

TESTIMONIAL Beneful



Innovative motion-tracking technology allowed commuters to engage with the dogs in a variety of activities.

At Beneful, we believe the power of PLAY enhances everyday experiences and enriches the time dogs and owners spend together. And, most city dwellers would agree that their daily commute is definitely a time in need of some fun, carefree play. We believe that using innovative, interactive billboards will encourage people to unleash their inner child and have some fun in unexpected places, with the help of our team of virtual dogs!

Audience

Adults 18+

Media Mix

Interactive Station
Domination

Market

NYC

Objective

Unsuspecting commuters were encouraged to take a break from the daily grind to play with dogs of all shapes and sizes on a 64-foot-long interactive billboard. As people walked by the display the dogs followed them, pawing the screen and letting out happy yips in hopes of starting a game of fetch.

Rationale

On the first day of the campaign commuters of all ages stopped by to watch and took turns to play. Commuters were also able to customize their new best friend's tail, body size and coat color, and upload a photo using a mobile device to share on their social networks, and on Beneful's Facebook page.

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