

KAMA
ZOOTRA

“Conservation breeding is an important part of the conservation work that Chester Zoo does...

it is recognised **globally** for its **breeding** of countless species.”



WITHOUT COPULATION, THERE'D BE NO POPULATION

Sex is the *literal* reason we exist and guarantees future generations.

Sex is instinctive and... animalistic.

We're sexual beings. It's human nature. It's universal, enjoyed by *all* animals (including us, as reflected in our language: 'at it like rabbits')

We'll raise awareness of Chester Zoo's life-giving breeding programme with this threesome:

Bait: Entice our audience

Mate: Seduce them into donating

Date: Create a memorable occasion at the zoo

Get the thrust?



We're a nation of CURIOUS GEORGES...

The 'eagle sex position' is Googled a saucy 134,500 times a month, and 'anaconda sex position' 18,100 times...

Evidently, we wanna "do it like they do on the Discovery channel".

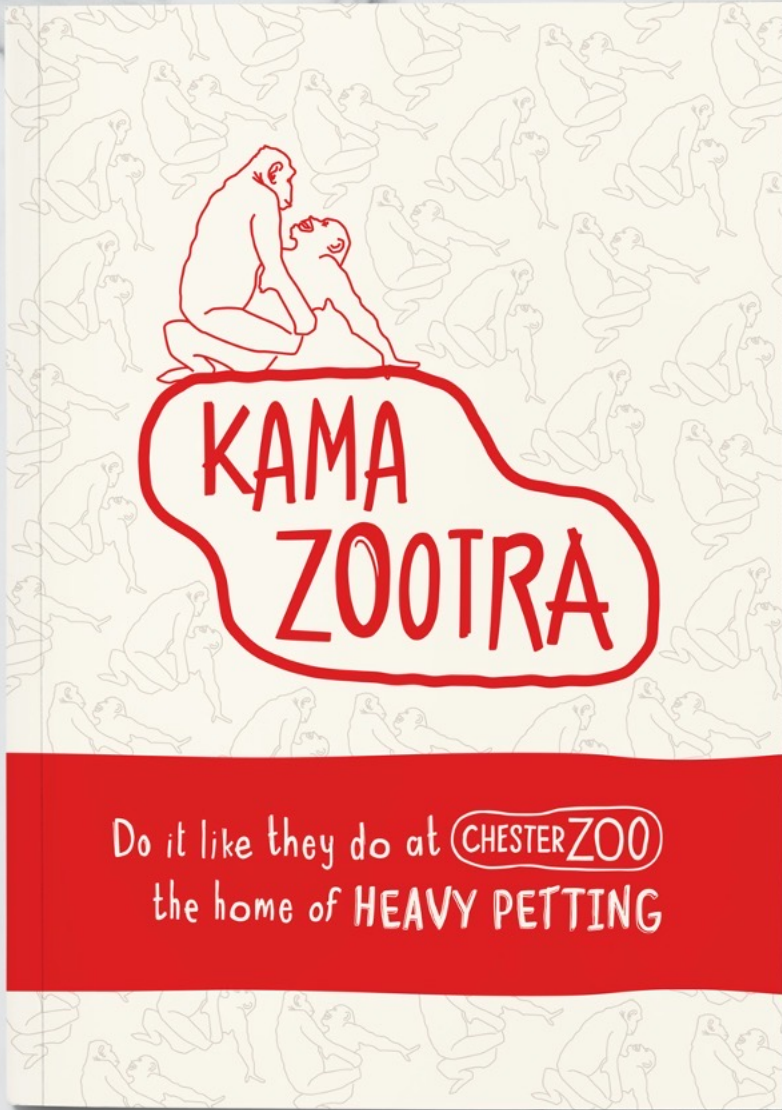
But who really needs to step up their sex skills and walk on the wild side?

MILLENNIALS are the least sexually adventurous.

Rather than getting down 'n' dirty, this squeaky clean demographic are the **keenest conservationists** (971m people volunteer globally each year and most are millennials)

That said, they're not *'visiting [zoos] at a representative rate'*.

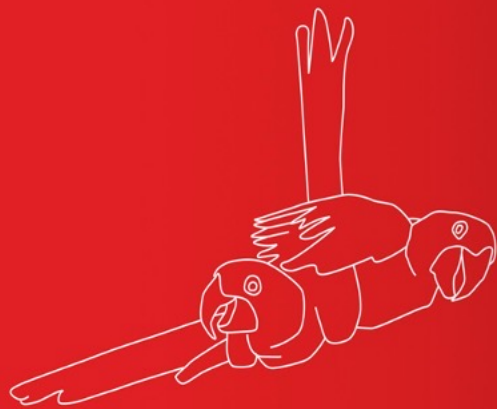
...Oh hello.



