



# Grand Teton National Park

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Grand Teton National Park goes far beyond its establishment by Congress in 1929. Rich in history, Grand Teton dates back to 14,000 years ago, when the last glacier retreated from Jackson Hole. 3,000 years later, the first paleo-Indians entered Jackson Hole, with Native peoples using resources in the area for almost 11,000 years.

Jackson Hole was included in early maps, such as Lewis and Clark's map in 1814, Samuel Parker's map of the Oregon Territory in 1838, and then in the Western U.S. map in 1852. Through the years, the area was settled with homesteaders, ranchers, and fur trappers. In 1908, the Teton National Forest was established, and with the National Park Service created in 1916, the Teton National Forest was on its way to becoming recognized by Congress as Grand Teton National Park.

Since its establishment in 1929, conservation efforts have been made to preserve the rich history of the Park, and to this day, visitors enjoy the stunning natural beauty within the park.

## History

# Mission Statement & Goals

The Purpose of Grand Teton National Park is to protect the area's native plant and animal life, its cultural and historic resources, and its spectacular scenic values, as characterized by the geologic features of the Teton Range and Jackson Hole. With an average of over four million visitors each year in the past five years, Grand Teton's goal is to bring its visitors an escape from life and give them a break with fresh air and wildlife. Grand Teton follows the saying of John Muir, a man of the mountains, "Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike."



The beauty of being such an iconic landmark, as are the Grand Tetons, is a lot of the media becomes earned media. Because of the natural beauty in the scenery at Grand Teton National Park the public, tourists, and companies need little persuasion to attend the National Park. Photography and video thus becomes a primary source of developing the brand and promoting the park. Pixar's movie the Good Dinosaur is one example of earned media for Grand Teton National Park. Melissa Brouillette, a popular blogger, wrote about the Pixar film she said, unlike other Pixar films, which focus their scenes on the characters, The Good Dinosaur focused each scene on the nature surrounding the characters. This became beneficial to Grand Teton National Park, because Clawtooth Mountain (the main setting repeated throughout the film) was inspired by the Grand Tetons.



#### News Postings:

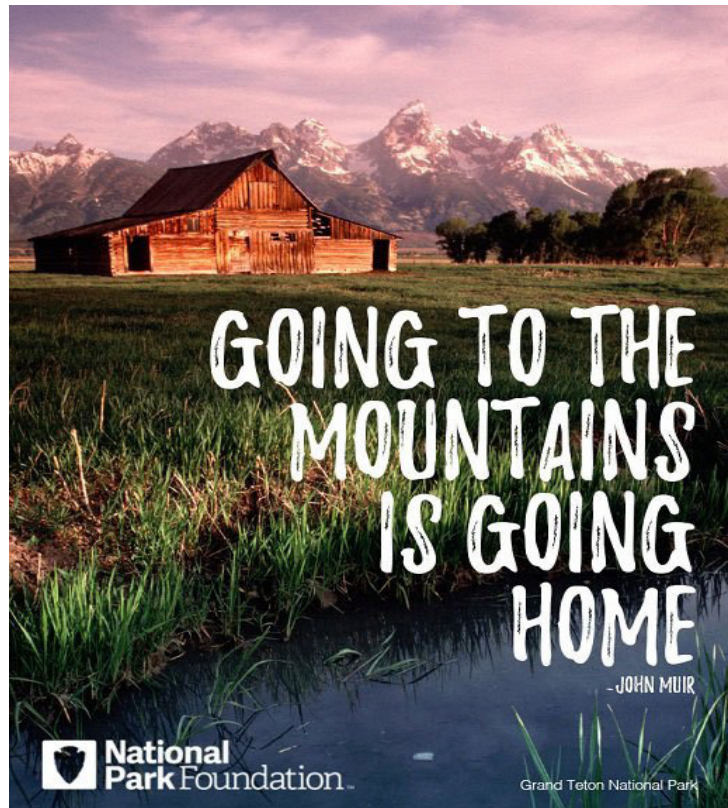
Grand Teton National Park is reliable in delivering current news to the park and general public. News releases are posted throughout the week, and all news releases can be found on the Grand Teton National Park Web page. Publishing news releases has become a valuable resource in promoting the park on a daily basis.

