

Fostering fling: No Strings Attached

A short stay, a big difference

This campaign redefines pet fostering as a fun, no-pressure experience—perfect for those who love animals but aren't ready for a lifelong commitment. By embracing a playful take on "commitment issues," we highlight the joys of temporary pet companionship while subtly planting the seed that some flings turn into forever. With humor, relatable messaging, and real foster success stories, we show that fostering isn't just easy—it's irresistible.

Posters & Billboards



Eye-catching posters and billboards with witty, commitment-free messaging challenging common misconceptions about fostering. Featuring cute animal visuals and QR codes for easy access to more information and sign-up.

Instagram Carousel & Home Page



Instagram Carousel:

A series of engaging, playful Instagram carousels presenting fostering as a fun, low-commitment option, using relatable messaging to attract the attention of younger generations.

Homepage:

A dedicated section on the SPCA website highlighting the ease and benefits of fostering, featuring success stories, QR codes, and a clear call-to-action for immediate sign-up.

Dog Waste Bag Dispensers & Waste Bags



Custom-branded dog waste bag dispensers placed in parks and dog-friendly areas, each featuring subtle messaging about fostering. The dispensers encourage pet owners to take action by linking the simple task of cleaning up after their dog with the rewarding experience of fostering a pet. Branded dog waste bags with playful messages promoting fostering, encouraging pet owners to engage with the campaign while out with their dogs.

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