

SEAWORLD PARKS & ENTERTAINMENT



“iWonder”

New Educational Shamu Show Treatment for San Diego

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iWonder

Ever wonder about the mysteries of the Orca Whale? How fast do they swim? How big do they get? How do they communicate? Do they have families? Come experience Shamu's waves of wonder in an exciting new show at Shamu Stadium that connects you and your family to the Shamu family of Orcas. Learn how we communicate, connect with, and care for our Orca family and their extended family in the wild. Come closer than ever before to understanding for yourself the wonders of these magnificent animals. Learn, love, laugh and play as you get to know the amazing ways SeaWorld helps Shamu and Orca whales everywhere!

OBJECTIVE

The objective of this show is to provide a different daytime offering in the Shamu Stadium that is focused on animal education. “Inside” messages about relationship building, how and why SeaWorld studies the Orca, and how that research helps whales in the wild, will be woven together with the kind of entertainment and excitement Guests expect to see from these wondrous whales. The overarching take-away for the Guest will be:

- A new “wonderment” for the amazing Orca through spectacular behaviors similar to those demonstrated by whales in the wild.
- A clear understanding—that reaches the whole family—that SeaWorld’s research is not only benefiting generations of people who would never otherwise see these animals, but benefiting Orcas in the wild as well.
- Other specific Educational message points to come.

LOGO

With a name like “iWonder” we set up the curiosity we will address in the show. By creating a show logo that looks like an app icon—using the black and white signature Shamu colors on a blue background—we present a logo that portrays a fun, contemporary attitude.

PRESHOW

With an organic flair, the preshow asks interesting, surprising and amusing questions about Orca whales. These real questions—sent in or asked by Guests in the park—represent the curiosity for Orca whales that generations of our Guests express every day. With the kind of unaffected honesty found in “real people,” the preshow invites everyone in the family to wonder about the natural world around them, about the majesty of the Orca, and SeaWorld’s amazing discoveries.

Through a series of engaging, standalone moments the preshow illustrates SeaWorld’s participation in this natural wonder. The screens take shape with graphics that “fly in” revealing questions of wonder from all ages: texted questions with emojis, inquisitive emails, tweets, Instagram shots with captions, snail mail letters, pictures from school children and even fun graphics that portray spoken inquiries in comic book style “speech bubbles.” These clever images create a contemporary collage of questions, layered across the screens, and raise anticipation in our Guests for the delight of discovery to come.

Families can arrive at any time during this preshow and slide right into the shared wonder that sets up the “teachable moments” in the show. And because the format of these questions varies from social media to snail mail, generations of Guests are included in the wonder, from Mom to Grandpa to teenage boy to little girl etc...

The last image to fly into the screen is a picture postcard featuring Shamu. This colorful postcard lands on the top of the “pile” of images. Once there, it flips and we see on the other side, the Host’s handwritten note as the words write themselves across the screen. “Your curiosity is wonderful! In fact, I decided to gather up all my favorite Guest questions and put them in a book to use in our next show...Come see it next time you visit—you inspired it!” Suddenly the postcard, followed by a flutter of all the other images, float up and fly into their own digital page of a “Snapfish” style book. The book closes and its cover reads, “iWonder.”

MAIN SHOW

Suddenly the screen dissolves into IMAG with a fun “Splash” graphic and sound effect as our friendly Host appears holding up the iWonder Book we just saw on the screen. (Host can be male or female, and either a Trainer, Animal Ambassador, or Entertainment performer) Our energetic Host sets up the show by talking about all the letters and pictures and questions that come to SeaWorld from all kinds of people. And how that wonder inspires everyone at SeaWorld keep showing and sharing the stories of the sea animals they love in hopes that more and more people will learn a new perspective on the ocean and its conservation.

Holding up the iWonder Book, the Host promises to use it to help answer all the questions about the Orcas they heard in the preshow. As the Host begins the first segment, the iWonder book opens, enhanced by another “splash” sound. At each segment change, we see the page turn and hear a splash sound as the camera zooms in on a particular text or email or picture, guiding the Host, Trainers and whales to bring the answer to life.

