

MIAMI-DADE ANIMAL SERVICES

PREMIO LO NUESTRO: 30 THEDOGCARPET.COM

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USING INFLUENCER MARKETING TO GIVE
SHELTER PETS A SECOND CHANCE

OBJECTIVE

Promote brand awareness for the organization through Influencer and Cause Marketing



The red carpet is a primetime TV moment. It is an opportunity that many fashion designers and brands utilize to promote their clothing lines. At Premio Lo Nuestro 2018, one of the main Latin American music awards shows attended by top celebrities in the industry, Miami-Dade Animal Services partnered with the Alma Agency and Univision to promote something different at the red carpet: shelter dogs. The challenge was to find an exceptional and unexpected way to change the conversation and, more importantly, to give shelter animals a second chance in life.



RESULTS

\$1.5M+ Earned Media Value

\$1.9M+ Media Impressions

285K+ Fan Actions

22% Shelter Visits

Through the influencer marketing that was executed at the event, all the shelter dogs that were brought to the event were adopted the same evening, which is a rare occurrence. Additionally, with over 1.9 million media impressions and continual media coverage days after the red carpet event, shelter visits had increased over 22% for the quarter. The social media content developed from this campaign provided a dramatically higher engagement rate for all social media channels.

Through this campaign we successfully changed the red carpet conversation from “Who are you wearing?” to “who are you walking?” Not only did brand awareness increase for Animal Services, but attention was brought to the many shelter pets that are seeking a second chance.



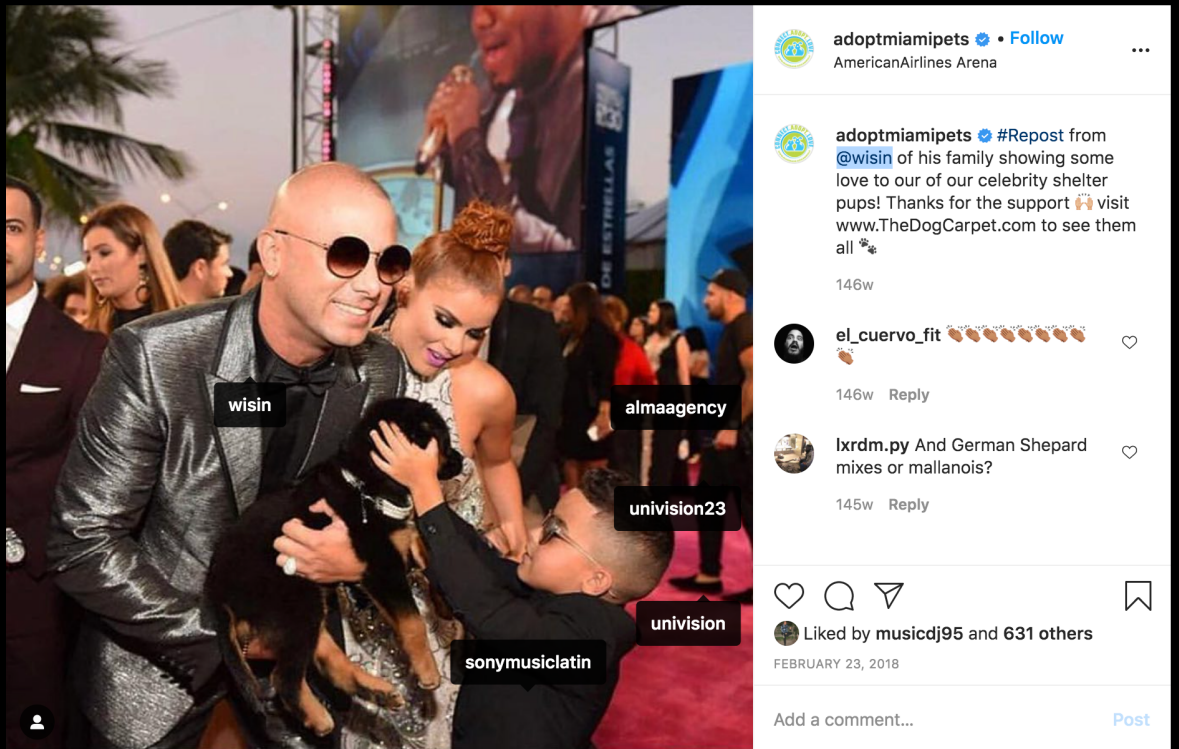
STRATEGY

Developed and executed a campaign involving celebrities and influencers giving a spotlight to shelter pets during the red carpet.

