# Duolingo revives Duo the Owl with a viral morning routine parody



On March 26, 2025, Duolingo, the popular language-learning application, revitalised its mascot Duo the Owl by recreating a viral morning routine from fitness influencer Ashton Hall. The recreation was shared on the social platform X, where the owl was seen closely mimicking Hall's regimented lifestyle, which prominently encompasses work, exercise, and a distinct eating routine.

The impetus for Duolingo's post followed Hall's initial video, which gained considerable attention on March 24, detailing his intricate morning rituals. Hall’s routine, described in a Mashable report, runs from 3:50 AM to 9:30 AM and includes elements such as drinking water, exercising, and an unconventional ice water facial immersion.

Interestingly, Duolingo's homage to Hall comes shortly after a controversial campaign where they announced on February 11, 2025, that Duo had "died", leading to considerable speculation among users. However, this narrative turned intriguing when, on February 24, the brand clarified on Instagram that the mascot's demise was a ruse.

Following the latest video’s release, responses from the online community emerged, indicating mixed reactions. Some users expressed confusion regarding Duo's supposed death, while others commended the brand’s innovative marketing strategies. One user remarked, “I got called a slanderer when I said this b\*tch was the pick me of all pick me brand accounts”. This sentiment was echoed by another who quipped, “Wait hold up a second I thought Duolingo was killed, now he is back as a steroid-using bodybuilder?”

Conversely, a number of viewers appreciated the comedic angle of Duolingo's recent content, with one stating, “Whoever is in charge of Duolingo’s social media needs a raise,” and another proclaiming, “The type of content we needed today”. The juxtaposition of light-heartedness against the earlier announcement of Duo's "death" has caused ripples of laughter among many.

Hall's original morning routine video features various activities, including drinking from a blue Saratoga bottle, exercising, engaging in diary writing, and performing the icy water dunking. This style of morning preparation has recently gathered attention from other influencers as well. Notably, popular YouTuber MrBeast participated in this trend on the same day as Hall’s routine, posting a humorous exchange with his personal assistant about similar tasks.

Duolingo’s marketing manoeuvre reflects a blend of humour and engagement typical of modern social media strategies, demonstrating the brand's intent to connect with audiences amid the saturation of online entertainment.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.noahwire.com> - Corroborates the overall context and source of information regarding Duolingo's marketing strategy with Duo the Owl.
* <https://cleveland.binnews.com/content/2025-03-24-this-isnt-life-fitness-influencers-extreme-morning-routine-goes-viral/> - Supports details about Ashton Hall's viral morning routine, which was a precursor to Duolingo's recreation involving Duo the Owl.
* <https://www.x.com> - Assumed source for Duolingo's social media post involving Duo mimicking Ashton Hall's routine on the platform X.
* <https://www.instagram.com/duolingo/> - Corroborates Duolingo's earlier campaign announcing Duo's 'death' before clarifying it was a marketing strategy.
* <https://www.youtube.com/watch?v=[MrBeast's Video URL]> - Would support MrBeast's involvement in a similar morning routine trend, though the specific URL is missing.