

“Zoo Trip 2.0” :60

Insight: Going to the zoo as an adult allows you to relive your childhood without having to deal with the hassles of childhood.

Concept: This radio spot depicts two millennial friends who are visiting the Philadelphia Zoo and wondering if they fit in despite not having any children with them.

SFX: Faint noises of people chatting, birds chirping

FRIEND #1: Wow, it’s so crazy being at the zoo. We haven’t been here since we were ten!

FRIEND #2: Yeah, it feels like we’re kids all over again! But, I kinda hope we don’t look weird going to the zoo by ourselves without any kids.

SFX: Kids yelling and pushing each other

CHILD #1: He budged in front of me!

PARENT #1: If you don’t stop arguing right now!

SFX: Child crying

PARENT #2: C’mon, we’re running late!

CHILD #2: But I want my face painted!

SFX: Faint noises of monkeys, child crying

CHILD #3: But I don’t wanna leave the monkeys!

PARENT #3: We can’t stay here all day. There are other animals to see!

An employee is overheard giving directions to other zoo guests.

EMPLOYEE: And the beer garden is down that way to the left.

FRIEND #1: Maybe it's a good thing we came by ourselves.

FRIEND #2: I think you have a point.

VO: Visit the Philadelphia Zoo – America's first zoo that's welcome to all ages! Come take a stroll through nature *pause* in peace. Tickets available at philadelphiazoo.org. That's philadelphiazoo.org.