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The 2009 PocketMedia® Awards  
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## Most creative use of PocketMedia®

<b>Company Name:</b>	<b>THQ Limited</b>
<b>Campaign Name:</b>	<b>Zoo Promotions</b>

**Success:** Please give details of your campaign and the objectives you wanted to achieve. What were the measured results from your campaign? Did you meet or exceed your objectives? How did you track your success?

THQ (UK) Ltd formed a partnership with a number of leading zoos and wildlife parks across the UK to celebrate the launch of their new animal care videogame *World of Zoo*™.

Leading with Chester Zoo, the partnership sees videogame publisher THQ, team up with the keepers and staff to bring the in game experience to reality with the use of Z-Cards® and online activity. All activity was live from October half term and will continue through to Christmas.

The zoo keepers, who have been interviewed about their responsibilities, caring for the animals and the upkeep of the zoo and enclosures have been giving consumers a rare insight into life at Chester through their own dedicated area on [the World of Zoo website](#). The keepers have also been filming up-close footage of the animals as they go about their daily lives with the selection of clips and footage also being made available.

Further *World of Zoo* activity at Twycross Zoo, Port Lympne, Howletts Wild Animal Trust, Paradise Wildlife Park, Colchester Zoo and the Welsh Mountain Zoo is also underway with over 100,000 *World of Zoo* interactive Z-Cards being given to young zoo guests revealing the fun and educational side of the game by identifying interesting facts about the animals they are about to see. There was a push to the official game website via a competition mechanic, plus a retailer call out to Tesco.

Martin Clancy, head of marketing at Chester Zoo commented:

*“Chester Zoo is very excited to be partnering with THQ for the release of World of Zoo. 1.3 million guests a year visit Chester Zoo to discover more about our animals and conservation work. Now millions more will be able to experience zoo life for themselves through World of Zoo.”*

Emma Reader, senior product marketing manager for UK and Europe commented:

*“In World of Zoo, the main goal is to become the Ultimate Zoo Keeper, so teaming up with Chester Zoo and their passionate and dedicated Zoo Keepers allowed us to see beyond the fence what really happens at the zoo! In addition to this, giving out interactive World of Zoo Z-Cards across a large number of zoos allows THQ to speak to a targeted audience of animal lovers and engage them within the key aspects of the videogame during October half term.”*

*World of Zoo*, the innovative new videogame which released on 6<sup>th</sup> November on Nintendo Wii™, Nintendo DS™ and PC DVD.



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**About *WORLD OF ZOO the videogame*:**

*World of Zoo* is a new, original property from THQ that hands players the keys to their very own zoo. With more than 90 different species to care for, players will be able to develop hands-on relationships with some of the world's most amazing animals, create and customise their own zoo exhibits, and learn educational facts about each of the animals they encounter. Each animal is unique and special, and it is up to the players to discover what their favourite activities and items are, as well as how to gain the animal's trust.