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Do it like they do at **CHESTER ZOO**
the home of **HEAVY PETTING**

The HYACINTH MACAW



DIRECTIONS: Lie on your front, tail-feather in the air, with your companion astride horizontally so you form a victorious V-shape.

DELIVERY: Gentle

10,000

AS MANY AS 10,000 HYACINTH MACAWS WERE TAKEN FROM THE WILD DURING THE 1980S

75%

MORE THAN 75% OF TRAPPED MACAWS DIE BEFORE THEY EVEN REACH THEIR BUYER

12

million

AT LEAST 12 MILLION LIVE PARROTS HAVE BEEN TRAPPED SINCE THE 1980S

The CHIMPANZEE



DIRECTIONS: Monkey see, monkey do. Lie back and think of Upton, facing your partner while locked in a tight embrace.

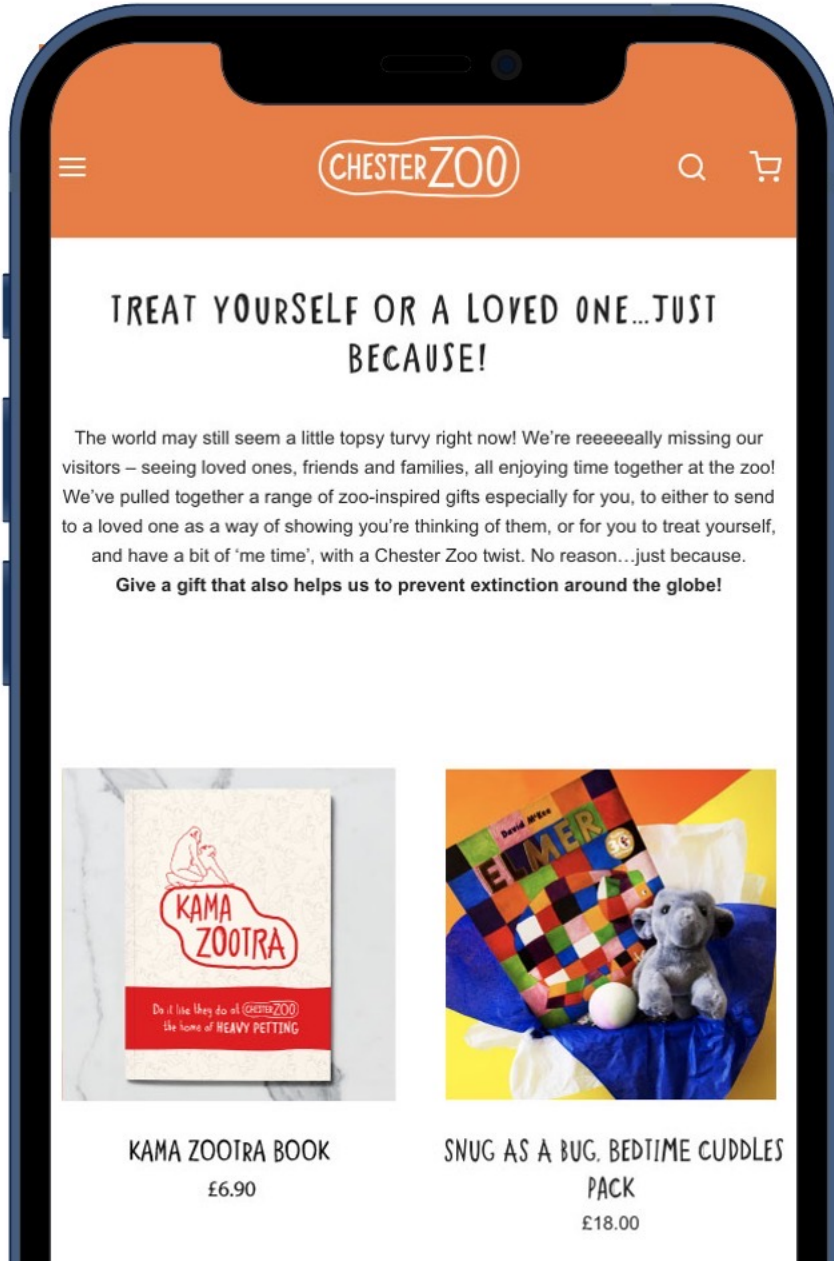
DELIVERY: Cheeky

CHIMPANZEES ARE UNDER HUGE THREAT FROM HUMANS

Humans are decaying their habitats and hunting them for their meat. This is pushing chimp closer to extinction.

