

A vibrant watercolor illustration of two elephants facing each other. The elephants are rendered in a mix of blue, yellow, and purple hues, with their trunks touching. The background is a colorful wash of orange, red, and yellow, with splatters of purple and blue. The text 'WELCOME TO THE...' is written in a white, sans-serif font, enclosed in a white rectangular box that frames the elephants' heads and trunks.

WELCOME TO THE...

Z

zO

zoo

ZOOV

ZOOVE

ZOOVEM

ZOOVEME

ZOOVEMEN

ZOOVEMENT

ZOOVEMENT

Ceily, Amanda, Grace, and Elizabeth

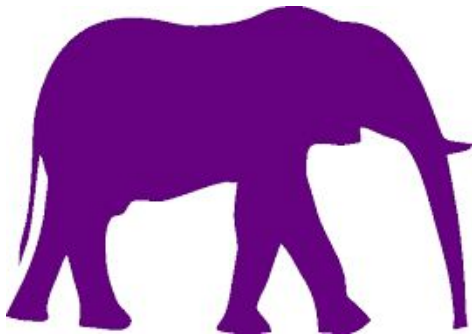
The challenge

Our Audience



Zoovement

Join the **movement** that will make
a positive change in animal lives
globally



INFORM

the masses

ENGAGE

the consumers

CREATE

a community

IGNITE

passion

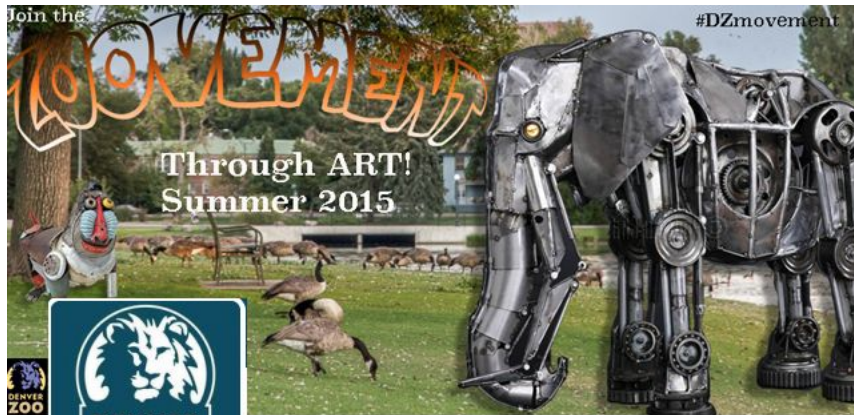
Our *Vision* is



ART

Stickers





Denver Zoo

@DenverZoo

We are dedicated to our mission, to secure a better world for animals through human understanding.

Denver, CO · denverzoo.org

856 FOLLOWING 30.1K FOLLOWERS

Tweets

Photos

Favorites



Denver Zoo @DenverZoo

2h

Welcome to the Zoovement! We've paired up with local artists to create eco-friendly animal installations throughout Denver #DZmovement

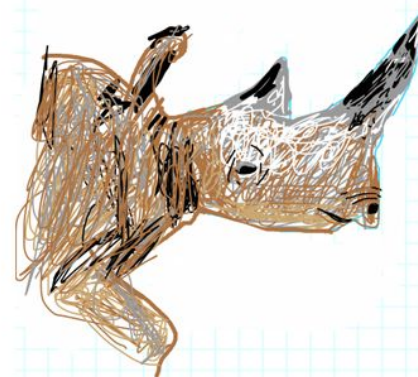
← ↻ 1 ★ 3



Denver Zoo @DenverZoo

19h

Our fan drawing of the week goes to @COanimalfreak55 ! Unleash your inner artist on our new app - DZapp! #DZmovement



← ↻ 30 ★ 55



Denver Zoo @DenverZoo

19h

The Zoovement has begun! Download our app DZapp to find all the locations our eco-friendly, recycled animal art pieces! #DZmovement

← ↻ ★ 1



Denver Zoo @DenverZoo

May 27

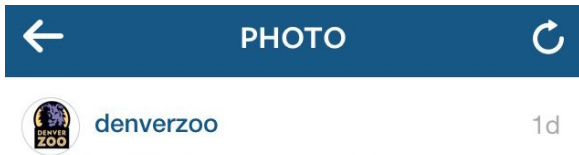
The Botswana outreach trip is next week! Stay tuned to be a part of the #zoovement!

← ↻ 1 ★ 3



Denver Zoo retweeted

Instagram



denverzoo

1d



...

