



ZooBookKoo succumbs to political correctness

Whether you like it or not, political correctness is here to stay. It is embedded into the fabric of our society with all goods and services companies and organizations striving to be PC. UK-based educational toy manufacturer, ZooBookKoo, has embraced a PC policy with open arms. However, it seems that it wasn't always that way.

In 2009 ZBK launched their new range of dice games, spearheaded by the popular Demon Dice for primary school children as a fun game suitable for all the family. It consists of three monsters and three dice (two with single digit numbers and the third with plus, minus, multiplication and 'Aaahhh!' symbols). Roll the dice and do the sums. The highest scorer in each round wins a monster, but if you throw 'Aaahhh!', you are out of that round. Win three monsters and you win the game. It is refreshingly simple and fascinatingly addictive, say their customers. Mental maths never sounded that much fun before.

However, whilst sales were solid, a handful perturbed prospective customers refused to purchase a product called 'demon' anything. In response ZBK proffered that the term 'Demon Dice' was selected to play on the expression

'demon at maths' as defined by Answers.com and that they did not wish to offend anyone.

Consequently, 2010 saw the rebirth of the ZBK dice game when 'Dude Dice' hit the shelves. A few customers have commented, a little tongue in cheek it has to be said, on the somewhat schizophrenic disposition of the monsters. But now everyone is happy. ZBK Managing Director, Stephen Wattleworth, said, 'We never set out to upset anyone, and as soon as it became clear that we might, we decided to change the name. Dudes to the rescue!' Is this simply another example of political correctness gone too far? Perhaps sensitivity is a new element in the marketing mix for successful products.

Dude Dice Games are available at quality toy, book and gift stores RRP £6.50.

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