

KNOTT'S BERRY FARM × MMGY

KNOTT'S BERRY FARM

MONTEZOOMA: THE FORBIDDEN FORTRESS | CAMPAIGN BUILD

THE ASK

Create messaging guidelines for internal and consumer-facing communication on the reinvented MonteZOOMa: The Forbidden Fortress.

Craft copy direction for announcement(s) of ride progress, particularly on social media.

Concept media tactics and activations to promote the ride through reconstruction and launch time frame.

MESSAGING GUIDELINES

ADVENTURE & THRILL

HISTORY (TWO WAYS)

CULTURAL AWARENESS



ADVENTURE & THRILL

HISTORY (TWO WAYS)

CULTURAL AWARENESS

ADVENTURE & THRILL

In many ways, MonteZOOMa: The Forbidden Fortress is a callback to Westerns, adventure novels and the movies they inspired. Riders should be positioned as the heirs to this era – their thrill on the ride is part of a tradition of intrepid, fearless adventurers.



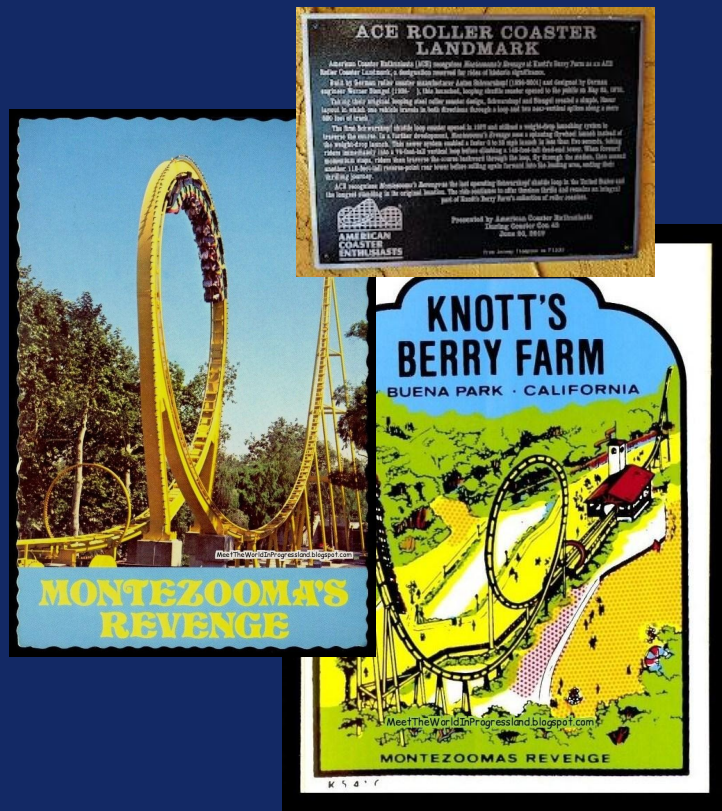
ADVENTURE & THRILL

HISTORY (TWO WAYS)

CULTURAL AWARENESS

HISTORY (TWO WAYS)

MonteZOOMa isn't just a dramatization of Aztec myth – it's an important part of the global history of thrill rides. We can lean on coaster fanatics to be our biggest hypesters by leaning into the legacy of MonteZOOMa's Revenge.



ADVENTURE & THRILL

HISTORY (TWO WAYS)

CULTURAL AWARENESS

CULTURAL AWARENESS

The other side of the coin is the ride's old name (MonteZOOMa's Revenge) and the negative implications that could create. But there's an opportunity to turn that into a strength. In everything we do, we should find ways to give local and indigenous communities a voice.