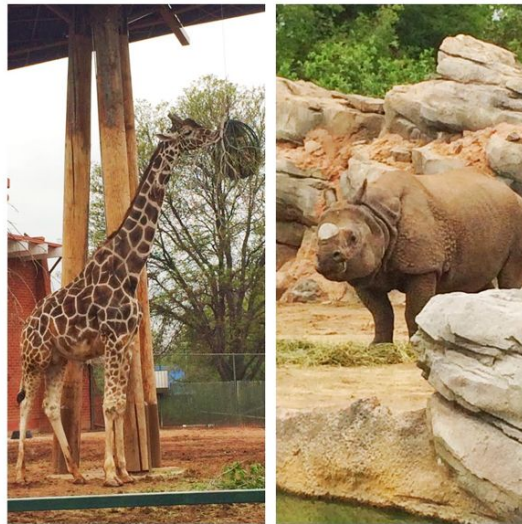
♥ 437 likes

denverzoo 'Hanging' out #DZmovement
#denverzoo @childrenshospitalCO



denverzoo

1d



...

♥ 984 likes

denverzoo Nom Nom Nom #lunchtime
#DZmovement #denverzoo



denverzoo

1d



...

♥ 437 likes

denverzoo Neliah the Lion is feeling a bit 'tired'
today #DZmovement #denverzoo



denverzoo

1d



♥ 899 likes

denverzoo Express yourself #DZmovement



denverzoo

1d



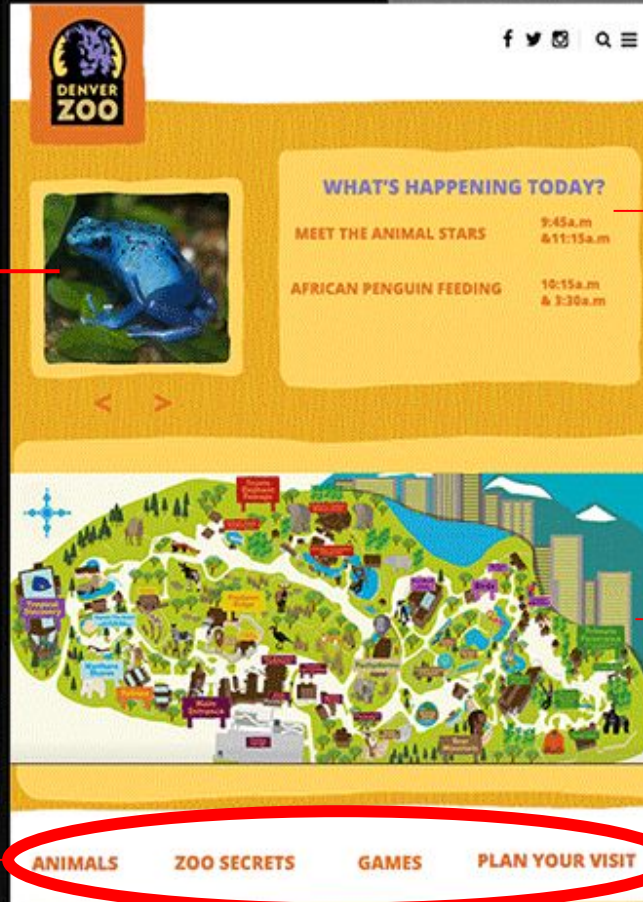
♥ 923 likes

denverzoo Collect our new artist-inspired zoo cards!
#DZmovement #denverzoo

The APP

A way to connect in and outside
of the zoo





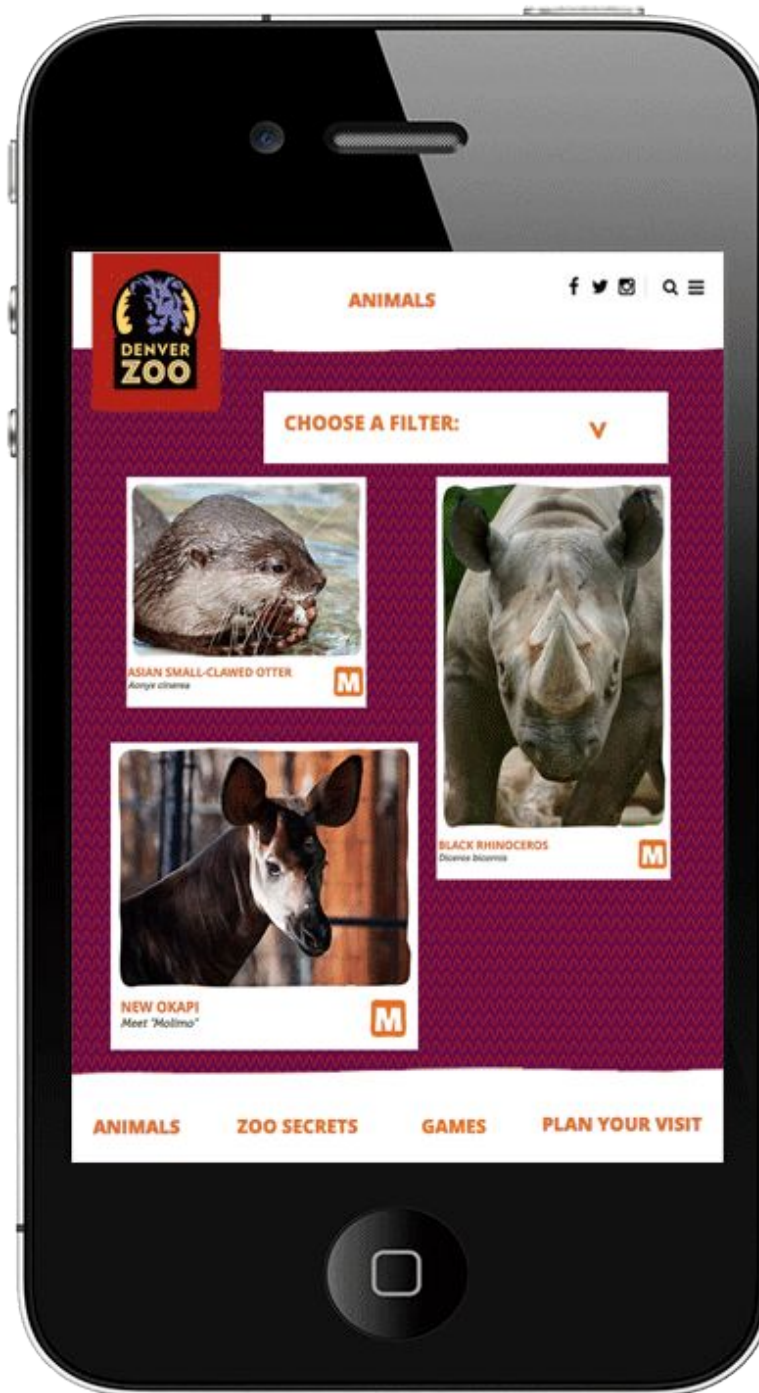
Showcase some new or popular animals

Daily events

Interactive map

Navigation

Read animal bios,
explore more
information about
animals at the zoo and
filter the animals by
classification





GAMES



GAMES

Take the Animal Quiz

What animal at the zoo are you most like?

Anidraw

Draw animals at the zoo and vote for the best ones



ANIMALS

ZOO SECRETS

GAMES

PLAN YOUR VISIT



ZOO SECRETS



PROMOTIONS

Submit your drawing today for a chance to win a free ticket!



Denver Zoo

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Follow

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2h

Welcome to the Zoovement! We've paired up with local artists to create eco-friendly animal installations throughout Denver #DZmovement

1 retweet 3 likes

ANIMALS

ZOO SECRETS

GAMES

PLAN YOUR VISIT

