



# ***DISCOVERY COVE***

RECOMMENDATIONS

 **SeaWorld** + *Spectrum*





# A QUICK INTRO

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Our team had the opportunity to visit Discovery Cove last week – and to experience, firsthand, the dynamic encounters and resort retreat. We wanted to do a deep dive into the minds of consumers by actually being one ourselves.

Experiencing the park in conjunction with thorough analysis of Discovery Cove's current content has led us to a number of initial recommendations both in the short and long term which we are excited to have the opportunity to discuss with you, all with the goal in mind of increasing awareness and conversion.

We heard from you that there are two main obstacles to overcome:

1. *People don't know that Discovery Cove exists.*
2. *For people who do, they think Discovery Cove is just dolphins.*

Below are a series of preliminary thoughts and tactical recommendations that address these communication needs, specifically designed for a domestic audience.

## RECOMMENDATIONS

# FILMED STORIES & RE-MARKETING

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Spectrum is recommending the creation of a series of films to highlight the best of the park, from the animals to the people and the experiences available to guests.

THESE SERIES OF FILMS ARE DIVIDED INTO TWO CATEGORIES:

- 1. Marquee Films that show another side of the park (Cutdowns can also be used for traditional advertising spots or social media video) with huge potential for broader PR awareness as well*
- 2. Snackable Social Media Video that educates potential customers about Discovery Cove*

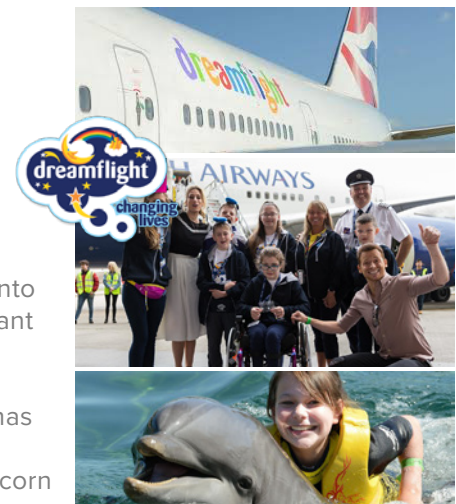
## MARQUEE FILMS

This series of high quality, cinematic films that tell incredible personal stories of employees, guests, experiences and animals of Discovery Cove. Shot in a very current, modern, and young style, this content will reflect the stories the audience is watching everyday.

These films will range from two to four-minutes in length, will really dig into the human experience of those associated with Discovery Cove – we want to tell the untold stories about animals and unique experiences.

Films will tell the story of Philip Ticehurst, the British Airways pilot who has volunteered to fly Dreamflight children to Discovery Cove for the last 17 years, or the story of the animal ambassador who has worked with Capricorn the dolphin for twenty years. We'll communicate fun and amazing moments to be had at Discovery Cove – creating more experiential content with a less brand-heavy approach. In addition, providing an opportunity for the PR team to promote these incredible stories across news outlets as well.

This content will be distributed across multiple platforms, including Discovery Cove's own social media outlets and outside platforms for broader reach, combined with re-marketing to target customers who have previously watched the content with an invitation to visit Discovery Cove on their next vacation.





## RECOMMENDATIONS

# SNACKABLE SOCIAL MEDIA CONTENT

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A series of short videos that bring knowledge of the park as a place of remarkable discovery, luxury and relaxation – purposefully created for each individual platform (Facebook vs Instagram vs Snapchat) and underlying audiences (older families vs young families vs teenagers).

This content will be guest focused – showing the incredible time guests are having, and also, showing the variety of experiences from one end of the park to the other. Whether floating down the lazy river, getting a massage, getting married, or feeding a bird that’s sitting on your shoulder – fun and relaxation are the name of the game and that is best reflected through the eyes of people experiencing Discovery Cove.

Currently the Discovery Cove content on its social media platforms rarely features guests and their experiences, and when it does, it’s over-produced and inauthentic-looking photographs. This creates a sterile, unappealing account. The in-house accounts need to feature real-life guests in true moments of happiness and relaxation, to better reflect the experiences the park offers.

## RECOMMENDATIONS

# BOOST THE SIGNAL: CONTENT SHARING

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Discovery Cove's best marketing is going to come from current guests sharing on social media. Studies prove that peer-to-peer recommendations (via sharing and word-of-mouth) are the best way to convert potential customers.

Perhaps this was our number one takeaway from our day at the park is the lack of opportunity for guests to create and share high-impact content, followed by the non-existing encouragement to post.

