



# *DISCOVERY COVE*

ACTION PLAN

SEAWORLD PARKS  
& ENTERTAINMENT

+ *Spectrum*



# DISCOVERY COVE ACTION PLAN

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## BRAND REFRESH

### CONTENT STRATEGY PLAN

#### CONSULTATION & RECOMENDATIONS

- With SeaWorld marketing, digital, PR departments and Agency, PR vendors
  - Get all teams working to the same goal, on the same timeline, using the new assets, style guide, and content storytelling
  - To ensure Spectrum's assets and content work for existing and planned marketing campaigns

#### BRAND STYLE GUIDE

- An updated visual style for all materials – inviting, intimate and modern – not just the look but also the approach
  - Photography
  - Video
  - Graphics
  - Social Media
  - Marketing
  - Digital
  - In-Park

#### NEW PHOTO & VIDEO ASSETS

- Create a comprehensive library of assets that demonstrate the scope of the park
  - Including drone, underwater, 360-degree Virtual Reality
- For use across every aspect of media
  - Marketing + Advertising
  - Digital including Website
  - Social Media
  - Print

TIMELINE (to completion): 6 Weeks

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## SOCIAL MEDIA TAKEOVER – CONTENT AND DISCOVERY COVE TRAINING

A complete takeover of all social and digital distribution channels for a 12-month period.

### SOCIAL MEDIA GUIDE

- Best Practices

### REVAMP SOCIAL MEDIA CHANNELS

- Including Facebook, Instagram, Snapchat
- Social media specific graphics

### IMAGE POSTS

- Daily, consistent, planned social posts with a new voice
  - Working with SeaWorld marketing team to promote posts, develop ads, market within the channels

### VIDEO POSTS

- Snackable posts, showing scope, introducing animals and experiences
  - Instagram specific – 2 per week
  - Facebook specific – 2 per week
  - Snapchat specific – 4 per week

### FACEBOOK LIVE + INSTAGRAM LIVE

- 2 live feeds per week, per channel.

### INSTAGRAM STORY + SNAPCHAT STORY

- Daily Story Updates

### SOCIAL MEDIA MICRO-INFLUENCERS

- 4 special appearance visits by Social Media Micro-Influencers
  - Mommy-Bloggers, Travel Enthusiasts, etc
  - Experience the Park on their own accounts
  - Take-over Instagram/Snapchat stories for a day

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## SOCIAL MEDIA TAKEOVER CONTINUED

### SOCIAL AMBASSADOR STREET TEAM

- A team of ambassadors who spend their days in the park creating content for the social channels, interacting with guests to promote their own usage (taking photos, helping the guests post, promoting guest-generated content and hashtags.)

### INCREASE DIGITAL REACH/IMPROVE INTERACTION

- SOFTWARE
  - Use inexpensive technology to increase reach
  - Additional Followers
  - Increased interaction (likes, comments, follows)
- RECOMMENDATIONS
  - For PR and Digital teams + 3rd Party PR Vendors
  - This is specifically relating to customer interaction online and on social media channels

### SOCIAL MEDIA TRAINING

- Spectrum will train internal Discovery Cove teams to best practices – so that at the end of the 12-month period, Discovery Cove can take over and run, without missing a beat.
- Teach park staff to interact with guests to:
  - Promote/Instruct re: new Prime Photo Access
  - Promote 'Selfie Spots'
  - Take customer photographs on customer devices
  - iOS, Android awareness
  - Instruct guests to share on their social
  - Including hashtag promotion

*\*\*\*All social media to be supported by paid advertising where appropriate (budgeted separately or re-allocated from existing media budgets), hyper-targeting our core regional and domestic audiences.*

TIMELINE: 12 Months

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## PREMIUM CONTENT

Beyond the daily and weekly social media content, Spectrum will produce specific video content for distribution in digital channels.

### **BRANDED STORYTELLING**

- Six 60 to 120-second story driven videos
  - Show all the elements (scope, animals) of the park

### **DIGITAL PRODUCED CONTENT & ADS**

- Twenty-Four 15-second Discovery Cove promotional spots
- Show them what's in the park, tell them to purchase
  - It's the most fun, the coolest experiences, the most relaxing, the best reviewed and the best value
  - Four 15-second 360/VR Experiences of Dolphin, Shark, SeaVenture and Reef experiences for Facebook and Youtube

TIMELINE (to completion): 3 Months

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## CONSULT ON IN-PARK CAPITAL INVESTMENT

### TO PROMOTE PEER-TO-PEER SHARING

- Improved Digital Photo Access for Customers for Sharing (Prime Photos)
  - Can be accomplished in conjunction with current vendor
- Signage to Promote sharing + Hashtag use
- Building of 'Selfie Spots' throughout the park

*\*\*\*not including internal build costs + vendor costs*

TIMELINE to Completion: 6 Weeks

# *Spectrum*

**-THANKS!**

## CONTACT

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