Nahua people (Aztec descendants)

SOCIAL MEDIA TACTICS

PAID SOCIAL

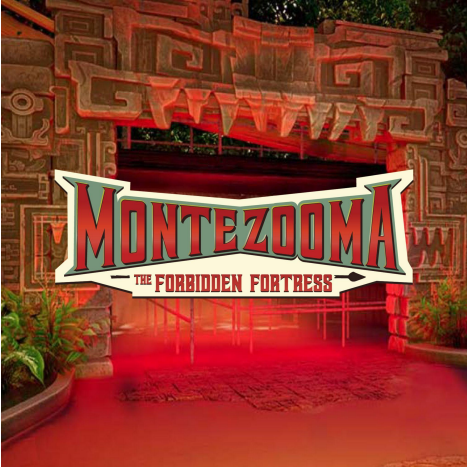
Social Announcement

Paid Social, In-Feed Image

**Knott's Berry Farm** 

Sponsored

An ancient legend rises next summer at Knott's. Prepare for MonteZOOMa's return!



Coming Summer 2025

GET YOUR SEASON PASS

[Get Tickets](#)

ADDITIONAL HEADLINES

Prepare to ZOOM to your doom.

Your screams are his revenge.

Forbidden fright. Riders delight.

Your terror is his treasure.

An ancient legend rises again.

You seek gold. He seeks revenge.

Dare to face his wrath.

You’ll like him when he’s angry.

ORGANIC SOCIAL

With opportunity to boost w/ paid

Social Announcement

Teaser Videos

POETIC JUSTICE

In this dire warning from the hellmouth of MonteZOOMa's fortress, adventure seekers learn their fate has already been determined before they even enter the ride.

A booming otherworldly voice will read the warning while the text fades in and out, line-by-line. Red and orange lights and fog swirl behind and through the teeth of the hellmouth.



Social Announcement

General Teaser Video

VERSION 1 | GENERAL | :15

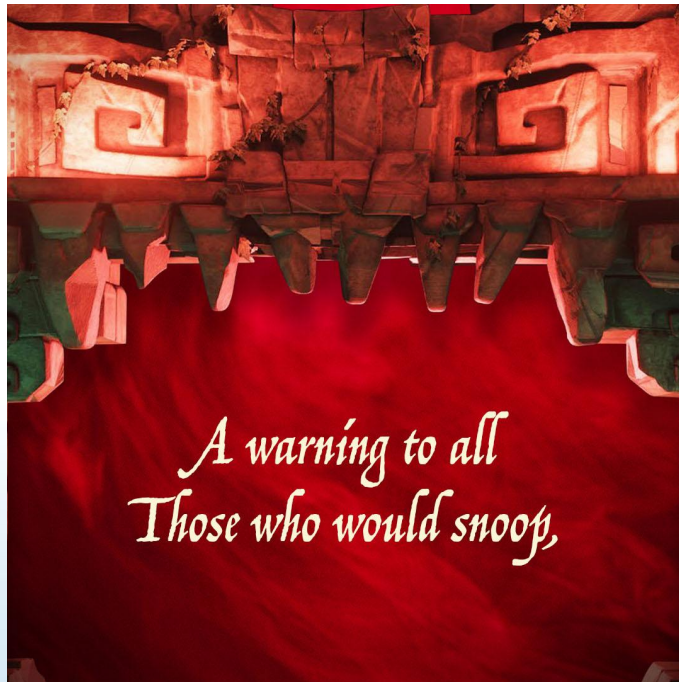
A warning to all
Those who would snoop,
Revenge will find you,
You'll be thrown for a loop.

Trust when we say,
There is nothing to gain,
You'll be sent to MonteZOOMa,
And back out again.

[Diabolical laughter ensues.]

ART CARD(S):

[logo] MonteZOOMa: The Forbidden Fortress
A Legend Returns Summer 2025



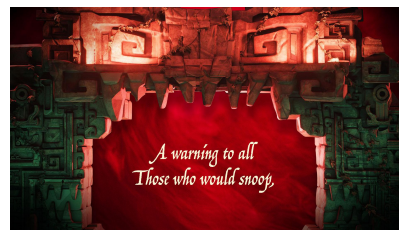


Open on picture within the Knott's logo. The scene is from the original MonteZOOMa teaser video.