The experiences offered at Discovery Cove are once-in-a-lifetime, from the dolphin swim, Sea Venture tour, and shark swim to the snorkeling. And if that weren't enough, the resort itself is breathtaking – a true oasis full of bright colors and water features.

***This is all prime content!***

People want to capture it, share it, interact with it – and they want to do it instantaneously.

***But at Discovery Cove, this isn't happening!***

Currently, the inaccessibility of photos tied to these unique experiences inhibits that ability. Part of this because people can't take their phones with them, either into the dolphin experience or Sea Venture. Another part is due to the outdated methods of selling photographs as an upsell.

We believe that the barrier to greater shareability of Discovery Cove content is not about the park offerings or even a perception issue but rather the ease and convenience of available content.





## CASE-IN-POINT:

On the day we went to Discovery Cove there was an attendance of 800 people, and the number of photos from the park with the hashtag “#DiscoveryCove” on Instagram was 17. Only 3 were of the premier experiences – and these were posted by individuals who had been at the park in previous days, so they were not current to the guests’ experiences.

We believe that number should at least coincide with attendance. We see this as a huge opportunity to leverage the 800-1,300 incredible fans who visit the park every single day (400K+ people a year) in a focused content strategy, tapping into the power of peer-to-peer influence.

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As part, we've outlined a few recommended adjustments to begin leveraging these ambassadors:

1. Wi-Fi: The park needs to have free, infallible, and well-advertised Wi-Fi.
2. Prime Moment Image/Video Sharing: The distribution of the prime moment photos should be instant, digital and, in shareable quality, and they should be free. The longer people have to wait to get their photos, the less likely they are to ever share. CD's are an outdated technology barely in use.
3. Photo Packages: We believe there is a need to re-visit the photo packages upcharge, as the value of audiences receiving their photos digitally (and sharing them) is of larger value from a promotional perspective.
  - a. Increase ticket and encounter prices incrementally to get rid of photo upcharge altogether.
  - b. Offer one digital photo free instantly, remaining upcharge could be for physical printing or a jump drive/cloud access to additional photos/videos.
  - c. Exchange the photo content for information – e.g., if you give us your social information we'll post them and tag you.
4. Photo Ops: There should be designated "photo ops" throughout the parks, guiding people to the best views, with park branding featured, photos that they can share.
5. Specific Sharing Events: Create a cultural shift throughout the park and offer up opportunities for more content – for example, sloth selfies every-day at 2pm.
6. Hashtags: Discovery Cove should have a set of core hashtags that they encourage users to use. Hashtags for specifics events (such as weddings, special events (food and wine fest), can be added as needed. These hashtags should be advertised physically in the registration spaces, in the promotional materials, in the park, and use should be encouraged by the hosts and animal ambassadors.
7. Giveaways: Drive increased content sharing of specific messages using daily or weekly giveaways.
  - a. Tag your photos and you'll be entered to win a special "trainer for a day" package with your family.
  - b. Tag your photos and you'll be entered to win a GoPro Fusion (with underwater casing to use during your experience).
8. Updated Style Guide: Discovery Cove's visual and storytelling style could use a refresh. We recommend an upgrade to a style that appeals to the prime audience targets.

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## INFLUENCERS

Similar to the recommendation shared in our larger SeaWorld deck, we believe influencers are a key part of a larger content strategy - bringing the Discovery Cove experience to a large, existing and dedicated audience. We'll bring relevant influencers into the park to tell their own experiential stories (on their own channels), those that our target consumers follow and interact with. An example includes @charity.grace, a mom and fitness enthusiast with 470K followers on Instagram.

## BRAND MARKETING

In addition to our content recommendations, we'd love to explore larger and more long-term brand marketing initiatives in collaboration with your internal marketing team - from commercials to digital campaign work. As part, developing a creative concept that speaks to the exclusivity, the luxury angle, even more broadly the oasis that is Discovery Cove. In conjunction, a broad-based digital campaign (or movement, rather) that supports this concept and leverages the real moments of guests.

## IN-PARK MATERIAL

We recognize that although external communications are the priority for the short term, there is a need for a content update within the park itself – focusing specifically on all of the featured in-park videos. These videos are hugely important in terms of the overall brand experience and should reflect the quality and exclusivity of the park around them. Additionally, building a library of modern, high-quality footage and still photography for your internal team.

## CONSULTATION

Finally, from a consulting perspective, we think there is an opportunity to partner with you on long-term brainstorming and planning as it relates to business models, acquisitions and brand extensions – as a true augmentation of your team.



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**-THANKS!**

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