

### **Abstract**

Previous studies have shown conformity and cultural transmission of skills and tools in apes from imitation. The current study investigates the ability of gorillas to imitate behaviour previously advertised by television. Six gorillas housed at the Zoo of Basel, Switzerland watched video material advertising a food container in a distinct colour. To investigate whether the gorillas' choice behaviour is influenced by advertisement, a comparison of their choice behaviour with and without exposure to an advertisement was conducted. Before watching the advertisement, individual colour preferences for green and blue food containers were gathered and compared with the choices after the intervention. The results of two experiments show no influence of advertisements. Potential explanations are discussed and further research steps are proposed.

*Keywords:* Culture, imitation, ape, advertisement