Push through the logo into full screen picture. Fog and lights pour through the hellmouth.

BG AUDIO: Restraints and launch system click.



Camera pan to reveal the full hellmouth. Text trickles in like the magical Harry Potter map. VO: A warning to all those who would snoop.



VO: Revenge will find you, You'll be thrown for a loop.

BG AUDIO: Launch system hisses and roars.



On "loop," the full picture spins and tosses the text around.



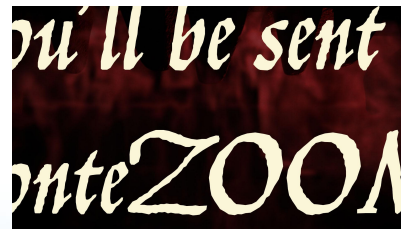
The hellmouth returns to its original position. The eyes are brighter now.

VO: Trust when we say, There is nothing to gain.



VO: You'll be sent to MonteZOOMa

BG AUDIO: Launch system thunks, accelerates.



The camera pushes through the hellmouth, past the text and into a foggy blur with orange and red lights.

BG AUDIO: Riders screaming in joy/terror.



Just as quickly as the camera pushes through the hellmouth, it pulls back out again.

VO: And back out again. [laughter]



Logo reveal, light pours through the logo text.



Date reveal. Light pours through "Summer 2025."

Note: The font for Summer 2025 is placeholder and should be updated to Cavalero 2 Regular.

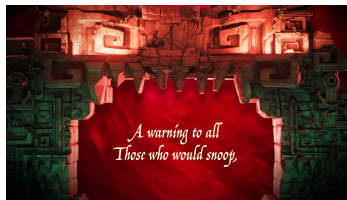


Open on picture within the Knott's logo. The scene is from the original Montezooma teaser video.



Push through the logo into full screen picture. Fog and lights pour through the hellmouth.

BG AUDIO: Restraints and launch system click.



Camera pan to reveal the full hellmouth. Text trickles in like the magical Harry Potter map. VO: A warning to all those who would snooze.



VO: Revenge will find you, You'll be thrown for a loop.

BG AUDIO: Launch system hisses and roars.



On "loop," the full picture spins and tosses the text around.



The hellmouth returns to its original position. The eyes are brighter now.

VO: Trust when we say, There is nothing to gain.



VO: You'll be sent to Montezooma

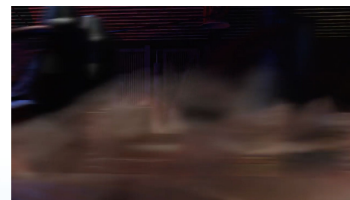
BG AUDIO: Launch system thunks, accelerates.



The camera pushes through the hellmouth, past the text and into a foggy blur with orange and red lights.



The front of the ride vehicle lights up and the foggy blur transitions to the next shot.



Ride zooms past the camera.

BG AUDIO: Riders screaming in joy/terror.



Just as quickly as the camera pushes through the hellmouth, it pulls back out again.

VO: And back out again. [laughter]



Logo reveal, light pours through the logo text.



Date reveal. Light pours through "Summer 2025." Note: The font for Summer 2025 is placeholder and should be updated to Cavalero 2 Regular.



VISUAL FX



Yoyo zoom

VO: You'll be sent to MonteZOOMa, and back out again.

*You'll be sent
MonteZOOMa*

The camera pushes through the hellmouth, past the text and into a foggy blur with orange and red lights.



Just as quickly as the camera pushes through the hellmouth, it pulls back out again.

VO: And back out again. [laughter]

Social Announcement

Season Pass Teaser Video

VERSION 2 | SEASON PASS | :15

A warning to all
Those who would snoop,
Revenge will find you,
You'll be thrown for a loop.

Yet to those who still yearn
For legends untold,
Let a season pass guide you,
To MonteZOOMa's gold.

[Diabolical laughter ensues.]

Get unlimited rides with your season pass.

