HOOD HOUSE

Used hoods become winter homes for cats

Background

Stray cats often go to extreme lengths just to find warm shelter during the winter. Recently in South Korea, this has become a growing social problem, as these cats can damage public and private property, get hurt and are even sometimes abused by people.

Idea

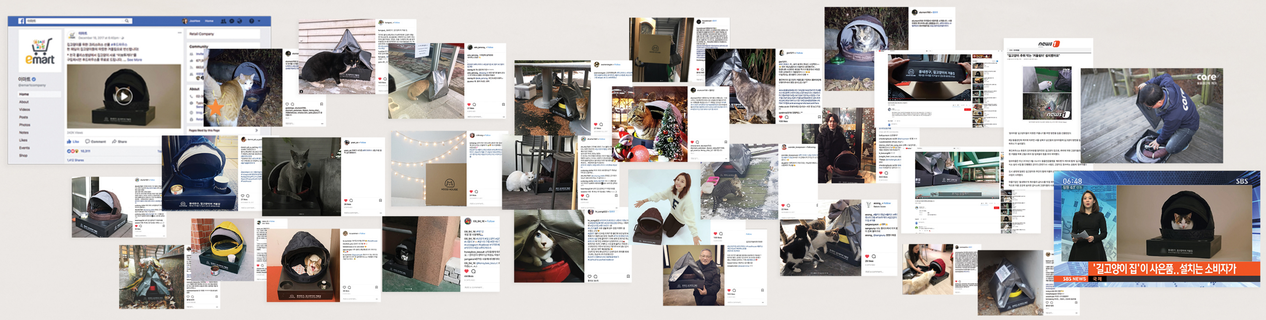
What if we could recycle warm winter clothes and create safe shelters for cats? Inspired by the hooded shape of igloos, hoods were collected through donations, and recycled into warm, hooded shelters, called Hood Houses.

Result

1,000,000 people reached in two weeks

2,000+ stray cats with shelter this winter

1,254% increase in sales for stray cat food brand, Love Together



Process

1 Mollys Pet Shop, an Emart Petshop brand, with Goodwill Store, collected over 2,000 donated hoods

2 The hoods were made into stray cat shelters, called Hood House

3 During the Christmas season, Molly's Petshop gave them away to customers who bought food for stray cats.