

## Jun-Jul 2011 winner Dog-A-Like

**Client:** Pedigree

**Creative Agency:** TEQUILA  
DIGITAL

**Campaign type:** App

**Industry:** FMCG

### Website

[www.pedigreeadoptiondrive.com.au/iphonefeedback.aspx](http://www.pedigreeadoptiondrive.com.au/iphonefeedback.aspx)

### Campaign Information

This campaign focused on the sad fact that 100,000 dogs are euthanised in Australia each year given most people think of shelter dogs as damaged and find it difficult to visit shelters.

Based on the insight that a lot of dogs look like their owner, TEQUILA created a phone and Facebook application that not only finds one's perfect Dog-A-Like match from the live PetRescue database, but lets you adopt the dog when it would otherwise be put down.

### Judge's Comment

A great way of creating an emotional bond between would be owners and real dogs in need. Simple, fun, engaging and above all relevant to the cause. Love it.

The PEDIGREE®  
Adoption Drive