ART CARD(S):

[logo] MonteZOOMa: The Forbidden Fortress
A Legend Returns Summer 2025



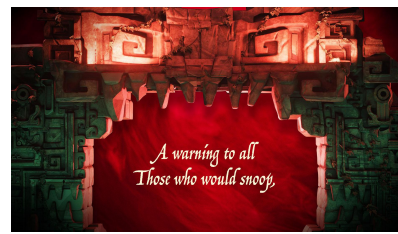


Open on picture within the Knott's logo. The scene is from the original MonteZOOMa teaser video.



PPush through the logo into full screen picture. Fog and lights pour through the hellmouth.

BG AUDIO: Restraints and launch system click.



Camera pan to reveal the full hellmouth. Text trickles in like the magical Harry Potter map. VO: A warning to all those who would snoop.



VO: Revenge will find you, You'll be thrown for a loop.

BG AUDIO: Launch system hisses and roars.



On "loop," the full picture spins and tosses the text around.



The hellmouth returns to its original position. The eyes are brighter now.

VO: Yet to those who still yearn for legends untold,



VO: Let a season pass guide you, To MonteZOOMa's gold.

BG AUDIO: Launch system thunks, accelerates.



As soon as the line is read, the camera pushes through the hellmouth, past the text and into a golden foggy blur.

BG AUDIO: Riders screaming in joy/terror.



A season pass floats in the air of golden delight and mysterious fog.

VO: Get your season pass today.



Logo reveal, light pours through the logo text.



Date reveal. Light pours through "Summer 2025." Note: The font for Summer 2025 is placeholder and should be updated to Cavallero 2 Regular.

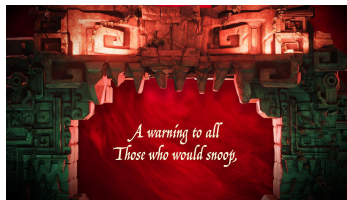


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VO: A warning to all those who would snoop.



VO: Revenge will find you, You'll be thrown for a loop.

BG AUDIO: Launch system hisses and roars.



On "loop," the full picture spins and tosses the text around.



The hellmouth returns to its original position. The eyes are brighter now.

VO: Yet to those who still yearn for legends untold,



VO: Let a season pass guide you, To MonteZOOMa's gold.

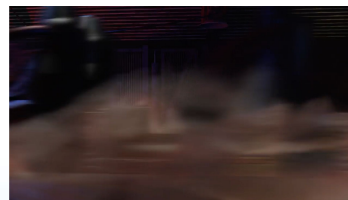
BG AUDIO: Launch system thunks, accelerates.



As soon as the line is read, the camera pushes through the hellmouth, past the text and into a golden foggy blur.



The front of the ride vehicle lights up and the foggy blur transitions to the next shot.



Ride zooms past the camera. The camera continues forward, past the riders and into a golden foggy blur.

BG AUDIO: Riders screaming in joy/terror.



A season pass floats in the air of golden delight and mysterious fog.

VO: Get unlimited rides with your season pass.



Logo reveal, light pours through the logo text.



Date reveal. Light pours through "Summer 2025." Note: The font for Summer 2025 is placeholder and should be updated to Cavalero 2 Regular.



ACTIVATIONS

BEHIND THE SCENES WITH MONTY ZOOMA

BEHIND THE SCENES WITH MONTY ZOOMA

Social Series

What comes to mind when you picture an explorer? Tan shirt, pith helmet and those weird safari shorts. Let's send one of those guys into Knott's Berry Farm to report on all things MonteZOOMa — from behind-the-scenes secrets to the ride's unique story.



