

The image features the Duolingo logo in a vibrant green color with a 3D effect, set against a black background. Below the logo is the tagline "IT TAKES TWO TO DUO" in white, bold, sans-serif capital letters. The right side of the image is partially obscured by a bright green triangular shape, which is separated from the black background by a thin purple line.

DUOLINGO

IT TAKES TWO TO DUO

Duolingo's disruption

Duolingo's advertising strategy is wonderfully disruptive of the industry because rather than relying on traditional ads, the brand has embraced a bold, meme-driven approach on social media, often going viral with witty, shareable content that feels authentic and relatable. Duo the Owl has become a cultural icon. This unconventional, personality-driven strategy has helped Duolingo build a loyal, highly engaged community, making its marketing feel less like an ad and more like a conversation.



Duolingo's asks

01

Unique reminders

"Get Gen Z and millennial learners to pick up learning with Duolingo by sending them unique "reminders" they not only love but want to share with their friends."

02

Big. Different. Versatile.

"Big, unique, and attention-seeking with the ability to span across multiple channels and executions."

Our takeaways

01

Create an entertaining story that the people want to see.

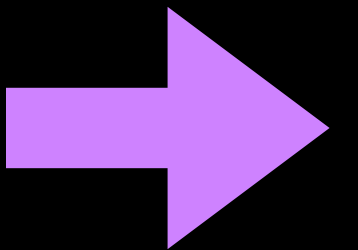
Our idea should connect to the audience's comedic relationship with Duolingo and advertising as a whole. This audience wants to be entertained. They want to "play a game," with a brand, and see their relationship with the brand evolve.

02

Create something delightfully disruptive, viral, and interactive.

This story must be expansive and versatile, allowing the brand to impact and disrupt the media. The audience should be able to interact with and expand on it.

The idea



**RECAP THE “LORE” OF
DUO THE OWL, AND
REVEAL THE ORIGIN
STORY OF A NEW OWL.**

**SHOWCASE THE
STRUGGLE OF THE
DYNAMIC DUO, AND
HOW THEY EVOLVE
INTO AN ICONIC DUO.**

Duo is

- ✓ Helpful
- ✓ Motivating
- ✓ Organized
- ✓ Dependable
- ✓ Dedicated
- ✓ Persistent
- ✓ Supportive
- ✓ Positive
- ✓ Emotive (reactions, expressions, faces)
- ✓ Slightly awkward

Duo isn't

- ✗ Negative
- ✗ Threatening
- ✗ Angry
- ✗ Aggressive
- ✗ Belligerent
- ✗ Violent
- ✗ Overly creepy
- ✗ Mean



BUT WHAT IF...

**THAT IS NOT
ENOUGH.**

WHAT IF...

**IT TAKES TWO TO
DUO.**

AN
**ICONIC
DUO**
GETS THE JOB DONE.



01

The origin story

Introduce the makings of
evil duo, as if the
designer in a lab like
Frankenstein, creating
“an iconic duo”

02

Rivalry

Gradually activate the duo-dynamic of
duo/duo using other duos in the cultural
zeitgeist.
Duo feels replaced and like evil duo is
taking over duos position.
Evil duo feels that she needs to prove
herself and envies the love that OG Duo
gets from the online community.

03

Friend ship

Soon, duo realizes that
the iconic duo needs
two. With the
companionship of evil
duo, duo feels less lonely
and can actually
connect to more
people.

Advertising Plan

Superbowl

This is where we introduce the new owl. In this 60 second SuperBowl spot, we join Duo as he witnesses the creation of Uno. This commercial has a witty, tongue-in-cheek storytelling tone to connect with the audience. We know it is silly, we are aware we have designers. We are aware of Duolingo.

TikTok

After this introduction is made, Duolingo will progress the story using viral TikTok sounds and pre-existing pop culture duos. We will see the evolution of this rivalry as it turns into an unbreakable bond. Iconic pop culture references will draw niche audiences in, and viral moments will attract viewers.

OOH Pop up

As a conclusion of this era, the Duo and Uno mascots will pop up at various events, like concerts, festivals, movie premieres, etc.

EXPAND ON POP CULTURE DUOS



:60 Superbowl Spot

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The Origin of an Iconic Duo Duolingo Headquarters :60 Superbowl Commercial

OPEN ON A MONTAGE OF THINGS THE DUO MASCOT HAS DONE IN THE PUBLIC EYE

Narrator: There once was a quirky owl named Duo, passionate about motivating language learning across the world. Adored by the masses, Duo has accomplished things that owls could not begin to dream of.

OMINOUS MUSIC STARTS TO PLAY

Narrator: That was, until about 1:32 am at Duolingo headquarters, Duo stumbled across a designer's office on a frigid night.

DUO PEEKS THROUGH THE DOOR OF A GRAPHIC DESIGNER'S OFFICE AT DUOLINGO HEADQUARTERS. PAPERS ARE SCATTERED EVERYWHERE, THE DESIGNER IS FRANTICALLY SKETCHING, ALTERING THEIR PROJECT.

Graphic designer: To get people passionate about language again, we must create an iconic duo.

A BLUEPRINT OF AN OWL LABELED UNO LAYS ON THE DESK BESIDE THE DESIGNER. WE SEE DUO STORM AWAY.

Narrator: An iconic duo? How could anyone be more iconic than Duo himself?

DUO STORMS TOWARDS THE ELEVATOR. HE PUSHES THE DOWN BUTTON. THE DOOR SLOWLY OPENS, AND PURPLE SMOKE COMES OUT. DUO IS FACE-TO-FACE WITH HIS REPLACEMENT: UNO.

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