

CASE STUDY

'Prove that you love me'

Client: Darwin City Council

Challenge: To convince an 'over-regulated' public it was time to accept a new bylaw

Creative Territory and Sprout worked with Darwin City Council and rolled out the 'Prove that you love me' campaign to inform Darwin dog and cat owners about new animal management By-laws.

We appealed to pet owners on an emotional level to prove that they loved their pets. This concept led to fun, emotive and cheeky creative that was eye-catching and appealing to Darwin pet owners.

Over 1,000 pets were microchipped at campaign fun days and dog attacks in the Darwin area fell from seven to two in the five months following the campaign.

