

Garrison Hughes/ Humane Society of Western Pennsylvania Integrated Radio Campaign Entry

The Humane Society of Western Pennsylvania wanted to distinguish itself from the other animal shelters in the region. The point of differentiation was that the Humane Society took a lot of time to place animals with owners that they were well matched with. Rather than just trying to move animals out quickly, they put the effort into learning about the animals and their potential owners.

We created radio spot and accompanying TV and outdoor campaign that spoke to the importance of finding the perfect match for every owner.

Perfect Match Radio

(click to play)



Perfect Match TV (click to play)

