At a glance:
When the Georgia Aquarium asked for help in identifying new ways to increase attendance and drive revenue, Ames Scullin O’Haire (ASO) Advertising turned to the NetBase social analytics platform. From the wealth of information available at their fingertips, they found insightful gems of what consumers wanted from an aquarium. They then created the perfect fun and educational experience fans wanted—drawing more visitors, web exposure and #1 rankings by TripAdvisor and Instagram.

Challenge: No New Exhibits in 2015
Dedicated to making a positive impact on aquatic life, the Georgia Aquarium is the largest aquarium in the western hemisphere. More than 600,000 square feet and 10 million gallons of fresh and salt water make up the homes for whale shark, beluga whale, manta ray, dolphin, penguin residents and many more.

In a year where no new exhibits were launching, the Georgia Aquarium needed a different way to increase attendance and drive new revenue. They wanted to attract new and returning visitors alike and to do this, they needed to understand how and where people were talking about the aquarium’s exhibits, animals, and experiences. Without this information, designing a campaign to drive more foot traffic would be a tough target to hit.

Georgia Aquarium approached ASO, a full-service Atlanta advertising agency experienced in developing innovative campaigns to engage customers and manage social media. And lucky for Georgia Aquarium, ASO was also experienced working with NetBase social analytics platform, the perfect place to find the answers they needed.

Solution: The Waddlesworths are Coming to Georgia
The ASO Marketing Science and Digital Strategy team took a deep dive into the NetBase social analytics platform to understand the conversations people were having about the aquarium animals and experiences. They were able to identify that visitors enjoyed “Behind the Seas” backstage tours, “Sips Under the Sea” after hour cocktail parties, and penguins. These consumer insights sparked the development of the “Waddlesworths are Coming to Atlanta” campaign. The journey of this family of African penguins was tracked on an interactive map that included blog posts, photos of the Waddlesworth family, and snapshots with other sea animals. George the penguin also became an official spokesperson for the aquarium.

RESULTS:
• 8% rise in attendance
• 174% increase in potential impressions
• #1 US Aquarium ranking by TripAdvisor
• Most Instagrammed location in Georgia

In order to build the perfect campaign to draw customers to the Georgia Aquarium in 2015, we needed to know everything about what their customers wanted from their local aquarium. NetBase opened the doors wide and gave us the customer understanding we needed to create the Georgia Aquarium’s most successful campaign of the year.”

—Ted Tagalakis, Director of Marketing Science & Digital Strategy, Ames Scullin O’Haire

CUSTOMER:
Ames Scullin O’Haire (ASO Advertising) on behalf of the Georgia Aquarium

SOLUTION:
NetBase social media analytics platform
Results: Attendance Jumps by 8%

By leveraging the customer insights that surfaced in NetBase, Ames Scullin O’Haire was able to create a campaign that contributed to the overall increase of attendance for the aquarium, despite the lack of new exhibits. Highlighting the existing “Behind the Seas” and “Sips Under the Sea” experiences, identifying the right creative content visitors were interested in (penguins), and optimizing digital and traditional media placement, drove the following results for the Georgia Aquarium:

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The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

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ENTERPRISE SOCIAL ANALYTICS
NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

NetBase Clients Include: