

Zoo Media, a Dakdan Worldwide Company, Launches Innovative Media Agency for the Zoo and Aquarium Industry

Zoo Media is committed to ushering in a new era for the zoo and aquarium industry, bridging the gap between wildlife conservation, education, & brand promotion

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Zoo Media, is excited to announce the launch of its cutting-edge media agency dedicated to transforming the world of zoos and aquariums. This groundbreaking initiative aims to

provide zoological institutions with the tools and expertise they need to engage their visitors and conserve wildlife, while also offering brands an unprecedented opportunity for national exposure and brand consistency across multiple venues.



Zoo Media network, Marketing innovations for zoos and aquariums

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When it come to sponsorships, Zoos & Aquariums are similar to what stadiums were like 20 years ago, they need staff support, new innovations, and new technology that brands are seeking for activation”

*Zoo Media can provide these services and innovations said
Dan Kost, CEO*

Zoo Media is committed to ushering in a new era for the zoo and aquarium industry, bridging the gap between wildlife conservation, education, and brand promotion. With state-of-the-art technologies and specialized consulting services, Zoo Media is set to create a unique ecosystem that benefits both the institutions and the brands they could partner with. Taking the page from its sister company Sports Media, who, for the past 40 years, has brought innovations and brands to professional sports. Zoo Media identified the audience several years ago when it discovered that there was just as many people going to zoos and aquariums as sporting venues. This led to the development of Zoo Media.

Key Features and Offerings of Zoo Media:

1. **Cutting-Edge Technologies:** Zoo Media harnesses the power of the latest digital and media technologies to help zoos and aquariums engage their audiences more effectively. From interactive exhibits to augmented reality experiences, these innovations will take visitor engagement to new heights.

2. **Consulting Services:** Our team of experts offers strategic consulting services to zoos and aquariums, helping them design and implement impactful conservation and education programs. We will work closely with institutions to develop content and experiences that resonate with visitors and support their conservation efforts.

3. **Brand Consistency:** For brands seeking a national presence, Zoo Media offers a unique platform to connect with audiences across various venues. This ensures consistent brand messaging and recognition, making it easier for brands to reach their target markets. For the first time, Brands will have an outlet to reach every zoo and aquarium through one agency.

4. **Wildlife Conservation:** We are deeply committed to wildlife conservation and education. A portion of our proceeds goes toward supporting the conservation efforts of the zoos and aquariums we partner with by developing fundraising platforms.



Zoo media is a service disabled veteran owned small business



Zoom media interactive video wall

At Zoo Media, our mission is to create a synergy between zoos, aquariums, and brands, driving engagement, awareness, and positive

change. We believe that by connecting people with wildlife and inspiring a sense of wonder, we can make a real impact on conservation efforts globally.

"Our goal is to create a win-win situation for zoos, aquariums, and brands. Zoos get the support they need to enhance their mission, and brands get a unique platform for national reach with consistency," said Dan Kost, CEO of Zoo Media.



Zoo Media is thrilled to announce its strategic expansion by incorporating new divisions to diversify its offerings and reach a broader audience. In addition to its commitment to revolutionizing the zoo and aquarium industry, Zoo Media is now venturing into Licensing, Film, Travel, Medical, News and Information, marking a significant milestone in its journey.

These new divisions align with Zoo Media's overarching goal to create a stronger connection between people, wildlife, and conservation. By branching out into licensing, travel, and medical news and information, Zoo Media seeks to expand its positive impact on a global scale.

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About Zoo Media: Zoo Media, a subsidiary of Dakdan Worldwide and SDVOSB, is a media company dedicated to transforming the zoo and aquarium industry. Our team is dedicated to enhancing visitor experiences, supporting wildlife conservation, and providing brands with a unique platform for consistent national exposure. With a focus on innovation and collaboration, Zoo Media's expanded divisions now include Marketing and Sponsorship Services, Licensing, Film, Travel, Medical, News and Information, in addition to its core services supporting zoos and aquariums.

About Dakdan worldwide: dakdan Built from the ground up, over the last 40+ years, dakdan has served as a creative, inspiring, innovative growth company. Using marketing and advertising strategies that are the core of the companies success. Exceeding sales goals to grow clients growth. That's where our expertise comes in, and our clients benefit. Supporting over 100 agency division in, Entertainment, sports events, medical, zoos and aquarium, transportation, esports and news networks. www.dakdan.net

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