The park also provides a printed park newspaper, this becomes a form of direct mail advertising, and has the benefit of going home with the park guests. The park newspaper is designed to provide visitors with information about “park activities, lodging, services, notices and other important information,” according to Grand Teton National Park Web page. Editions of the newspaper are printed on a seasonal basis.

Park news has been covered by news stations. NBC news did a story on a Bronx-BornRanger who is working to inspire young park goers.

The park will frequently post videos of new park features or park renovations. For example the park has posted a video about Jenny Lake, in the video park rangers explain what future renovations will take place at Jenny lake. Articles about Grand Teton National Park are often printed in outsourced printed media. National Geographic's has published articles about the Grand Tetons. This is a source of Public Relations, which is apart of the Marketing Mix.

Grand Teton National park is a popular tourist destination; because of this a lot of the promotional strategy deals with tourism PR. Jackson Hole deals with a lot of tourism PR as well.



The Grand Tetons thus benefits from Jackson Hole and vice versa. Jackson and Jackson Hole are well known as a luxurious tourist destination, but the destination wouldn't be quite so luxurious without the stunning shadow of the Grand Tetons. Agencies such as Purple Orange will fly out reporters from New York City and take them to the Grand Tetons and surrounding countryside to help them best write articles for their clients.

Social Media:

Grand Teton has been very active on their social media accounts including Facebook, YouTube, Twitter, Instagram, Flickr and iTunes. Grand Teton National Park has a very wide Social media presence.

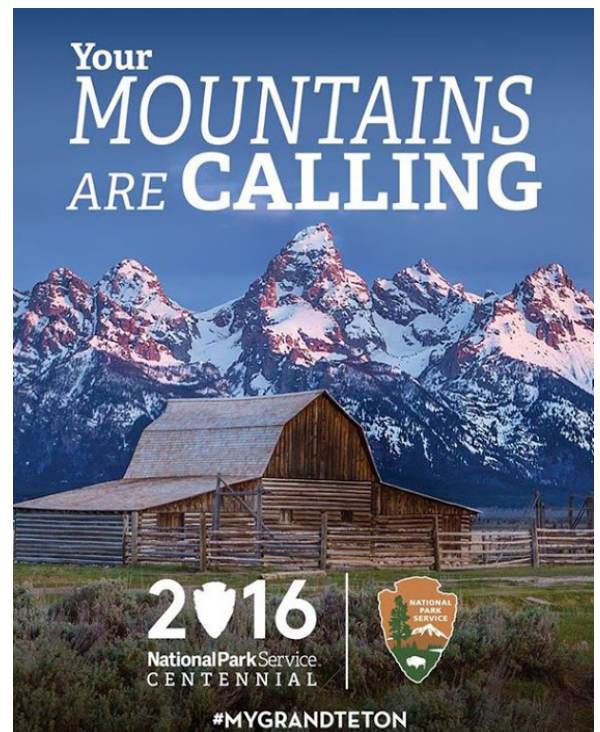
They have used that social media presence and their web page to promote upcoming events. For example their representatives were live on Facebook while they walked in the Jackson Independence Day Parade this last year. They also brought attention to Military Family Service Day by hosting a community service project at the park for those who have served and their families. They advertised the National Park through social media in April when they were celebrating National Park week. During this week, April 16-24, park entrance was free.

Grand Tetons has been promoted through the national park and through visitors by using their popular hashtags. These have been #tetons, #gtnp, #jacksonhole and #mygrandteton as well as others.

#### Advertising through an Agency:

They have had several videos done by Sheet Studios. Sheet Studios is an agency that focuses on video and still images. Their clients include the Grand Teton National Park Foundation, National Park Service and Jackson Hole.

The YCP 10 Year Anniversary video by sheet studios is an example of one of the promotional videos to promote the park. This campaign was designed to promote youth involvement in the outdoors. Grand Teton National Park Foundation has had at least eight information/promotion videos made for the park.



# Present IMC

Happy 100th Birthday:

Grand Teton National Parks current campaign, and every other U.S. National park, is promoting the 2016 National Park Service Centennial. This is a year long campaign to celebrate 100 years of National Park Service. The National Park Service's official birthday was on August 25, 2016. "The centennial kicks off a second century of stewardship of America's national parks and engaging communities through recreation, conservation, and historic preservation programs," according to the National Park Service Web page.