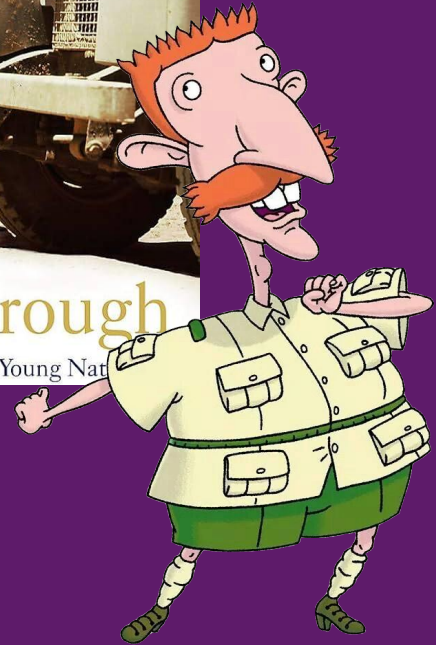
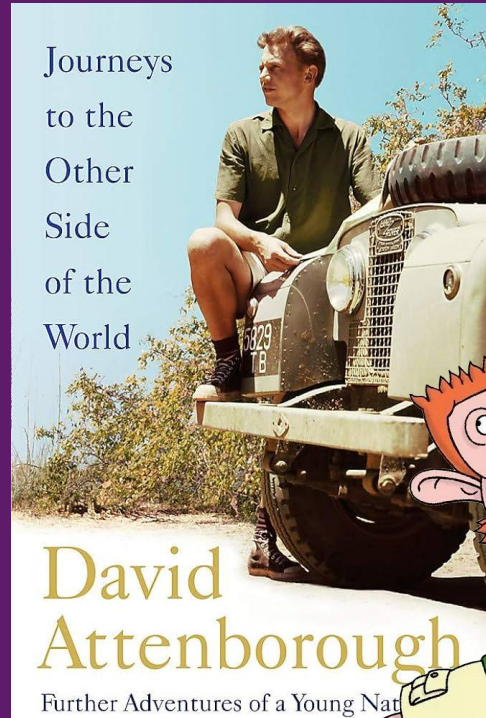
Behind the Scenes With Monty Zooma

Social Series

Who is Monty Zooma really? A real tomb explorer turned ancient culture correspondent? Just some guy who showed up to the park dressed like he's ready to go on safari? Nobody knows.

But here's what we do know: he's got an (embarrassingly fake) British accent; he always carries his microphone; he's always hunting for his next clue; and he's absolutely clueless. His personality splits the difference between Nigel Thornberry and Sir David Attenborough (with none of the smarts).

As for who plays him, we'll leave that up to you. Monty isn't from anywhere in particular – and he could look like anyone. Enthusiasm and a knack for slapstick are all that's needed.



MONTY ZOOMA - SCENARIO IDEATION



1

Monty hacks his way through the “forest” and makes his way to the site of MonteZOOMa’s fortress.

2

Monty thinks he’s found treasure. It’s a boysenberry chocolate bar.

3

Monty treats other rides like ancient monuments.

4

Monty reads a safety sign like it’s an ancient manuscript.

5

Monty gets tangled up with the rough n’ tumble element in Ghost Town.

6

Monty talks to the real MonteZOOMa hellmouth.

7

Monty tries on different hats to replace his pith helm.

8

Monty treats Snoopy like a newly discovered species.

9

Monty “digs up” ride story elements with a fake, tiny pickaxe.

10

Monty uncovers the ride car. (It was just under a tarp.)

“THE INTRODUCTION”

Scenario: Monty Zooma invites you to join his search for the hidden gold.

[MONTY sits at a table in Fiesta Village, literally feet away from the MonteZOOMa ride queue.]

MONTY: Ah, hello there! Monty Zooma here to tell you about the hunt for MonteZOOMa's: Forbidden Fortress – no relation!

[MONTY holds up his treasure map. It's... a plain park map with a circle crudely drawn on it.]

MONTY: As you can see on this map, it must be somewhere nearby.

[MONTY tucks a cravat into his collar. In front of him are a slice of boysenberry pie and a drink.]

MONTY: I'll find it for sure. Right after afternoon tea. We must remain civilized, after all.

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

Launching Summer 2025.

“THE REVEAL”

Scenario: Monty hacks his way through the “forest” and makes his way to the site of MonteZOOMa’s fortress.

