

New Day Rescue and Adoption Ad Campaign Case Study

Company

New Day Rescue and Adoption is a Seattle animal shelter that saves animals from abused homes, helps give affordable spay and neutering and pet adoption.

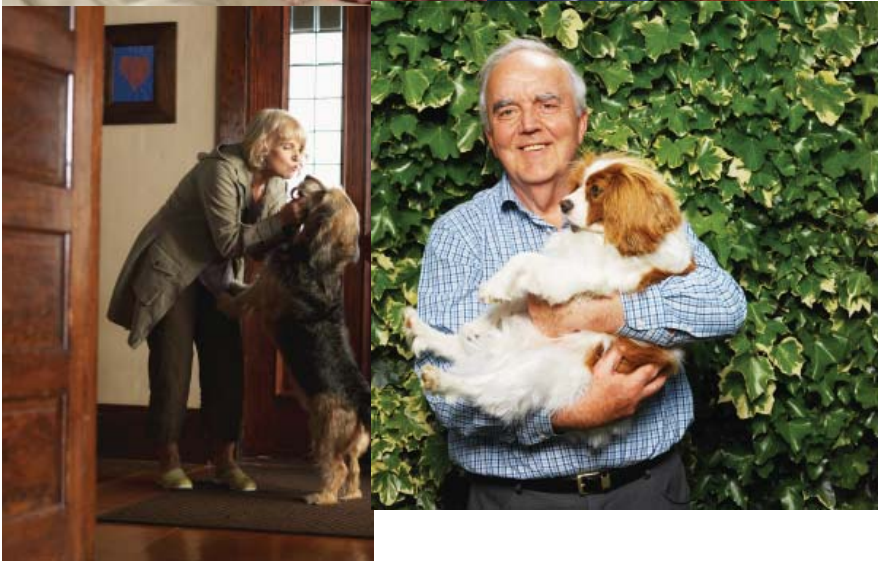
Problem

They need an ad campaign to increase adoptions for dogs at the shelter.

Opportunity and Solution

I saw this as an opportunity to help promote adoption older dogs, and creating awareness for the need to adopt rather than to make an ad campaign focusing on sad animals. I decided to have stories of real people and their adopted dogs, and tell their story. Promoting the good feeling it is to change a dog's world.

Inspiration



Finals

