

Bronx Zoo “Promo”

“Promotion” is a part of “marketing” and refers to raising customer awareness of a product, event, or brand, generating sales, and creating brand loyalty. There are different ways to promote a product in different areas of media. Promoters use internet advertisements, special events, endorsements, and newspapers to advertise or “**promote**” their event or product.

What is considered a promotional item?

Poster to hang around city

Postcard to be mailed or handed out

Brochure to be mailed to nearby residents

Email Blast - design to be emailed out

Business card- to be handed out by employees

Billboard - large and eye catching to get attention in the city

Bus Stop Sign - check out this [interactive one!](#)

Bus, Taxi, Car- must be bold & easy to read since it is moving

[GET CREATIVE](#): make up something that will promote !

Design Problem:

The bronx zoo wants to promote the opening of a new exhibit. They have hired you to create some promotional items to get people to come to the zoo.

Client requests:

- THREE *cohesive* (meaning they look like they go together) promotional items
- Use vector images of animals
- Cannot be raster (photoshop) images- photographic images
- Can incorporate the “x-ray” look but doesn’t have to
- Must use their logo in the design (located in common drive, you are not creating this)
- Can be any style- modern, flat, scientific, vintage, typographic, etc.

[Pinterest board for Promotional Items](#)