Which one of our animals are you most like?

What's your favorite activity?

- ☐ Playing on the jungle gym
- ☐ Swimming
- ☐ Playing with friends
- ☐ Eating
- ☐ Splashing around in the mud
- ☐ Bungee Jumping
- ☐ Rock Climbing
- ☐ Soaking up the sun



Result: Penny the Penguin

SHARE YOUR RESULT



SHARE



TWEET



You are adorable. You like having friends around but you are not afraid to explore on your own. You're fun to be around and you spread this vibe to anyone you are around.

What type of environment would you enjoy living in?

- ☐ Warm and dry with tall trees
- ☐ Hot and humid surrounded by lush green plants and swamps
- ☐ On the rocky coast, ready to swim whenever
- ☐ In the water, duh!
- ☐ Tropical rainforest
- ☐ Variety! From thick jungles to grasslands
- ☐ Cold and snowy
- ☐ Anywhere by a river or creek for me to play in

What's your biggest dream

- ☐ Traveling the world
- ☐ Finding your true love
- ☐ Getting your dream job
- ☐ Being a parent
- ☐ Eating whatever you want with no consequences
- ☐ Exploring with your best friend
- ☐ Becoming famous
- ☐ Living in a tree house

Animal Art Cards

- Personal Connection
- Educational
- Collectible



NELIAH

Neliah's name means "strong willed and a vigorous spirit with a level mind."

The population of the lions are rapidly declining

The lion is the most social out of all the big cats

#DZmovement

To learn more visit www.denver-zoo.org/

All in all, we are
creating a Movement,
driven by Art



Thank you!