In order to help push this campaign on social media, NPS and Grand Teton NP are currently using hashtags such as, #MYGRANDTETON, #FindYourPark and #NPS100. They are not only just posting these hashtags on social media but they are placing them at the ends of their promotional videos, and as a focal point on their banner ads and posters.

In August (20-28) of 2016 a special centennial wrap was included in with the Grand Teton Park newspaper; this was to mark the beginning of their year wide campaign.

Because the National Park Service is a sponsored government institution the majority of their promotions deal with PR and associating themselves with other government groups. The United States Mint is an example of this. The U.S. Mint has recently crafted three limited-edition coins to commemorate the NPS Centennial. "Proceeds from coin sales go to the National Park Foundation to support projects that protect parks for future generations," according to NPS Web page. None of the coins depict the Grand Tetons, but it does promote attendance at one of the National parks, which does include the Tetons.

Like the U.S. Mint the U.S. Postal Service is joining the spirit of celebrating the NPS Centennial by "issuing 16 new Forever stamps featuring national parks," according to NPS Web page. The designs for these stamps were made public in April of 2016. Although none of the stamps specifically feature images from Grand Teton National park, the stamps will still promote general public awareness about the Centennial.



National Parks Adventure is a new IMAX film featuring the National Park Service. Its main objective is to offer messages about the importance of National Parks, and protected areas. Due to the release date however, it is helping promote the Centennial as well.

The National Park services along with the Centennial is launching a movement “to spread the word about the amazing places we [NPS] manage, the inspirational stories that the national parks tell, our country’s natural resources, and our diverse cultural heritage,” according to the NPS Web page. They are doing this through FindYourPark.com. FindYourPark.com is a site, which allows the community to share their experiences and stories with others all around the world. They are being sponsored by companies such as Subaru, REI co-op, Disney, Humana, American Express and Budweiser. The site also includes personal endorsements from celebrities such as Michelle Obama, Bella Thorne, Bill Nye, Laura Bush, Joseph Gordon-Levitt and many more.



# Target Audience

According to a survey recorded in the United Kingdom about their national park tourists, 68% of the visitors of national parks are families, containing five or less people. Only 7% of the tourists came from outside of the UK, we can only assume a similar percentage applies to the US. People either visit the national parks for a day visit, or they attend the national park for a couple days and stay at accommodations inside the park. Therefore, most people who attend national parks visit parks who are close to them.

Grand Teton National Park is near a very tourist-driven city, Jackson, Wyoming. Other cities within reasonable driving distance are Billings Montana, Bozeman Montana, Idaho Falls Idaho, Pocatello Idaho, Salt Lake City Utah, Ogden Utah, and Provo Utah. This should be the target audience since according to the UK study, 93% of visitors travel to national parks in their own car.

What activities do visitors do in national parks?

- Walking (40%)
- Driving around and sightseeing by car (19%)
- Relaxing (12%)
- Visiting towns and villages (10%)

Even though information came from a survey from the United Kingdom, their research can also be applied to how we target the ideal audience for Grand Teton National Park.





According to a 2012 article at ABC news, the amount of young people attending national parks has dropped. Currently, the average age of people who visit national parks are between their 40s and 50s. However, the average age used to be mid or early 20s. The culprit being “distractions” for the younger generations.

This is very important information because in order to gain

more visitors to Grand Teton National Park, we have to learn how to target a younger and easily distracted audience in those nearby cities in Montana, Idaho, and Utah. The ideal target audience should be men and women between the ages of 18-35.

Idaho’s Demographics:

89.1% White Americans  
 0.6% African Americans  
 1.4% American Indian or Alaska Native  
 1.2% Asian American  
 0.1% Native American or Pacific Islander  
 2.5% two or more races  
 11.2% was hispanic or latino (of any race) as of 2011

23% LDS  
 22% Evangelical Protestant  
 18% Catholic  
 18% Unaffiliated  
 16% Mainline Protestant  
 2% other faiths  
 1% Jehovah’s Witness

Montana’s Demographics:

89.4% White American  
 6.3% American Indian Alaska Native  
 0.6% Asian  
 0.4% African American  
 0.1% Pacific Islander

47% Protestant  
 23% Catholic  
 5% LDS  
 2% Jehovah’s Witness  
 1% Buddhist  
 0.5% Jewish  
 0.5% Muslim  
 0.5% Hindu  
 20% Non-religious