[MONTY swings a machete at a vine, then turns to beckon CAMERA.]

MONTY: Finally, at long last! I’ve found it – the site of MonteZOOMa’s fortress!

[CAMERA catches up to MONTY, who has his hands on his hips in triumph.]

MONTY: Go in? Who, me?

[CAMERA nods up and down, as if to say “duh.”]

MONTY: Are you mad?! I’d never make it out! But... y–you might.

[MONTY runs away comically, flailing his arms, before disappearing into the brush.]

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

Launching Summer 2025.

“THE TREASURE”

Scenario: Monty thinks he's found treasure. It's a boysenberry chocolate bar.

[MONTY buys a bar of boysenberry chocolate. After completing his transaction normally, he turns to the CAMERA, pretending to have discovered it instead.]

MONTY: Eureka! A bar of precious cacao, the jewel of traders around the world!

[CAMERA shakes disapprovingly, as if to say “what a dope”.]

MONTY: Let us... unearth... this treasure.

[MONTY carefully unwraps his chocolate before quickly pulling his hand back.]

MONTY: Ah! But beware of booby traps!

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

Launching Summer 2025.

“THE MONUMENT”

Scenario: Monty treats other rides like ancient monuments.

[MONTY walks toward Hang Time, CAMERA in tow. MONTY holds onto his pith helmet as a ride car zips by.]

MONTY: Zounds! A monument of this stature could have only been crafted by a long lost civilization.

[MONTY moves closer to the ride signage.]

MONTY: Hang... Time...? Good heavens, how morose!

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

Launching Summer 2025.

“THE ANCIENT WISDOM”

Scenario: Monty reads a safety sign like it’s an ancient manuscript.

[MONTY is deep in thought, trying to decipher the very easy-to-read safety sign in front of Xcelerator.]

MONTY: Buck-le saf-e-ty belt be-fore op-per-a-shion.

[CAMERA shakes disapprovingly. MONTY continues. You can almost see the hamster wheel spinning in his head.]

MONTY: A most puzzling text... Could you help me work this cipher?

[MONTY beckons the CAMERA toward him. End on a close up of MONTY, still thinking hard.]

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

Launching Summer 2025.

“THE RUFFIANS”

Scenario: Monty gets tangled up with the rough n’ tumble element in Ghost Town.

[MONTY has been tied to a chair by the Ghost Town’s GANG.
Curiously, they left his microphone hand free.]

GANGER: Where’s the Aztec gold, Monty?

[One GANGER flicks Monty’s ear as a PG-rated form of torture.]

MONTY: Unhand me, you band of salubrious, skullduggerous snakes!

[MONTY kicks his legs in frustration. The chair is too tall for him to touch.]

MONTY: Cameraman, do something!

[CAMERA turns and starts walking out of the gang’s hideout.
MONTY keeps shouting after him.]

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

Launching Summer 2025.

“THE MEETING”

Scenario: Monty talks to the real MonteZOOMa hellmouth.

[MONTY approaches the HELLMOUTH activation. It lights up and lets out a guttural, otherworldly noise.]

MONTY: Be merciful, oh great MonteZOOMa!

[MONTY falls to his knees and slowly inches toward the figurehead.]

MONTY: If I might have just one piece of gold?

[HELLMOUTH roars, lights up and billows smoke.]

HELLMOUTH: Do you mock me, helmet?

MONTY: No, no, I would never!

[MONTY bolts up and sprints out of frame, leaving CAMERA to focus on the smoldering HELLMOUTH.]

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

Launching Summer 2025.

“THE DOG”

Scenario: Monty treats Snoopy like a newly discovered species.

[MONTY, hiding among the bushes, spots SNOOPY just hanging out.]

MONTY: Egads! It appears to be a gargantuan canid of record proportions. Let’s get a closer look.

[MONTY sneaks up to another, closer bush. He’s not actually hidden at all.]

