

# Zoo Commercials

## *Materials/Resources:*

Many promotional commercials/videos for zoos are very creative and entertaining. These commercials are excellent for generating discussion similar to the Zoo Ads. Here are the links to some of the best zoo commercials:

[San Diego Zoo: Monkey Letter](#)

[San Diego Zoo: Passport](#)

[San Diego Zoo: Woolly Mammoths](#)

[Los Angeles Zoo: Betty White and Slash](#)

## *Skills Targeted:*

- \*Hyperboles & Personification Identification
- \*Analytical reasoning
- \*Compare & contrast
- \*Ambiguity
- \*Main Idea
- \*Detail Identification
- \*Vocabulary development
- \*Verbal expression
- \*Fact vs. Opinion

## *Instruction:*

1. Facilitate a conversation with students about zoos and the need to advertise in order to generate interest from the public.
2. Discuss the use of humor to capture public attention and generate further discussion as to the effectiveness of the ads.
3. Have students identify the absurdities in the ads by comparing and contrasting human qualities (personification), visual artistry, and graphic design techniques.
4. Generate vocabulary terms, identify main theme or idea of an ad, and identify hyperboles and examples of personification.