In this way, the Host continues, supported by screens that can move between the questions in the iWonder book, to sweeping imagery of the wonders of Orcas in the wild, to the focused IMAG of the Trainers and Whales in the show. Creative and current, the craft style animation used in these transitions bookends each segment of learning. Beautiful photographs of Orcas come to life via live-action video, bold illustrations of painted waves animate, ocean animal cutouts swirl, dip and dive and fun facts about Orca whales answer the preshow questions in delightful ways.

HOST

As a SeaWorld Animal Ambassador, our Host loves to share a wealth of information about sea animals...especially Shamu. Contemporary, engaging and trustworthy, our Host is passionate about the Orcas and eager to showcase the close relationships the Trainers share with each whale. Our Host communicates SeaWorld’s mission with enthusiasm, interacting with the audience through on-screen visuals that appear to emanate from the book of questions he/she holds. The sincere goal of the Host is to spark a life-long passion for the natural wonder and animal understanding in the heart of every Guest, young and old alike.

SEGMENTS

Each of the show segments is designed with an “information take-away” born out of the various Guest questions in the iWonder Book. The segments are modular and additional information—as well as illustrated Guest pages—can be added to or replaced or reduced, based on the message points and desired length of show. The friendly Host keeps the energy and pace of the show upbeat. As the Host and the Trainers interact with the book of Guest questions, the segments flow naturally and the interaction and information imparted seem spontaneous.

- **Segment 1:** High-energy opening where the Host introduces all the whales in a spectacular opening identifying their individuality and personalities.
 - The Host names each Whale as it swims out and offers an associated attribute as they appear for the Guests. This action is captured on screen via IMAG enhanced with complementary graphic design. As the Host introduces the Whales, she gives a signal and the Whales swim out in a grand fashion, finally sweep up together onto the slide-out for their first “Hello.” This creates a grand opening picture that mirrors one of the children’s drawings from the pre-show that is now the next page in the iWonder Book.
 - The page turns with an on-screen splash to the next segment.

- **Segment 2:** For this segment, the show energy remains upbeat, but softens a bit to allow for interaction as the Host introduces each Trainer by name, with a fun personal fact shown on the lively screen. Accompanying graphics reveal each Trainer’s personality.
 - As the page turns with a splash to this segment, a text from a teen appears with a little whale emoji asking this question, “How are the whales trained to jump?” The little whale emoji transitions with fun animation into a scrapbook cut-out of a breaching Orca. This snapfish-style embellishment animates, becoming a full-color video of an Orca breaching in the wild. At the same moment the Host draws everyone’s attention to the Orcas in Shamu Stadium, as they breach, showing the connection between behaviors in the wild and in the show.
 - The Trainers interact with the Whales through a few other behaviors; the screens move between IMAG of the whales in the stadium and video or photography of whales in the wild, showing their similar behaviors.
 - Camera zooms in on the ocean and draws back to reveal it has become blue linen stationary with a letter from Grandma. “How does SeaWorld actually help whales in the wild?” The Host explains how SeaWorld has learned to understand normal growth patterns, healthy weights, or how long a baby Whale must nurse – so that they can compare this research to how ocean conditions—like pollution—affect the entire whale family.
 - As the Host talks, Grandma’s stationary begins to wave, becoming the ocean once again. Some of the paper waves remain as a frame but live video reveals a pod of Orcas, swimming as a “family.”
 - The Host and Trainers join together to help the Guests understand how whales live as families. Which segues into next segment about “Baby Shamu...”

