

# DOGS PREVENT MORE BURGLARIES THAN GUNS

## INSIGHT

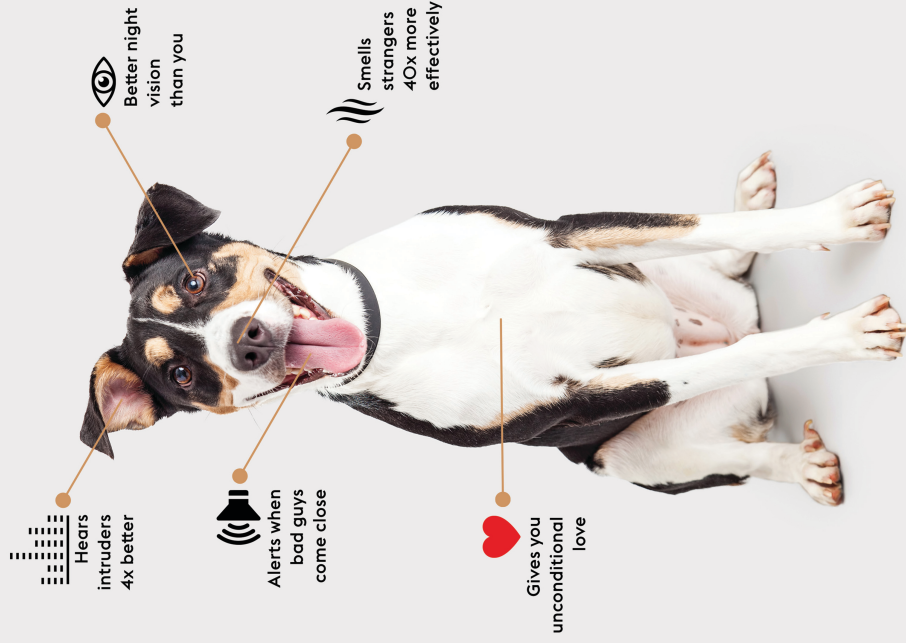
Most Americans buy guns for protection. However, dogs can be a loving alternative to protection that doesn't require you to hear and see intruders. Studies indicate that homes with dogs are less burglarized.

## IDEA

To reduce the number of homeless dogs, #AdoptProtection positioned dogs as a loving alternative for keeping homes safe (one in which we might not need any other form of protection).

## ACTIVATION

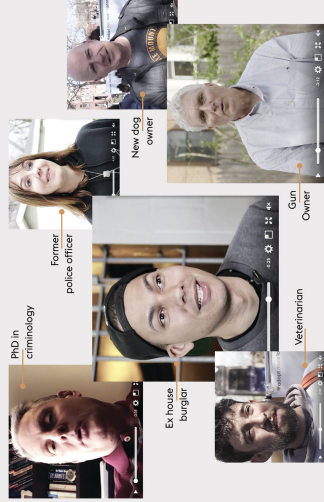
On National Adopt a Shelter Pet Day, we organized an event in Brooklyn, New York to launch our campaign. "Swap guns for shelter dogs" partners offered a discount of \$200 in adoption fees to those who surrendered a firearm at a local gun buyback program. The event was a success, 75% of pets got adopted.



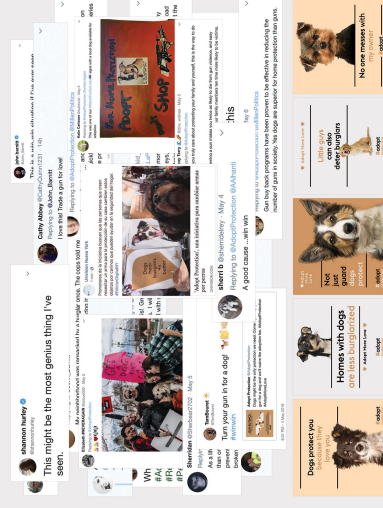
## VISUAL IDENTITY



## DIGITAL DOCUMENTARY STORIES



## SOCIAL CAMPAIGN



## ACTIVATION



WHEN YOU ADOPT LOVE, YOU #ADOPTPROTECTION