



Battersea launches first major brand campaign showcasing Peanut the dog and Misty the cat

6th APRIL 2018, LONDON: Battersea Dogs & Cats Home, in partnership with Karmarama and Manning Gottlieb OMD, has today launched its first major brand campaign to raise awareness of rehoming rescue animals and ways of supporting the charity. The campaign will begin on 6th April and will continue to run throughout May.

Created by Karmarama with the media strategy executed by Manning Gottlieb OMD, the multi-channel campaign will challenge the common misconceptions about rescue animals whilst driving awareness of ways to support the charity in a light-hearted, joyful campaign. The campaign will kick-off with a 30" TV ad and will feature Britain's finest (and probably only) animal 'journalists': Peanut the dog and Misty the cat. The real-life dog and cat duo will document the unsurpassable standard of care that goes on behind the scenes at Battersea, that results in their animals being so special to rehome. From veterinary check-ups, enrichment activities, training and socialising – Peanut and Misty record it all.

The 30" TV advert will feature alongside mini episodes on the Battersea website where the feline and canine journalists delve further into the expert care Battersea provides for its animals.

The media strategy is designed to reach a wider audience of potential Battersea supporters during the most impactful moments through AV, DOOH and Social. Supporting this is a layer of digital activity that will capture those in the market to rehome and make sure that they think of Battersea first.

This has been achieved by mapping the moments when people are most likely to engage with the content, e.g. when looking to be distracted, entertained or cheered up. The data is then used to deliver the message in a combination of automated, planned and reactive media moments.

Sarah Matthews, Director of Marketing & Commercial at Battersea Dogs & Cats Home said
Sarah Matthews, Battersea's Director of Marketing and Commercial, said: "This exciting Battersea rehoming and awareness campaign aims to reflect the incredible unconditional care our experienced staff provide to every dog and cat that comes through our doors. When you rehome a Battersea animal, they come safe in the knowledge that they've had a

full Battersea MOT, that can never be achieved online. We know Karmarama and Manning Gottlieb OMD are equally passionate about portraying what makes Battersea animals so very special to rehome and we're looking forward to seeing more animal lovers choosing a rescue dog or cat in future."

Nik Studzinski, Chief Creative Officer at Karmarama said "Think of the great investigative journalists; Nick Broomfield. Michael Moore. Louis Theroux. And now add Peanut and Misty to the list. It's been fascinating and an absolute joy seeing them bring the Battersea story to life."

Geraldine Ridgway, Client Business Director, Manning Gottlieb OMD adds: "We are proud to work with Battersea on their first ever brand campaign and look forward to seeing Peanut and Misty bring additional awareness and support to this fantastic charity."

Ends

Notes:

The visuals for the campaign were produced by Director Barny Revill, whose credits include 'The Secret Life of Dogs'.

About Karmarama

Karmarama is the UK's most progressive creative agency, now part of Accenture Interactive. It is one of the most effective advertising agencies in the UK, winning IPA Effectiveness awards for its work with Plusnet and Costa and the DMA Grand Prix for its work for the Army. It was listed again in the Sunday Times Top 100 Companies to Work For in 2018. The agency is known for its ability to blend creativity, digital and data to develop campaigns that help brands better engage with consumers through Connected Creativity. It currently works with clients including Iceland, Confused.com, Honda, Just Eat and Unilever.

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About Manning Gottlieb OMD

Manning Gottlieb OMD is a progressive marketing performance agency with an enviable client base, including John Lewis Partnership, Starbucks, Specsavers, Virgin Media, Estée Lauder Companies, Renault Nissan and Uber.

We believe in the power of Impactful Behaviour, meaning that our role is to advise our clients on how to behave, via communications, in a way that has the maximum possible impact on consumers. This is fuelled by cutting-edge technology and the power of data, enabling us to make every penny of marketing spend work as hard as possible. It is the collaboration of data and creativity that leads to effectiveness.

We were recently named by both Thinkbox and the IPA Effectiveness Awards as the most awarded agency in their histories and are currently ranked the No. 1 media agency in Europe by WARC 100.