MONTY: What an astounding specimen. Truly, the first of its kind ever discovered by ma–

[SNOOPY hears MONTY talking and turns around to wave.]

MONTY: Oh, hello. What manner of creature are you?

[SNOOPY just shrugs and goes in for a hug. MONTY awkwardly reciprocates, holding out his microphone as if to keep it clean.]

ART CARD w/ VO:

Join the adventure.

Take on MonteZOOMa: The Forbidden Fortress.

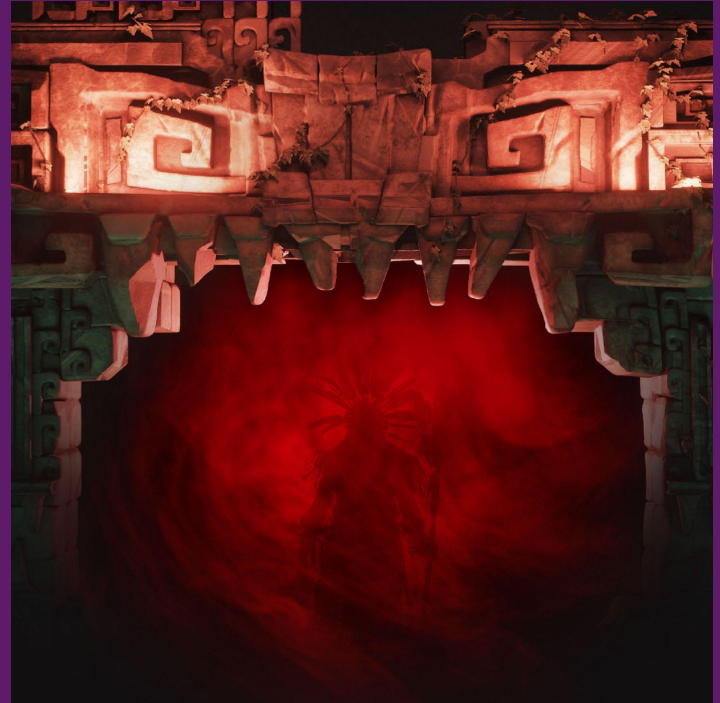
Launching Summer 2025.

MONTEZOOMA KNOWS ALL

MONTENZUMA KNOWS ALL

Micro Site

Aztec identity is an integral part of MonteZOOMa's story – so why don't we hear from the man himself? Speaking through the 'hellmouth,' Montezuma would answer audience questions and could even seem to read their mind.



HARDEST

MEDIUM HARD

EASIEST



MONTEZUMA CHATBOT

We could explore options for a custom chatbot that, once seeded with the appropriate amount of character writing and canned responses, would be able to interact with the public and respond like the ‘real’ Montezuma haunting MonteZOOMa would.

HARDEST

MEDIUM HARD

EASIEST



RANDOM ANSWER MACHINE

We could let users type any yes or no question in a chat box and program the site to play a series of random responses. We could incorporate audio and have our teaser video ‘voice of the hellmouth’ VO artist record these lines. Ask Montezuma anything you want – but he’s going to answer with something vaguely threatening and ride-themed.

HARDEST

MEDIUM HARD

EASIEST



FIND YOUR FATE QUIZ

The simplest option is to create a BuzzFeed-style quiz using Woobox. This approach has the least “dialogue” between you and Montezuma, but still brings through the mind reading aspect and would allow us to easily capture consumer data.

KNOTT'S BERRY FARM X MMGY

THANK YOU!

