

OUTSIDE-THE-BOX ADOPTION MESSAGE

Your new home could be their new home.



INSIGHT:

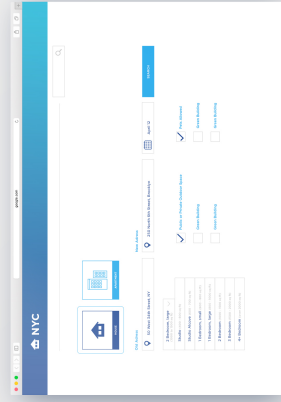
Nothing triggers more pet adoptions than seeing the face of the perfect pet.

IDEA:

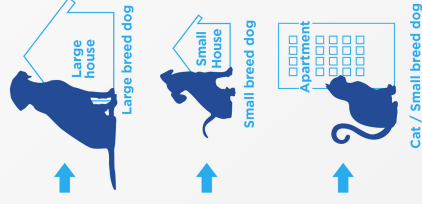
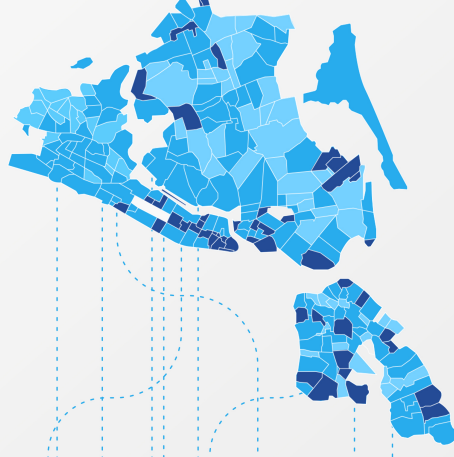
As easy as a box enters your home, a shelter pet can too. We used this new medium to show the faces of nearby shelter pets.

EXECUTION:

We partnered with New York City moving companies to feature shelter pets in moving boxes. Crossing the amenities of the new homes with data from New York City's Pet Friendly Index, we provided suggestions of what pets could be ideal for the new home.



- DOG PARKS
- OFF LEASH AREAS
- VETS
- DOGGY DAY CARE
- PET STORES
- DOG WALKING SERVICES
- DOG BOARDING



Cat / Small breed dog