Utah’s Demographics:

88.6% White American  
 13% Hispanic/Latino (of any race)  
 1.8% Alaskan Native  
 American Indian  
 2.8% Asian American  
 1.3% Pacific Islander  
 1.6% African American  
 6.9% other race

58% LDS  
 16% Unaffiliated  
 10% Catholic  
 7% Evangelicals  
 6% Mainline Protestants  
 1% Black Protestant Churches

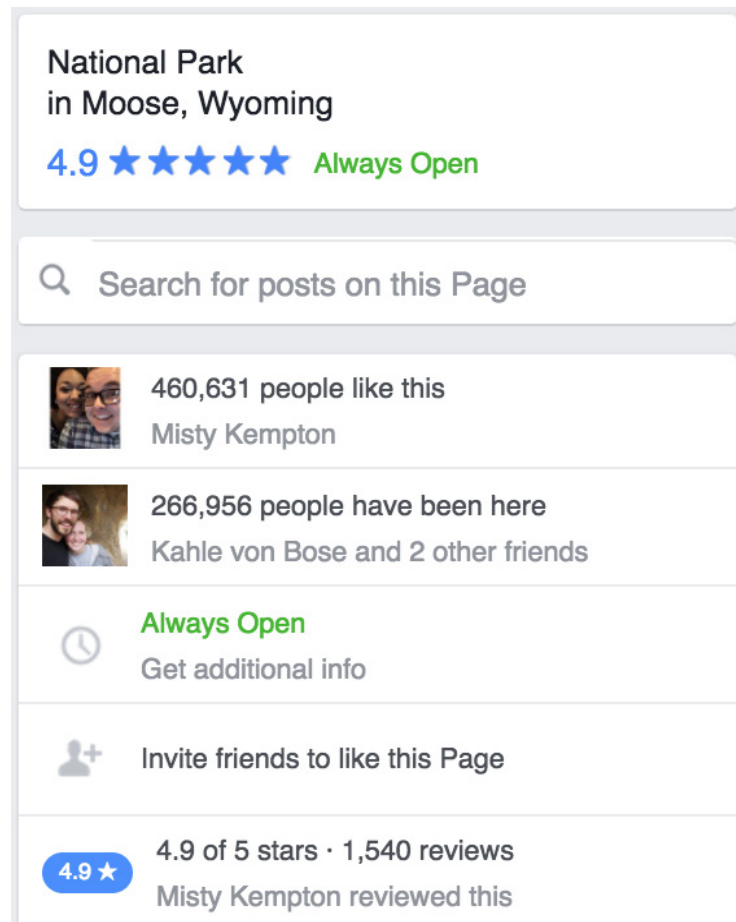
# Effects of Brand Awareness on Promotions

Grand Teton National Park has a very active social media. From Facebook to Instagram it shows all aspects of the park. The Instagram currently has 191,000 followers, with each post earning roughly 6,000 likes and on average 100 comments. The posts on Instagram offer engagement asking questions from ‘where would you like to send someone to hike in Grand Teton?’ to ‘who would you like to sit and chat with?’. Instagram is a good way to let fans know what is happening in the park, portray the wildlife and see the beauty that Grand Teton National Park has to offer.

Featured on the Facebook, different content is posted such as road closures, holidays, events and still the same beauty that is in the park. The Facebook for GTNP currently has 460,000 likes with the posts gathering around 4,000 likes with 100 shares per post.

On all social media platforms people are encouraged to post their own personal photos with the hashtag #FindYourPark or #FYP. A campaign that all national parks are participating in.

With park attendance at a record high for the year in 2015 with 3.15 million recreational visitors, the park has been doing increasingly well each year starting out in 2008 with 2.49 million recreational visitors.



