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Why Zoo-zoos Work & Zoos Don't?

Gone are the times when families used to wait for weekends so that they could go for a picnic. The people used to wait near the lion's cage till they hear a loud roar or see the crocodiles taking sunbath. Today, that's not a very 'cool' thing to do anymore. Reality has indeed become too boring to be lived. To surprise; has become more difficult than ever. Owing to the advanced and connected world, things are gradually becoming obvious and cliché day by day.



When Vodafone launched its zoo-zoo ads, it came to the world as a fresh entertainment concept, which also created a lot of noise in media and advertising industry. The character zoo-zoo almost became a universal merchandising icon for Vodafone. A whole series of funny and ads were made featuring zoo-zoos and were promoted extensively through TV and Internet media.

In the surge of serving more interesting entertainment to the masses, the world has indeed drifted to preferring virtual over the real.

There are three main reasons behind this, let's find them out...

Reality seems Boring!



"Let's chill out" and "Where's the party?" are common utterances of youngsters of today. Technology has taken visual effects and computer graphics to such an extent that almost everyone has seen all what was considered a dream few decades back. A prolonged exposure to such 'interesting' things has gradually made reality boring and obvious for all. Although, this has also resulted in churning out some of the most creative and innovative inventions for the mankind; but it has also contributed in making a huge, impatient generation that easily gets bored and annoyed with everything.

We aren't Happy Enough



The world has always been overall, a sad place; despite of all the optimism and enthusiasm that we manage to generate for ourselves. Because of this, the need of humour and fun has extensively increased at personal as well as global levels. Unfortunately, reality is not that funny enough. But, just because a lion in a zoo cannot make you laugh, doesn't necessarily imply that he is a bore! This level of ever entertaining expectations from every avenue of life, is actually a result of lack of acceptance towards the realities of life.

Who Really wants to Grow?



Fantatising the golden days of childhood's innocence and attention, is what people have been doing since ages. But now, it's not just restricted to missing those days! Today, under the tag of personal freedom, people have actually stopped giving any heed to society's expectations and prefer living life on own terms and conditions. As a result, what was considered childish and immature earlier; is now proudly entitled as trendy and cute! This not only leads to larger levels of social disparity; but also boosts a sense of irresponsibility in the people.