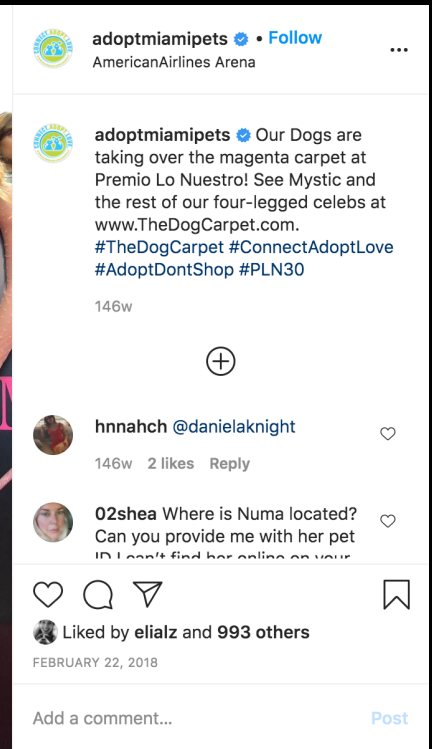
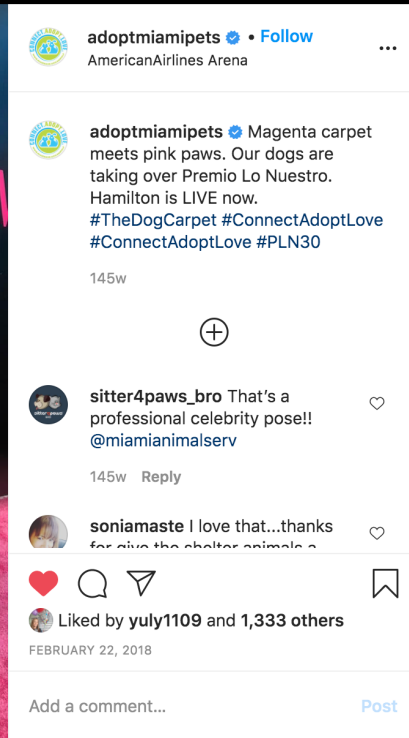
- Scheduled the Animal Services' Hope Express Adoption bus to arrive at the red carpet location to allow audience members to adopt shelter dogs.
- Selected 8 different shelter dogs to walk alongside different celebrities as they walked down the red carpet.
- Provided the celebrities personality profiles for each dog they were walking with so they could introduce them to media staff.
- Took photos of celebrities with shelter dogs to post on social media channels while tagging celebrity accounts and utilizing relevant hashtags for social media optimization.
- Developed a website (thedogcarpet.com) that was promoted throughout the event and provided real-time guidance to audience members on the adoption process.



SAMPLES

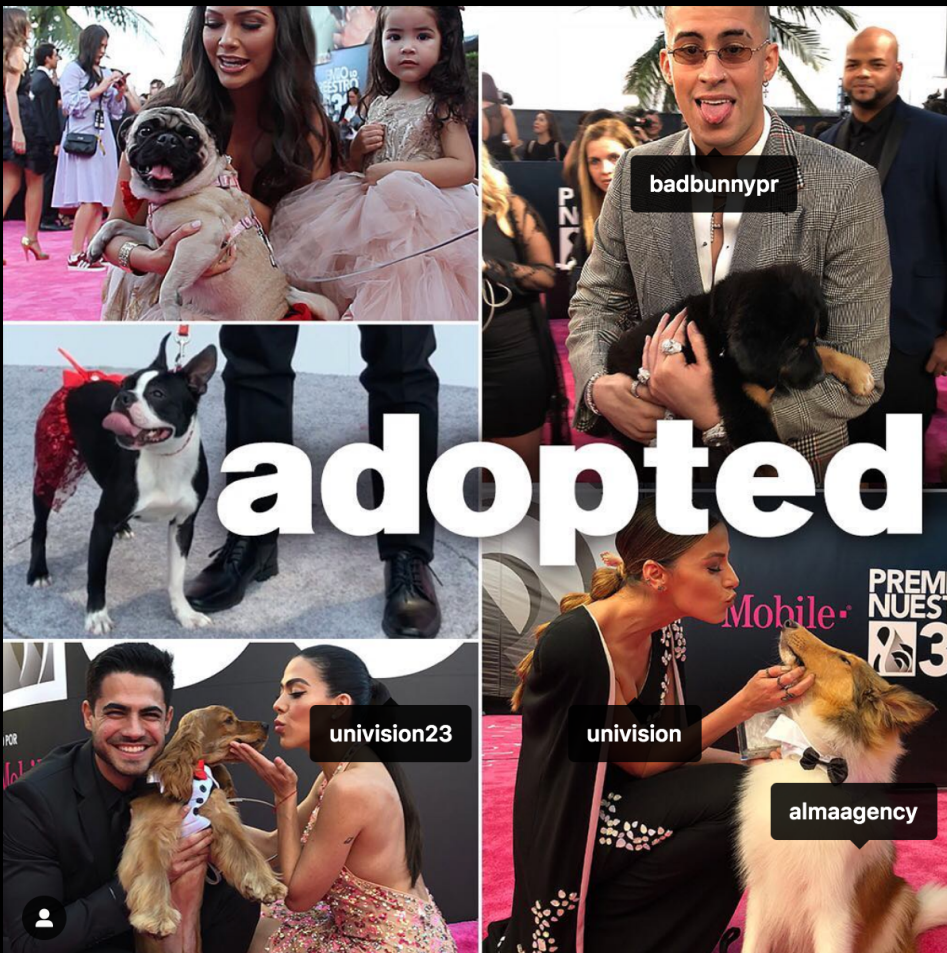


SAMPLES



SAMPLES

ALL OF THE DOGS AT THE EVENT WERE
ADOPTED!