**National Park**  
in Moose, Wyoming

4.9 ★★★★★ Always Open

Search for posts on this Page

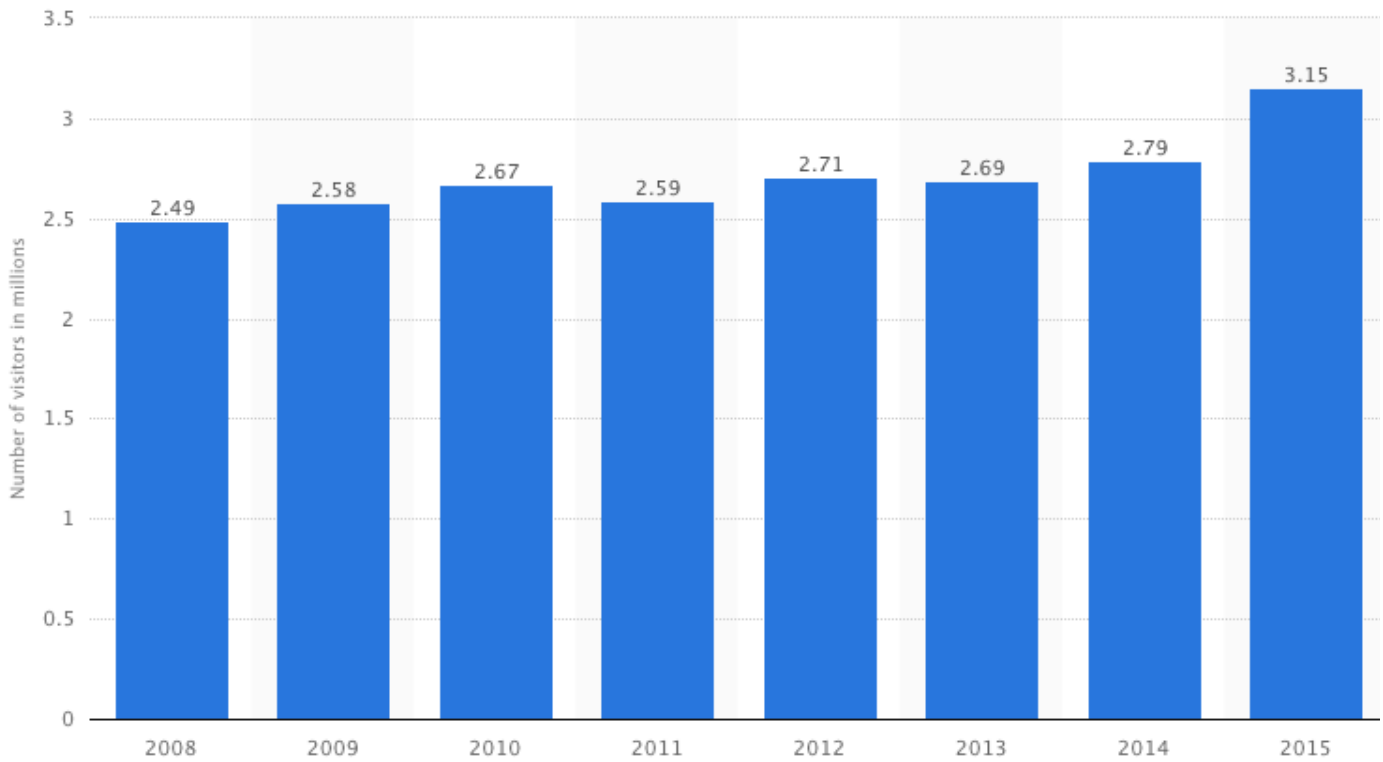
460,631 people like this  
Misty Kempton

266,956 people have been here  
Kahle von Bose and 2 other friends

Always Open  
Get additional info

Invite friends to like this Page

4.9 ★ 4.9 of 5 stars · 1,540 reviews  
Misty Kempton reviewed this



Grand Teton National Park’s biggest competitor is Yellowstone National Park. To many, they see Grand Teton as a gateway park into Yellowstone. Though the two beautiful national parks are next to each other, in the year of 2015 Grand Teton had 3.15 million recreational while Yellowstone had 4.1 million recreational visitors making Yellowstone the 5th most visited national park. Grand Teton was the 8th most visited park. In 2012 Grand Teton National Park produced \$424 million.

<b>10 Most Visited National Parks (2015)</b>	
<i>Park</i>	<i>Recreational Visits</i>
1. Great Smoky Mountains NP	10,712,674
2. Grand Canyon NP	5,520,736
3. Rocky Mountain NP	4,155,916
4. Yosemite NP	4,150,217
5. Yellowstone NP	4,097,710
6. Zion NP	3,648,846
7. Olympic NP	3,263,761
8. Grand Teton NP	3,149,921
9. Acadia NP	2,811,184
10. Glacier NP	2,366,056

# Competitors

# Brand Copy

The Grand Tetons don't have a whole lot of advertising with television and there is not very much in the ways of radio either. They do use a lot of written advertising in the form of magazine ads and billboards. The copy is very short, sweet, and to the point. They use a lot of pictures in their advertising, trying to let the imagery sell the story and draw people to their park.

