

# DOG'S TRUST

## CASE STUDY

Happy! Take me home



MOBILE  
MEDIA

# CAMPAIGN SUMMARY

AWARD-WINNING, BESPOKE EXPERIENTIAL CAMPAIGNS FOR THE MOST MEANINGFUL OF CAUSES? IT'S GOT TO BE MOBILE MEDIA.

Dog's Trust wanted to raise awareness of the rapidly growing puppy smuggling trade, opting for experiential to create conversation and maximise impressions.

We provided a dynamic solution to achieve the campaign's goals – constructing a 48-sheet billboard covered by plush toy puppies. Passers-by interacted with the billboard, taking plush puppies with them. A hard hitting message was revealed beneath.

After just one day, 17,000 members of the public took notice of the experiential billboard. Within hours, all 750 puppies were taken and the campaign had gained national news coverage and substantial online attention. That's what we call exposure.

To top it off, the campaign took gold for the Creative Out Of Home Awards for 'Best Traditional Special Build' at the annual Drum out-of-home awards. Because if it can be done better, we'll do it.



# MOBILE MEDIA

THANK YOU