APPENDIX

Communications/Social Timeline

March 2024

Re-launch Announcement

- Issued media alert that MonteZOOMa is coming back in 2025
- Posted announcement on Social platforms
- Updated ride webpage to state the return in 2025

August 2024

Season Pass 2025 and New Capital Release

- Announce more detail in release tying in next year's season passes and capital plus utilize the updated entrance rendering
- Post updated rendering and info on all social platforms

November 2024

Train Reveal

- Release actual image of the front of the car on social platforms to keep the buzz going

December 2024

Seasons of Fun Release

- Add more in-depth info to the 2025 Seasons of Fun release
- Time this release to the use of the queue line renderings and flythrough video
- Post announcement and new assets on Social

Spring 2025

Build to Opening

- Behind the scenes videos to use on social

ASSET PLANNING

ASSET NEED	DEVELOPMENT GROUP	DELIVERY DATE	STATUS
Logos	Wheelhouse/XDS	7/1/24	Complete?
Style Guide	Wheelhouse/XDS	7/1/24	
Positioning / Tone	MMGY	7/1/24	
New Image Stills	KBF / Eric Williams	7/8/24	
In-park signage creative to KBF Team	Wheelhouse/KBF Décor/Sign Shop	7/12/24	
Teaser Campaign Social Content	MMGY	7/15/24	
Web page build out	MMGY/KBF Brand/eComm	8/7/24	
CRM Announcement	CRM	8/7/24	
Media / Social Release	KBF Comms/Val & Kristan	8/7/24	

IDEAS PARKING LOT



FORBIDDEN FORTRESS: SECRETS UNCOVERED

Hold for end of year



TREASURE HUNT GHOST STORIES

2025 Scary Farm Experience



TREASURE MAP/ ROAD TO MONTEZOOMA'S GOLD

Social Challenge / Promotion



NAHUA NIGHTS

Media Event/In-Park Activation

IDEAS GRAVEYARD



LEGENDS OF THE FORBIDDEN FORTRESS

Social Post Series



MONTEZOOMA GOLD HUNTERS

Social Video Series

Social Announcement

Ride Concept Teaser Video

FORBIDDEN FORTRESS: SECRETS UNCOVERED

For the initial announcement, our video would repurpose existing Montezooma concept illustrations. The video would be made in the style of a National Geographic secrets uncovered documentary, introducing the story of the ride and the treasure hunters who came before – but didn't live to tell the tale.



Media Tactics & Activations

NAHUA NIGHTS

In-Park Activation

Fiesta Village was created to be an authentic tribute to Mexican culture. And in Mexico, the Nahua people are the living descendants of the real Montezuma's empire. Let's invite Nahua performers, vendors and community leaders for educational, enjoyable nights at Knott's.



LA Danza Azteca

Media Tactics & Activations

TREASURE MAP: ROAD TO MONTEZOOMA’S GOLD

Social Challenge

Let’s turn our coaster construction updates into a hunt for buried treasure. Every week, we’d post a new piece of treasure map. Each piece contains a portion of a riddle – and those who piece it together a chance to win merch, in-park experiences and more.



Media Tactics & Activations

MONTEZOOMA'S GOLD

First-to-Ride Promotion

For the month before opening, when you ride, play or purchase in Fiesta Village, you'll get the chance to receive a piece of (plastic) gold. Those who collect enough get to be the first to challenge MonteZOOMa: Forbidden Fortress.



Media Tactics & Activations

LEGENDS OF THE FORBIDDEN FORTRESS

Social Post Series

MonteZOOMa's future riders are the first successes in a long tradition of failed treasure hunters. Let's tell the stories of those who came before, but failed in their quest. We'd pull in existing elements of the ride's theming to get people excited about the story of MonteZOOMa.



Media Tactics & Activations

TREASURE HUNTER GHOST STORIES

Scary Farm Experience

Similar to the Legends of the Forbidden Fortress, this content concept tells the stories of would-be adventurers – but with a frightening, PG-13 rated twist. We could have actors from Fiesta Village “invade” Ghost Town during Scary Farm festivities, bringing those stories to life.



MONTEZOOMA GOLD HUNTERS

TikTok Series

The theming and storyline of MonteZOOMa can get a little dark – so what if we introduced some levity? This video series would parody popular treasure hunting TV shows like *The Curse of Ghost Island*. Just like those shows, the cast of MonteZOOMa Gold Hunters never really find anything – except for ride teasers and coasterhead easter eggs.