Grand Teton National Park has an amazing social media presence. On Instagram they have the hashtag posts #grandtetons, #grandtetonnationalpark, and #grandteton with over 240 thousand posts using those hashtags. The posts usually don't have much copy because it's more about the picture which contains wildlife and landscape. Rather than saying that they are better than any other national park or saying why people should come visit. Grand Teton decides to let the picture lure people to coming into the park. On Facebook they do the same thing as they do on Instagram by letting the pictures tell the story.

In the past Grand Teton National Park, before social media became an everyday thing, they mostly used magazine advertisements and then some television commercials. As for the current social media advertisements, almost all of them were about the picture.



## Grand Teton National Park Foundation

### Statements of Activities September 30, 2015 and 2014

September 30, 2015	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Support:</b>				
Contributions and grants	\$ 1,193,995	\$ 3,994,412	\$ -	\$ 5,188,407
Net assets becoming unrestricted	2,690,911	(2,685,911)	(5,000)	-
<b>Total Support</b>	<b>3,884,906</b>	<b>1,308,501</b>	<b>(5,000)</b>	<b>5,188,407</b>
<b>Revenue:</b>				
Interest income	5,351	7,330	-	12,681
<b>Total support and revenue</b>	<b>3,890,257</b>	<b>1,315,831</b>	<b>(5,000)</b>	<b>5,201,088</b>
<b>Expenses:</b>				
<b>Program Services:</b>				
Grants and programs	3,097,814	-	-	3,097,814
<b>Support Services:</b>				
Management and general	315,005	-	-	315,005
Fundraising	531,054	-	-	531,054
Total support services	846,059	-	-	846,059
<b>Total expenses</b>	<b>3,943,873</b>	<b>-</b>	<b>-</b>	<b>3,943,873</b>
<b>Change in Net Assets</b>	<b>(53,616)</b>	<b>1,315,831</b>	<b>(5,000)</b>	<b>1,257,215</b>
<b>Net assets:</b>				
Beginning	133,032	9,336,117	5,000	9,474,149
Ending	<b>\$ 79,416</b>	<b>\$ 10,651,948</b>	<b>\$ -</b>	<b>\$ 10,731,364</b>

A request was made for the 2016 Fiscal Year Budget for Grand Teton National Park for the purpose of increasing resources for the National Park Service Centennial Celebration. For what is known as the Centennial Initiative, Grand Teton National Park was granted a discretionary budget of \$40 million. This budget is to be used for creative initiatives such as increasing outreach to new audiences, improving visitors services, and leveraging partnerships.

According to the 2015 Audit, Grand Teton National Park has had an overall increase in assets earned, with a total of \$10,903,314, up 12.14% from the 2014 Audit. Donations collected, both contributions and grants, as well as revenue decreased in 2015, only having earned \$5,201,088 in 2015, in relation to \$5,639,691 in 2014.

## Financial Details of Brand

# Summary and Conclusion



The Grand Tetons have a rich history that dates back 14,000 years ago. Since its establishment as a National Park in 1929, conservation efforts have been made to preserve its history while allowing visitors to enjoy its beauty. When it comes to advertising, Grand Teton National Park will often let its imagery through pictures do most of the communicating, with little copy.



The park has had a strong past IMC in social media through Instagram and Facebook. Many of its advertising promotes the park's visitors to share their experiences through the use of hashtags, such as #mygrandteton. Grand Teton National Park services regularly post updated news and details to keep park attendants well informed and prepared for their experience. Current IMC advertising and promotions are centered on the 2016 National Park Service Centennial.

Grand Teton National Park is the 8th most visited national park. The park is targeting families living in the surrounding states of Utah, Idaho, Montana and Wyoming. Adults are in their 40's and 50's. Attendance at National Parks is dropping with millennial demographics.

Grand Tetons goal is to bring its visitors an escape from life and give them a break with fresh air and wildlife.



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