adoptmiamipets • Follow
AmericanAirlines Arena



adoptmiamipets The real winners of the evening! Every dog that walked the magenta carpet last night was adopted at Premio Lo Nuestro. Visit www.TheDogCarpet.com for info and to find more furry superstars in need of a good home. #thedogcarpet #pln30 .

#adoptdontshop #dogsofinstagram #dogsoftheday #dogsofinsta #dogstyle #puppylove #puppy

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FEBRUARY 23, 2018

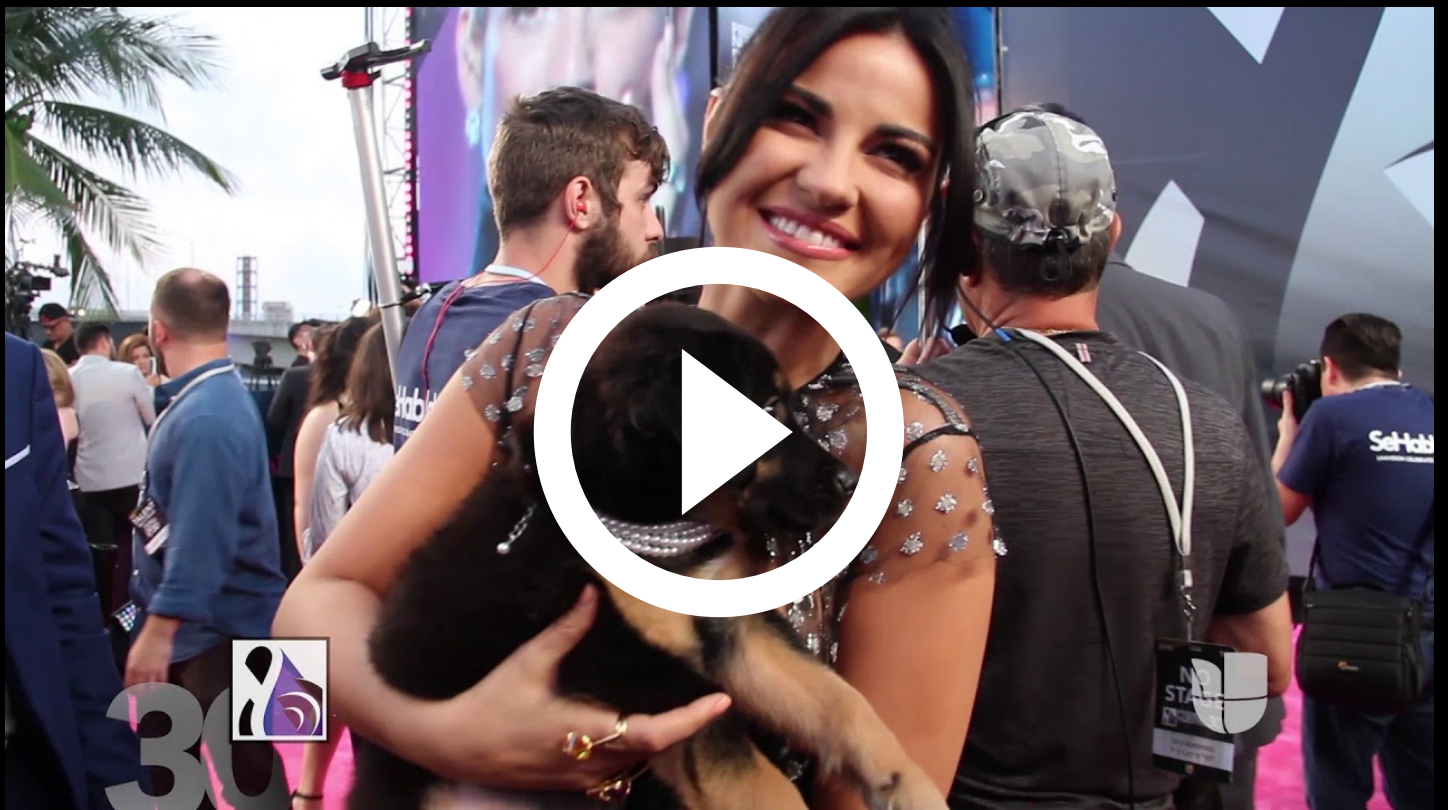
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