

Jun-Jul 2010 winner Pedigree Adoption Drive App

Client: Pedigree
Creative Agency: TEQUILA
DIGITAL

Campaign type: Microsite, app
Industry: FMCG

Website
www.pedigreeadoptiondrive.com.au

Campaign Information

Over 100,000 shelter dogs in Australia are euthanised annually. Adopting a shelter dog can be difficult, so an app was created to catalogue all the dogs available for adoption, to persuade people to adopt them and to raise money and awareness of the cause.

The campaign centered on Facebook, with the development of apps as well as a destination site.

Within three months, the fan page secured over 30,000 supporters, twice the target set by Pedigree and for each of these fans, a bowl of dog food was donated to a local shelter. Most importantly, 3,500 dogs have been saved at the time of entry.

Judges Comments

Clean and simple communication with very smart online marketing, really uses social media to full effect with live streams of what dogs are up for adoption.

