

FOR IMMEDIATE RELEASE

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Leonard's Dream Comes True: Seattle Aquarium Rolls Out Red Carpet

To view the campaign, visit: <http://www.copacino.com/pr/leonard/>

A four-year, long shot campaign became a reality this month as Leonard the Goldfish was given his own exhibit at the Seattle Aquarium.

In 2007 Leonard, an ordinary pet-store goldfish, began to appear in outdoor boards, newspaper ads, radio commercials and TV spots in a grassroots effort to join the exotic fish and animals on display at the Seattle Aquarium.

His persistence paid off: The Aquarium agreed to admit Leonard if he could convince 30,000 Washingtonians to vote him in this summer. More than 69,000 votes later, Leonard rode a tidal wave of popularity and realized his dream.

It's all part of a carefully orchestrated marketing campaign created by the Seattle Aquarium and its ad agency, Copacino+Fujikado.

The "Let Leonard In" Campaign morphed into "Vote Leonard In" in 2010, relying on paid advertising, social media and events to rally support for the Aquarium's spokesfish. In addition to asking for votes in radio, outdoor, print and mobile ads, Leonard created a Facebook page and in a matter of weeks attracted over 4,600 fans and friends.

He gained a strong following on Twitter, as he dispatched daily campaign updates and urged voter turnout. "Thinking of ways to get President Obama to vote for me while he's in town today..."

He also staged campaign rallies and made personal appearances at popular Seattle summer venues, including Alki Beach and outside of Safeco Field.

A special polling website was established and Leonard received over 69,000 "yes" votes. On September 10th, he was given his own tank in the entryway of the Aquarium and became its official greeter.

Over the course of the four-year campaign, Leonard helped to raise awareness of the Seattle Aquarium and contributed to record attendance and new memberships.

"It just goes to show the power of imagination and storytelling," says Tim Kuniholm, Marketing Director of the Seattle Aquarium. "People identified with Leonard as an anti-hero and underdog. Or is that underfish? In any case, they rooted for him."

Is this the end of the campaign, now that Leonard has been voted in?

"There may be one more twist in the story," says C+F Associate Creative Director Kurt Reifschneider. According to Senior Writer Mike Hayward, "We're concerned that fame might go to Leonard's head. It may cause some problems."

Stay tuned.

About Copacino+Fujikado

Founded in 1998, the agency has 30 employees and a range of clients that include the Seattle Mariners, Seattle Children's Hospital, CareFusion, the Seattle Aquarium, Symetra Financial, Washington Forest Protection Association and Pacific Place. Copacino+Fujikado has won numerous industry awards and has been named one of the "Best Places To Work in Seattle" by *Seattle Business Monthly* magazine.

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