

# Magic Solutions

Mission meets Revenue .....  
and both win!

# Effecting Conservation



We used to think conservation meant breeding endangered species and supporting field efforts... And – of course - it still does.

18 years ago the Vancouver Aquarium realized it is only by helping more and more people become aware, change their perspectives on nature, and begin to change their habits – that we can really *effect conservation*.

# Conservation means growing our audiences.... and our storytelling ability!



Growing numbers visit the Aquarium in Stanley Park – we hope!

More and more people interact with us through the digital universe

We've expanded our story development capacity and capability, our ability to obtain and process content about what is happening in the natural world.



All focused on **connecting with people** - to start the process of raising awareness, changing their perspectives, helping them begin personal change, and motivate them into taking action

# We are working hard on expanding our audiences

CONNECTIONS	Today	2015	2020
<b><i>Visit the Aquarium</i></b>	<i>900,000</i>	<i>1,100,000</i>	<i>1,200,000</i>
<b><i>Direct Connections</i></b> <i>(1 to 1 touch points, no Twitter)</i>	<i>5,500,000</i>	<i>10,000,000</i>	<i>20,000,000</i>
<b><i>I Way Views - via - Communications and Media Channels</i></b>	<i>650,000,000</i>	<i>1,500,000,000</i>	<i>3,000,000,000</i>

# We're using every method possible to communicate with more people

## Traditional methods:

interpretive graphics  
human interpreters  
video presentations

press releases  
information updates  
talks and other public programs

## Digital methods:

websites  
blogs  
social media (Twitter, Facebook)  
YouTube

e-mail messages/"blasts"  
communication set up for  
search engine optimization

## Now Games for "smart devices"

## ....An Enhanced Focus on our Visitors

Our goal is to provide more and new ways visitors can use to interact more directly with our content (information).



# presentations and shows

We're using more presentations and shows, and using both conventional and new technology to augment them





# Current Technology – New Technology

We are using current technology and trying to understand how to use emerging technology.





# Gallery 3.0 Project

- We can now connect our Aquarium to many parts of the natural world – live, in real time.
  - Our question is – so what?
- How do we use this capability to enhance a visit, and the engagement that produces changed visitors

# No Answers Yet

- We are planning new ways of enhancing the connection between our visitors and the natural world
- Come see for yourself,  
9<sup>th</sup> IAC in 2016 – in Vancouver

# Our latest venture – social games for smart devices (smart phones, iPad)

- Spark Bridge Interactive is a Vancouver Aquarium-based social game development company
- We produce games for smart phones that visitors can download in our aquarium – featuring our content.



# Snappz App

**Snappz is an Interactive Treasure Hunt game that highlights the best that aquariums, zoos, museums and other destinations have to offer!**

- EXPLORE the wonders that surround you during your visit.
- FIND Snappz Tagz to earn virtual coins and unlock fun interactive challenges that enhance your visit.
- PLAY challenges created by the locations' expert staff to highlight the animals, exhibits and attractions that you don't want to miss.
- WIN your prize by completing enough challenges and earning coins.

Once your visit is over, use Snappz to access special online content including blogs, videos, exhibit cams and more!



**Want the  
Snappz App  
in your  
location?**

[LEARN MORE](#)

# Try It Out...



**Snappz**  
The Aquarium  
Treasure Hunt  
Game!



Imagine yourself at the frogs exhibit at the Vancouver Aquarium...  
or eye to eye with an octopus.



Now use your Snappz app to take a picture of these QR codes to experience the game.



You must have the Snappz app installed to be able to use these QR codes.  
Go to the iTunes App Store or Google play on your mobile device and search for Snappz to download the app.



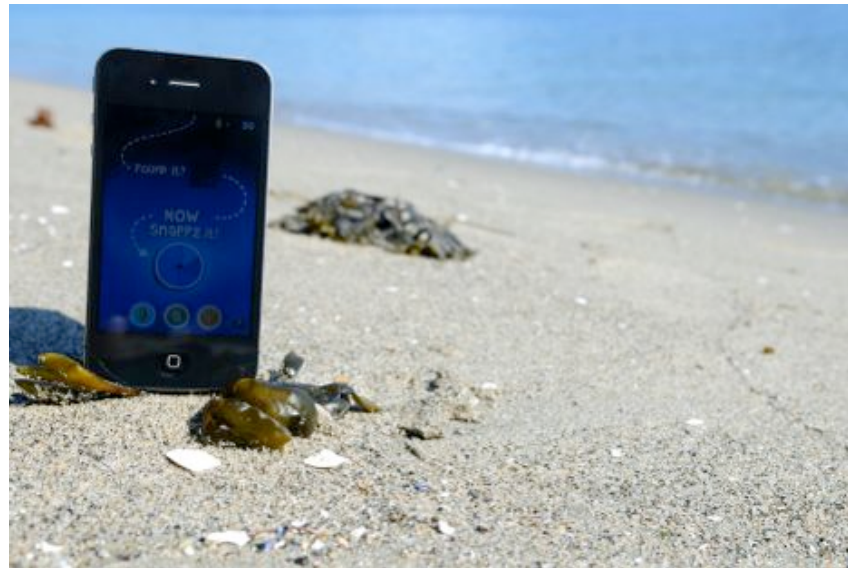
Free download from the iTunes App Store or Google Play





# Mission Meets Revenue

Moving outside our walls how do we create games around our programs and effect behavioral change?



Snappz gives us the vehicle to achieve so much more.

# More to Come

- The effort continues
- Snappz experience will get deeper
- More engaging mission based games are in development
- Stay tuned

