

Marketing -Teacher guide

This guide will support you through teaching these activities linked to the Chester Zoo Marketing workshop. These should be completed after attending the workshop.

Annual report research task

This task involves researching the latest annual report and exploring the financial side of Chester Zoo. Our aim is for the students to develop an understanding of our income and expenditure and what categories these are broken in to. As we are a zoo, these may look very different to other businesses!

To complete the activity, students will need to be able to view or download Chester Zoo's latest annual report. You can find it at this address:

www.chesterzoo.org/footer/corporate-information/annual-reports

The annual report will have a “financial review” section where students can find all the relevant information. If you wish you can even look at annual reports from other years and compare them.

Chester Zoo branding task

Our aim is for students to understand:

- How changes in logo design communicate brand personality, audience targeting, and strategic marketing messages.
- How changes in a brand's visual and verbal identity reflect shifts in target demographics.

For this activity students will need access to examples of Chester Zoo's old and new brand. Examples have been provided in the supplementary material PowerPoint in the download pack, and the original portfolios by the design agencies can be accessed online:

Old brand: <http://www.music.agency/work/chester-zoo>

New brand: <http://www.how.studio/branding/chester-zoo>

By answering the questions, students will be guided through analysis and comparison of the brands and evaluate which they feel is most effective.

Here's a breakdown of old vs new brand comparison:

Category	Old Brand (2012-2024)	New Brand (2024)
Positioning	A fun, educational family day out	A global conservation leader – serious, mission-driven
Tone of Voice	Playful, friendly, sometimes child-focused	Confident, empowering, hopeful, emotionally resonant
Focus	Animal exhibits and visitor experience	Wildlife conservation, biodiversity action, global impact
Logo & Visuals	Hand-drawn animal silhouettes, earthy, organic style	Bold custom “C” monogram with rhino horn; minimal, geometric, modern
Colour Palette	Earthy greens, natural blues, browns, and soft tones	Deep greens with vibrant, energetic pops (e.g. coral, gold, pink)
Typography	Soft, rounded fonts suitable for kids/families	Custom grotesque typeface – echoes tails, claws, natural textures
Imagery	Photos of animals in zoo settings, fun family moments	Mixed media: photography, field sketches, emotional storytelling
Digital Presence	Functional but static website, limited social engagement	Streaming-style site, AR/VR potential, social-first storytelling
Narrative Style	“Come and see the animals”	“Join us in saving species”
Audience Targeting	Primarily families, local schools, UK tourists	Broader: families, conservationists, donors, educators, global reach
Call to Action	“Buy tickets” / “Have a great day”	“Be a force for nature”/“Protect what you love”

Promotional campaign task

This task involves students discussing and developing their own ideas for Chester Zoo's Heart of Africa promotional campaign.

During the workshop, they will have seen how the marketing campaign was handled and how effective it was. All slides that were used in the workshop have been provided in the supplementary material PowerPoint in the download pack for you to remind students.

Students can use the worksheet as guidance. There is no right or wrong in this task, rather the students have a chance to be creative and explore different methods of promotion.

Students may want to present their ideas in different ways such as writing down bullet points, using a word cloud, or a spider diagram. They may want to create a mood board or use a storyboard to map out the visuals for a video.

We recommend asking the students to present their ideas to the rest of the class. This gives them a deadline and a focus and will allow for peer review. You could even vote on which campaign you think would be most successful based on their ideas and presentations.