- **Segment 3:** The page with the blue paper frame turns, with a fun graphic splash and sound effect once more. The new page turns out to be an Instagram shot taken by a Guest, of Baby Shamu in Shamu Stadium. It's caption reads, "I wish I knew more about #babyshamu." The camera zooms in on the Instagram shot and swirls, transforming into a beautiful on-screen video of mother and baby in the wild. The mood goes tender, then awe-inspiring as the screens transition to a touching IMAG of a live mother and baby—or young whale—right there in the pool.
 - The Host offers some fun facts—appealing to adults and kids, boys and girls, about Baby Shamu as the Trainers encourage the whales to swim.
 - As the Whales leave the pool, the IMAG is graphically treated and transitions into multiple pictures/letters from children that ask: How do you take care of such big whales? The last one is clearly from a little boy, wondering if Killer Whales miss fighting with the Great White Sharks? He has illustrated his imagined "fight." The Host holds up her book and says, "These kids aren't afraid to ask us anything about how we take care of our Orcas!"
 - The kids pictures and letters fly to the corners creating a different kind of frame for the IMAG that now fills the screen.
 - The Host grows passionate as she speaks and the Trainers illustrate how the training of the Whales is not just for their participation in the shows. The training actually allows SeaWorld to care for the Orcas. As the Host explains the Trainers work with the whales and IMAG reveals them on the screen.
 - When the Orcas learn to offer their tail, SeaWorld can draw blood to check their health.
 - The slide-out allows SeaWorld team to weigh the Whale, to be sure they are growing properly.
 - All of this allows the Orcas to participate freely in the husbandry that keeps them safe and healthy.
 - At the end she refers back to the little boy's question about shark fights – his pictures spins into the center of the screen and the Host sets him straight with the truth.
 - With that the iWonder Book page turns with a splash sound.

- **Segment 4:** The show energy swings back up again as the fourth segment builds to a fun Guest interaction with the Trainers and the Whales.
 - The splash sound is heard again as several more iWonder Book pages turn on the screen. They land on a doodle sent in by a schoolgirl; in many colors, and swirls it reads, "Can you really talk to the Whales?"
 - The Host answers her by talking about the wonder of the human/animal connection and how the amazing thing is that the Orcas love to communicate back!
 - Suddenly surrounding the girl's doodle, in scrapbook style, snapshots of Trainers with whales in all sorts of situations appear to be digitally "pasted" in.

- As these snapshots appear, the Host talks about the fact that whether the whales are in the show, or behind the scenes, the relationship between the Trainer and the whale truly exists...as they see it now.
- As she speaks, the iWonder page dissolves into IMAG of the Trainers in and around the pool, giving the Whales rubdowns and hugs. The Host says, “The show interaction and the training behind the scenes are part of a real relationship that doesn’t stop at the end of the show.”
- The IMAG on the trainers naturally slides into IMAG on the upcoming Guest Interaction:
 - The host brings a young Guest to the glass and when they spin in front of a whale, the Whale surprisingly mimics the behavior.
 - A Trainer teaches a hand signal to the young Guest which then “surprises” a Trainer on the other side of the pool as the responding Whale drenches the trainer in water and smiles.
- A graphic of an animated splash coincides with the surprise splash in the pool. As the onscreen water droplets fall, they transform into colorful comic book speech bubbles, all coming from the names of various boys. Their names are written in classic comic book style. All these boys ask for technical facts about the whale splash. How strong is their tail? How much water can their tail displace? If they all did it all at once could they get the whole audience wet?
- The Host answers these and others with numbers and facts, edging closer to the splash zone. The Host ends the answers with a humorous quip about, “Finding out for yourself!” Just as the audience splash sequence occurs.

TAKE-AWAY

After the laughter of the audience splash, comes the heartfelt message of this show. As the Host talks about how whales in the wild benefit from SeaWorld’s research, he/she encourages everyone to spread the answers to their questions about these magnificent animals. “Your wonder—and now your knowledge—is one way SeaWorld promotes worldwide conservation efforts.” As the Host and the Trainers bring the entire family of whales back to the slide-out, the Host offers everyone a spectacular “photo moment.” As excited Guests snap pictures, an IMAG “snapshot” throws this splendid photo of the Trainers and Whales up onto the screen, and right into the last page of the iWonder Book.

In a moment of sincerity, the Host says, “I hope we never forget to wonder about the natural world around us—and you know one way to remember is take the “iWonder” book home with you! Just download it on your smart phone or iPad. It’s easy. You can even send it to your family and friends and help us share the story of how our Orcas are thriving here...and in the wild!”

WALK-OUT

As the Guests depart, the Host remains for photo opportunities, encouraging families to download the iWonder book of amazing pictures and wondrous facts...even letting them know that they can create their own iWonder Book at home from their discoveries at SeaWorld!