

Otters on a Mission | Social Media Copy:

Paid Social Single Image: (tourism)

Headline: License to Thrill.

Body: Plan your trip to the aquatic, NEW Otter Creek at Zoo Knoxville and join our adorable otters on a heroic mission to save our waterways!

LD: Buy Tickets.

Headline: Make This Trip A Splash.

Body: We're flipping out about otters! The all new Otter Creek is open! Buy tickets and join the mission to save animals from extinction.

LD: Plan your visit.

Headline: Dive Another Day.

Body: Visit Zoo Knoxville & spy on our new Otter Creek habitat, home to cute, clever, covert otters on a mission to save the planet!

LD: Plan a trip.

H: From Otters With Love.

B: Otters Pascal, Clayton & Reed team up to take down pollution. Plan your visit and catch the unstoppable otter force in action!

LD: Get tickets today!

H: Now Playing!

B: Clayton Otter Creek has arrived! They're forming an alliance to protect the rivers from pollution - you can help, one visit at a time!

LD: Join the mission.

H: Live and Let Slide!

B: Everyone can have wild fun at Zoo Knoxville – and we mean everyone! With accessible habitats, sensory bags, quiet zones & wheels!

LD: Learn More.

Paid Social Single Image: (Local)

Headline: License to Thrill

Body: There's no time to dive! Actually, there is. At the all new Otter Creek on ARC Campus! Catch the otters in action!

LD: Get tickets.

Headline: No Time to Dive!

Body: They're lovable, laughable & on a mission to help clean our waterways. Join a furry taskforce when you visit the all NEW Otter Creek!

LD: Secure your seats.

Headline: Otters Are On A Mission!

Body: Enjoy warmer days this Spring at the brand new Otter Creek on the ARC Campus. See the cute, save the world. One visit at a time.

LD: Get tickets.

Headline: Underwater Oasis.

Body: I spy good times all the time! At Clayton Otter Creek! Catch the otters in action, saving our waterways and making us laugh!

LD: See them live!

H: Mission Not Impawwsible!

B: Our goal? Clean Water. You can help. Visit Otter Creek and join the taskforce! The mission never ends, and the obsession doesn't either.

LD: Get tickets!!

H: Fun Within Your Comfort Zone!

B: We're a KultureCity Certified Sensory Inclusive venue, so bring your friends & family of all abilities to enjoy the Zoo!

LD: Plan your visit.

H: Inclusive Adventures

B: We want guests of all abilities to join in on the fun! We offer accessible facilities, sensory bags, quiet zones & more!

LD: Get tickets!

Otter Spotter:

Headline: I Spy MORE OTTERS!

Body: Can't get enough of the adorable otters? We get it. Discover where otters outside of Zoo Knoxville live near you!

LD: Try the [otter spotter](#).

Headline: Discover MORE OTTERS!

Body: Did your last zoo visit leave you wanting more otter interactions? Find & spot otters in your area with the community site.

LD: Use the [otter spotter](#).

Headline: Otter Nation

Body: Want more otter interactions, beyond the zoo? Learn about otters living near you, spot & log your local sightings!

LD: Try the [otter spotter](#).

Social Video Posts:

:30

Headline: Join the Mission

Body: See the cute. Save the planet. One visit at a time. ONLY at the all new Clayton Otter Creek! Do you accept this mission?

LD: Get Tickets.

:15

Headline: Otter Squad Activate!

Body: Dive into action with otters this Spring! Join an elite task force protecting our waterways when you visit the all NEW Otter Creek!

LD: Plan your trip.

Otter Creek is HERE! The otters formed an alliance to protect the rivers from pollution - you can help, one visit at a time!