

## Solving the Wild Animal Park Dilemma

While the Safari Park had excelled at caring for critically endangered animals, it hadn't always excelled at communicating what it could offer potential visitors—or how it differed from its more famous sibling, the San Diego Zoo. Within the organization, there were discussions about whether to close the Park to visitors or reduce its days of operation, and it regularly operated at a loss. Myers was convinced that a new tack was necessary.

However, while the Wild Animal Park may not have been profitable, it had its die-hard supporters, and many Zoological Society members, donors and staff members didn't like the idea of change. As part of the organizational rebranding deliberation, the new name San Diego Zoo Safari Park emerged. The name distinguished the Park from the Zoo, and captured the spirit of its safari experiences. It also resonated with people who did not know the Park. But rolling out the new identity resulted in considerable pushback from inside and outside the organization.

In 2011, the new name launched. Park Director Robert McClure said he expected "at least a year or two for things to turn around. But by the time we hit summer that first year, it was clear that it was turning." Within a year, the San Diego Zoo Safari Park was earning more revenue than ever. Despite the controversy, the Safari Park had found its unique identity and footing, and it now continues to operate at a profit.

Not everyone inside or outside the organization agreed that the organizational rebranding initiative was the right solution. But once it was deployed, frugally and in stages, people started to see that each new brand helped its part of the organization and strengthened the whole. Though it was painful at points, the rebranding



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**When the Zoological Society of San Diego rebranded the organization in 2011, the Wild Animal Park was renamed the San Diego Zoo Safari Park, and both facilities received new logos. The rebranding more clearly communicates the safari park experience as a place for adventure, including options like the Caravan Safari.**

helped demonstrate not just that change was possible, but that fresh ideas were crucial to propel the organization into the future.

## Roaring Forward to Save Species from Extinction

As San Diego Zoo Global now celebrates our centennial, we are also setting the stage for the next 100 years. San Diego Zoo Global is dedicated to saving species from extinction, igniting a passion for wildlife and providing a

sanctuary and refuge for animals and for people. The challenges facing wildlife today are unprecedented. But through collaboration with communities and colleagues, San Diego Zoo Global stands ready to "roar forward" and help create a future where people and wildlife can live and thrive together.

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