More chimp are HUNTED for the illegal bushmeat trade than are BORN each year, causing the population numbers to plummet in the wild. Not only is it illegal, but bushmeat is known to spread diseases like Ebola and HIV.

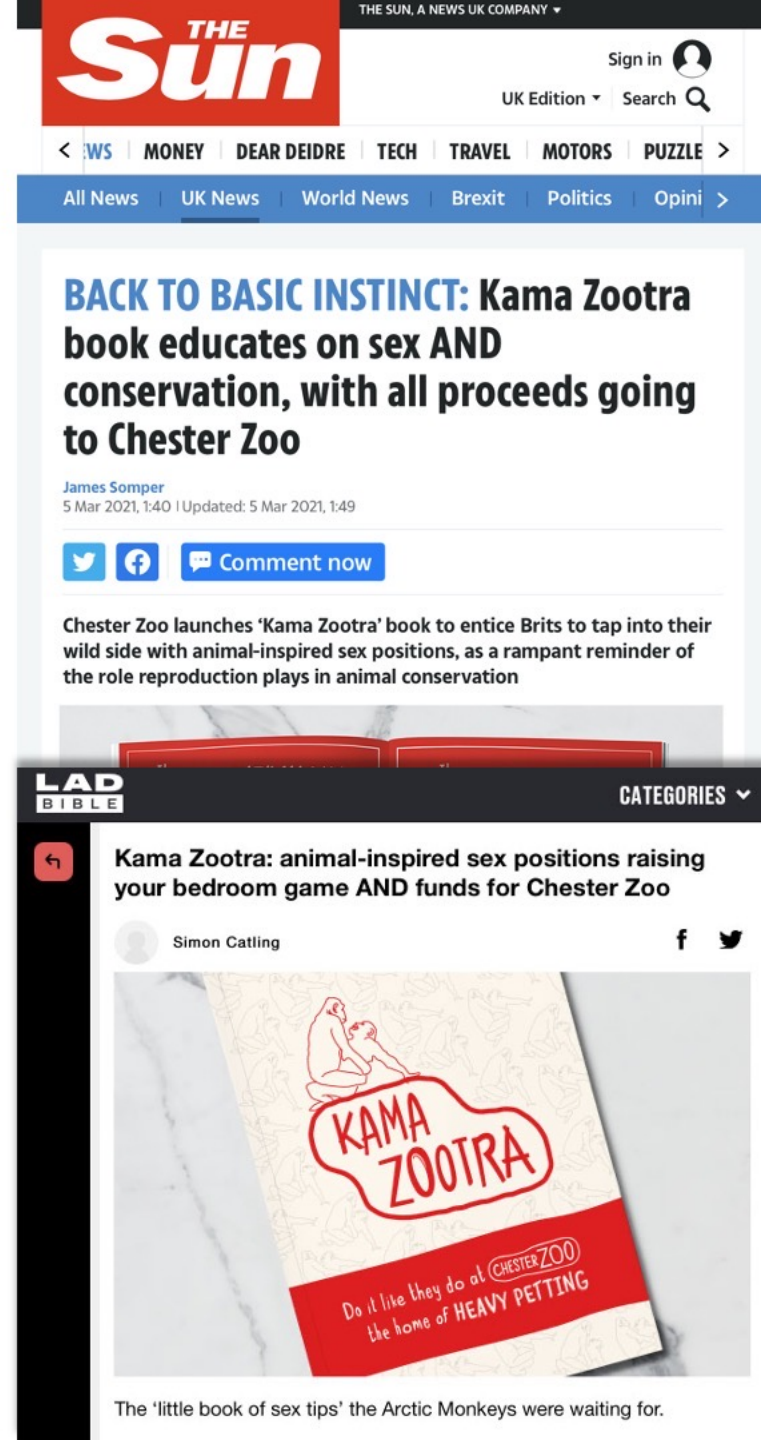
Chimp habitats have shrunk dramatically as humans are changing these habitats through farming, logging and mining. These changes are resulting in fragmented, shrunken populations. Chimps that live in small, isolated groups find it difficult to find each other, reducing genetic diversity and leading to total population collapse.



The **KAMA ZOOTRA** will be available to buy from the online shop with all proceeds going to Chester Zoo



We'll **DRIVE TRAFFIC** via a link-building media campaign, with a *ahem* release and dirty desk drops...



The 'little book of sex tips' the Arctic Monkeys were waiting for.

SECOND BASE: SOCIAL

SEX EDUCATION star Ncuti Gatwa will front the campaign.
Why him?

