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Prospect Park Introduces New Branding Campaign

First ever campaign highlights all the features and attractions visitors don't even know exist. Campaign seeks to increase awareness, improve signage and enhance visitor experience with new "Net Promoter" customer satisfaction survey.

Brooklyn, NY - As part of a comprehensive new effort to improve customer experience, the Prospect Park Alliance wanted to learn where people went, what they liked and how much they knew about the 150 year old, 585 acre treasure, that's right in the heart of Brooklyn.

To help accomplish this, the Alliance had researchers conduct remote observations, customer intercepts and satisfaction surveys. This research which lasted 6 months was done pro-bono by "Creative Good" a Customer Experience Consulting Firm that serves Fortune 500 companies.

"I lived here for 16 years and never knew all the good things Prospect Park has"

That quote, from a long time visitor to the Park, was representative of what we heard over and over. We learned that two of the best features of the Park actually contributed to keeping visitors from enjoying all that the park offers.

1. Because Prospect Park is so large and winds its way around so many different Brooklyn neighborhoods, visitors tend to enter at one spot and never go much beyond the outer perimeter. So even though visitors loved what they did in the Park they really had very little idea of what else they could do.
2. Unlike Central Park, which was also designed by noted designers Frederick Law Olmsted and Calvert Vaux, Prospect Park was designed to hide many of its most beautiful natural resources. Prospect Park is not laid out in a traditional grid but rather snakes along the many diverse neighborhoods which it borders. The idea being that people should be surprised as they uncover each new feature. So while getting around the Park is a truly wondrous natural experience, it can be somewhat of a challenge.

Based on this learning, the Prospect Park Alliance is now engaged in a multi-part program to help make the user experience even more rewarding. Our first effort is a new branding campaign with the theme:

"Discover the Prospect Park You Don't Know"

This effort designed to make more people aware of more that's available in the Park, includes posters, email and a new revised website. Some of the headlines in the campaign are:

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Prospect Park Branding, cont.

“Don’t just throw a ball... catch a fish”

(promoting fishing in our lake)

“Don’t just walk your dog... ride our horses”

(promoting our world class, historic carousel)

“Don’t just exercise your body... expand your mind”

(promoting the educational programs at our Audubon Center).

There are also many more, featuring many other Prospect Park attractions that too few people know about – such as Lefferts Historic House, The Tennis Center, The Picnic House, Nature Trails and the summer long Concerts in the Park series.

We are also embarking on a new effort to improve the directional signage in the Park so that people can more easily find their way while still enjoying the feeling of exploration and discovery originally intended by the designers. These new signs will start appearing in the Park in time for the new spring season.

Additionally, as a part of the Park’s new emphasis on improving communication to better serve our public, we will be introducing a highly regarded form of customer feedback – The Net Promoter Survey.

This is a relatively new concept which basically asks visitors to evaluate their experience based on how likely they would be to recommend it to a friend. Only the most raving customers are considered to be truly satisfied and therefore the Park’s best promoters.

The rise of Brooklyn as one of the most amazing places to live and work is well documented. And the Prospect Park Alliance recognizes that Prospect Park, now with over 8 million visits a year, plays a major role in Brooklyn’s future. The Prospect Park Alliance will continue to expand the recreational, cultural, environmental and entertainment activities in the Park and do it in ways that best meet our diverse population.

For more information on Prospect Park events, programs, membership and volunteering, call the Park Hotline at (718) 965-8999 or visit www.prospectpark.org

In partnership with the City of New York and the community, the Prospect Park Alliance restores, develops, and operates Prospect Park for the enjoyment of all by caring for the natural environment, preserving historic design, and serving the public through facilities and programs. Prospect Park’s 585 acres of meadows, waterfalls, forest, lakes, and athletic facilities comprise a masterwork of urban green space.

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