



IDEA

What if the term *pet parent* was taken more literally? The truth is, pets are more than just members of our household, they are practically our children. We took Mother's Day as a golden opportunity to speak on behalf of all those furry children that want to show appreciation to their human counterparts.

EXECUTION

With a limited budget, equipment and time, we recruited our beloved office cats and dogs as our Mother's Day spokespets. The combination of clever messaging and adorable faces struck a chord with pet parents across the country, who not only found it entertaining, but perfect to share with friends.

RESULTS

The response was shocking. Not only did the video clear 13.5 million views, it was shared 330K times. The video earned a place in Ad Age's Top Ten Viral Videos for the week of May 18, 2016. To date, this video has 71 million impressions and counting.