

CROWDOG SOURCING

YOUR DOG is the OFFICIAL LOGO of DOGTV Broadcast **LIVE** coast to coast

DOGTV
official logo



Thousands PERSONAL DOGTV logos
were created by dog owners



DogTV is a new TV channel for ... you've guessed it – Dogs! Like every other launch, creating awareness to the new channel was critical, but getting dog-owners to engage with it, was far more important. So on National Dog Day USA, DogTV launched the world's first **CrowDog Sourcing Project**.

CrowDog Sourcing allowed dog owners to create their own DogTV Logo, starring their own dog. It was simple and easy: Enter and upload your dog's best photo, separate it from the background, place it perfectly on DogTV's logo... And woof! A new DOGTV Logo, starring your dog, is born. Thousands of DogTV logos were created, starring dogs of all breeds, shapes and sizes from all over the country.



Emails notifications; before and after air time

Dog owners received their DOGTV logo and were notified by email as to the date and time their dog's logo was broadcast live, so they could tune in and share the moment with their friends and family and on social networks.



Thousands personal logos replaced the channel's official logo.

