

A Digital Dog Inspires Real Adoptions

An experiential campaign raises awareness and connects Battersea Dogs Home with animal lovers.



About

- Battersea Dogs Home is famous in the United Kingdom. Its core mission is to find good homes for the rescued dogs in its kennels.

Challenge

- Brits are notorious animal lovers, but many don't think about adopting a rescue dog because they simply don't see many strays roaming the streets.
- Battersea needed to let people know about the need – and get them to consider adopting.

Solution

- Using volunteers, rescue dogs, leaflets, digital screens and a little bit of magic, OgilvyOne created a unique, experiential campaign.
- Titled "Looking for You", the campaign featured "Barley", a charming rescue dog, who followed shoppers around a major London shopping center via a series of digital billboards.
- Leaflets containing information and RFID chips were handed out, allowing animal lovers to opt-in to receive content. As these shoppers walked through the mall, Barley followed them from spot to spot, and screen to screen.
- Both the leaflets and digital billboards provided additional information about Battersea and how to adopt a dog.

Impact

- The campaign microsite received over 2,000 unique visits and the main Battersea site received 79% of its traffic from new visitors during the campaign
- Videos featuring people's experiences with Barley were viewed over 320,000 times, generating over 99% positive sentiment
- Interactions with Barley were viewed over 235,000 times on the Battersea Facebook page
- Over 200 possible adoptive homes were found through Twitter, where real dogs were featured under the hashtag #lookingforyou.
- The campaign won a Bronze Lion in the Cyber category at Cannes Lions in 2015, a gold at the 2015 DMA UK Echo Awards, and brought home a Gold for Best Direct Campaign and a Bronze for best use of Digital Out-of-Home from the 2016 Creative Circle Awards.

Case Study

Industry

Non-Profit

Area of Expertise

Digital Direct Marketing
Data & Analytics
Social CRM
Performance Marketing
& Media

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