

HONK IF YOU Like MOBILITY DOGS

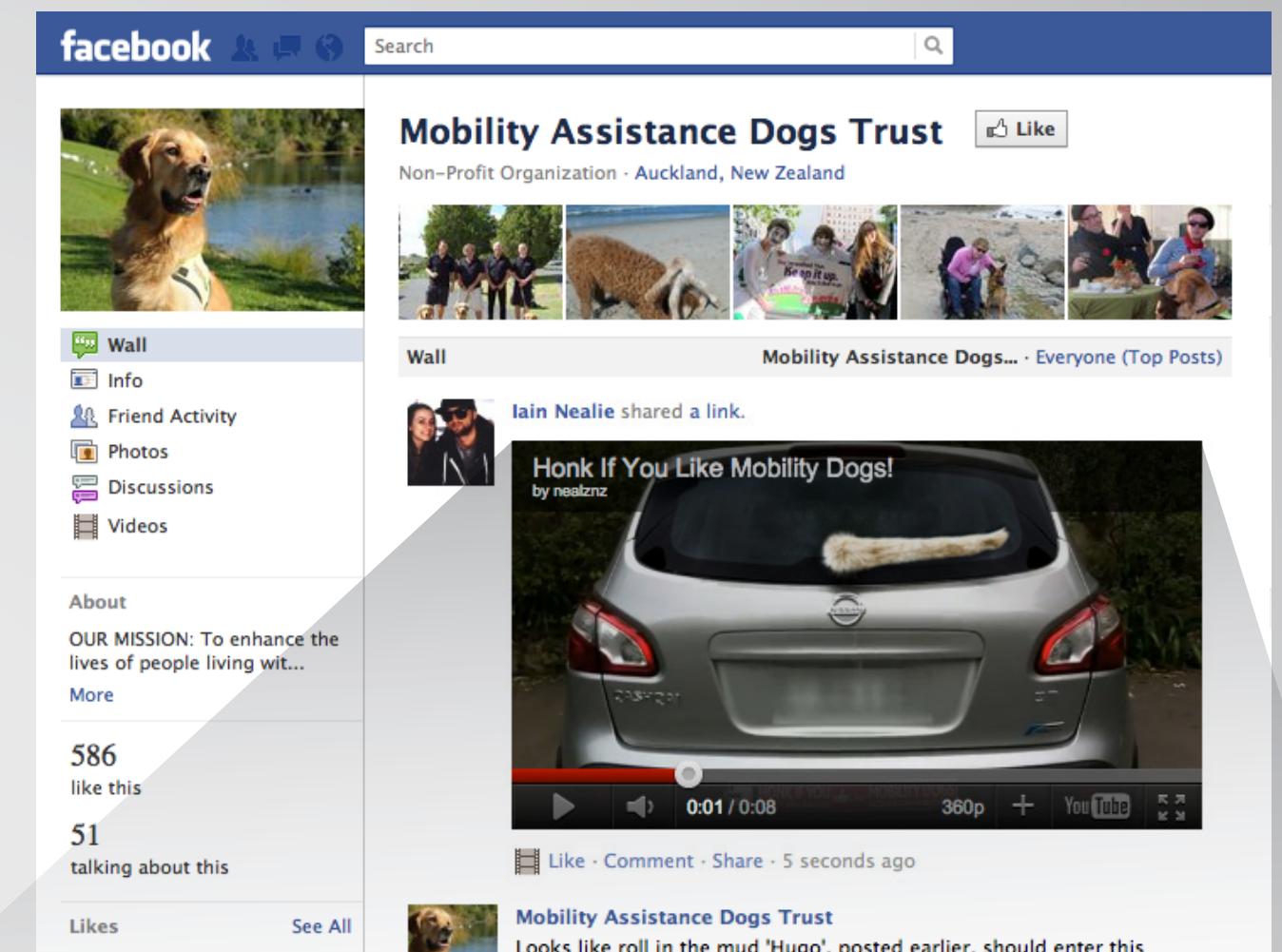


CHALLENGE:

The Mobility Dogs Trust partners highly trained dogs with people who live with long-term disabilities like MS, muscular dystrophy and spinal cord injuries. These dogs help their partners with every day tasks, increasing independence and giving them a new lease on life. We were tasked with raising public awareness around Mobility Dogs in an interesting and creative way.

SOLUTION:

To show the joy that these Mobility Dogs provide their partners, we created special ambient dog tails that fasten to the back of windscreen wipers. Bumper stickers accompanied the tails and drove people to the Mobility Dogs Facebook site.



Honk If You Like Mobility Dogs!

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Spread the word and get your very own Mobility Dog Wagging Wiper. Mobility Dogs help people living with long-term physical disabilities like MS and Cerebral Palsy, giving them freedom and providing life long companionship. Help them unleash life today!