



Halloween Event/Campaign

Scare Trail: Trick or Treat...if you DARE.

Spooky fun with a conservation twist at Welsh Mountain Zoo



The Concept

Scare Trail: *Trick or Treat*

- Purchase entrance ticket
- Buy a trail booklet (£2-£3)
- Decode each fact & follow the map
- Collect letters
- Solve word puzzle
- Win reward

Families buy a special Activity Trail Booklet at the Zoo entrance, where they must solve a word puzzle. Inside is a task to find out what the mystery word is! Visitors must decode a 'scary' fact about one of the Zoo's animals. Once they have decoded the fact and figured out which animal it belongs to, they must head to the enclosure. Once at the enclosure they will find a letter to help solve the word puzzle. By visiting all the animals, families complete the word puzzle; and at the end they collect a treat bag or zoo prize!



Scare Trail: *Trick or Treat*



Each clue highlights a misunderstood animal with a spooky fact. The twist is that what seems scary is actually a superpower! This will help turn fear into a fascination and showing the value of biodiversity.



Example of what each letter clue will look like

Delivery Plan

Scare Trail: *Trick or Treat*



Activity Trail Booklet Design
Child friendly, eco-print and cheap pencils



Prize
A sweet bag or Zoo-branded gift



Clue Signage
Letter clue signage for word puzzle and spooky decorations for zoo



Sponsors & Gift aid
People/companies sponsor pumpkins, sweets etc.

Marketing Campaign

Scare Trail: *Trick or Treat*

A digital multi-channel campaign that also includes print promotion and advertising.

- **Social Media:** Spooky countdowns, animal videos, promotional videos and graphics, off-site SEO
- **Website:** New landing page, on-site SEO building, back links, campaign graphics
- **Press Release:** Local press, radio, tourism outlets
- **Print:** Flyers for schools, partners, shops, banners
- **Partnerships:** Local supermarkets & farms



Impact

Scare Trail: *Trick or Treat*

Income

- Trail Sales (Activity Booklet)
- Admission Sales
- Sponsorship
- Cafe (Open Late)
- Shop (Open Late)
- Hot Chocolate/
Beverage Stand

Engagement

- Families explore the zoo (may have to adjust map for safe zones in the dark)
- UGC Content: Making memories and sharing them online

Conservation

The most important impact point! Re-framing feared animals as heroes, directly bringing conservation to life

How to Play!

1. Read the "scary" fact in the Activity Trail Booklet to find clues on where to go!
2. Follow the spooky map to find the correct "scary" animal.
3. Remember! Things aren't always what they seem, these animals are actually nature's heroes.
4. Write down the hidden letter you find at each enclosure.
5. Unscramble the letters at the end to reveal a spooky conservation word.
6. Head to the entrance and show a member of the team your secret word for a spooktacular treat bag!



SCARE TRAIL

TRICK OR TREAT

Put your letters together to spell a secret conservation word.
Hint: It's something we all need to do for nature!

Activity Trail Booklet:
Discover what scary surprises await you...

CLUES



This animal can crush bones with one bite!



This animal can swallow prey bigger than their heads!



This animal can scream like a banshee!



This animal can hold their breath for 30 minutes!



This animal can leap further than a bus!



Write down your clue findings here!

CAUTION | RHYBUDD:

Many paths have uneven surfaces and are unsuitable for Mobility Scooters.

Mae wyneb llawer o lwybrau yn anwastad ac yn anaddas i Sgwteri Symudedd.

The location of the animals on exhibit may change from time to time in the interests of good animal management.

Efallai y bydd mannau arddangos yr anifeiliaid yn cael eu newid o bryd i'w gilydd am resymau sy'n ymwneud â lles yr anifeiliaid.

PEDESTRIAN ENTRANCE
MYNEDIAD I GERDDWYR

MAIN ENTRANCE
PRIF FYNEDFA

Children under 14 years of age must be accompanied by an adult when visiting the Zoo.

Dylai plant o dan 14 oed gael eu goruwchwylio gan oedolyn pan yn ymweld a'r sw

