year, and when the annual "Zoo Brews" event arrived, we partnered with Cahaba Brewing Co. to create a custom Blonde Ale for the party animal in us all.



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