- Leading role in millennial-targeting, taboo-tackling, sex-fuelled TV show
- A social media activist who spotlights charitable causes (we'll request a pro bono partnership)
- He was born in Rwanda (and Rwandan-British) so can passionately speak on Chester Zoo's impressive efforts in re-populating the Black Rhino

... And of course, we'll be teasing content on the Zoo's own channels

2.1M
INSTA
FOLLOWERS



ncutigatwa · Follow

ncutigatwa Feeling proud 🙏 to support @ChesterZoo — it's more than an attraction, it's an inspiring charity with a dedicated breeding programme to ensure the conservation of incredible animals like the Black Rhino (since re-populated to my home country Rwanda, I feel SUPER passionate 🥰). Reproduction plays a significant role in saving species... and sex is the reason we exist, too! So, let's learn a thing or two from wildlife: buy the #KamaZootra for a lil' fornication inspiration from the link in bio — it's only £6.90 and ALL proceeds go to #ChesterZoo. Calling on my #SexEducation friends to do the deed, too! @gilliananderson @aimeeleewood @emmatmackey 🌱 #conservationbreeding

Liked by selamoon_ and 242,971 others
AUGUST 19, 2021
Add a comment... Post



Chester Zoo ✓

16 h · 🌐

Polly wanna crack on? 🦩🍆 . See more

The HYACINTH MACAW

Find the 'Dik-Dik Pic' for FREE entry to eye-opening and educational 'Sexhibition' at iconic Chester Zoo

Singletons invited to learn the important role reproduction plays in safeguarding species from expert conservationists and meet likeminded animal lovers

SHARE f t i 5 COMMENTS

By **Daisy Jackson**



Dik-Dik 90

3 miles away

Sex Educator

ENGAGE LOVE-HUNGRY MILLENNIALS THROUGH THEIR FAVOURITE (FREE) CHANNEL - TINDER

We'll create a Tinder profile for 'Dik-Dik' - findable to anyone living within a 100 mile radius of Chester Zoo.

All they have to do is find the Dik-Dik Pic and swipe right to receive x2 free tickets to a 'Singles Sexhibition' event (gotta have a wingman, right?)

We'll drum up excitement (and swipes) with regional coverage on titles like Manchester Evening News and Birmingham Post

A group of people, including a man in a dark jacket holding a book, a woman in a grey coat, and a man in a blue puffer jacket taking a photo, are gathered in a zoo enclosure. They are looking towards a large animal, possibly a pig, which is partially visible in the background. The enclosure is lush with green foliage and trees.

SINGLES SEXHIBITION

DID YOU KNOW THAT PIGS ORGASM FOR 30 MINUTES?

Nothing like a blush-inducing fact for an ice-breaker! Don't worry - there are animal-themed cocktails aplenty at this 'after hours' Chester Zoo event. Moscow Mule, anyone?

Sex Education's Ncuti will host a spectacular 'Sexhibition' with CZ's inspiring expert conservationists.

They'll cover:

- The importance of reproduction in protecting species
- Fascinating mating rituals
- Normalising the conversation around sex (we ain't nothin' but mammals)

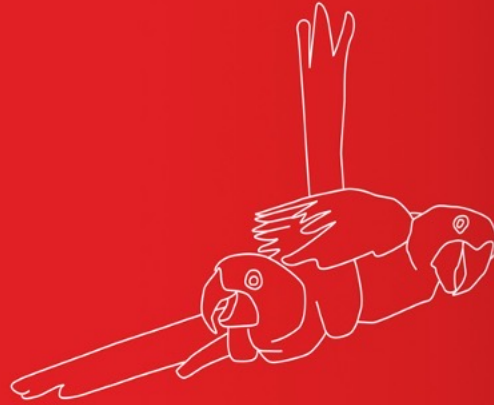
...To our singletons recruited from Tinder (via earned media and geo-targeted Facebook Ads).

We'll film 'fun facts' for use across social and YouTube, too.

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CHIMPANZEES ARE UNDER HUGE THREAT FROM HUMANS

Humans are destroying their habitats and hunting them for their meat. This is pushing cheeps closer to extinction.

Many cheeps are **RENTED** for the illegal bathroom trade then are **DDDM** each year; convert the population numbers to **planned** in the wild. Not only is it **illegal** but **backpack** is known to spread **disease** like **Ebola** and **HIV**.

Many habitats have declined dramatically so humans are changing their habitats. **Useless** **forests**, **logged** and **mined**. These changes can **reproduce**, or **fragment**, cheep populations. **Changing** the **land** we **own** is **difficult** for cheeps to **find** each other, **maintain** genetic **diversity** and **maintain** its **total** population.